Here's Selling in your sock -

And Sock in your selling!

KLZ - DENVER

CBS NETWORK ★ 560 KILOCYCLES
Affiliated in Management with the Oklahoma Publishing Co., and WKY, Oklahoma City
REPRESENTED BY THE KATZ AGENCY
Every school day since 1936, WLS has used its facilities to increase the educational opportunities of Midwest school children. In 30,000 classrooms in eight states, one million youngsters group around their radios daily and listen to "WLS School Time."

Of the schools tuning in, 75% are rural—47% one-room schools, 28% village schools.

"School Time" lessons in geography, music, health, and current events are designed to give rural children increased educational advantages. In its ten years, "School Time" has won approval from leading educators throughout the nation.

Inspiration and information for rural pupils fits naturally into the general pattern of WLS public service. Whether it be assistance to an individual, aid to a community, or service to the growing family of Midwest farm listeners, WLS responds promptly, effectively, continuously.

People of Midwest America depend upon WLS for entertainment, for such business helps as the market reports, for fulfillment of their spiritual and educational needs. They have confidence in us...a confidence built up in 21 years of service to better living.

The WLS Educational Department is under the direction of Arthur C. Page, Associate Editor of Prairie Farmer and Farm Program Director of WLS. A former rural teacher, Virginia Pickens, B.A., University of Syracuse, and B.Ed., New York State Teachers College, conducts "WLS School Time."

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Your Sales Plan for New England

Old selling habits need reconverting, too... a change of pace to meet a changed economy and new buying habits.

Effective radio selling isn’t based on the hit-or-miss method. Today, to effectively SELL New England requires the use of a medium which enjoys the greatest local acceptance.

The Yankee Network via its locally accepted stations thoroughly covers these New England buying centers. Each of YANKEE’S 23 hometown stations hits the spot where it does the most good.

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.
THAT REPORTED impending promotion of FCC Chairman Paul A. Porter to White House as assistant to President Truman can be stricken from the records. It was in cards and discussed in highest places, but concluded finally that it was more important to retain him in highly important FCC post, particularly during critical licensing and expansion period. Attractive outside offers may have set off speculation. Chances are he will remain at FCC until present work load is fully under control— which will entail at least a year.

WHEN POWEL CROSLEY Jr., ex-owner of WLW Cincinnati and Crosley Corp., begins promoting his new midget car early next year, he'll make other motor manufacturers take notice. Ralph H. Jones Co., Cincinnati, headed by C. M. (Chip) Robertson Jr., is Crosley Motors agency with substantial record not only in network but in spot. Radio expected to do bulk of exploitation job.

KEBB GREAT FALLS, Mont., CBS regional outlet, will change hands soon. F. A. Buttery, present owner and chain food store operator, has entered tentative contract to sell to Fred Birch, head of building construction company and civic leader, for slightly under $500,000. Papers now being drawn for FCC.

MUTUAL will sign up with NAB shortly. So will stockholder stations such as WOR, WGN and Yankee. ABC also indicates interest. CBS and NBC. Already are members. Network fees may be reduced. Rub is whether network members of board will be continued.

PLENTY of action indicated at MBS for 1946. Well-heeled with 25% budget increase for programs and personnel given him by board earlier in month, President Edgar Kobak is shooting for next year as network's biggest expansion and development. Next board meeting will be March 5-6 when Mr. Kobak will present plans for reorganization, probably combination of old-line and cooperative operation with no owned outlets.

DON'T LOOK for appointment of NAB's new labor relations director until early next year. It's likely proposition will be considered by NAB board at its Jan. 3-4 meeting in Los Angeles, at which pattern will be set and employer-employee relations committee headed by John Elmer, WCMB Baltimore, can move forward.

LOOKS LIKE NAB convention, slated for early spring, is indefinitely postponed again with prospects indicating nothing before fall. ODT still doesn't want big conventions, with GI travel pressure still on and hotels generally can't accommodate NAB's 1,200 minimum requirement which had been set, but NAB Secretary C. E. Arney Jr. can't get to first base on accommodations. If no convention, at

(Continued on page 10)

Upcoming

Dec. 20: Transfer of KQW San Jose, Cal. to CBS, before FCC. Room 6121 New Post Office Bldg., Washington, D. C., 10:30 a.m.
Jan. 3-4: NAB Board of Directors, Roosevelt Hotel, Hollywood.
Jan. 30: RMA Board of Directors, Stevens Hotel, Chicago.

Bulletin

WAR and Navy departments have sent a communication to Bureau asking that Foreign Broadcast Intelligence Service of the FCC be transferred to the War Dept. as of Jan. 1 and that FCC continue the operation until that time. Commission ordered service liquidated as of Dec. 15 after House refused to grant necessary appropriations. Actual monitoring operations ceased Dec. 5.

FRIDAY afternoon meeting of representatives of Western Electric Co. management with those of the Western Electric Employes Assn. will be resumed this afternoon (Dec. 17) at WE headquarters in New York. Union's members have authorized a strike if their demands for a 20% increase are not met. See earlier story, page 94.

FCC QUESTIONED CLOSELY

MEMBERS of House Appropriations Subcommittee on Independent Offices understood to have questioned FCC delegation closely last week when Commission appeared in executive session. Board was asked to account for $6,000,000 for fiscal year ending June 30, 1947 [BROADCASTING, Dec. 3]. Entire Commission headed by Chairman Paul A. Porter, was closeted with Congressmen in all-day session. Indications were economic-minded subcommittee would recommend the $6,000,000 figure be pared.

KNOX DROPS NEBBS • Knox Co., Los Angeles (Cystex) will drop The Nebbs on Mutual 4:30-6 p.m. Sunday following Jan. 6 broadcast. Substitute not announced but company will continue sponsorship of Sunday afternoon 4-6 hour on network. First half hour is occupied by Murder Is My Hobby for Mendaco Agency, Raymond R. Morgan Co., Hollywood.


FRIGIDAIRE ON CBS • Frigidaire Division, General Motors Corp., Dayton, Jan. 13 starts for Saturday Night Special in World Star Time Theater on full CBS network, Sun. 2:30-3 p.m. Agency, Foote, Cone & Belding, N. Y.

DIGEST FOR HALL • Hall Bros., Kansas City (Hallmark greeting cards), Jan. 13 starts for Checkmate Radio Edition on full CBS network, Sun. 2:30 p.m. Agency, Foote, Cone & Belding, N. Y.

SMELLOVISION • Device to transmit odors in synchronization with telecasts has been developed by Hans E. Laube, Swiss engineer-chemist who has experimented with synchronizing smells with motion pictures. Details remain secret, Mr. Laube revealing only that it works on electronic principles. Smell transmitter, he said, is operated by one man in television broadcast studio. Smell receivers which are added to each television receiving set are capable, he said, of producing more than 2,000 different aromas.

Standard Stations Exceed 1,000 Mark

THE NUMBER of standard commercial stations authorized in U. S. passed the 1,000 mark Friday when the FCC granted eight construction permits for new stations.

Commission actions brought to 40 number of grants made since resumption of normal licensing operations Oct. 8. Then there were 961 commercial stations; total now is 1,001. However, previous grants included four in two small communities which could hardly support more than one station each [BROADCASTING, Dec. 3]. Last week two more grants were made for stations in Brawley, Calif., a town of 11,718 population.

Session to date among actions were three involving use of clear channels. A construction permit was issued to KEVR Seattle, operating on 1090 kc, to increase power from 250 w to 10 kw, with directional antenna for day and night use. Dominant station on channel is WBAL Baltimore. Chief owner of KEVR is A. W. Talbot. Minority interests are held by Robert S. McCaw and R. R. Groninger. All are Seattle business men.

KWBU Corpus Christi, Tex., was given special authority to operate daytime for a period of six months on 1030 kc with 50 kw power. Dominant station on channel is WBCB Boerne. KWBU had previous six months authorization to operate at 1030 kc and has application for the frequency.

A second grant for local daytime station on 730 kc, assigned to XEQ Mexico City under international agreement, was authorized to Western Carolina Radio Corp., Shelby, N. C. (Continued on page 10)

BROADCASTING • Telecasting
An Old Story

The age-old story of Christmas ... of Prance and Vixen and St. Nicholas—of Scrooge and Tiny Tim—of Good King Wenceslas ... never fails to produce maximum response from listeners young and old.

With 5000 watts on 590 kilocycles—with timely programs and aggressive promotion—WAGA assures maximum response to your sales message in the South's most outstanding market ... Atlanta.

WAGA
ATLANTA

5000 Watts on 590 Ks American Broadcasting Company. Represented by Headley-Need.
COMMERCIAL FISHING
One of the World's Great Fishing Areas

In Seattle alone more than 80,000,000 pounds of fresh and frozen fish, including salmon, halibut, herring, various cods, sole, crab, and oysters will be landed in 1945. In addition, more than 5,000,000 cases of canned salmon, valued at about half a billion dollars will be distributed from Seattle throughout the world. Seattle is the outfitting center for most of the Northwest Pacific and Alaskan fisheries and fleets...in round figures, 25,000 fishermen, most of them from Washington and Northern Oregon ... operating approximately 13,000 craft.

KIRO is the only 50,000 watt station in this rich market ... it brings Columbia Programs to Seattle and the Pacific Northwest.
Manufacturers and retailers looking toward postwar prospects in the South have their eyes on Nashville... for Nashville has set the pace for the South with four years of record-breaking gains in population, income and retail sales. It is Tennessee's only A-1 city, and one of sixteen A-1 cities in the nation. The rich Nashville market area, with over a million prosperous buyers, is covered adequately and economically by WSIX—Nashville's outlet for both the American and Mutual networks... We will be glad to furnish full particulars on request. Write us—today!

WSIX offers:

1. Top shows of both American and Mutual networks which guarantee an unusual share of the radio audience in this area.

2. A powerful signal at low frequency—your assurance of a wide coverage at a very low cost per radio listener.

Add it all up—entertainment, coverage and reasonable rates—WSIX has what it takes to put across your sales message.

AMERICAN MUTUAL

5,000 WATTS
980 KILOCYCLES

Represented Nationally by
THE KATZ AGENCY, INC.
"You take it and like it
...from a
PRESTO RECORDING!"

"We have each of our programs transcribed on Presto equipment because it's easy to take criticism from a Presto Recording," says lovely Evelyn Knight, singing star of CBS' "Powder Box Theatre". "When you specialize in tricky rhythms as I do, it's important to be able to play back the show to review your work."

Broadcasting stations and recording studios use Presto equipment because they can depend on Presto to produce high quality work. Schools and business organizations, too, prefer Presto because a Presto Recorder can take hard usage and is 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

WORLD'S LARGEST MANUFACTURER OF INSTANTANEOUS SOUND RECORDING EQUIPMENT AND DISCS
announces
the appointment of
NORMAN BOGGS
as general manager
and vice-president

Effective January 14, 1946
Feature of the Week

COMMEMORATING the fourth anniversary of Pearl Harbor, WSYR Syracuse, Dec. 7, presented a special V-Bond program, emphasizing the unique role many Syracusans played in World War II. Titled "We Interrupt This Program ..." hour show presented among other Syracusans, former WSYR announcer Lt. Bernard Stapleton, believed to be the first

Like House Afire
SPEEDY is the word for the comeback of WCNC Elizabeth City, N. C., following the fire which completely destroyed the transmitter house and equipment Nov. 16. On the morning of Dec. 6 station was back on the air. While off the air, a new transmitter house was built and installed, a new console installed, and other technical equipment given a complete going over. Three of the days were spent waiting for FCC permission to resume operation. Edd Harris, manager, pushed the work along, aided by Grether Bros. of Norfolk, and C. Ross Askey, WCNC chief engineer.

Lt. Stapleton (l) interviews Capt. Lillyman

Lt. Stapleton reported to raise an American flag over conquered Tokyo, and Capt. Frank Lillyman, reputedly first American to land in Europe on D-Day. They interviewed each other.

Others from the city to broadcast on the show were Brig. Gen. LeGrand A. Diller, public relations officer with Gen. MacArthur since 1941; Vadeboncoeur, WSYR commentator, who is said to have first used the expression, "Remember Pearl Harbor"; Gen. Pedro Del Valle, Marine Corps general who commanded the artillery at Pearl Harbor; and several Syracusans at Pearl Harbor interviewed by NBC's Jim Wahl, who was at Pearl when the base was attacked.

Sellers of Sales

JACK of all trades, master of many is a thumb-nail description of Beatrice Gumbinner, radio head of Lawrence C. Gumbinner Advertising Agency, New York.

A fourth generation New Yorker, Bea was born in the city in 1915. She attended Mrs. Wharton's finishing school for a year and a half, then left because she didn't like it and joined New York U. for a half year.

As a youngster, when other children played being nurses or doctors, Bea pretended she was an advertising executive. She grew up to see her childhood dreams come true.

When she left school in 1934 she joined her brother's advertising agency as "assistant to the office boy." Eventually, she worked up to the position of stenographer. She left the agency for two years but couldn't stay away and returned to become assistant to Harry Deutsch, then radio director of the agency. In 1939 when he left the agency, Bea took over and became and still is radio head. Her duties in that position are many and varied. She buys radio time for the agency's accounts. She does most of the commercial writing by herself, including radio scripts, as well as spot announcements. She personally services the clients on detailed campaigns.

Miss Gumbinner at present is handling radio for Norwich Pharmaceutical Co., Lyons Cigarettes and "Puppies," the agency, she reveals, is expecting several more accounts to use radio in 1946.

Her hobbies include horse-back riding and dogs. She owns a smooth haired terrier called Boy. He is 10 years old and has been with her since he was seven weeks old. Knitting, too, occupies some of her spare time. During the war she knitted countless sweaters and socks for soldiers. She also knits her own stunning tailored suits.

She is a member of the Radio Executives Club of New York and the Tumble-weed Riding Club in Bayside.
Broadway Hosiery Shops
Prove It!

Broadway Hosiery Shops, whose modernly appointed stores are located throughout Northern New Jersey, must have complete coverage in America's fourth largest market. So, in August, 1929, these famous shops bought six 15-minute, live-talent programs per week over WAAT.

For SIXTEEN years "The Broadwayites", Vocalists and Orchestra, have aired their smart interpretations of current musical "hits" in 5,012 consecutive programs! And now, having just renewed for the 17th uninterrupted year of broadcasting over New Jersey's First Station, The Broadway Shops continue to delight hundreds of thousands of listeners with 6-half-hour programs every week, because they know:

WAAT delivers
more listeners per dollar
in America's 4TH Largest Market *

than any other station—
including all 50,000 watters!

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

(National Representatives: Radio Advertising Co.)

"DOLLAR FOR DOLLAR NEW JERSEY'S BEST RADIO BUY"
RADIO STATION

WINX

THE WASHINGTON POST STATION

WASHINGTON, D. C.

Announces
the appointment of

HEADLEY-REED CO.

NEW YORK CHICAGO DETROIT ATLANTA
SAN FRANCISCO LOS ANGELES

as
National Advertising
Representatives

EFFECTIVE JANUARY 1, 1946
WCSC
Charleston, South Carolina

NOW GIVES YOU

TWICE AS MUCH EVENING PRIMARY CIRCULATION AT NO INCREASE IN COST

15,800 families* in 1942
34,622 families* in 1944

*CBS Listening Areas, 6th Series, 1942
*CBS Listening Areas, 7th Series, 1944
One of the things we have always aimed at here at F&P is the acquisition of men whose general business experience would qualify them to understand and really assist in the problems of business men. So when Leo Bowman decided he wanted to join up with F&P, we grabbed him (and his business experience) for our Chicago Office, where he served two years, before we sent him back to his home town as Manager of our San Francisco Office.

That's a typical example of the reason why all of our top-notch men are more than walking rate-books. Among us, we share many years of varied experience in radio, advertising, financial organizations, newspapers, utilities, department stores, automotive industries, etc., etc., etc. When you ask us for an opinion or some information on almost any problem — or about any industry — we can usually get a more or less expert answer for you from our own organization.

Free & Peters believes that the best contact the radio industry can maintain with you agencies and advertisers is to offer you the daily services of the best, most experienced, most capable men obtainable. That's the way we work in this group of pioneer radio-station representatives.

FREE & PETERS, INC.
Pioneer Radio Station Representatives
Since May, 1932
Columbia Counters Claims Made By Sarnoff

By BRUCE ROBERTSON

RCA-NBC AND CBS, who don't see eye-to-eye on television, have lowered their siege guns to point blank range and are fighting in the open now.

Last week, in a presentation that was quietly planned behind the scenes, RCA took a group of selected guests to Princeton, N. J. There engineers of the manufacturing company demonstrated color television on the mechanical principle and improved black-and-white video on the electronic principle. They concluded that black and white is ready for the home—that color is five years away.

Kesten Counters

Paul W. Kesten, CBS executive vice president, who did not attend the demonstration, countered from New York immediately with: "The demonstration is a splendid answer to the Columbia challenge of April 1944 that all manufacturers focus their technical skills on perfecting color television. We are delighted to know that one of the country's big manufacturers has gone so far toward color television in the high frequencies."

Of RCA's five year estimate, Mr. Kesten commented, "That is a very safe estimate. It is from three to four years longer than we believe it will take."

RCA's move, despite protestations by Brig. Gen. David L. Sarnoff that he did not wish to engage in an altercation with those who believed color television would come "this evening or tomorrow," previously was intended to answer the CBS contentions that the network had experimented successfully with color video in high frequencies.

The RCA demonstration of color at Princeton was conducted in the high frequencies. It was conducted on the mechanical principle, using spinning filters of the basic hues. In these respects, it compared with the demonstrations herefore presented by CBS. RCA used live talent. Most CBS demonstrations have employed slides or film.

What CBS will do to counter the RCA barrage may be known within two weeks, when the former has scheduled its first public demonstration of the discoveries it announced before the FCC in October. [BROADCASTING, Oct. 15].

Both RCA demonstrations were conducted by beamed radio, not by line.

Transmissions of black and white were made from WNBT New York, NBC's station atop the Empire State Bldg., to Princeton Inn, a distance of 47 miles. The color video was transmitted from RCA Laboratories to the Inn, two and one-half miles.

Stereoscopic pictures in color were introduced during the demonstration. The three-dimensional effect was attained by use of special polarized camera filters with spectators viewing the images through polarized glasses. Dramatic effects employed to heighten the three dimensional feature included pictures of cigarette smoke floating toward the camera lens, creating the illusion of the receiving end that it was drifting into the room.

The televised pictures in black and white were brilliant enough to be seen in a fully lighted room. RCA engineers said this advance was made possible through development of improved Kinescopes. Black and white images were reproduced on screens as large as a newspaper page and, according to observers, were as faithful in reproduction as present-day motion pictures.

The demonstration, conducted by Dr. E. W. Engstrom, director of research at the Laboratories, showed the differences between pre-war and present video reception. A pre-war receiver equipped with a 12-inch tube and a mirror top was placed beside one of the new receivers possessing the wartime-improved screen and lights that brightened the room, the post-war receiver continued to show a picture with high definition and clarity; the pre-war receiver's picture darkened and became indistinct.

Most vivid pictures were produced on the direct viewing models.

Sarnoff Speaks

Addressing the assembled guests at the demonstration, Gen. Sarnoff, president of RCA, said: "Our research men have built a practical all-electronic television system for the transmission and reception of excellent pictures in black and white. There is every reason why television should go ahead as a service to the public."

He pointed out that the FCC had allocated frequencies for commercial television. He said further technical advances in the art would be forthcoming from the laboratories, but asserted that to await those developments would be denying the art to the American public.

In this observation, of course, he

(Continued on page 101)

U.S. May Seek Treaty at NARBA Parley

Meet Takes On Added Importance as Cuba Demands Changes

By SOL TAISHOFF

A FULL DRESS "treaty conference" of North American nations, to consider revision of the so-called "Havana Treaty," controlling standard broadcast allocations among the North American nations, is possible in Washington in early January, it was learned authoritatively last week.

Originally planned as an "engineering" session, to consider demands of Cuba for additional standard band facilities, the projected conference may take on full diplomatic status, in view of the expiration of the Havana Treaty on March 29 under its own terms. Tentatively, the conference—likely to run two weeks—is scheduled for the first week in January. Such a proposal has been made telegraphically by the State Dept. to the signatory nations—Canada, Mexico, Cuba, Haiti, Dominican Republic, Newfoundland and the Bahama.

Last Friday the FCC informally urged the State Department to retain the conference on an "interim agreement" level, with any exceptions to the five-year-old treaty to be accomplished through diplomatic exchanges. This would obviate the need of Senate ratification and would hold only until a formal conference is held. This was proposed, it was learned, on the ground that insufficient time remains to prepare for a full-scale treaty revision by early January even if reduced to minimum changes. At the State Dept. it was said final determination as to whether a new treaty or an interim agreement would be sought will depend upon developments this week.

Only Canada Has Replied

Thus far, only Canada has replied and has agreed to the early January date. Because Cuba was instrumental in forcing the original engineering conference, having made its demands at the Third Inter-American Radio Conference in Rio de Janeiro last September, it was expected it promptly would accede to the suggested date. Whether Mexico would agree to such short notice appeared questionable, but State Dept. officials are hopeful the other nations will accept promptly.

The Havana Treaty became effective on March 29, 1941 for a five-year period. It resulted in the shifting of approximately 800 of the some 900 standard stations then on the air in the United States and provided for substantially increased clear and duplicated facilities for Canada, Mexico and Cuba.

Acquiescence to the Cuban demands would result in serious complications to standard broadcast service in the United States and possibly in Canada and Mexico, engineers pointed out. Use of directional antennas would be entail comprehensive use of equipment in virtually every instance, but it was recalled that following the 1941 reallocation necessitated by the Havana Treaty, a number of
LaGuardia Praises Radio, Hits Press

Mayor Tells People They Can Rely On Newscasts

By EDWIN H. JAMES

THE SPECTER of a pudgy forefinger wagging in front of its face haunted the New York press last week after Mayor Fiorello H. LaGuardia, long-time angry critic of newspaper policies, gave tit-for-tat to four newspaper and magazine writers who baited him Dec. 7 on Mutual's Meet the Press.

Scarcely three questions had been fired at the Mayor when newspaperman listening in knew by the trajectory of his replies that Radiophile LaGuardia's pouting eyes were looking through spectacles which were screeched in on his favorite target. Radiomen comfortably sat back to hear him larrup the press, praise radio.

Lawrence E. Spivak, editor of the American Mercury, drew the Mayor's first fire, which ricocheted toward New York publishers. Asked Mr. Spivak: "... you seem to have put the fear of God into the City Hall reporters and their editors. Can you explain why?" "Oh, I don't think I put the fear of God into the reporters," said the Mayor. "Their publishers did that."

The Mayor's complaint: Somewhere between his office and the printing press stories have become distorted. "I give the facts straight, and they (reporters) get it straight, and they report it straight, but when I read it in the papers it isn't that way."

Bridled Dorothy Thompson, gray-haired omniscience of the column world: "... the idea that the publisher comes down and looks at every newspaper story and slants it... It's nonsense. It's slanted by the reporter, if it's slanted at all."

"That," said the Mayor, "hasn't been my experience." Columnist Thompson stood her ground. "I'll tell you how I know," Mr. LaGuardia continued. "I know what I told the reporters. I know that the reporters have reported it accurately, and I happen to know the views of the publishers.""The explanation," Miss Thompson said, did not satisfy her, but before she could pursue the point, Tex McCrary, onetime New York Mirror staffman now on terminal leave as a lieutenant colonel in Army public relations, interposed. "Have you ever been misquoted?" he asked.

The Mayor's affirmative was strong. "When?" asked Mr. McCrary. The Mayor's answer was this time a wild shot: "Oh, yesterday and maybe tomorrow morning."

"Oh, I've been known to talk swang to the Mayor's understanding of the responsibilities of a free press. Said he: "A free press must be a truthful press. I (have) said that a democracy cannot survive without a free press... that an owner hasn't the right to use the news columns in order to inject his particular views on any particular issue or subject."

From PM's managing editor, John Lewis, came the next pose: "How can the people protect themselves against "publishing" the publishers' freedom of the press as freedom of falsehoods?"

Very elementary, Doctor Watson, it's cracked the Mayor. "Not buy their papers."

"Yes," said Mr. Lewis, "but a lot of us are like Will Rogers. All we know is what we read in the papers; how do we know what the truth is?"

"Listen to the radio," said the ebullient Mayor.

Newspaperman McCrary was not sure the truth could be found on the air, Radio, he said, is "at the mercy of a politically appointed Federal commission." What he wanted to know was: Could a system operating under control of such a commission offer better guarantee of freedom of expressing an idea than a competitive press?

"Yes," said the Mayor, "because after all the commission is the creature of law, and law is enacted by representatives of the people in Congress... And the fact remains, sir, that if I get up and make a statement—attack any individual—that radio commission will force that station to give us equal time...to an opponent. If a newspaper makes a false statement with a great big eight-column headline, and it's all wrong, you'll find about 10 days later, a little bit of a column: 'We're very sorry to say that we were in error. And nobody can avoid it.'"

Next question was: Will Mr. LaGuardia give opponents a chance and answer whatever charges he makes on his Liberty-sponsored ABC show which begins Jan. 6? "Why, of course," he said.

"On your program?" asked Announcer Bill Slater.

"Why, of course."

Mr. Lewis wanted to know if the Mayor thought that radio stations—which aren't supposed to have editorial policies—should adopt them.

"I don't know about a station having an editorial policy," said the Mayor. "I know one network that's going to have expression of opinion of one individual after Jan. 1."

"And that will be free expression, will it, Mayor?" asked Mr. Lewis. "I'll tell the world it will," said the Mayor.

MBS SCHEDULES 70,000 MI. HOOKUP

STANDARD OIL Co. (N. J.) and associated companies will sponsor a Christmas morning program of conversations between American servicemen who are still abroad and their families at home. Program will be broadcast on Mutual 10:05-11 a.m. Christmas morning. Two-way conversations between members of our armed forces in England, France, Germany, the wail, Guam, Philippines and Japan and their families in various points in the U. S. will make up the program, involving some 70,000 miles of wire and radio hookups, believed to be the most extensive special events program ever broadcast. More than 60 radio engineers will be used to make the various necessary connections.

Bill Slater will m.c. on the program. The sponsor's commercials will be kept free of sales talk and will be completely institutional in tone. Marschalk & Pratt, New York agency which handles the Esso Reporter broadcasts, is in charge of arrangements on this Christmas day broadcast.

NAB Not to Boost Membership Dues

EMBARKED on a program greatly expanding its service to broadcast stations, NAB will be able to operate next year without increasing dues to be paid by the membership.

This fact developed during the Dec. 13-14 meeting of the association's finance committee at Washington headquarters. The committee will recommend to the board of directors that present dues be continued in 1946.

Operating budget of the NAB will only probably increased, should the board accept committee recommendations. It will total about $650,000 for 1946. The association was able to operate this year with a surplus despite opening of the expansion program Oct. 1 with naming of Judge Justin Miller as president and A. D. Waldard Jr. as executive vice-president. The board will meet Jan. 3-4 in Los Angeles.

New services already in operation include the expanded Department of Broadcast Advertising under Frank E. Pellegrin, J. Allen Brown, former general manager of WFOY St. Augustine, Fla., is serving small market stations and Hugh M. Higgins, recently of Army Air Forces, is in charge of sales promotion. A third assistant in charge of retail advertising is to be appointed in the near future.

New activities are planned by the Department of Public Relations, which is under direction of Edward M. Kirby, public relations counsel retained by the NAB. The department will be expanded in Washington and New York to provide more extensive facilities for (Continued on page 88)

Sawyer Resigning

CHARLES SAWSYR, U. S. Ambassador to Belgium, announced Thursday after a conference with President Truman that he would resign shortly to resume private law practice in Cincinnati [CLOSED CIRCUIT, Nov. 26]. Mr. Sawyer, who took the diplomatic post in 1944, operates WING Dayton and WIZE Springfield, O., as well as several newspapers in Ohio. He formerly was vice president and general counsel of the Crosley Corp., Cincinnati, and was Democratic National Committeeeman from Ohio for several years.

"It's gone surplus property nuts! He just can't resist a bargain!"

DRAWN FOR BROADCASTING BY SID HIS

BROADCASTING • Telecasting
Investment Required for FM Surveyed

FCC Finds Equipment Costs Less Than In 1944

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<th>(Table of Costs Page 8)</th>
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<td>EQUIPMENT for an FM station can be purchased at prices ranging from $6,420 to $55,110, depending on power of station, and can be delivered by the manufacturer to the buyer’s place of business within five to fourteen months from date of order, according to a survey last week by the FCC.</td>
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Results of the survey were released simultaneously by Sen. Glen H. Taylor (D-Ia.) who requested the study be made for the Senate Small Business Committee. Sen. Taylor declared the findings should encourage small businessmen to enter FM and urged prospective applicants to file for licenses while frequencies are still available.

Costs Less Than Realized

“The survey reveals,” he said, “that the cost of equipping a station is far less than most people realize. The FM equipment market is in its infancy but there is no doubt that a well-organized and well-managed station can compete with any other medium of advertising.”

Pointing out that manufacturers’ estimates for cost of principal equipment for a 250 watt station average less than $10,000, to which must be added $10,000 for real estate, construction and studio furniture before a station can operate, Sen. Taylor said, “this low cost for the state-of-the-art, high fidelity FM transmitting equipment means that it is possible for ownership in the FM band to be widely dispersed.”

“Nothing would be more unhealthy for the future of free speech and open and fair discussion of public matters than the control of this new FM broadcasting to become concentrated in the hands of a few people,” he continued, expressing hope that many newcomers would be attracted to FM to provide diversified service to the country.

In addition to the major items of equipment, Sen. Taylor listed the following additional factors:

- **Cost of equipping FM stations surveyed by FCC, was reported last week to be less than popularly believed, and well within reach of small business, farm, labor and other groups.**

- **Principal Items Cheaper**
  - Principal items of equipment for operating a station in the new band, the Commission pointed out, only $10,000 in stock and that Mr. Roosevelt had paid his subscription in full.

- **FCC Requirements Create ‘Real Need’ For 5-KW FM Transmitter, Gillett Says**

By GLENN D. GILLET \nConsulting Radio Engineer

DUE especially to the FCC’s rules for metropolitan stations a real need for a 5-kw FM transmitter had not developed.

A metropolitan FM station is required to radiate 20 kw from an effective height of 500 feet, or less, if no 500-foot elevation is available. In much of the United States it will be difficult to find sites where an effective antenna elevation of more than 500 feet is available.

The average maximum antenna gain proposed for turnstile antennas commercially available is about 5. Usually, the transmission line efficiency between the antenna and the transmitter will run in the neighborhood of 80%. Thus a transmitter power of 5 kw is required. With this antenna gain and a reasonable transmission line efficiency an effective antenna height of about 800 feet must be secured before the FCC requirements for a metropolitan FM station can be met with a 5-kw transmitter. A 5-kw FM transmitter, with a permissible overload capacity of 10%, would give a maximum available power of 5.5 kw. This value is the geometric minimum between the 3 and 10-kw transmitter ratings now offered commercially.

A 5-kw transmitter will cost in the neighborhood of $12,500 and a 10-kw transmitter about $22,500. On this basis a 5-kw should cost about $16,500.

The increased cost of operating a 10-kw transmitter as compared to a 5-kw transmitter will run between $5,000 and $10,000 per year, depending on the hours operated; whereas a 5-kw transmitter should cost the owner only between $2,000 and $4,000 more a year to operate than a 3-kw. If we assume that half the metropolitan FM stations allocated...
Affiliates of NBC, ABC Launch Separate Campaigns

NATIONWIDE attack on the day-light saving time headache, scheduled to recur next April when a large number of cities will advance time an hour, began to take shape last week as two unconnected campaigns got under way.

First step was agreement of American affiliates in District 2 of the network, meeting in Detroit, that the problem be approached from a national viewpoint. They decided to start contacting other network affiliates to bring them into a coordinated drive. Second action was circulation of a roundup questionnaire on the subject by a group of NBC affiliates. This questionnaire has been sent to all network affiliates.

The American affiliate group—Network Stations Planning & Advisory Committee—met at the call of H. Allen Campbell, WXYZ Detroit, the chairman. Daylight time occupied a good share of the session, culminating in the suggestion that Mark Woods, American president, meet with other network heads to give the affiliates the benefit of their combined thinking on the subject. Mr. Woods attended the meeting, along with other network executives.

The American stations felt that one big network affiliate group, operating on a national basis, would be able to make its voice heard. Past complaints about network operation on daylight time during the summer were unorganized and little progress was made in attacking the problem. Independents will be invited to join with affiliates.

Similar sentiment has been developing among other affiliate groups at meetings with officials of the networks. From those meetings came the roundup questionnaire, which was drafted independently of the American affiliate group.

Third Plan

The questionnaire explains that in an effort to seek a solution of the problem the group was surveying affiliates of all networks to obtain industry data and suggestions. Fewer this material may be devised a formula for national handling of daylight saving. The questionnaire asks if the community remains on standard time the entire year or uses daylight saving time in the summer; if station is satisfied to have its schedule conform to New York City's change in time; if station would prefer all network programs to be broadcast on daylight time regardless of status at place of origin; if station has lost revenue in the past because of daylight time; population and radio homes in primary area; suggestions for handling of the time change problem.

A third plan was in the discussion stage in the group last week, where suggestion was offered that all stations in the city get together. A meeting had been planned by Detroit stations last October but it never was held.

Network executives agree that the problem is messy for affiliates, but explain that it is difficult for them to operate on standard time when New York and Chicago go on daylight saving time. They take the position that the public govern the situation, and suggest that the confusion is basically due to the fact that metropolitan centers are not on uniform time.

NATIONALWIDE Day- time headache is as serious as they draw plans for spring operations. Free from the time-change mess since 1941, they now see what they are up against. The summer shift must be juggled in April. The profitable participating programs in the early hours of the day will be hit hard by the time shift in cities not on daylight time.

Equal annually annoying is the summer shift of children's programs from 5-6 to 4.5 p.m. in standard time. Many of the stations switch the stations to daylight time in April.

Kansas Farmers Think Radio Does Unqualifiedly Good Job

Three out of four adult listeners in Kansas believe that radio is doing an unqualifiedly "good job," according to the Kansas Radio Audience of 1945 study conducted for WIBW Topeka. The survey has just been published by WIBW. It was conducted by Dr. F. L. Whan, U. of Wichita.

The Whan figures confirm general findings of the FCC that farmers are pretty well satisfied with their broadcasting service and that newer stations are gaining. A study shows that 6,886 homes during April and May.

Gradual increase in Kansas listening since the 1942 war-year low figure is shown by the figures. Average hour listening is still somewhat under the pre-war figure of 1940. The study shows that farm women listen 4.7 hours a day, men 3.3; village women listen 4.20 hours, men 3.30; urban women listen 4.72 hours, men 3.52.

Age of listener does not greatly affect the amount of time the average listener puts in. Though average listening is still somewhat under the pre-war figure of 1940. The study shows that farm women listen 4.71 hours a day, men 3.36; village women listen 4.20 hours, men 3.30; urban women listen 4.72 hours, men 3.52.

Court Rules Licensees Must Retain Control of Programs

LICENSEES are bound, by law, to retain full control over programs, the U.S. District Court for New Mexico has ruled.

In a summary judgment in the suit of Albuquerque Broadcasting Co., licensee of KOB, against the Board of Regents, New Mexico College of Agricultural & Mechanic Arts, Judge Colin Nebblett ruled that KOB could not legally grant the college demands for specific blocks of time. His decision is expected to affect time-brokered and stations which are committed to allocate specific blocks of time to former owners.

Appeal Likely

Attorney General Clyde C. McCallum of New Mexico who, with Harry L. McQuade, the instantly attorney general, represented the college, said an appeal likely would be filed. W. Theodore Pierson of the Washington law firm, Pierson, & Buck, represented KOB, assisted by Sen. Carl A. Hatch (D-N.M.) and A. T. Hannett of Mecham & Hannett, Albuquerque.

Judge Nebblett ruled that under the Communications Act and FCC rules and regulations KOB as a licensee has the sole and exclusive right and duty to exercise its independent judgment and discretion to control, supervise, and direct the programming and operation of the station in the public interest.

The KOB case is one of several in which stations have assigned blocks of time to either former owners or others. Under the summary judgment the assignment of such time blocks is contrary to law and to FCC regulations. Other stations believed affected by the ruling were which sell blocks of time to brokers.

In 1920 the college started KOB and operated it until 1931, when the station was leased to the Journal Publishing Co., publisher of Albuquerque Journal, but the college re-
Iowans who "listen most" to WHO buy 5 times more TOOTHPASTE than those who prefer any other station! . . . there's 5 times as many of 'em!

THE facts are clear. Any advertiser can use "Station B" in Iowa, if he wishes, but he'll get an average of only one-fifth of the listener-preference that's accorded WHO.

The 1945 Iowa Radio Audience Survey shows that WHO is "listened to most" by 55.4% of the Iowa daytime audience—as against 10.7% for Station B.

Superior programming, superior showmanship, superior public service have given WHO more listeners than all other stations heard in the state, combined. Ask anybody in Iowa!

WHO

+ for Iowa PLUS +

Des Moines . . . 50,000 Watts


FREE & PETERS, Inc., National Representatives
President Given Power to Reorganize FCC as Congress Passes Revised Bill

REORGANIZATION of the FCC is possible under a revised Reorganization Bill (HR-4129), passed last week by Congress and giving President Truman broad powers to revamp the entire executive and independent offices branch of Government.

Under the bill—a compromise between the McCarran bill (S-1129) and Menasco bill (HR-4129), the President may not limit the powers of quasi-judicial agencies (such as FCC) but generally he would be given approximately what he requested last summer.

Exempt from reorganization are the Interstate Commerce Commission, Federal Trade Commission, Securities & Exchange Commission, National Mediation Board, National Railroad Adjustment Board, Railroad Retirement Board and the civil functions of the Army Corps of Engineers.

Should the President desire to reorganize the FCC, Federal Deposit Insurance Corp., U. S. Tariff Commission or Veterans Administration, he must submit a separate plan for each. None can be included in an overall reorganization.

Administration forces won another victory in a provision which makes the reorganization plan effective 60 Congressional days after it is submitted unless both Houses pass a concurrent resolution in opposition.

Under the McCarran bill, as reported by the Senate Judiciary Committee, the FCC and 13 other agencies were exempt, whereas the original Menasco bill provided that separate reorganization plans must be submitted for the FCC and several other agencies.

The Senate passed the measure Thursday after similar House action. While the President plans an FCC reorganization is not known, although he had asked that no agencies be exempt.
Spider kills snake with web!

That was a whale of a news story a couple of years ago.

It seems the snake made a pass at its natural prey in the web... got caught in the silky mesh and couldn't get out. Then the spider went to work on that snake... and really tied him up!

That's another example of the way that many times the little guy hangs one on a big fellow.

We've got a little radio station down here in Baltimore. It's the successful independent, W-I-T-H. But did you know that this station delivers more listeners-per-dollar-spent than any other outfit in this big five-station town?

It's a fact... and there are facts that prove it. Glad to show them to you... particularly at budget time.
PUBLIC, GIMBEL'S VIEW VIDEO RESULTS

The public feels that television is a marvellous postwar dream come true, but viewers of the display at Gimbel's Dept. store in Philadelphia were disappointed in actual production technique. These results were pointed out in a report just released on an RCA poll conducted on the experiment, reputedly the first of its kind. The test ran from Oct. 23 to Nov. 14. Over 250,000 people viewed the display, from the 20 RCA telesites located throughout the store. Of those answering questionnaires, 69.9% consider store television an aid to shopping. Close to 70% indicated that it was the first time they had seen television.

Merchandise was shown as it actually appeared on counters, and was also shown in use to demonstrate what purposes it could serve the customers. As to the length of the show, a majority thought it was "OK." A majority preferred more entertainment than merchandise displays.

The answer to the question of whether the expense of television is justified by sales, can be determined only when sales statistics are available.

Telesites were specially built, unlighted enclosures, containing 20 to 40 folding chairs. Gimbel's and RCA used radio and newspaper ads, car cards, displays, direct mail, booklets and other media to publicize the display. RCA engineers supervised the installation, serviced receivers, handled all operation.

The poll was used only on merchandise, showing, offering four hair shows, one for curtains, two for pots and pans, one for hats, and three toy shows. There was also a straight entertainment show, Uncle Wip. Telecasts were shown every half hour on the half hour. "Arming" the personnel around the telesites with answers to possible questions of the video viewers, RCA prepared questions and answers, including:

What will RCA have a home television set on sale? Perhaps within six months.

What will it cost? Perhaps $200 for a table model ... $300 for a console with radio ... $400 for a large screen console television radio-phonograph combination. Prices, as yet, are indefinite.

What size picture? The $200 and $300 units will be direct view ... $400 will project picture onto a screen.

Is a special antenna required? Probably...

Will they be sold on the installment plan? Yes.

Will Gimbel's carry them? Yes. When will RCA radio sets be on sale? Within a couple of weeks.

Will RCA produce Walkie-Talkies? Probably—but not for six months or so.

What about color television?


Looking Forward

For better merchandise promotion, Gimbel's looks forward to perfection of color transmission. Merchandising experts, acute to color value in salesmanship, were limited in their choice of items to be presented in the black and white transmissions during the experiment. But although the experts were not critical, there were mistakes which were made in the experiment: (1) Neither Gimbel's nor RCA-Victor had experience in the use of the new medium, and (2) equipment available for the test was not up to snuff. The cost of old age, needed careful and consistent checking to operate smoothly.

The store listed three main mistakes which were made in the experiment: (1) Newsliners were given to rehearsals; (2) too few of the demonstrations illustrated what the merchandise did for a customer; (3) not every item shown was priced.

WLIB Wins Award

AWARD by American Association of the United Nations for best coverage by a New York independent station of the San Francisco Conference was given Friday to WLIB Brooklyn, Clifford Evans, WLIB director of news and special events, accepted citation at an association meeting at Town Hall. WLIB highlighted its coverage of the conference with daily program report on San Francisco which featured late news and a guest speaker who explained why conference meant to him as an individual citizen.

Home receivers capable of receiving color telecasts seem unlikely for some years yet. The possibility is just a laboratory idea at the moment...
Candle in the Window - Thanksgiving in the Heart

Christmas Candles, to symbolize the Spirit of Kindliness and Good Will. On the long road toward human understanding, radio will help mold the world community to the Promise and Purposes foretold of old... at the First Christmas.

Westinghouse Radio Stations Inc

1945
The care and feeding of

1 WOR vice president Maddux (seated) smilingly comments on new contract as sales director Gene Thomas looks on. In moment he will release “flash” that alerts all departments to cooperative follow-through on new show.

2 Norm Livingston (right), director of program operations, analyzes audience advantages of time-period selected. Daytime program director Gene King (left) points out WOR’s excellent competitive standing through the years.

5 “The slant is this...” Publicity chief Charlie Oppenheim (center) approves as Murry Salberg, trade news editor, tells how story on new show will break in trade press. Marjorie Sable slants story for newspapers.

6 Noted for its razor-sharp engineering standards, WOR’s master control room gets show on air with perfect precision. Just checking up as Charlie Thropp pulls vital plug is Charlie Singer, assistant chief engineer.
a program...

3 The commercial’s transcribed. Here, studying it for timing, pace and performance is WOR’s executive producer and editor, Bob Simon (right). Continuity writers Keith Thompson and Lois Green assist.

4 Sponsor’s show will cash in on WOR’s steady, continuing barrage of magazine, direct mail and newspaper advertising. Joe Creamer, advertising and promotion director, scans recent work with assistant, Lenore Hershey.

Chain-link departmental cooperation at WOR poises the powerful resources of a great station behind every sponsor’s show

Every week during the 52 weeks of every year, approximately 15 new and renewal contracts are signed by sponsors and their agencies for WOR, New York. Almost immediately following the signing of any one contract, a “flash bulletin,” or pink sheet, is sped on its way to the desk of every WOR departmental head. The moment a pink sheet is received, the silent but ceaseless activities of more than a hundred variously trained and gifted WOR specialists are directed at making the WOR sponsor’s program one of the most economical, audience-building advertising ventures of his career. WOR herewith presents, in words and pictures, a portion of the chain-link cooperation that plays a major part in making WOR commercially-sponsored shows outstanding favorites among thousands of people in one of the greatest listening territories on the Eastern Seaboard.

WOR that power-full station at 1440 Broadway, in New York

MUTUAL
Belief Video Belongs Upstairs
Prompts Recall of Application

EXPRESSING the belief that "the proper place for television is in the higher band of frequencies," Metropolitan Television Inc., New York, last week withdrew the application for a New York video station to operate on Channel 8, 162-168 mc., it had filed in 1940.

Company, owned jointly by two New York department stores, Abraham & Straus and Bloomingdale Bros., expressed its intention to conduct experiments in the frequencies between 480 and 920 mc.

Company operates WABF New York, an FM station which has been on the air since November 1942.

Color Ultimate Objective
A letter to the FCC, written by I. A. Hirschmann, vice president of Metropolitan, expressed agreement with a Commission order pointing out that "the 13 television channels which are available for television below 300 mc are insufficient to make possible a truly nationwide and competitive television system." The letter continued that from the inception of the FCC's allocation studies, Metropolitan has believed that television belonged in the higher frequencies.

"This opinion is reflected by the fact that in 1940 we applied for Channel 8, 162-168 mc, which was then not even designated for commercial use and whose propagation characteristics had long been investigated by the physicist, Dr. Frank G. Ker, who acts as engineering consultant to the company," Mr. Hirschmann wrote. "Our technical staff has pursued the study and on the basis of extensive information are convinced that the place for television transmission is more properly in the higher band of frequencies, namely from 480 to 920 mc."

The belief that "color television is the ultimate objective for public service" was expressed by Mr. Hirschmann, who stated that "certainly, the coloration of nature will be demanded instead of monochrome, once such coloring is available for broadcasting."

Commenting on Metropolitan's action, Lawrence Lowman, CBS vice-president in charge of television, said:
"Ever since CBS first proposed full color television in the higher frequencies we have felt that department stores in particular would be quick to appreciate the tremendous merchandising potentials of this new medium. Clear pictures in full color, for instance, will show the consumer at the television receiver, not only the pattern of a garment, but the color and texture of the fabric, reveal the detail and design to optimum advantage. Metropolitan Television is to be congratulated on its accurate appraisal of color television as, in Mr. Hirschmann's own words, the ultimate objective for public service."

Mrs. Anna Ayer Fry
ANNA AYER FRY, 69, widow of Wilfred W. Fry, former president of N. W. Ayer & Son, and daughter of Francis Wayland Ayer, founder of the firm, died Dec. 9 at the Pennsylvania Hospital, Philadelphia, after a short illness.
Exclusive!

KFAB is the only outlet of the Columbia Broadcasting System serving the Omaha-Council Bluffs area.

The ONLY Basic CBS Station in Nebraska

HARRY BURKE, General Manager

KFAB
THE BIG FARMER STATION
OMAHA 1110 KC - 10,000 WATTS
LINCOLN

Represented by PAUL H. RAYMER CO.
FALL PROMOTION BUILDS
More intensive market coverage than ever before!

These two pages show part of the fall promotion that started more people than ever before listening to WLAC...new customers for WLAC advertised products! For better coverage of a splendid year-round market...send your story over WLAC!
GREATER WLAC AUDIENCE!

* Of course, scores of programs and announcements plugged the "BIGGEST Show in Town!"

SALES WLAC POWER

50,000 WATT RADIO GATEWAY TO THE RICH TENNESSEE VALLEY

Of course, scores of programs and announcements plugged the "BIGGEST Show in Town!"

SALES WLAC POWER

NASHVILLE'S 50,000 WATT RADIO GATEWAY TO THE RICH TENNESSEE VALLEY

FRANKLIN GOES "ON THE AIR" OVER STATION WLAC ON THURSDAY OCT. 11TH IN BIG SINGING CONTEST

FRANKLIN GOES "ON THE AIR" OVER STATION WLAC ON THURSDAY OCT. 11TH IN BIG SINGING CONTEST

VALLEY... NASHVILLE 50,000 WATTS

FRANKLIN GOES "ON THE AIR" OVER STATION WLAC ON THURSDAY OCT. 11TH IN BIG SINGING CONTEST

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FRANKLIN GOES "ON THE AIR" OVER STATION WLAC ON THURSDAY OCT. 11TH IN BIG SINGING CONTEST
Retailers Knock Professional Wrangling on Television Plans

THREE New York retail store executives raised sharp objection to the profusion of professional discussion of telecasting's present and future plans, which they said was leaving the potential customer bewildered. The executives spoke at a panel meeting of the American Television Society, Dec. 11 at New York's Sheraton Hotel.

"There's been too much talk by men who know too much about color telecasting and the third dimension," said Lawrence Moore, merchandise manager of Frederick Loeser Co. "A consumer being offered an ordinary television set will decide to wait until he can get one which has color and third dimension."

Create Consumer Demand

As Mr. Moore, J. M. Winer, president of Dynamic Electronics Inc., New York, and James J. Dingivan, vice-president and general manager of Arnold Constable, see it, the television industry's main objective now is to create a consumer demand for receivers which are already off the drawing boards.

"I think," said Mr. Dingivan, "that we should do more talking together before we do more talking to the public."

Mr. Moore believes that demonstration tests are needed in stores to clear the buying public's mind of misconceptions about the quality of telecasting, to stimulate a purchasing urge which may be near the bursting point when receivers actually reach the market.

Merchandising methods which the three stores will use to sell sets differ. Dynamic Electronics will pursue the blue-stocking trade of Manhattan, concentrate on high-priced sets, said Mr. Winer.

Mr. Dingivan's Arnold Constable will aim at the same level, selling television sets "on the basis of pride of possession, as we now sell our furs."

Mr. Winer and Mr. Dingivan both requested set manufacturers to give strong consideration to the beauty of the cabinets they build. Their customers want looks as well as technical quality.

Mr. Moore was less interested in style. One thing which buyers should be guaranteed is proper servicing for their sets, he insisted. Free service should be provided for future frequency changes. Further, a prospective buyer is entitled to know whether a receiver will work in his home. For that purpose tests should be conducted in his home to establish whether a set would work there or, if not, what additional equipment would be needed to make it work.

Chairman of the panel was Dave Wagman, radio and television sales manager of Bruno Inc., New York. Richard Manville, research consultant, presided at the meeting.

CBS Cancels TV Plans For Garden Basketball

PLANS OF CBS to televise basketball games from Madison Square Garden, originally scheduled to begin last Wednesday, have been postponed until equipment for such remote pickups can be put into shape. Apparatus acquired by CBS before the war has been used in the network's television laboratory during the war years and a preliminary test from the Garden Dec. 8 proved it unsatisfactory.

Cancellation of the remote pickups eliminates what otherwise would have been duplication video coverage of the basketball games as NBC is also televising them. It may also keep CBS out of what might have been an embarrassing necessity for explaining the duplication as the network recently protested against duplication of broadcasts by public officials on two or more networks.

MILLER IS CHAIRMAN OF PARALYSIS DRIVE

MARCH of Dimes campaign will open Jan. 30, President Roosevelt's birthday, with Justin Miller, NAB president, as chairman of the National Radio Division Committee, according to Basil O'Connor, president of the National Foundation for Infantile Paralysis.

Co-chairman are: Edgar Kobak, MBS; Clarence Menser, NBC; Adrian Samish, Associated Davidson Taylor, CBS. Radio promotion will include transcriptions featuring name talent, announcements and live network programs.

**PEACE ON EARTH**

1945 gave us V-E and V-J Days...

1946 will bring back to radio men like the Army Hour's Captain Zimmermann—men of meritorious service, to give you and your accounts that same type of service.

WEMP's program department, good during the war, is now better than ever!

**WEMP**

**Milwaukee**

**AMERICAN BROADCASTING COMPANY**

C. J. Lanphier  Howard H. Wilson & Co.,
General Manager  National Representatives

**Christmas Plans**

**GENE EMERALD,** variety program m.c. of KNIT Des Moines, is campaigning for presentation of gift through established agencies to children of servicemen who were war casualties. Station also plans servicemen and veterans hospital parties.

**BROADCASTING • TELECASTING**
A parade of nationally known advertisers have found KXOK to be the key to the rich Mid-Mississippi Valley pocketbook. In these days of readjustment from war to peacetime economy, it is even more important to make every advertising dollar declare dividends.

More than 100 National and Local Advertisers have bought postwar advertising insurance on St. Louis' only 5,000 watt full-time station.

Ask a KXOK or a JOHN BLAIR representative for complete details.

KXOK

ST. LOUIS 1, MO.

630 KILOCYCLES • 5,000 WATTS—FULL TIME
AMERICAN BROADCASTING CO.

Owned and Operated by the St. Louis Star-Times
Affiliated with KFRU, Columbia, Mo.
**Boiggs is Appointed New Wlol Manager**

NORMAN BOGGS, sales manager of WGN Chicago, has resigned to become general manager of WLOL Minneapolis, effective Jan. 14. Ralph Atlass, treasurer and controlling stockholder of WLOL, announced last week.

Mr. Boggs has been with WGN since 1937, starting as salesman, and was appointed sales manager in February 1945, after heading the WGN New York sales office for four years. He succeeds E. S. Mittendorf, who resigned because of ill health. Mr. Mittendorf was formerly general manager of WIND Chicago and became manager of WLOL in 1940. He plans to return to Arizona where he has a home and business interests.

WLOL, operated by Independent Merchants Broadcasting Co., operates on 1330 kc with 1 kw and applications for 5 kw and an FM grant pending before FCC which Mr. Atlass said are expected to be acted on in the near future. "We regret Mr. Mittendorf's decision to retire and are deeply grateful for the quality of leadership he brought to WLOL and Northwest radio," Mr. Atlass declared. In appointing Mr. Boggs as general manager of the MBS affiliate, Mr. Atlass said the station was obtaining "one of the most successful young executives in the industry."

**Staff Realignment at Young & Rubicam**

YOUNG & RUBICAM, New York, has realigned its talent department assignments so that some of its radio executives will be able to devote more time to creation of show ideas and program development work. Reorganization, according to Harry Ackerman, vice-president in charge of radio program operations, is as follows:

Hobe Morris and Robert Weenolsen will handle all service on all accounts except those involving daytime radio. Mr. Weenolsen will supervise accounts handled by Program Managers William Powers and Max Wylie. He will also become talent man and radio contact on the Bristol-Myers operation, replacing Len Holton, who has been freed of all service activities to become a part of the program development group. Cy Pitts also joins the development group. Mr. Morris will be talent supervisor on accounts handled by Joe Moran and George McGarrett, program managers.

Mary Hanrahan will handle all talent operations on daytime radio, transcriptions and spots. Jimmy O'Neill, recently returned from the service, is story consultant and will also be a member of the program development group.

**Sales Drive Begun by Westinghouse**

INTENSIFIED campaign has been started by Westinghouse to boost sales of home appliances, with Roger H. Bolin, advertising manager for Westinghouse Electric Appliance Division, announcing five appointments to his staff.

J. R. Clemens, formerly in charge of product advertising, except for the East Springfield, Mass., plant, and J. W. Endriss, formerly a staff member of the advertising department, were named assistant managers of appliance advertising.

Others named were: E. J. Hegarty, for 25 years with Westinghouse in sales, advertising and promotion, new manager of sales training; K. A. Donelson, formerly in charge of advertising budgets and records at Mansfield, O., headquarters, new operations manager; J. G. Baird, associated with the company's store modernization program, new sales promotion manager.

**Wouwel Elected**

HENRY F. WOUWELE has been elected vice-president and general manager of the Pepsodent division of Lever Bros. Co., succeeding Charles Luckman as operating head of the division. Mr. Luckman is now executive vice-president of Lever Bros. Mr. Wouwel has been with Pepsodent since 1927.

KYW Philadelphia will broadcast annual Christmas concert by inmates of Eastern State Penitentiary in Philadelphia and the County Prison at Holmesburg for 12th consecutive year.

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**Be Sure to Include**

**KFDM**

BEAUMONT, TEXAS

ON YOUR 1946 SCHEDULES

COVERING THE RICH, PERMANENT MARKETS OF BEAUMONT, ORANGE, AND PORT ARTHUR

Beaumont and the rest of the rich Sabine area is one of the most favored spots in the U. S. so far as permanent industries and employment are concerned. Dairying, shipping, lumber, construction, rice, and oil industries—which have been turning out wartime needs—will continue almost identical production for peacetime, keeping the 585 million dollar effective income rolling in. Get your share by using the station covering all of Beaumont, Orange, and Port Arthur—KFDM!

D. A. CANNAN, EXEC. VICE-PRES.  C. B. LOCKE, GEN. MGR.

AMERICAN BROADCASTING CO., INC.
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.
SEASON'S GREETINGS
As the holiday season approaches, we bid farewell to the year that is past with thankfulness for the definite and encouraging progress it has brought. Such success as has fallen to our lot, we owe to the many advertisers whom we have had the privilege of serving; and we take this opportunity to express the hope that the services we have rendered them may also have contributed to their success. With the hope that the New Year may be for all of us a year of continued progress, we extend to our advertisers and their agencies, and to all who may chance to read this, our sincere wishes for a joyous holiday season.

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<td>KFOR Lincoln ABC</td>
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<td>KARK Little Rock NBC</td>
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<td>KFI Los Angeles NBC</td>
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<td>WHAS Louisville CBS</td>
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<td>WLLH Lowell-Lawrence MBS</td>
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<td>WTMJ Milwaukee NBC</td>
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<td>KSTP Mpls.-St. Paul NBC</td>
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<td>KGNO Portland, Ore. NBC</td>
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<td>KSL Salt Lake City CBS</td>
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<td>KVBO Tulsa NBC</td>
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<td>KFH Wichita CBS</td>
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<td>WAAAB Worcester MBS</td>
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THE TEXAS QUALITY AND YANKEE NETWORKS

REPRESENTED NATIONALLY BY

EDWARD PETRY & CO.

INCORPORATED

NEW YORK • CHICAGO • LOS ANGELES
DETROIT • ST. LOUIS • SAN FRANCISCO
THREE VETS APPLY FOR NEW STATION

THREE veterans of World War II—radio veterans too—are incorporators of Radio Asheville, which Dec. 10 applied to the FCC for authorization to construct a 250-w station on 1450 kc at Asheville, N. C.

Paul H. Chapman, Greenville, S. C., who was with WFBC Greenville, prior to his four years of Army service, is president-treasurer and would be station manager. Zeb Lee, Asheville, vice president, was announcer of WISE Asheville and WPTF Raleigh, prior to entering the Army, in which he served in the radio phase of public relations. He would be program director. Obra W. Harrell, back as engineer at WAGA Atlanta, after service in the Navy, is secretary and would be chief engineer.

Call letters of WCRA are requested and the applicants propose to use ABC.

OFFICIALs of Chicago Pure Milk Association were guests of WLS Chicago at a luncheon marking 500th broadcast of Pure Milk News on the station. Shown (1 to r): Seated, Arthur Moore, editor, Prairie Farmer; Art Lauterbach, manager, Pure Milk Assn.; Lloyd Burlingham, news commentator on the show; Wilbur J. Swayer, president of association. Standing: Peter Cooke, WLS sales department; Glenn (Pop) Snyder, WLS vice-president and general manager.

N. Y. State Radio Group Has Promotion Meeting

NEW YORK State Radio Bureau last Monday at the Roosevelt Hotel held a discussion on the type material it is sending out to New York stations on promoting state government activities. It was suggested that identification of state officials by name be eliminated and officials referred to by titles only.

NYSRB is originally set up after a meeting between Gov. Thomas Dewey and the NAB public relations committee of District 2, headed by Robert Soule, WFBY Syracuse. Bureau is part of the state publicity organization under the Dept. of Commerce. Thomas C. Stowell is director of the radio bureau. Harold Keller, deputy commissioner of Commerce, heads all state publicity.

Following were present at the luncheon: M. P. Catherwood, state commissioner of Commerce; Mr. Keller; Mr. Stowell; Mr. Soule; John McNell, WJZ; Arthur Hull Hayes, WABC; George Lewis, WHN; Murray Jordan, WLIR; Morris Novik, WNYC; Leon Goldstein, WCMA; Henry Greenfield, WEVD; Ted Scott, WNEW; Mrs. Eleanor Sanger, WQXR; Tony Provost, WEA.

International Greetings

FOR the 11th year, WMAL Washington and the American Broadcasting Co. will broadcast the International Children's Christmas Party, presenting children from the embassies and legations in Washington sending Christmas greetings to their lands. Joe Kelly of Quiz Kids will be m.c. of the show, 2:45-3:30 p.m., Dec. 21, broadcast from Wardman Park Hotel, Washington.

NEW FILM STUDIOS BEING CONSTRUCTED

CONSTRUCTION of a modern radio station for WILM Wilmington, Del., was started last week.

George Sutherland, WILM general manager, said new quarters will include general offices, sales and promotion offices, client and audition rooms, rehearsal rooms and music library, news rooms and studios, and are expected to be ready by Feb. 1. New technical equipment of latest RCA design, he said, will be installed.

First-floor space and a large, two-story auditorium in the Wilmington Odd Fellows' building have been secured. Observation windows centered off a large reception room will permit constant view of all studio operations. Another feature will be an observation gallery looking down into the large audience-participation studio. Facilities and space for FM broadcasting are also provided. WILM, basic Mutual outlet in Wilmington, operates on 1450 kc with no new power. It has applied to FCC for 10 kw power.
A radio station is known by the Companies it keeps

"...in the Public Interest..."

KNOW YOUR PUBLIC OFFICIALS

a feature

on the New

WJJD

In the public interest, key government officials ... Governor ... Mayor ... Attorney General ... whatever their office ... are invited to report to the people who elected them, by the New WJJD. Not as politicians—as public servants. And the more than 10,000,000 who live within our coverage area have every inducement to listen.

For each Wednesday, the New WJJD takes a choice parcel of time, gives it top talent and production, and devotes it to the fine public service series "Know Your Public officials", broadcast in cooperation with the Illinois League of Women Voters.

Note that, please: choice time ... top talent ... top production. That's what the new ownership of WJJD gives to all its public service shows. 16 percent of our total operating schedule now goes to programs "in the public interest."

20,000 WATTS OF SELLING POWER

A Marshall Field STATION REPRESENTED NATIONALLY BY LEWIS H. AVERY, INC.

BROADCASTING • Telecasting

December 17, 1945 • Page 37
Delay on OPA Price Factors Eliminated, Bowles Declares

SPEEDY handling of price factors for radio receivers has eliminated delay in set production attributed to Government red tape, OPA Administrator Chester Bowles said last week.

Answering complaints that OPA is not getting out price lists fast enough, Mr. Bowles said that parts and sets were priced last October. OPA is giving practically weekly service to manufacturers who request prices, he added.

Mr. Bowles referred inquiries about adjustments in pricing to Harvey C. Mansfield, assistant director of the Consumer Goods Division. Mr. Mansfield said that constant adjustments are needed as manufacturers of parts and finished receivers make changes and improvements in their lines.

Asked about failure of manufacturers to provide the expected production for the holiday trade, Mr. Mansfield said that after the war there was a lull due to cancellation of war contracts. Army priority for morale radios consumed quantities of components, he explained, affecting all manufacturers. Labor difficulties and other problems contributed to the delay.

Some 1945 prices are comparatively close to 1941 prices, Mr. Mansfield said, though comparison is difficult since only one small factory is turning out the same line produced before the war. Others are making different models, with style changes, component improvements due to technical lessons learned during war experience. Few expensive consoles are coming out because of the wood shortage, he said.

Mr. Bowles said that prices for export lines will be in line with comparative domestic prices.

Emerson Radio & Phonograph Corp., New York, will deliver 100,000 sets to dealers by Jan 1, according to Benjamin Abrams, president. After OPA approval of prices the previous week Emerson shipped 30,000 sets. Prices range from $20 to $40, with production at a rate of 2,500 a day and scheduled to reach 10,000 a day during the first quarter of 1946.

Stewart-Warner Corp. will have at least 10,000 plastic table models in dealers’ hands before Christmas, according to F. A. Hiter, senior vice-president. Production of 5,000 sets a day is contemplated.

GOVERNOR and Mrs. Raymond E. Baldwin of Connecticut sold $109,055 in Victory Bonds in a ten-hour radio-telephone campaign conducted at the studios of WTIC Hartford Friday, Dec. 7.

Farnsworth Production Now Booked for 1946

PRODUCTION at Farnsworth Television and Radio Corp., Fort Wayne, Ind., will run at capacity through 1946 on orders already booked, E. A. Nicholas, the firm’s president, has reported to stockholders.

In his report, Mr. Nicholas quoted a net profit of $500,845, after estimated taxes, for the six months ended Sept. 30, compared with $592,921 for the corresponding period last year. Profit decline, he said, was resulted from termination of virtually all of the company’s war contracts.

Mr. Nicholas said that despite the sudden end of the war the company’s reconversion program was begun without delay. According to another announcement from the company, the Farnsworth Chicago distribution branch has moved from 540 North Michigan Ave. to new offices and showrooms in suite 555-B of the American Furniture Mart, 666 Lake Shore Drive.

WRAV Transfer Prob Is Scheduled for March

FCC HEARING on proposed transfer of control of Reading Broadcasting Co., licensee of WRAV Reading, Pa., to WGAL Inc. licensee of WGAL Lancaster, an Keystone Broadcasting Corp. licensee of WKBO Harrisburg, is scheduled March 1 at Reading, before Commissioner Denny.

Proposed transfer would give President and Manager Raymond A. Gaul’s 28.57% interest in WRAV to WGAL for $50,000 with Mr. Gaul remaining as manager for five years for total of $47,500 similar interest of Harold C. Landis, secretary-treasurer, would go to Keystone for $50,000 [BMA. CASTING, July 16]. John F. Steinmann and J. Hale Steinman, will already own 21.43% of WRA stock each, are principal stockholders in WGAL Inc. and Keystone and therefore with their families would acquire ultimate control of Reading Broadcasting Co. T. Steinman also are identified w/ WORK WDEL WAZL WES FCC Commissioner Wakefield last week granted a petition for waiver of rules to accept late the writ appearance of applicants in case.

Philco’s War Story

PHILCO Corp., Philadelphia, h. issued an illustrated bound book titled Philco Service at War. The Story of Philco’s Training a Installation Division. Volume dedicated to the men and women of the division and their “fine record of achievement.” Starting w/ the “Philco Recruiting Program” books follow through the war ends with letters of appreciation for the job “Well done.” “Personnel” is listed the name a hometown of every worker in division.

FOR THE 23RD CONSECUTIVE YEAR IN AN INDUSTRY CELEBRATING IT’S 25TH ANNIVERSARY WHN EXTENDS TO IT’S MANY FRIENDS...

Seasons Greetings

WHN 50,000 WATTS. NEW YORK

Page 38 • December 17, 1945
LEWIS H. Avery INC.
Radio Station Representatives
NEW YORK - CHICAGO - SAN FRANCISCO

Greetings on our first Christmas
World-famous Zion National Park with its great White Throne, shown here, is just one of Utah’s spectacular scenic attractions that people everywhere want to see. Tourist trade, in the last pre-war year, was worth approximately $30,000,000 to Utah. It should grow far beyond that figure in the great travel years ahead, and add further strength to Utah’s economic soundness.

Local Advertisers Know KDYL Brings Results

Whatever the source of Utahns’ income—whether from tourist trade or mining or farming or manufacturing—they all have this in common: a preference for the NBC shows and the local features brought to them by KDYL. That’s why this station gets results for advertisers.

Jack Benny Tops Hooper on Coast

Hope Second, McCarthy Third In November Ratings

JACK BENNY was the favorite artist with Pacific Coast listeners during November, according to the November Pacific report of C. E. Hooper Inc., which gave him a rating of 27.6. Bob Hope was second with 25.3 and the Charlie McCarthy Show was third with 22.6.

Report shows an average evening audience rating for November of 8.4, an increase of 0.2 from October and 0.7 less than that for November 1944. Average evening sets-in-use was 31.1, up 0.6 from October, down 2.7 from a year ago. Average evening available audience was 76.3, an increase of 1.5 since October, an increase of 0.4 from a year ago.

Average daytime audience rating was 3.5, down 0.1 from October, down 0.6 from a year ago. Average daytime sets-in-use was 15.0, a gain of 0.5 from October, a gain of 0.4 from a year ago. Average daytime available audience was 67.5, up 0.6 from October, up 1.5 from a year ago.

Following the three leaders, the remainder of the first 15 programs in order of the Pacific Coast ratings are: Fibber McGee and Molly, 22.1; Fred Allen, 21.8; Great Gildersleeve, 21.2; Walter Winchell, 19.2; Mr. District Attorney, 17.8; Screen Guild Players, 17.4; Blondie, 17.0; Radio Theater, 16.0; Bandwagon, 15.5; Aldrich Family, 15.5; Hildegarde, 15.4; Take It Or Leave It, 15.3.

Sylvania Buys Wabash

SYLVANIA Electric Products Inc., New York, has acquired the Wabash Appliance Corp., Brooklyn, manufacturers of photoflash and incandescent lamps. Wabash is merging Jan. 1 with the Wabash Photolamp Corp. and Birdseye Electric Corp. to become a wholly-owned but independently-operated Sylvania subsidiary. Personnel, products and brands remain unchanged.

"BEACH UMBRELLA" silhouetted against the sky is the antenna of U. S. Marine Corps radar portable unit, designed for beachhead use. Weighing only 400 pounds, the unit can be dismantled and packed in four 100-pound cases. It was developed by Westinghouse.

U. S. Programs Still Top Ratings List in Canada

U. S. NETWORK PROGRAMS lead in popularity in Canada according to December national radio evening report of Elliott Haynes Toronto, released Dec. 8. Fibber McGee and Molly remain Canada’s favorite program with rating of 37.6 and sets in use at 47.6, followed by Edgar Bergen and Charlie McCarthy with rating of 33.7, Radio Theater with rating of 32.8, Album of Familiar Music, 23.0, Bob Hope 21.8, Bing Crosby Music Hall 20.7, Treasure Trail 19.6 (Canadian origination), NHL Hockey 19.4 (Canadian origination), Waltz Time 17.4, and Green Hornet 17.2 (Canadian origination).

Five leading French-language shows for December are Raillement du Rire with rating of 37.1 and sets in use 30.3, followed by Un Homme et Son Pech 34.8, Secrets du Dr. Morhauges 30.9, En Chantant dans le Vivoir 30.4 and Cafe Concert 29.7.

More people listen to WAKR than to any other station heard in Akron

* C. E. HOOPER SUMMER 1945 INDEX 9 A.M. TO 6 P.M.
Several changes are impending in Omaha broadcasting. The net result will be more and better programs for all listeners in this area. WOW congratulates the stations involved and wishes them unlimited success.

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

When you consider the Omaha Market, remember the equation above!
We're NOT Sticking
Our Neck Out

when we say the best way to make
your cash register ring is to tell 'em your
story over WIP! There are 8,000,000 of
'em in the signal area of Philadelphia's
Pioneer Voice. Our sponsors know it
—ask any one of the 165!

610 K.C.
MUTUAL'S 3rd MARKET AFFILIATE

Represented Nationally by GEO. P. HOLLINGSBERRY CO.

PLAQUE was presented by Campbell
Arnoux, general manager of WTOR Norfolk, to Coach Bill Story
of Granby High School football
team, state champions, at a ban-
quet at which WTOR was host to
the team and their parents. Check
for $1,955, contributed by sports
fans, was presented Mr. Story by
Blair Eubanks, WTOR announcer.

RELIGIOUS FREEDOM
IS CITED BY MILLER
FREEDOM of religion and free-

dom of radio walk hand-in-hand,

Judge Justin Miller, NAB presi-
dent, said in a talk delivered on
CBS Dec. 9, 11:05-15 a.m. in
connection with Universal Bible Sun-
day. Take one away from the other,
he warned, "and we shall walk into
the entrapments of tyranny and
oppression.

"The microphone has given the
Man of God entire nations for his
parish," Judge Miller said. The
sick, the shut-ins, the blind and the
hurt are now in attendance at Di-
vine Service even though they be
bed-ridden. Those in remote places,
those above the earth or below it—
these, too, are within hearing of
God's Word at the switch of a radio
dial.

"We have but to look to Europe
to see what havoc the state-in-
spired broadcasts of hate and un-
truth brought upon a woe-begone
people who now desperately need
our help and sympathy in their
climb back to Christian ideals and
practices. Here in America every
radio tower strives to be a Tower
of Babel in reverse. It strives to
preach the same language of truth
and brotherhood. It strives to per-
meate the leavening bread of toler-
ation, in bringing together men and
women of diverse backgrounds, re-
ligions, economic and social status
through common denominators of
interest and aspiration."

Signed With Astry
CASstown KIDS, consisting of
Fred Martin, Jerry Boggins, and Beni
Dodd, and featured on WPPA Dallas,
have been signed for permanent spot
on CBS. Gene Orty is announcer. William
Wrigley Jr. Co., Chicago, is sponsor.

Nylon Certificates

L. BAMBERGER & Co., Newark, owner
of WOR New York and of R. H. Macy
& Co., issued slips to all WOR employees
last week entitling them to purchase a
pair of nylon hose each at Macy's New
York store. During cigarette shortage
WOR employees were given cards ent-
titling them to cigarettes.

CBC Board Denies
New U. S. Net Ties
Opinion Favoring Review
Is Drawn in CBS Case

NO NEW AFFILIATIONS with
United States networks will be
permitted by Canadian Broadcast-
ing Corp., it has been ruled by
CBS board of governors, accord-
ing to an announcement made on
Dec. 7 by A. D. Dunton, new CBC
chairman, in connection with deny-
ing CJAD Montreal affiliation for
CBS programs.

CJAD, new English-language
station for Montreal, operated by
J. Arthur Dupont, former CBC
commercial manager in Quebec,
was to have shared the CBS fran-
chise with CKAC Montreal, with
CKAC stressing musical programs
which could be adapted to French
announcements and CJAD carry-
ing English variety programs from
CBS.

The CBC board has decided that
the whole question of U. S. net-
work affiliations with Canadian
private stations be reviewed and
no new affiliations be permitted.
Mr. Dunton stated that English
listeners in Montreal will not be
deprived of CBS programs but did
not state which station would carry
these. The CBC stations in
Montreal, CBP and CBM, share
with CFVF Montreal the NBC and
American Network franchises.

CKAC has the CBS franchise.

CJAD officially opened Dec. 8
despite the CBC ruling on which
its entire program schedule had
been planned. It is equipped with
1,600 w Northern Electric trans-
mitter on 800 kc, uses RCA Victor
record library, and Press News and
British United Press news services.

Guthartz Stipulation

FEDERAL TRADE COMMISSION
announced last week that Max
L. Guthartz, also known as
Max Guthart, trading under sev-
eral firm names including En-

gineering Radio Co. and Eng.
Radio Co., Brooklyn, had agreed to quit
representing that his radio devices
will have any favorable effect on
radio receptivity. Stipulation also
covered several other alleged mis-
representations, among which was
a claim that a scalp preparation he
offers is an effective remedy for
baldness.
RAIN or SHINE

...The WEATHER is front page NEWS!

Each weekday at 11:10 a.m., KSD presents a non-commercial broadcast by H. F. WAHLGREN, Director of the St. Louis Office of the United States Weather Bureau, who reports up-to-the-minute official weather forecasts IN PERSON.

These exclusive daily broadcasts originate at Mr. Wahlgren’s desk in the New Federal Building, and typify KSD’s continuing efforts to accord the most comprehensive treatment to every subject which may be classified as NEWS.

KSD is the NBC basic station for St. Louis; it is 225 miles to the nearest other NBC basic outlet. KSD is the only broadcasting station in St. Louis with the full service of the Associated Press—the AP news wires plus the 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.

December 17, 1945 • Page
CBS Will Record Foreign Reports for News Series

PICKUPS from abroad may be justified when the importance of the news over-balances the poor qualities of signals from abroad, according to Paul White, news and special features director of CBS.

In revamping the World Today series, broadcast on CBS Monday through Saturday, 6:45-7 p.m., EST, the network has announced that all domestic pickups will of course be live, adding: "Some foreign pickups may also be live—when the quality of the signal at broadcast time or the importance of the story justifies it. However, arrangements will be made to record foreign reports before and at the time when the signal is best." This represents a reversal in CBS policy, which heretofore has permitted the use of recorded broadcasts on the network only under emergency conditions.

THAT'S SMOKING, southern style, with Prince Albert. Pipes and cake are in honor of Grand Ole Opry's 20th birthday, with over $3,000 hours on the air, celebrated at WSM Nashville. Harry Stone, WSM manager cuts the cake. Onlookers (l to r): Roy Acuff, Duke of Paducah, Minnie Pearl, and Ken MacGregor, Wm. Esty & Co. account executive for R. J. Reynolds Tobacco Co., show's sponsor.

FOOD BROKER FINDS RADIO GETS RESULTS

ONE food broker who uses radio, Kuehn-Hall Co., St. Paul reports surprising success with Grocerky Store Grab Bag over KSTP.

Aired five days a week, from different Twin City grocery stores and transcribed, show is done by Randy Merriman, KSTP. He recently completed a USO tour in the Pacific theater, with Glenn Harris announcing.

The pair, together with a recording engineer and full transcription equipment, move into the stores about 2 p.m. daily, and spend about an hour interviewing customers, make a quarter hour transcription and play it back at 6:15 p.m. the same day.

Four products get top billing on the program, Skippy Peanut Butter, Brite-ize Cleaner, Dromedary Ginger Bread Mix and Rumford Baking Powder, all distributed locally by the Kuehn-Hall firm.

Straight commercials are almost always eliminated, with ad lib institutional and mentions found to be most effective as products are distributed to persons interviewed. Store banners, special product displays, window cards and a special "Kuehn-Hall Hostess" who assists performers on each show are among the merchandising ideas contributing to the effectiveness of the program. Sponsor has assigned a detail man to contact stores and set up displays in advance. In addition to effectiveness of selling sponsored products, show acts as outstanding merchandiser and good will builder with local merchants. It has proven particularly effective in introducing products not stocked by local stores.

Southwell to WCBW

JOHN SOUTHWELL, former television director of Young & Rubicam, New York, once with BBDO, New York, has joined WCBW, CBS video station, as a program director. Capt. Bob Benedict, AAF retired former cameraman and director at WCBW, has returned to station as director of mobile operations. Jerry Faust, engineer, has joined WCBW staff as an assistant director. WCBW started series of basketball telecasts from Madison Square Garden Dec. 12, with Bob Edge handling commentary.

Feely Appointed

FRANK J. FEELY, manager of Western Electric Co.'s Specialty Products Shops in New Jersey, has been named manager of the company's electronic components manufacture. These manufacturing operations will be moved into a new plant to be built in 1946 at Allentown, Pa. Mr. Feely, with the company 25 years, has been responsible for much of Western Electric's production of radar and other electronic equipment for the armed forces since 1942.
**Editorially Speaking**

One of the worthwhile of all drives is the annual fund-raising campaign for the Community Chest and the National War Fund. The drive in New Haven and in the rest of the state will this year start on October 8th and continue through October 22nd. We understand that this year the amount to be raised is higher than ever before. To raise the money necessary, every citizen should join in this drive.

The Community Chest is one of our greatest institutions. Among the organizations who benefit are the Salvation Army, the Boy Scouts and similar groups. In addition, those of our boys who are in the service benefit directly through scholarships and grants.

We urge all of our readers to support this worthy drive.

**WELI-Fox Stage Fur Fashion Show**

Station WELI in conjunction with America's most famous beauty model, Miss Fur Fashion, will sponsor a fur fashion beauty contest on the night of Monday, October 11th. The contest will be held at the stage of the Loew's Poli Theatre in New Haven.

Almost one hundred entries have been received at this writing. Girls from all over southern Connecticut are entering the contest to win the title of "Miss Fur Fashion of 1945".

The lovely young ladies will model a half a million dollars in furs created especially for the occasion by J. J. Fox.

Besides the runway shows, the winner will receive a specially designed fur coat valued at five hundred dollars. The runners-up will receive fur coats created especially for them.

**Network Show**

**On Oct. 13**

The youth of the City of New Haven will receive a splendid radio-national welcome over Station WELI and the coast-to-coast American Broadcasting Company network. The ten-agers of the City will be saluted as a representative group of youngsters on "Saturday Swing" on Saturday, October 13 at 1 p.m.

Guest of honor on the half-hour broadcast will be some boys or girls students of New Haven Hillhouse or Commercial High School. The chosen youth will receive a splendid paid trip to New York and back for the movie and music meet through WELI in New York and ABC network.

**WELI-LIFE AN EXTRA AUDIENCE AND ADVERTISER SERVICE A PROGRAM AND SPONSOR PROMOTION DISTRIBUTED TO OVER 30,000 RADIO HOMES OF METROPOLITAN NEW HAVEN! ANOTHER PLUS FEATURE OF CONNECTICUT'S FASTEST GROWING STATION**

**WELI**

NEW HAVEN, CONN.

**BROADCASTING • Telecasting**
NBC Syndicated Programs

Network-caliber Shows that Build Local Prestige

NBC Syndicated Programs have a great record of building great audiences in cities throughout the nation because they're powered by the same top quality of talent...writing...direction...that's packed into NBC's great network shows.

And each client gets exclusive rights to his show in his sales-territory...shares the expense with other advertisers in non-competitive areas.

That's what makes the cost so small it's almost negligible.

No wonder NBC Recorded Programs are picked for prestige...sought-out for sales...by national advertisers who want to spot certain markets...regional advertisers whose distribution nixes the use of networks...local advertisers who want network-caliber shows for a nominal cost.

With such outstanding programs as The Playhouse of Favorites, The Haunting Hour, Art Van Damme Quintet with Louise Carlyle and 5-Minute Mysteries, no wonder so many advertisers will welcome, look and leap at IDEA: 1946.

WRITE, WIRE OR PHONE FOR AUDITION RECORDS.
THE PLAYHOUSE OF FAVORITES... a prestige program with a solid commercial appeal... presents vivid dramatizations of the world's favorite stories... such as Dickens' Tale of Two Cities... Melville's Moby Dick... Jane Austen's Pride and Prejudice. Stories of adventure, haunting romance, sparkling comedy, are vehicles for famous stars like Will Geer, Wendy Barrie, Frances Hefflin. Schedule: 1 half-hour a week. Now available: 52 weeks of broadcasting.

THE HAUNTING HOUR... builds regular listener-tingling interest with original psychological mysteries... thrillers... crime crusade themes. It creates true-to-life characters, presents sociological and psychological problems. Top-flight writers originate imaginative scripts for such big radio-and-stage names as Eddie Nugent, Jean Gillespie. Each story complete in itself. Schedule: 1 half-hour a week. Now available: 52 weeks of broadcasting.

ART VAN DAMME QUINTET WITH LOUISE CARLYLE... a jet-propelled musical that "jumps with rhythm right out of this world." Pop songs... jazz classics... memory tunes... hits... interpreted by Art Van Damme and his famous swing accordion... Louise Carlyle with the warm, vibrant voice loved by millions of nation-wide network listeners... and a solid-sending quintet. Schedule for this traffic-stopper: 3 quarter-hours a week. Now available: 26 weeks of broadcasting.

5-MINUTE MYSTERIES... packs all the appeal of a lengthy mystery program into 300 hair-raising seconds, for the sponsor who wants more than a spot announcement but less than a quarter-hour of radio time. New complete-in-5-minutes scripts by top writers are played by stars recruited from network shows. An original delayed-solution technique offers unusual commercial advantages. Schedule: Three five-minutes a week. Now available: 87 weeks of broadcasting.
WELCOME BACK to New York office of Free & Peters is extended Ewart M. Blain, discharged as artillery captain after 34 months in Pacific, by President H. Preston Peters of stations representatives firm. Shown (l to r) are Jones Sovereign, New York sales manager; Mr. Blain; Art Barry, also back from Pacific after service as lieutenant commander; Mr. Peters; Terry Clyne, who served in Germany as lieutenant colonel.

Extension of Farm Broadcast Activity Is Urged in Resolution to NAB Board

EXTENSION of agricultural broadcasting activities within the NAB was urged at the Dec. 4-5 meeting of the Agricultural Directors Committee, held in Chicago [BROADCASTING, Dec. 5]. The committee passed a resolution laying out a program for immediate action.

Back of the resolution was the expressed desire to bring about closer relationships among commercial farm broadcasting, farmers, U.S. agencies, and farm groups as well as advertising agencies and station management. Higher level of farm broadcasting is sought, along with use of the medium to promote understanding of farm problems.

The following program was recommended to the NAB board of directors:

1. The preparation of a brochure on agricultural broadcasting, stressing the services contributing to this farm broadcasting, its relationship to advertising agencies, farmers, and others interested in farm broadcasting.

2. To develop closer working relations with the U.S. Dept. of Agriculture, other governmental agencies dealing with agriculture, and institutions of agricultural education and research.

3. To arrange periodic regional discussions or clinics, bringing together broadcasting management, farm radio broadcasters, representatives of the U.S. Dept. of Agriculture, other governmental agencies dealing with agriculture, institutions of agricultural education and research, farm organizations, farmers, and ranchers, and others interested in farm broadcasting; to examine the possibilities of extending the service of commercial broadcasting to agriculture over commercial stations.

4. To establish for convenience of station management, a guide for determining qualifications of competent agricultural broadcasters.

5. To examine the NAB Standards of Practice as they apply to agricultural broadcasting.

In addition, your committee to maintain and extend the services of agricultural broadcasting recommends the ultimate establishment of:

1. An agricultural committee member for each of the Seventeen Districts of the National Association of Broadcasters to work with station management in the respective areas.

2. To plan for the establishment within the NAB of an agricultural director.

Members of the committee follow: Larry Hagan, WCCO Minneapolis; Art Page, WLS Chicago; Bill Moisier, KJR Seattle; Bill Drips, NBC Chicago; Herb Plambeck, WHO Des Moines; Layne Beaty, WBAP Ft. Worth.

‘Kyser Kollege’ First

COLGATE - PALMOLIVE - PEET Co. Kay Kyser’s Kollege of Musical Knowledge on NBC was first full program to be broadcast from an American military base during the period of World War II, the National Archives of the U.S. Government has announced. Transmission of first broadcast on Dec. 26, 1941, from the Marine base at San Diego, Cal., has been requested by Archives for posterity. Agency is Ted Bates Inc., New York.
Texas is one of the greatest states in importance. A vast industrial development is underway, comparable to Texas' great cattle, farming, sheep raising, citrus, shipping, mining, and oil and gas activities.

So great are distances in Texas that folks in the Panhandle can be skiing in sub-zero temperature when grapefruit is ripening under an 80 degree sun in the Río Grande Valley. Covering this vitally rich Southwest market, which includes an important part of Oklahoma, is the Lone Star Chain.

In addition to being economical and thoroughly effective, the Lone Star Chain is flexible. The chain consists of seven outstanding stations, but arrangements can be made to carry your programs on two or more of the basic stations plus any combination of the supplementary stations. Another advantage of the Lone Star Chain is that your program can be tailor-made for Texas. And this is important, if you want real results.

THE LONE STAR CHAIN
805-6 TOWER PETROLEUM ELDG., DALLAS, TEXAS
TELEPHONE RIVERSIDE 3663
CLYDE MELVILLE, MANAGING DIRECTOR
REPRESENTED BY

Taylor-Howe-Snowden Radio Sales

Total Population Served ........ 6,481,300
This comprises 36.5% of Oklahoma; 12% of New Mexico; 89% of Texas.
Total Effective Buying Income ........ $5,861,157,000
Representing 90% of Texas; 14% of New Mexico; and 29% of Oklahoma.
Total Dwellings ....................... 1,764,984
Total Radios ......................... 1,768,518
Urban Radios ....................... 656,920
Rural Non-Farm Radios .............. 244,019
Rural Farm Radios ................... 287,579
Retail Sales ......................... $2,628,805,000
Representing 891/2% of Texas; 16% of New Mexico; and 27% of Oklahoma.

Broadcasting • Telecasting
December 17, 1945 • Page 49
Results tell the story...

The results enjoyed by the scores of local sponsors of **FULTON LEWIS** Jr., are a success story that would fill a book. . . . On 184 stations from Atlanta to Yakima **FULTON LEWIS** Jr., is doing an outstanding job for America's greatest variety of advertisers . . . a job that has gained for him the title of "America's No. 1 Cooperative Program." For immediate availabilities in a few choice spots —wire, phone or write . . .

Cooperative Program Department
**MUTUAL BROADCASTING SYSTEM**

1440 Broadway, New York 18, N. Y.
RECONVERTING for good business ahead will be no problem for American Air Filter Company, Inc. We manufactured approximately $25,000,000.00 of war material, but we were fortunate in being able to produce during the war all of our standard lines of air filters and dust collecting equipment, which were furnished to practically every war plant in the country. Our direct war material included ship sections and deck structures for LST and Destroyer Escorts, tank ventilation units, airplane carburetor filters and aluminum balks, which is the roadway for the M-4 floating bridge. The demand for the highest efficiency in air cleaning and dust collecting equipment used in war plants necessitated a continual expanding research program, which enabled us to develop superior products, which are now available for peace-time demands.

One of our principal developments during the war was the electronic air filter, which has the highest efficiency in dust removal yet developed. This device will remove smoke, which is actually made up of minute solid particles.

During the war our production totaled about eight times the pre-war volume, and after cancellation of war contracts we are still operating at approximately three times the prewar level. While there was some cutback in our total employment following V-J Day, we are rapidly building up our force again, and within the not too distant future hope our total employment will exceed our highest war level.

W. M. REED, President

The Logan Company plans...

THE Logan Company is definitely no "war baby." Established in 1776, as the Dow Company, its name was changed in 1925 but the operation is still the same.

We have divided our production into four divisions which enables us to avoid slack periods of employment. These four divisions are: conveyors, bedding, builders' iron (all except structural) and light metals (fire screens, etc.). By simply transferring our workers from one division to another we are able to maintain steady employment. During the war most of our material was produced for priorities and Government contracts. For this work we employed 550 people.

We have had very few conversion problems, with none at all in our conveyor division which accounts for practically 50% of our total production. There are slight problems in the bedding, builders' iron and light metals divisions but the solution of these will only require approximately 30 days when we are given a governmental go-ahead.

As soon as we get into full production we will employ around 600 people.

R. S. LOGAN, President
Merry Christmas
and
Happy New Year

PAUL H. RAYMER COMPANY
Busy as a BBC?

THE FOLLOWING is an Associated Press dispatch from London, dated Dec. 5:

"The cost of American broadcasting system—looking at the major networks, five regional networks and 875 standard stations—during 1944 was $185,026,700.00 (FCC figures). In other words, American broadcasting costs considerably more in one month to operate than the BBC expends in a year.

And what does this expenditure mean? It means jobs—for writers, producers, musicians, performers, announcers, executives, for all manner of personnel employed in the art.

Moreover the figure, based on some 26,000 full-time employees and perhaps thousands of executives, timebuyers, producers, script writers, announcers, musicians and technicians employed by advertising agencies, sponsors, program producers, transcription firms and other industries which actually are an integral part of the American system."

Even though the grueling war has ended, we have learned to observe this year. The FCC has been relieved of the responsibility for the important proposal to give the holiday feeling the holiday it deserves. The job has been left to the State of Pennsylvania for the time being. The FCC has learned to observe that this year.

The FCC has learned that there is a job to be done.

F. FULLY conscious of the surging swell of radio as it sweeps on to new and greater horizons, Leonard Harold Marks, assistant to the general counsel of the FCC, is traveling with the tide. In less than three years with the Commission, this personable young man—his life yet has not—has taken on some heavy assignments and has become one of the ace radio lawyers in the government. As anyone who has sat in at the Crosley-Avro transfer or numerous other proceedings would have observed, Leonard Marks is alert, concise, impressive. His presentations are complete; his approach efficient. He knows the law and his radio. And he has a broad understanding of the problems. He feels that radio has grown up a great deal in the last decade and that the time has arrived to give tangible recognition to that growth. He believes that licensees generally have developed an increasing recognition of their responsibilities as the importance of radio as a social force has been demonstrated so often in recent years.

Mr. Marks thinks the Communications Act of 1934, under which present policies are based, could stand some clarification in light of the changes that have taken place since the law was enacted. He points out that revocation of a license as penalty for violation of the rules, while infrequently imposed, is a much more serious thing today than the law as written and that perhaps a system of fines, with provision for court review, would be fairer and just as effective.

Prices paid for stations today, he adds, would have been considered fantastic by the framers of the Communications Act. The Crosley-Avro case is a conspicuous example, he points out. Yet, the Commission must be guided by a 1934 law in passing on transfers. Revision of the Act might well incorporate an up-to-date policy for dealing with station sales.

Leonard Marks has a record for fine performance. Born in Pittsburgh March 5, 1916, he was second in his graduating class at the U. of Pittsburgh where he took his A. B. in 1935 and where he was elected to the Hall of Fame as a member of Omicron Delta Kappa, scholastic fraternity. He majored in political science, writing a thesis on outmoded parliamentary practices in Congress.

Aspirations for a journalistic career found expression in college activities. He was managing editor of both The Life, college yearbook, and The Panther, monthly magazine. In addition, he became associate editor of the Pitt News, the college newspaper. Incidentally, he paid his college expenses by adapting campus jokes for industries and selling them to trade.

(Continued on page 56)
Charles Dickens' "Christmas Carol" is probably the best loved and most familiar Christmas story in the English language. In millions of homes, it has become a Yuletide habit to read aloud the story of Tiny Tim, Bob Cratchit and Old Scrooge.

Habits are usually formed from the repetition of pleasant experiences. That's why WCBM has become "Baltimore's Listening Habit" and the same reason applies to the pleasure that we, at WCBM, derive from the Christmas habit of saying to you with Tiny Tim, "God bless us everyone."
Respects
(continued from page 54)
magazines for two dollars an item.
In 1935 he entered the university
law school, graduating in 1938
with a straight A average, finishing
first in his class and receiving
the Order of Coif for meritorious
achievement. His treatise, "The
Law of Tenancy by the Entireties"
was good enough to haunt him
later in a court case which he lost
when his opposing counsel referred
to it for a significant citation.
Appointed a faculty fellow upon
graduation, Mr. Marks squeezed in
an hour a day teaching at the uni-
versity for the next four years
while getting his practical law
experience with the firm of Reich &
Miller. After an apprenticeship
of six months during which he tried
a case a day as defense counsel ap-
pointed by the court, he went to
work on commercial cases. He han-
dled many cases turned over to him
by other lawyers, particularly
those involving labor and taxation
cases. His experience in this field
has given him a high appreciation
of the value of specialization—
something he believes cannot be
given too much emphasis in gov-
ernment administration.
Mr. Marks headed for Washing-
ton in July 1942 when he joined
the legal division of OPA. He trans-
ferred to FCC in February 1943 as
senior attorney in the Law Dept.,
becoming chief of the New Facili-
ties Section in June 1944. He was
promoted to his present post in
March 1945. Last year he gave a
course in Law of Domestic Rela-
tions at National U., a subject
which, as a young bachelor, he re-
lates with amusement, he is emi-
nently qualified to teach.
One of these days, Leonard
Marks is likely to join the busy
ranks of Washington radio lawyers
who practice before the Commis-
sion rather than under it. But it
would not be surprising if he later
enters the field of politics. He
was raised in an atmosphere of
politics, his father having been
"town constable" in a local Pitts-
burgh ward for some 35 years. As
a boy, he helped in getting out
the votes, driving people to the polls,
organizing campaigns. While a stu-
dent he attended both national con-
tventions.
At home in his apartment in the
Dorchester House, Mr. Marks may
be found on an evening reading
from the works of Charles Lamb,
his favorite author. For lighter
reading, he particularly enjoys the
"Tut and Mr. Tut" stories of
Arthur Train. For exercise, he
likes tennis.

BBC Spends 17 Million
BRITISH Broadcasting Corp.
spent $4,288,812 (17,155,252)
in the year ended March 31. Of
that total, 1,474,612 went to artists,
speakers and other program talent;
4,292,955 for performing rights;
268,631 for news royalties, and the
rest for engineering, tastes, rents.

Prefer to Attend
TELEVISION will keep few
people from attending major
sports events when they are
telecast, said Mr. Noble, by the
United Press "The Man in
the Grandstand" question
Dec. 11. Of the replies, most
indicated they would prefer
to see the game itself, with
two indicating they might see
fewer games but wouldn't
stay away most of the time.

ANDERSON NAMED
NEW WKBZ MANAGER

Mr. Anderson Mr. Ashbacker
GRANT F. ASHBACKER, owner and
general manager of WKBZ
Muskegon, Mich., announced last
week that he had appointed Leonard
A. Anderson, Western Union
superintendent at Grand Rapids,
to take over general managership
of WKBZ on Jan. 1.
Mr. Ashbacker, continuing as
president of Ashbacker Radio
Corp., licensee of WKBZ, said he
believes the time is right to
develop a new FM station in
Muskegon, for which a construc-
tion permit has been issued, and
to develop better facilities and
secure increased power for WKBZ,
now operating with 250 w. Other
plans, he said, include installa-
tion of another station in that area
and setting up of Western Michi-
gan Network "on a business basis."
Network now operates from WKBZ
with lines to WKLA Ludington and
WTCM Traverse City.
Mr. Ashbacker won a Supreme
Court decision two weeks ago in his
efforts to secure 1230 kc with 250 w
for his Muskegon station, now on
1490 kc [Broadcasting, Dec. 10].
In addition to WKBZ, Mr. Ash-
backer owns half interest in Lud-
ington Broadcasting Co., licensee
of WKLA.
Mr. Anderson, new WKBZ gen-
eral manager, was Western Union
manager at Muskegon in 1935-36.
For the past three months he has
been at Western Union executive
offices, New York, working on a
new system for revision and issu-
ance of operating instructions to
all WJ offices in the U. S.

Miss Noble Married
MISS JUNE NOBLE, daughter of
Mr. and Mrs. Edward John Noble
of New York, was married Dec. 8
at St. David Shiverick Smith,
USNR. Mr. Noble is chairman of
the board of American Broadcast-
ing Co.
Looking at KAMO*LAND'S MARKET through Rose Colored Glasses

With KUOA 5,000 WATTS
SOLID COVERAGE OF OVER ONE MILLION CUSTOMERS

Yes, when your sales-message is directed to the 1,220,958 people in the KAMO*LAND market area, you're going into the homes, stores and offices which control annually over $200,000,000 in buying power...a "rose-colored" sales-picture, indeed.

You see, KUOA is the ONLY radio station in its primary area which reaches easily into over 200,000 radio homes in four great states—Kansas, Arkansas, Missouri and Oklahoma!

Through the voice of KUOA, then, your products or services will get "first call" in the radio homes of this rich market area—resulting in your ultimate goal—INCREASED SALES. Let KUOA help you develop this outstanding market.

The Voice of... *
KAMO*LAND
KANSAS-ARKANSAS-MISSOURI-OKLAHOMA

National Representatives:
The Walker Company

A 5000 WATT STATION
KUOA
Siloam Springs, Arkansas
5000 Watts — 1290 Kilocycles
DICK HARDING, recently released from AFP, has been made sales manager of KMTK Santa Barbara, Calif. before servicing the service in 1947 he was for seven years sales promotion manager of the Indianapolis Star. WALTER GRAU, for more than two years American Red Cross field director in Los Angeles, has joined KTMX as account executive.

WILLIAM T. KILDUFF has been appointed sales representative of WSAI CINCINNATI, who moved to network sales.

Mr. Kilduff has joined WHBC Canton, Ohio, as sales representative following release from Navy as PT boat commander. COLLINS, BELL also in new sales representative for station after discharge from Army as sergeant.

BERNARD COONEY has been added to sales staff of KSDA Tucson, Ariz. HUGH McCLINTON Jr., released from the Army as Signal Corps, has joined WMG San Francisco office of W. G. Grant Co., station representative.

BILL DURBROUGHS and BOB ROGERS have joined the sales and publicity department of FM. San Bernardino, Calif.

HERMAN MAXWELL, formerly with WOB New York sales staff, has returned to station as account executive following two and a half years in the Navy. HUGH J. STUMP in Navy for three and a half years as sub-chaser commander in North Atlantic and Southwest Pacific and released as lieutenant (j.g.) has been added to sales staff of WERB Cincinnati. He formerly had been with WMPS Memphis.

MILTON SEROFAN, with release from Merchant Marine, has returned to KFDX San Francisco as account executive.

VERN A. LINDBLADE, with Army returned to San Francisco.

NORMAN C. MACDONALD has been promoted to vice-president and general manager of the New York branch of Crosley Distributing Corp. For five years eastern regional sales manager, he is succeeded in that position by SHERMAN A. BISHOP, merchandise manager in eastern sales district.

For three and a half years in Army, he has been with KGO San Francisco, on Jan. 1, becomes sales representative of KGO since 1942.

JAMES M. VICARY, formerly with the research department of Crowell-Collier Publishing Co., New York, and before that with Bensen & Benson, research organization, Princeton, has opened an office at 551 Fifth Ave., New York, to offer services in the design and execution of market and opinion surveys.

L. GORDON DISTRIBUTING Co., Syracuse, has been appointed to engage in charge of home radio sales of Lear Inc. in Pittsburgh area.

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FASTEST GROWING AFTERNOON AUDIENCE IN INDIANAPOLIS

Proof that WIBC's rapid rise to top position in Indianapolis afternoon listening audiences is no "flash in the pan" is the steady climb this station has earned since April.

In this period, WIBC, and only WIBC, has enjoyed a consistent month to month gain totaling 8.1. Good programming, and an alert consciousness of the public interest have combined to make WIBC "tops" in listeners' favor, and "tops" in advertising investment for this area.

Ask your Blair man for further facts.
CALIFORNIA FRUIT GROWERS EXCHANGE, Los Angeles (Sunkist), has continued its mid-winter campaign to promote navel oranges, is making extensive use of radio along with other advertising media nationally. Group, on Dec. 15 started radio schedule including spot announcements and participation in programs on more than 100 stations in leading eastern and midwestern markets. Utilizing educational, sales, and the familiar slogan, "Best for Juice and Every Use," campaign continues through February.

GRIFFITH-McTIGUE DERBY, the New York and Chicago division national campaign for AER-A-Soil insecticide bomb following sales tests in New York, Chicago, and New England markets. Radio will be used.

SOIL-OFF MFG. Co., Glendale, Ca. (paint cleaner), has appointed Frank Stewart Adv., Los Angeles, to handle advertising. Largest portion of advertising budget will continue to be used for radio.

BEN HUR PRODUCTS Inc., Los Angeles (coffee), after a two month lapse, on Feb. 18 resumes for nine weeks heavy spot announcements in a $900,000 mid-winter campaign on approximately 50 western stations. Agency is Procter & Gamble, Los Angeles.

NATIONAL STEEL CONSTRUCTION Co., New York, has appointed Bradford, Constantine & Gardner, Seattle, to handle advertising for its automatic elevator and hoist business. Radio will be utilized along with other media in Washington, Oregon, Idaho, Montana, and Utah.

COMDR. R. C. MCKEE has rejoined Standard Oil of Delaware as advertising manager after four and one-half years service in Europe, with offices at Washington, D.C.

REPUBLIC PICTURES Corp., New York, to coordinate advertising, publicity and exploitation activities, has appointed MILTON SILVER as executive assistant to STEVE EDWARDS, newly appointed director of advertising and publicity.

EVELYN KOLEMAN, publicity manager for BEATRICE ROSS, exploitation manager; DENNIS CARLIN, advertising manager, and NICK de MANZUCK, art department manager.

RECORD-ALBUM-OFF-THE-MONTH, New York, through newly appointed agency, The Chertow Co., New York, is planning campaign to include network show and New York spot campaign. Specific plans will be worked out by the agency around Jan. 15.

CHARLES F. CUSHING, former distribution manager of Bryant Hester Co., has joined Payne Furniture Co., Beverly Hills, Calif., as vice-president and assistant general manager.

LORENZO CELLA, former vice-president of western division of Roma Wine Co., has assumed duties as president of newly formed Cella Vinyards Co. in California. MAJ. JOHN B. CELLA, with release from armed forces, will be associated with his father.

EDDIE MUEY, Los Angeles (auction of used airplanes), following a test in using heavy schedule of daily spot announcements on Los Angeles' ten stations. List includes KFJG KFVW KXLY KFKE, and KFRC, a minute Sunday recorded musical program on KFAC. Advertisers Production Agency, Los Angeles, has account.


FREDERIC W. ZIV Co., Cincinnati, has announced following new business for 52 weekly episodes of true crime half-hour "Boston Blackie" series: Mayes' Jewelry Store, on KOW San Francisco, placed through McCann-Erickson; Master Cleaners & Dyers, 25 weekly episodes on WBBM Chicago; Stullerens Chocolate Products, through Melสด and Bobbo, Minneapolis; on WLS Chicago; Canadian businessman has been announced, two daily half-hour remote broadcasts on KFKE, 52 weeks. Two daily half-hour recorded music programs and two daily weather reports being used on that station. Agency is Hammel & Hammel, Los Angeles.

F. S. McGIBBON, recently discharged from RCAF, has joined Canada Dry Ginger Ale Ltd., Toronto, as advertising manager.

FRONTENAC BREWERIES, Montreal, has started morning and evening network week-end programs on CFMT Montreal to give weather reports to ski enthusiasts. Agency in Vickers & Benson, Montreal.

ALLOCK, LAIGHT & WESTWOOD, Toronto (sporting goods), has started weekly newscasts and interviews with ski experts on CKFW Toronto. Account placed directly.

LILLIAN ROBERT, recently with Royal Norwegian Air Force, has been appointed advertising assistant to HEDE LEIGH T. VENNIG, general sales manager of Shirreff's Ltd., Toronto (food products).


R. W. BROWN, recently discharged from Canadian Army as lieutenant, has rejoined Canada Packers Ltd., Toronto (meat products), as advertising manager.

NEW ACCOUNTS for "A Date With Marilyn," produced by Charles Hillson Inc., New York, includes Kay Preparations, New York, one weekly for 13 weeks on WMAS Springfield, Mass., and following local sponsors: Diamond Dry Goods Co., five weekly for 26 weeks on KTAR Phoenix, Ariz.; Miller's Jewelry Stores, two weekly for 26 weeks on KMO Twoma, Wash.; Gold Medal Baking Co., one weekly for 13 weeks on WARS Scranton, Pa.; The Bond Co., two weekly for 26 weeks on KTSB El Paso, Tex.; Melvin Service & Supply Co., KISS KISS, five weekly for 52 weeks; Falls City Brewing Co., two weeks on KJAO Superior, Wis.; for 26 weeks on WIRE Indianapolis; Falls City Brewing Co., one weekly for 52 weeks on WYAA Parkersburg, W. Va.; Falls City Brewing Co., one weekly for 52 weeks on WJOL Brooklyn, N.Y.; Jackson Brewing Co., three weekly for 52 weeks on WWI New Orleans; for 52 weeks on WNOE New Orleans; The Blue Jack Manufacturing Co., one weekly for 52 weeks on WPOP Bristol, Tenn.; Clearview Hardware Stores, two weekly till forbid on WFEN Philadelphia; The Highland Dairy, two weekly till for.

...
You may be able to cast a javelin 253 feet*—

But—you can't broadcast from Detroit or Chicago into Western Michigan!

Even signals from 50,000-watt giants in "outside" cities fail utterly to penetrate the area of fading around this section. Regardless of anything you hear to the contrary, no "outside-the-wall" station can deliver a substantial coverage of Western Michigan listeners to its advertisers.

The indisputable fact is that this rich market can be really covered only through local stations.

The best available coverage of Western Michigan is through the CBS combination of WKZO in Kalamazoo and WJEF in Grand Rapids—each with bell-clear signals in its particular market, and both at a bargain rate per thousand radio homes. Let us give you all the facts—or just ask Free & Peters!

* 253 feet 4½ inches: record set by Matti Jarvinen, Finland, June 18, 1936.

WKZO
CBS—FOR KALAMAZOO AND GREATER WESTERN MICHIGAN

WJEF
CBS—FOR GRAND RAPIDS AND KENT COUNTY

BOTH OWNED AND OPERATED BY FETZER BROADCASTING COMPANY

FREE & PETERS, INC., EXCLUSIVE NATIONAL REPRESENTATIVES
A MERRY CHRISTMAS
You've made it a great one for us

IT'S MUTUAL . . . PITTSBURGH, PA.
This is it — THE SYSTEM THAT REVOLUTIONIZES FM BROADCASTING

A combined achievement of Zenith Radio Corporation and General Electric Company

- Direct crystal control
- One crystal
- Modulation independent of frequency control
- Less distortion
- Lower noise level
- Greater frequency stability
- Fewer tubes
- Fewer circuits and controls

Call your G-E broadcast sales engineer at once for the facts

Call your G-E broadcast sales engineer at once for the facts

W. C. JARGER
Boston, Mass.
140 Federal St.

J. M. COMER
Atlanta, Ga.
187 Spring St., N. W.

G. P. FOSTER
Kansas City, Mo.
106 W. 17th Streeet

J. D. MORTON
Denver, Colo.
63017th Street

M. L. PERDUE
New York City, N. Y.
570 Lexington Ave.

F. B. WALKER
Cleveland, Ohio
6965 Woodland Ave.

F. M. BARNES
San Antonio, Calif.
235 Montgomery St.

C. C. MENCH
Los Angeles, Calif.
212 N. Figueroa St.

H. L. HOGG
Seattle, Wash.
710 Second Avenue

J. E. PREGO
Washington, D. C.
806-15th St., N. W.

S. W. PEGGY
Chicago, III.
840 So. Canal St.

J. H. DOUGLAS
Dallas, Texas
1801 N. Lamar St.

In addition, G-E offices are located in all principal cities.
PRODUCTION

Bumper crops have swelled farm
sell them your
ined! WTAD listeners are respon-
dominates the rich Quincy mar
66
QUINCY
A
Use WTAD
930 K.C. 1,000
The
stations in the area
that WTAD overwhelming
they can buy
Mason City, Iowa...
December
Now
food processing plants
Agency,
Combination
of
is
STATION
the corn
Waifs
Rep.
and
December
recovered
at
negotiate
with
the
rules.
Western
music
has been transferred to
French Road."
HOWARD CLANEY,
music director for
WGN Chicago, has rejoined sta-
ly by his niece, Betty Mears, continuity
writer of KOMO Seattle, and Jonathan
M. Walnwright, who after relating
experiences as a prisoner of the Japs in
an interview on KOMO with Ross Mc-
Connell, station news chief, during
Seattle Victory Loan appearance.
TOM ELVIDGE, head of the continuity
editorial department for WBMM-CBS Chicago, has
resigned effective Dec. 10 to
become head of continuity acceptance
for WGN Chicago. In heading new
department at WGN, he will work
with WILLIAM FISHER, WGN continuity
editor. Succeeding him at WBMM is
ROBERT HARTMAN who held post be-
fore entering Navy.
DON REBER, former announcer at
KQVO Provo, Utah, has been appointed
program director of KYNG Logan, Utah.
FRANK HARKS, formerly with WMC
Memphis, RAY HUTCHISON from
WCBK Portland, Me., and BOB TREVOR of
WPBR Baltimore are new additions to
announcing staff of WITH Baltimore.
CHARLES PICKENS, staff pianist at
WBRC Canton, O., has returned to sta-
tion following Navy service of three
months. JAMES ROBERTS, released from
AAF as captain, joins WBBC announce-
ment staff.
BILL O'BALLORAN, former combat
reporter for Stars & Stripes with 44th
Infantry Division, is new addition to
continuity staff at WGN Omaha. Be-
fore service he was with KQNP North
Platte, Neb. (now KQDY). DAVE ZIMMERMAN, senior announcer
of WWJ Detroit, has returned to station
after nearly four years’ service in the
Army. He was in ETO, advanced from
private to first lieutenant and won
Bronze Star.
DOROTHY GORDON, conductor of
“Youth Forum” on WQXR New York,
spoke on “Radio and Youth” at a meet-
ing of the Hunter College Elementary
THOMAS, C. G., former assistant
night manager of WIN New York and
recently discharged from Navy after
three years service, has rejoined stat-
tion as chief announcer and daytime oper-
ings manager.
AIME GAUVIN, recently discharged
from Navy, has rejoined to WIN New York
as announcer.
LARRY ALGIO, program producer at
WBGM, General Electric television sta-
tion in Schenectady, will address a
luncheon meeting of American Televi-
sion Society on programming and pro-
duction (Continued on page 69)

Eberle T. Shields, released from
service, has returned to KFXX San
Bernardino, Calif. appointed program
director. In Army Ground Forces for a
year, he was radio director at Camp
Anza, Cal. PAUL C. LYNE, former an-
nouncer with station before entering
AAF, returns as production manager
and chief announcer. He was pilot in
Aleutian troop carrier squadron for 18
months.
HOWARD CLANEY, announcer on Bauer
Co. “American Album of Familiar
Music” on WBC, won second prize at
13th Annual Exhibition of Allied Artists
in Jamestown, Pa., for his black and
white painting called “Confusion on a
French Road.”

LEROY SHIELD, former director of
music for NBC central division and
previously in same post in Hollywood,
hass been transferred to New York as
music contractor for the network in
that city. He succeeds B. LEOPOLD
SPITALNY, who was fined $1,000 and
suspended from his contracting duties
for a year by the New York local of
AFM for alleged violation of union rules.

LT. HOWARD MILLER, released from
the Navy following three and a half
years’ service and former owner of
WGIL Galesburg, Ill., has joined WIND
Chicago as program director.

BILHAWES, former idea man for
RALPH EDWARDS, m.c. for Procter &
Gamble Co. “Truth or Consequences”
program which has been released from
Navy and returned to program.

CAL TINNEY, cowboy humorist-philoso-
pher, returns to American network in
a co-operative program “Relax With Cal
Tinney,” every 6:45 a.m. with a live repeat at 11:15 p.m. effec-
tive Jan. 1. Program replaces “Adven-
tures of Charlie Chan.”

LORETTO BROPHY of the staff of Du-
Mont television station, WARD New
York, addressed the radio workshop
group of the College of New Rochelle
on subject of television Dec. 12. Miss Brophy graduated from New Rochelle in
1944 and is one of the youngest di-
rectors in television.

DICK DE FREITAS, WBN New York
announcer, is father of a boy born
Dec. 8.

DON HYDE, Naval Reserve lieutenant
and Pacific veteran, is new announcer
at KWWO Fort Wayne, Ind. He for-
merly was with WKB Cleveland.

JANE C. HILEMAN succeeds WALTER
A. BOWMAN in continuity and pub-
licity post at W3MN Fairmont, W. Va.

FRANCIS HARDEN, announcer at
WGST Atlanta, Ga., is father of a boy.

BEN BLACK resumes program direction
at KVOA Tucson, Ariz. He has been on
loan to KTAR Phoenix until return of
HOWARD PYLLE, KTAR program mana-
ger and war reporter CLARK BAY-
DEN, acting KVOA program director,
resumes post of music director.

WALLY JOHNSON, in NBC San Francisco
newspaper and ex-Marine sergeant, joins
KVOA as announcer and writer. VER-
NON YOUNG has been added to staff
as announcer, writer and classical music
consultant. DON GRAHAM, former
Boxson announcer, is new member an-
nouncing staff as also is JEAN BARRY.

DICK WARNER, announcer at WGST
Atlanta, Ga., is father of a girl.

ANN HERBERT is new member of con-
 tinuity staff of KIBO Seattle, Wash. She
formerly was with KIKO Boise, Idaho,
and KHJ Seattle.

CLEVE G. STILWELL, formerly of
CPBH Fredericton, N. B., has joined
WBN disc jockey.

With his niece, Betty Mears, continuity
writer of KOMO Seattle, and Jonathan
M. Walnwright, who after relating
experiences as a prisoner of the Japs in
an interview on KOMO with Ross Mc-
Connell, station news chief, during
Seattle Victory Loan appearance.

With his niece, Betty Mears, continuity
writer of KOMO Seattle, and Jonathan
M. Walnwright, who after relating
experiences as a prisoner of the Japs in
an interview on KOMO with Ross Mc-
Connell, station news chief, during
Seattle Victory Loan appearance.

Use WTAD and KGLO
Mason City, Iowa
A Natural Combination

WTAD
QUINCY Illinois
920 K.C. 1,000 Watts
CBS Affiliate

A Lee Station

KOCH OKLAHOMA CITY
6000 WATTS DIRECTIONAL, OVER NEW YORK
A MUTUAL STATION • Ask the Walker Co.

Page 66 • December 17, 1945

DAILY PROGRAMS IN
Italian Polish
English Hungarian
German

BROADCASTING • Te lecasting
“Hal” Renollet talks each morning to 1,119,400 farm and ranch families

They don’t all listen, but mail from 25 states and 2 Canadian provinces proves that a lot of them do. That’s important because 57% of the population is rural in KOA’s vast bailiwick.

And the varied fare “Hal” Renollet serves them suits not only cattlemen and ranchers but proprietors of the small, rich farms in the “sure-crop” area—that ½ of all the irrigated land in the U.S. which is within reach of KOA’s 50,000-watt signal. Mail from the women-folk, too, shows that the recipes, homemaking hints and handicraft ideas that Hal dishes out are more than welcome.

What they like best is that Mr. Renollet is one of them. Core of many a broadcast is a transcribed interview, made at stock show, farm or ranch. On this and many counts, “Mile High Farmer” is a unique farm radio service, and it pleases...

--No wonder KOA’s FIRST!

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

and, for all these reasons...

FIRST IN DEALER PREFERENCE
(Ross-Federal figures prove it)
There Is An Audiodisc And An Audiopoint For Every Recording Need

AUDIODISCS have all of the features essential to high fidelity recording. A superior lacquer is applied by a unique process that gives a flawless surface. In cutting, the thread throws well and there is no static. In playback, whether at once or in the future, there is low surface noise. Their playback life is unequalled. There are six types of AUDIODISCS:

- RED LABEL tops all accepted quality standards for professional use. Double-sided in 6½", 8", 10", 12" and 16" diameters.
- SINGLE FACE RED LABEL brings new economy to applications requiring but one side. 12" and 16" diameters.
- YELLOW LABEL, Double-sided blanks of uniform quality and "wide latitude." Extra-fine adjustments unnecessary. Sizes as Red Label.
- MASTERS for choice copies (pressings) after electroplating. Double or single face in 12", 13¼" and 17¼" diameters.
- BLUE LABEL best discs at low cost. Thin aluminum base, same recording lacquer as professional AUDIODISCS. 6½", 8" and 10".

AllAUDIODISCS are manufactured on aluminum base—and glass base too, except for the 6½" and Blue Label type.

AUDIO DEVICES, INC., 444 MADISON AVE., N. Y. C.
USEFULNESS of a helicopter in broadcasting sports events is being tested by Army Radio Station WVTM, Radio Manila, which may use plane in covering Philippine Olympics Dec. 21-31. Shown ben- neath helicopter are (i to r) Lt. Harold Salzink, Brooklyn, supply officer, Headquarters, APRF; An- nouncer Fred Barr, formerly of WWRL Woodsie, N. Y., and KROD El Paso; Publicity Director Jessie E. Stetons, formerly of CBS at WLS Chicago, Freddy F. simmons, baseball star, new civilian instructor for Army in Manila.

Sports From Air

For Fastest Delivery

SHIP EARLY IN DAY! Thus you avoid end-of-day pile-up at airports. Early shipment often means same day delivery to points from 500 to 1000 miles away. From coast-to-coast overnight.

YOUR SHIPMENT travels 3 miles between airports with special pick-up and special delivery at both ends in all major U. S. towns and cities. Rapid air-rail service to 23,000 other domestic points. Service direct by air to and from scores of foreign countries.

TYPICAL RATES shown in box are, on average, 10½% lower than present rates. As Air Express operations have increased in efficiency, savings have been passed on to the shipper, making this service a better business buy than ever.

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

(Continued from page 66)
LYLE WAHLQUIST, former chief engineer of KUTA Salt Lake City, who resigned in March for war work in Washington consulting engineering firm, has returned to KUTA as technical director. WENDELL HELL, with station since 1936, has been appointed chief engineer. EDDIE STENGEL is new technical engineer. LYNN JOHNSTON now heads recording department.

J. C. FARLEY, associated with Syvania Electric Products, Inc., New York, for 20 years, most recently manager of the program planning department and assistant to the general manager of the radio division, has been appointed controller of the radio tube division, with headquarters at Emporium, Pa.

MAJ. JOHN L. WILDERMUTH, now on terminal leave after five years service with Army Signal Corps engineering laboratories at Fort Monmouth, N. J., has returned to the starting point. He formerly was vice-president of a corporation formed to own and operate WLIB until station was sold to Mrs. Dorothy S. Thackrey, publisher of New York Post.

GEORGE R. LARSEN, recently with the Army Signal Corps engineering laboratories at Fort Monmouth, N. J., has joined the Marion Electrical Instrument Co., Manchester, N. H., as development engineer. Firm has prepared a new comprehensive catalogue illustrating and describing Marion line of standard and hermetically sealed electrical indicating instruments. Catalogue will be available Jan. 11.

ED LARK, with release from Navy, has joined WPRO Riverside, Cal., as chief operator.

ROBERT SCHUETZ, discharged from Navy as lieutenant, has returned to NBC Hollywood as assistant construction superintendent and is in charge of construction of network's new studio wing.

ROBERT CALLEN, having completed civil service war work assignment, has rejoined NBC Hollywood recording engineers staff.

GEORGE E. (Bert) MEAD, chief engineer of WCOC Pensacola, Fla., and partner in Escambia Broadcasting Co., applicant for new station in that city, is father of a girl born Dec. 4.

LYMAN SWENDSON has returned to WCCO Minneapolis engineering staff following four years' service with Navy. He was released as lieutenant colonel.

GEORGE CULBERTSON rejoins staff as studio technician following Army discharge. He also entered the service in 1941. LEWIS SMITH, Signal Corps vet, reenters studio technician post.

FRANK J. FEELY, manager of Western Electric Co. Specialty Products Shop in New York, has been appointed manager of company's electronic components manufacture. Manufacturing operations will be moved into a new building constructed next year at Allentown, Pa.

ALLEN B. DUMONT Labs., Passaic, N. J., has announced development of five-inch oscillograph Type 208-B, incorporating improvements from war experience. Instrument succeeds Type 208.

Yule Message

CHRISTMAS GREETINGS to the British Commonwealth and Empire will be aired this first postwar Christmas by London by King George VI. It is announced by the Canadian Broadcasting Corp., with the CBC networks carrying the King's message at 10 a.m. EST from London.

BECAUSE of many requests from newspapers, International News Service will inaugurate within 10 days a daily radio column composed of radio news and personalities for daytime clients and evening papers. INS plans to expand column to 24-hour basis.

RALPH REYNOLDS, NORMAN DUNCAN and CLIFF JOHNSON return from overseas service to engineering staff of KENT Des Moines.

NEW General Electric Phasitron tube to be used in company's highpower FM transmitters (Broadcasting, Dec. 19), is displayed by Louise Gitz, engineering assistant in GE tube division.

EDWARD G. EIDAM, consulting engineer and former chief telephone engineer for Stromberg-Carlson Co. who will resign Jan. 1 after more than 41 years with the company, was given a testimonial dinner Dec. 4 in Rochester.

Topmiller Returns

C. H. TOPMILLER, chief engineer of WCKY Cincinnati, has returned to his post after service overseas with OWI. He served about two years as chief radio engineer Psychological Warfare Branch, Allied Headquarters, Mediterranean Theater, and more recently has served in Manila. Other returning servicemen are William Heitzmann and Roy Batteau, engineers; Tommy Mitchell, sales staff; Sid Ten Eyck, announcer; John E. Murphy, editor of new department and director of publicity. Ex-GIs added to the station staff are Jim Bellamy, sales; Stan Matlock and Meredith Davis, news department. Meanwhile, Rex Davis, WCKY news announcer since 1937, has resigned to accept a position in the news department of KMOX St. Louis effective in January. Before joining WCKY, Mr. Davis was announcer for WPBE, now WCOF Cincinnati, for six years, and for two and a half years had sung on CBS as Franklin Stewart. In private life he is Frank Zwygart; Mrs. Zwygart and their two children will remain in Cincinnati until the end of the spring school term.

Mr. Topmiller

H. C. THOMPSON CLOCK CO.
BRISTOL, CONNECTICUT

WRNL Sells Merchandise Even in Huttsville!

NIGHT & DAY 910 KG

5000 WATTS
How are you Fixed for Vitamin A?

Carrots are an excellent source of Vitamin A and Vitamin A improves vision, promotes growth.

Many advertisers are getting their business Vitamin A from the Beeline, which improves their sales vision and definitely promotes growth.

The Beeline with its 42 primary counties is the only combination of stations that properly can cover the California Central Valley plus Western Nevada.

WHAT THE Beeline IS ... not a regional network but a group of long established key stations, each the favorite in its community ... combined for national spot business.

See the McClatchy Beeline rate listing, first under California in Standard Rate and Data.
LT. SHERMAN E. ROGERS, after three years service with the training films and motion picture branch of the Navy, has rejoined Platt-Forbes, New York, as motion picture radio, video director

HUGH MCKAY, advertising and public relations executive formerly with Institute of Public Relations, where he organized Brand Research Foundation and acted as advertising director of Brewing Industry Foundation, has been named executive vice-president - president of Maxon Inc., New York.

JACK STARR, released from Navy following service of three years and former sports announcer with WTMK KXOK, has joined Gardner Advertising, St. Louis.

CLARKE R. BROWN, radio director of Lake-Sprio-Shurman, Memphis, is father of a boy, Chris T., born Dec. 20, and SUSSMAN & SUGAR, New York, has been elected to membership in American Assn. of Advertising Agencies.

LT. JOHN G. FOGARTY has returned to partnership in C. C. Fogarty Co., Chicago, following three years in service. He will be account executive.

LT. HAROLD J. HUBERT, on terminal leave from Army Ground Forces, has joined F. R. Hubert Advertising Co., New York, as general manager. Prior to Army career Mr. Hubert was publicity director for North-Eastern Airlines.

RICHARD L. WERDEN, former assistant space manager of Norman R. Waters Assoc., New York, has been appointed space and time buyer for agency.

JOHN EASTMAN, discharged from Royal Canadian Artillery as captain after service overseas, has rejoined McConnell, Eastham & Co., Toronto.

CLIFFORD S. WALLACE, recently released from service in the Philippines, has joined charge of public relations for First Canadian Army, has joined Baker Advertising Agency, Toronto.

JAMES L. MALONEY, formerly advertising manager of Sutherland Rueb Co., vice-president in charge of advertising and merchandising for Frankfort Distilleries and account executive with Dancer-Fitzgerald-Sample, has joined Chicago office of Ruthen & Fagan as account executive.

HARRY MAYER, in Coast Guard for two years, has returned to Russel M. Seeds Co., Chicago, as vice-president in charge of copy.
November 27, 1945

Mr. Herbert Caryl
International News Service
44 School Street
Boston, 8, Massachusetts

Dear Mr. Caryl:

In all of our years of using International News Service as our principal news service, we constantly have had occasion to appreciate its accuracy, completeness and speed.

During the war years these good qualities were retained. Now that the war is over and the news has begun to swing into other spheres, we at WMEX wish to take this opportunity to tell you that we consider "I.N.S." tops for news broadcasting purposes.

The well-rounded method of preparation of despatches so that the first paragraph is all that is necessary to use, makes for quick condensation and variety without sacrificing that element so necessary in wide-awake news broadcasting -- speed.

Again thanks for being "First to get the news and First to get it Right."

Sincerely,

W. S. POPE
Managing Director

INTERNATIONAL NEWS SERVICE
Performance is the key word for the great days ahead! Broadcasters can look with confidence to Lingo Vertical Radiators for every AM application. Our long record of efficiency and stability during and before the war proves that Lingo is the ideal radiator for any station. Remember, only Lingo offers you the "6 Extras" at no extra cost. We are prepared to serve you now and make delivery to fit your plans!

*These Are the Lingo 6 Extras*—
1. Moderate Initial Cost
2. Optimum Performance
3. Low Maintenance Cost
4. 5 Years Insurance
5. 50 Years Experience
6. Single Responsibility

**WRITE FOR RECOMMENDATIONS**

The services of our consulting engineers are available to you on such pertinent problems as proper radiator height, ground systems, performance expectation, etc. In writing, please indicate location, power and frequency proposed.

JOHN E. LINGO & SON, INC.
EST. 1897
CAMDEN, NEW JERSEY

---

**COMBINING four separate broadcasts into a full programme of a half-hour participation program, new idea in programming started on CBS Pacific stations Dec. 8, Sunday 2:30-3 p.m. (PST). "Monday on the Line", with Jerry Lawrence as m.c., is initial half-hour series. Pittsburgh Five: south-of-the-border couples, "Your Hope Chest" follows with Jimmy Williamson as m.c. Third programme is "Answer Auction", 25-minute quiz show with contestants bidding for their answers. Harry Mitchell is m.c. Final five-minute segment, "Winner Takes All" features winners from preceding three shows, with $200 cash jackpots by Lingo, program director of Columbia Pacific network, produces series.

**New on WPEN**

Six new programs have been started by WPEN Philadelphia during past week. Recorded choral music series "Philadelphian Philharmonic" is heard Monday through Saturday. Late evening Monday through Friday series "Concert at Midnight" presents salon, concert and operetta music and selected verse and prose. Juvenile "Heigh De-Ho" program, heard 7-05 a.m. weekdays, is patterned after column of same name for high school folk in Evening Bulletin. Prize (for guessing top tunes of the week) are awarded on six weekly "Brady Bats the Band".

**Second Series**

**SECOND** 13-week series of "Candles in the Dark" religious program on WGN New York will be devoted to customs and practices of Protestant Church. First period dealt with Jewish customs and lore. New series "Candles of Knowledge" starts Dec. 20 and will be presented in cooperation with Protestant Council of New York City.

**Junior Forum**

PRO and con views of high school students on public problems will be heard on "Junior Town Meeting" of the Air series of 26 aired weekly starting Jan. 10 by KYW Philadelphia. Moderator is to be former Supreme Court Justice Owen J. Roberts. Program is scheduled Thursday 9:15-9:45 a.m.

**Skier Series**

NEWS of the ski world, ski club activities and equipment notes are commented on by Chuck Wright on "Ski Headlines", new WHTT Hartford, Conn. (program heard Monday, Wednesday and Friday evenings. Snow conditions, weather forecasts and transportation information is included with interviews.

**Hockey Broadcasts**


**OPA Benefits**

HOW OPA functions and helps consumer, business, labor, and returning veteran in fight against inflation is told in new series "The Most For Your Money" started on Associated Broadcasting Corp. Dec. 16. Weekly Sunday evening quarter-hour.

**On American Pacific**

WITH a mythical "Dinty's Theater Restaurant" head, new weekly half-hour variety program started on American stations Dec. 5. Joseph Garay, owner of San Francisco Copacabana Club, portrays himself, and Berton Bennett is Dinty.

**Light Views of News**

ALAN SCOTT, recently discharged Navy commander previously with WCAU Philadelphia and WON Chicago, will direct the real-life news hour "Headlines" in a new Mutual series "Once Over Lightly", starting Dec. 17 on Monday-Friday 1-1:15 p.m. spot.

**Children's Symphony**

SCHEDULED to extend into May, "Philadelphian Children's Symphony" was aired by WPEN Philadelphia for first time Dec. 8 as Saturday morning hour program. On alternate weeks the Philadelphian Orchestra and the WPEN Symphony Orchestra perform in a talented children's concert. Famous names like Joe E. Gordon and Edward J. Rosnock appear as guest soloists on program originated before young folks audience at University of Pennsylvania.

**Stories Dramatized**

PRODUCED in cooperation with Junior League, "High Adventure" program has been started by WPEN New Orleans. Series dramatizes children's books and stories, is aired in Saturday morning quarter-hour spot.

**Jobs for Vets**

IN COOPERATION with Veterans Admin. and U. S. Employment Service, WOOW Montgomery, Ala., is presenting daily quart-hour "Jobs for Vets" to welcome home and secure positions for returned service veterans.

**Children at Zoo**

FROM the National Zoological Park WPEN Washington is now presenting quarter-hour "Sunday at the Zoo". Children are invited and youngsters with most original reaction to the animals receive prize.

**Oversens Sports Show**

WEELY resume of sports in Canada now is broadcast by Foster Hewitt via CBC Dominion network and international service for Canadian tourists. Interviews and question box are included.

**WINS Characters**

NEW TWICE-WEEKLY program "Are You a Character?" started on WINS New York. Program will be heard Dec. 11 and 13. Edward Graham interviews a variety of characters on each broadcast.

**Mass Broadcast**

MIDNIGHT MASSES from the Grotto in the Franciscan Monastery in Washington will be broadcast Christmas Eve over WMAL Washington. Mass will be described by a priest.

**Mystery Stories**


**Farm Show**

COUNTY farm agents, organizations and farmers appear on "RFPD 1979", new twice-weekly program heard on WIBC Indianapolis.

**WBKB Shows Varied**

WBKB Chicago brought subjects ranging from housing to pleas for aid for polio victims before the video camera last week. In an interview Dec. 11 with Joe Wilson, commentator, Conrad (Connie) Hilton, president of Hilton Hotels of America, discussed plans for alleviating the nation's housing situation. The 8 p.m. portion of the evening's telecast presented a special plea for support of the Sister Kenny National Foundation. Program titled And They Shall Walk, featured a demonstration of the Sister Kenny technique for aiding polio patients. Johnny Neblett, of So the Story Goes, was guest on the weekly Wednesday telecast of Treasury Hour, sponsored by the Treasury Department to help boost Victory bond sales.

**Toronto Meet**

TORONTO Radio Executives Club is holding its Christmas lunch on Dec. 20 at King Edward Hotel. Guest speaker will be Lorrie Greene who will describe forthcoming establishment of Academy of Radio Arts and introduce staff of the first Canadian school for teaching radio broadcasting [BROADCASTING, Nov. 18].
WCAU again demonstrates its true value and the great power of radio . . .

WCAU Broadcasting Company
1622 Chestnut Street
Philadelphia 3, Pa.

Gentlemen:

I would like to express my sincere appreciation for the contribution made by WCAU to the United States Employment Service.

The most recent contribution of service by WCAU is the weekly "Jobs for Veterans" program. Seventy-seven of the eighty veterans who have so far appeared on the broadcast have been placed in work they desire. The value of this public service is also reflected in the interest both industry and business are exhibiting in the broadcast.

I wish to express the gratitude of this agency to WCAU for the cooperation extended to the United States Employment Service in promoting the vital phases of its programs.

Cordially yours,

Levy Anderson
Area Director

EXAMPLES OF WCAU LEADERSHIP IN PUBLIC SERVICE


WCAU
50,000 WATTS • CBS AFFILIATE

PHILADELPHIA'S LEADING RADIO INSTITUTION
W W. JOHNSON, released from Army as major following four and a half years service, has joined KYO in Tulsa, Okla., as promotion and merchandising manager. He succeeds BILL McLAN, now with sales staff as account executive.

ED EGEN, American western division assistant sales promotion manager, has been named head of newly created studio audience promotion department. NORMAN NELSON, formerly of Doug- las Aircraft Co., Santa Monica, Cal., and one-time manager of that firm’s Cairo, Egypt, office, has taken over Egen’s former duties.

ART DONEGAN of American’s publicity department in New York, left last week for brief tour of New England stations and newspapers.

BEN GEDELIA, formerly with OWI as chief of the evaluations division and acting chief of the policy division, has been appointed associate research director of American, in charge of all qualitative research, studying listener reactions and program content, testing television programs and conducting public opinion polls.

LEONARD GROSS, recently discharged from the Army, Jan. 1 rejoins KPH San Francisco as public service director.

GEORGE W. WALLACE has returned to NBC’s advertising and promotion department after three years service in the Army.

HAROLD STORM, former promotion manager of WNAV Yankton, S. D., and later with Glenn L. Martin-Nebraska Co., has joined WOW Omaha as assistant to BILL WISEMAN, promotion chief.

CHARLES ERBLAND, former Navy hospital corpsman, is now promotion manager of WBBU Canton, O.

MARY KATHERINE CAVANAUGH, publicity and public relations director of NBC Washington, has written an article on Stratovision titled “Flying Television” appearing in January issue of “Skyways” magazine.

WILLIAM RUSSELL WILLISON, re- leased after three years service with AAF, has joined the WMAJ Washington promotion department.

KMOX Book MANNER in which KMOX St. Louis has met the wartime challenges of community service is related in “No Stronger Link”, book prepared and distributed by the OBS owned and operated outlet. Leading with statement “No radio station can have a stronger link with the people it serves than a common interest in their community,” book presents step by step through war the part played by KMOX in civic leadership.

Mystery Briefs A MINUTE mystery folder has been issued to radio editors by Young & Rubicam, New York agency for Centaur Co. division of Sterling Drug Inc., spon- sor of “Molle Mystery Theatre” on NBC. Folder contains short mystery story to be solved by readers.

Drug News WOFP and WEOA Evanston, Ill., in conjunction with Charles Leich & Co., wholesale drug firm, is publishing a six-monthly newsletter for druggists of Indiana, Illinois and Kentucky, Infor- mation is included on drug-sponsored programs.

KMBQ Story STORY-TOLD FOLDER describing “Probably the most typical of America’s big town” has been prepared by KMBQ Kansas City. Traveling imaginary route through city, reader is informed of im- portant features and related of KMBQ.

Television Folder SURVEY of advance of color television is included in CBS new monthly title “CBS Demonstrates Full Color Television in the Radar Frequencies.” Reproductions of articles on CBS video are included with TV scan views.

“Quiz Kids” Paper MONTHLY tabloid “The F.Q. Resu- mae” is being published by Louis O. Cowan & Co., Chicago, for and about graduates of “Quiz Kids” program. Paper is being mailed to radio editors.

WINS Sport Clubs FORMATION of 35 clubs in New York to interest juveniles in clean sports was announced last week by WINS New York as part of its “Sport Club of the Air” program. Weekly show, originated by Gene Schoor, originating in East- Cot Inquiry and university coach, is heard Saturday 10-30 to 11 a.m., featuring prominent sports personalities.

Crossley Scrapbook CROSSLEY Inc. has issued a scrapbook called “Ratingstr,” an amusing collec- tion of clips, quotes and cartoons men- tioning Crossley ratings. To quote the foreword, “Somehow, without a penny spent on publicity, the name has got around.”

WTAG Trade Paper TWO COLOR four page trade paper “Listen Here” is now published by WTAG Worcester, Mass., for distribution to local clients and agencies. Personal notes about local adver- tisers are included.

Barn Dance Folder BARN DANCE broadcasts are as good in Philadelphia as in Chicago and Nash-ville says WFL Philadelphia in “The Lowdown on Hayloft Hoedown,” folder describing in text and pictures the advertise- ment value of WFLP program.

CHUM Magazine CHUM Toronto is printing a monthly station news magazine for distribution to listeners and also to drug and food industries. Publisher is titled “CHUM, The Retailers Friend,” and carries slogan “Radio Advertising Pre-Sells!”

WTAG News Service NEWS-LETTER is now prepared each weekday by WHBQ Memphis for pres- entation to laundry meetings of local organisations. Late news copy is briefed and printed just before noon hour.

Letter Opener WHBQ Memphis is sending out as a promotion piece a clear plastic letter opener with magnifying blade. Handle is inscribed “Opening the Way to Mem-phis Markets.”

WBNS Ratings HOOPER RATING8 highlight promotion folder prepared by WBNS Columbus, O., for radio stations in area, including morning, afternoon and evening stations. Features include promotion area.
AND IN COVERAGE...

More and more people in Southern California are tuning to KMPC for the latest news of the hour, for the most complete sports events coverage on the Pacific Coast and for its varied musical entertainment.

KMPC, one of the nation's leading independents, is providing better and better entertainment for the four and one-half million people residing within its Southern California coverage area.

KMPC 5939 Sunset Blvd., LOS ANGELES 28
Represented nationally by Paul H. Raymer Company
BLAW-KNOX WILL DESIGN, FABRICATE AND ERECT YOUR ANTENNA TOWERS

Station Engineers take a load off their shoulders when their antenna problem is turned over to Blaw-Knox.

Thousands of installations, ranging from 66 ft. to 1000 ft., are ample proof that you can rely on Blaw-Knox for complete responsibility in the fabrication and erection of complete antenna systems.

BLAW-KNOX DIVISION of Blaw-Knox Company
2038 FARMERS BANK BUILDING PITTSBURGH, PA.

Radio Farm Directors Officers

PRESIDENTIAL gavel of National Association of Radio Farm Directors is handed over by Larry Haag, WCCO Minneapolis, retiring president, to President-Elect Herb Plembeck, farm editor and war correspondent, WHO Des Moines, at second annual meeting of association this month in Chicago [BROADCASTING, Dec. 10]. Others (l to r): Bill Mosher, KJR Seattle, new vice-president; Layne Beatty, WBAP Fort Worth, new secretary-treasurer; John Baker, chief of USDA radio service. Speakers included Secretary of Agriculture Clinton P. Anderson.

American Broadcasting Co. Is ‘ABC’; Associated Changes Name—Now ‘ABS’

AMERICAN gets the “ABC” tag: Associated becomes Associated Broadcasting System, which may be abbreviated to “ABS.”

Out-of-court settlement of Associated Broadcasting Co.’s suit against American Broadcasting Co. over use of the “ABC network” identification was announced last week in a joint statement by Mark Woods, president of American, and Leonard A. Versluis, president of Associated. American reportedly paid Associated $25,000 for the symbol.

A stipulation by both parties for dismissal of the suit is expected to be filed in Chicago early this week. Associated originated the suit last Aug. 10 before Federal District Court in Grand Rapids, Mich. The court dismissed it, acknowledging the defendant’s contention that it (American) was not doing business in Michigan and therefore the court lacked jurisdiction.

Associated countered by carrying its arguments to U. S. Federal Court in Chicago Oct. 2, asking that American be enjoined from use of “ABC” as its network designation. A week later Associated filed a motion for a temporary injunction to restrain American from using the symbol while the court considered its opinion. This hearing was continued—first to Nov. 7 and then to Dec. 3. On Nov. 30, attorneys for both networks appeared before Judge Michael Igo to plead a further continuance on the grounds that neither was prepared to argue the case. The court then set Jan. 25 as date for the hearing.

Runyon & Guggenheim Form Radio Video Firm

RUNYON & GUGGENHEIM Enterprises, new Hollywood firm specializing in radio and television productions for United States and Latin America, has been established by Jack W. Runyon and Robert Guggenheim Jr. Firm also handles idea development and business management. Headquarters are at 6061 Hollywood Blvd. Telephone is Hempstead 4133.

Mr. Runyon, until recently, held post as director of radio for Coordinator of Inter-American Affairs, Hollywood office. He was formerly New York radio director of Ted Bates Inc., and Buchanan & Co. Prior to that he was for 13 years radio director of the former Lord & Thomas. Mr. Guggenheim, released from Navy as lieutenant, most recently had been in charge of broadcasting censorship on West Coast for Office of Censorship. Prior to Navy service, he was producer of KNX Hollywood. Previously, he had been an associate producer of 20th Century-Fox.

United Nations Meeting

DAVID SARNOFF, RCA president, served as chairman at a panel discussion on international communications held Friday at Town Hall, New York, under the auspices of the American Assn. for the United Nations. Panel participants were: Alfred J. McCooker, Mutual chairman of the board; Lyman Bryson, CBS director of education; Robert SaulLe, manager of ABC public relations; Claude Jaeger, AP assistant general manager; Harry Flory, UP foreign news editor and director of communications.
That "O.K." on K TOK is really significant, because listening surveys prove that we have a high percentage audience—at all times—in this highly concentrated market (44 per cent of Oklahoma's population). Super programming, of course, is the drawing card. Tuning in K TOK is an increasingly contagious habit. Let us show you the facts on K TOK! Audience, results, and LOW COST!

250 WATTS 1400 KILOCYCLES

INDEX  SITE IN USE  STATION C  STATION B  K TOK  STATION A

Weekday Morning 6:00 A.M., 12 Noon  13.1  13.3  9.7  40.0  37.7
Weekday Afternoon 1:00 P.M.  Mon.-Fri.  13.5  13.4  10.8  17.4  57.9
Evening 6:00 P.M.-10:00 P.M.  25.3  11.9  99.1  18.4  48.0
Sunday-Afternoon 12:00 Noon-6:00 P.M.  19.9  10.1  91.8  27.0  34.1
Saturday Evening 6:00 P.M.-10:00 P.M.  12.0  14.8  90.0  22.0  31.8
Total 7 Days  17.8  13.1  17.3  51.5  47.3

Oklahoma City

Affiliated with American Broadcasting Company, Inc. Key Station of Oklahoma Network

December 17, 1945  Page 79
Peter Hand Brewery Co. Moves Account to BBDO

PETER HAND BREWERY Co., Chicago (Meister Brau beer) moves from Michell Faust Adv. Co., to Batten, Barton, Durstine & Osborn, Chicago, effective March 1. Account, which has an estimated local billings of a quarter of a million dollars annually, now broadcasts six half hours weekly and two quarter hours six times a week. Shows and their latest Hoopers are as follows: Crime Files of Plimond, 9:6; Country Sheriff (no Hooper yet); Mystery House, 6:9; Bulldog Drummond, 8:5; Casa Cagut, 1:2; all half hours on WGN Chicago; Easy Aces, 6:7, WGN quarter hour show; Casa Cagut (no Hooper available), quarter hour 6 times weekly on WKZO Kalamazoo; and Boston Blackie, 3:9, half hour, WMAQ Chicago. Effective Dec. 29 Boston Blackie will move from WMAQ to WGN, replacing Bulldog Drummond, which is being taken over by network show by Tuma. Michell Faust has handled the account for approximately 11 years and as a result of the showing of programs it is predicted that the shows will continue as they are under the new agency.

No Congressional Action Likely on Copyright Bill

LITTLE hope of Congressional action on a bill to amend the copyright laws by requiring protection on acoustic recordings played on jukeboxes was seen on Capitol Hill last week. The bill (HR-5190), introduced last May 11 by Rep. Buckley (D-N.Y.) "by request," languishes in the Patents Committee where no action is scheduled.

Rep. Buckley, declining to identify those who requested he introduce the measure, said he did not plan to push for action, although he had received several inquiries lately regarding the legislation. The bill would demand the copyright laws by striking out a portion excluding reproduction of musical composition "by or upon coin-operated machines" except where admission is charged to the places where such machines are operated.

The Buckley Bill would make it unlawful to use, without permission of the copyright owners, any copyrighted musical composition for an "acoustic recording" or of any duplicated recording thereof on a disc, film, tape, wire, record or other device or to "publish or vend" such recordings acoustically to the public for profit. The measure also would prohibit the sale of acoustic recordings on "any transmitting or communicating apparatus," without copyright owner permission and payment of fees.

NEW general manager of WBBM Chicago, Frank Falknor, is seen (1) at a WBBM party with (1 to r) Jane Stockdale, supervisor of Those Websters; Gene Autry, who later was guest on Websters show; Norm Heyne, assistant radio director, Ruthrauff & Ryan, Chicago.

FCC CHAIRMAN Paul A. Porter is convinced that U.S. international communications companies must be "integrated" into one organization.

That's his personal view based on a 12-day British Commonwealth- U.S. Telecommunications Conference in Bermuda [BROADCASTING, Dec. 10], he told a news conference last Monday — the first he has held since he became Commission chairman Dec. 21, 1944.

Mr. Porter said the Bermuda Conference "represents the greatest advancement in international communications since the establishment of direct radio circuits." The Conference accomplished: (1) direct communications to principal points of the British Commonwealth of nations, and (2) a rate pattern that represents downward adjustments, he declared.

Mr. Porter elaborated on the signed agreement, as announced Dec. 7 by the State Dept., declaring that the "old system of the tight British communications policy of monopoly has been abandoned." That was brought about, he explained, by understandings between the delegates.

"From the standpoint of the U.S. and commercial carriers and external communications policy, we achieved at Bermuda everything possible," he said. "The concessions were all one way. We had nothing to offer or trade with."

Mr. Porter said he didn't know just how integration of American carriers should be accomplished, but he felt personally that the U.S. must effect some sort of a unification. He said Canada has a privately-owned company while in the British Empire telecommunications are under public ownership.

He said he was "more convinced that the conservation of frequencies and the most effective use of cables are desirable. Domestically international communications are competitive; internationally they're not," he added.

The U.S., he said, agreed to only one circuit each to New Zealand and India, now served by both RCAC and Mackay. Chairman Porter said the FCC soon would hold hearings to determine which of the two companies will be permitted to retain the single circuits to each of the three countries.

The Bermuda Conference will result in "great savings" to users of international communications, he added. Agreement signed by the delegates, yet to be formally ratified by the foreign departments of the British Commonwealth of Nations and the U.S. State Dept., becomes effective "on or before April 1, 1946."

Chairman Porter said he didn't think radio communications would replace cable, particularly across the Atlantic, as suggested before the State-Interstate Commerce subcommittee on international communications early this year. The committees on cables at the Bermuda Conference recommended modernizing the undersea systems with submarine repeaters and variaplex operations.

Recommendations should be made at the next World telecommunications conference looking towards standardizing teletype equipment, the FCC chairman said. U.S. told about a demonstration conducted in Bermuda by Maj. Gen. Frank E. Stoner, in which communications were established almost immediately with Manila, London, Washington and other points.

Clarks Tours

RAY CLARK, chief newscaster and director of special events of WOW Omaha, has completed a five-week speaking tour of 29 cities in five states in the WOW area, relating experiences as WOW war correspondent in the Pacific. He averaged more than three appearances daily, addressing school and college audiences in addition to his regular evening speeches. In almost all the cities he conducted his Neon-Day Forum by direct wire to WOW —the series on which he had reported his visits with more than 300 Midwest servicemen during his four months overseas. Speaking tour was arranged for the Victory Loan drive in response to requests from civic and patriotic groups who wanted to hear his war experiences.
Bell System coaxial cable carried television of the Army-Navy football game from Philadelphia to New York on December 1. This was an experimental preview of long distance television by cable.

Beginning in January, coaxial cable between Washington and New York will be regularly scheduled for experimental television use.

Each coaxial tube, with present amplifying and terminal equipment, can transmit a television signal, or 480 simultaneous telephone messages. For several years the Bell System has been using coaxial cable to carry telephone conversations over certain intercity routes. Within the next few years upwards of 7000 miles of coaxial cable will be constructed.

The Bell System is installing a network of facilities suitable for television which will ultimately span the country from coast to coast and from north to south.
**IMPROVED HEALTH BROADCASTS URGED**

NEED FOR showmanship in programming health broadcasts, which currently feature "paper-cracking doctors... still talking about the common cold in the same dull way," was urged upon a conference of the New York Tuberculosis and Health Assn. Dec. 12 by Seymour Siegel, program director for WNYC New York.

Mr. Siegel, recently released from Navy service, said that upon renewing his association with health broadcasts he got the feeling: "This is where I came in." He stated that "imagination, production and good writing" were essential in health programs if health authorities wanted to keep listeners tuned in.

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THE SHADOW

Available locally on transcription—see C. MICHELSON, 67 W. 44 St., N.Y.C.

**AER Northeastern Directors**

STATE directors of the Northeastern Region, Association for Education by Radio, met Dec. 8 at Hotel Sheraton, Newark, home of WAAT New-ark, with Irving R. Rosenhaus, station president and general manager, as host. Present were (clockwise) Max J. Herberg, principal, Whee- qualchic High School, Newark; Miss Luella Hoskins, Red Cross; Dr. G. A. Nolan, supervisor, business and distributive education, Wilming-ton, Del.; Miss Ruth Doerr, radio assistant, Philadelphia public schools; Mr. Rosenhaus; Mrs. Gertrude Broderick, U.S. Office of Education, secretary of Federal Radio Education Committee; Robert Hudson, second vice-presi-dent, AER, and education department, CBS; Mrs. Frances Pierre, WAAT; Robert Beed Macdougal, AER Northeastern Region president and director of educational activities, WAAT; Edmund A. Cortez, U. of New Hampshire; Leon Levine, assistant director of education, CBS.

**Microwave Relay System Is Requested For New Chicago and Milwaukee Link**

CONSTRUCTION of a microwave radio relay system between Chi-cago and Milwaukee to handle television, sound programs or long-distance telephone calls was proposed last week by American Telephone & Telegraph Co., which filed application with the FCC for authority to build and operate a television system on an experimental basis.

The company announced that the system, which it hopes to have ready for tests by the spring of 1947, would cost $500,000. Plan is for initial employment of the system for television transmissions in cooperation with the station WMJT Milwaukee or with other television broadcasters who may want to use it during experimental stages. First experiments will be on frequencies in the 4,000 mc range.

AT&T expects such systems to be important to future communications in combination with the nation-wide network of coaxial cables now being laid. Currently another radio relay system is under construction between New York and Boston. The company predicted that Bell System trunk networks would consist of inter-connected coaxial cable and radio relay channels.

The Chicago-Milwaukee relay system, it is hoped, will be finished before completion of a project to link Chicago with eastern cities by coaxial cable.

AT&T reported the Bell System proposes to add 1,500 miles of coaxial cable yearly to its services. Terminals for the Chicago-Milwaukee relay system will be at the Illinois Bell Telephone Co.'s long-distance center in Chicago and at the Wisconsin Telephone Co.'s toll building in Milwaukee. Three radio repeater stations will be built at 20-mile intervals between, one at Barrington, Ill., another just across the Illinois border from Wilmot, Wis., the third near Prospect, Wis. Station antenna towers 120 feet high will insure clearance for the straight-shooting microwaves since ground along the route is fairly level.

**Many in Benny Contest**

HEAVY response to the $10,000 "I Can't Stand Jack Benny" contest, announced by the comedian on his Lucky Strike show on NBC Dec. 2, was reported last week as letters from listeners poured in at a 25,000-per-day clip. By midweek nearly 150,000 eager customers had joined the scramble to lambast the comedian and, incidentally to try for one of the Victory Bond prizes. Contestants must tell in 50 or fewer words why Benny is their anathema. Benny is putting up money for the prizes.

"Dis guy should use WDFD Flint during the rainy season."
New FM-FAX Station Nearing Completion

"Skyrocket" Antenna Erected for WGHF, New York.

There is now visible evidence of an entirely new kind of post-war broadcasting station, which may be seen from the sidewalks of New York in the vicinity of 10 East 40th Street. Here Capt. W. G. H. Finch, USNR, has erected an antenna that resembles a skyrocket on top of one of the city's highest buildings. Crowds have passed to view this new phenomenon, with questions ranging from developments of the atomic bomb to projected trips to the moon.

This antenna was developed for Capt. Finch by Dr. Andrew Alford, past chairman of the antenna committee of the Institute of Radio Engineers. From it, Finch's new FM station WGHF will broadcast both audio and facsimile, which is radioed writing—newspapers, magazines and illustrated bulletins sent, complete with pictures, to homes within a radius of 50 miles.

The time is one month nearer when Finch Facsimile Telefax equipment will be sending—at high speed—printed or written and illustrated messages between any two points on the earth which can be connected by either a radio circuit or a wire. The Finch patent structure has been declared the strongest and most comprehensive in Facsimile. Write for particulars.
Massachusetts Stations Argue, What Is Construction Permit?

WHAT constitutes a construction permit?

This question is raised by WCOP Boston in a petition filed with the FCC seeking its right to build a transmitter house and an antenna base in anticipation of authority to increase power and move its transmitter site. A competitive petition, WLAW Lawrence, which is also seeking higher power, has charged that WCOP is in violation of the Communications Act by commencing operations without a construction permit.

In a motion to dismiss the WLAW complaint, Philip J. Hennessy Jr., of Segal, Smith & Hennessy, counsel for the Cowles station, points out that the preliminary work done by WCOP at its new site at Lexington is to gain time in the event the permit is granted. If the permit is not issued he declares, the loss will be station's.

Necessary Prerequisite

Acquisition of the site, the motion explains, was a necessary prerequisite to an application for increased power inasmuch as a definite location must be specified for the erection of a directional antenna. But if there had been a building on the site suitable for housing a transmitter, it argued, it could not be held that construction of a station had "begun."

Erecting a building which "may or may not" be used for a transmitter or installing concrete footings which "may or may not" be used for antenna towers, it held, cannot mean "construction of a radio station." It recalled that numerous cases existing structures have been used for housing transmitter and supporting antenna and that the Commission has never suggested that permittees should not use such structures on grounds construction was started before the permit was issued.

The motion further asserts that WLAW's complaint offers no basis for participation in any proceedings on WCOP's application. The statement by Hildreth & Rogers Co., licensee of WLAW, that it is applying for an increase from 5 kw to 50 kw and that it proposes to cover the same area as WCOP is not only "insufficient to constitute the petitioner a party in interest in the WCOP application", the motion concludes, "but the petition is obviously an attempt to hinder and delay any action on the WCOP application."

In its complaint to the FCC filed by Geo. O. Sutton, counsel for Hildreth & Rogers, WLAW asks that the WCOP application for increase in power be denied. If by law, to 5 kw day and night be designated for hearing. It points out that the WCOP application states that "if the construction permit is granted, the construction will be commenced within 60 days of the granting thereof."

WLAW contends that Section 319(a) of the Communications Act of 1934 requires the issuance of a construction permit before construction of a station is begun and prohibits the Commission from issuing a license unless a construction permit has first been granted. The finding by the Commission that public interest would be served by the erection of a station, it holds, "necessarily precedes the construction contemplated by the applicant."

In support of its complaint, WLAW submitted photographs showing the progress of construction on transmitter buildings and tower foundations at the new WCOP site. The WCOP application, it claimed, is "at variance" with evidence disclosed by those photographs.

The WLAW complaint and the WCOP answer are being studied by the Commission. A decision on the case is expected upon the completion of engineering examination of the WCOP application, filed Sept. 24. It appeared probable that the issue in question will be definitely ruled out.

Mutual Benefit

CHICAGO was assured of one large production program remaining through 1946 as Mutual Bene-

fit Health and Accident Associa-

tion, Omaha, Neb., renewed its Freedom of Opportunity program over full Mutual networks, for third successive year effective January 13. Ralph Rosenthal, account executive of Arthur Meyerhoff & Company, Chicago, said program would switch from Friday, 7-7:30 p.m. CST to Sunday, 9-9:30 p.m. CST, effective after the Thanksgiving Day broadcast. Freedom of Opportunity, which is sold as a package, is produced and aired from WGN Chicago. Dan Orth is the sales executive for Mutual.

ACR Net Figures

AMERICAN CABLE & RADIO Corp. and subsidiaries show a consolidated net income of $1,473,627 after operating expenses, mainte-

nance, depreciation and provision for taxes during the first nine months of 1945. Figure is slightly below the net of $1,487,089 for the same period of 1944. Gross operating revenue of ACR was $14,946,096 this half year, compared with $14,937,350 last year for the nine month period. Radiotelecommunication revenues increased from $2,581,076 to $8,157,198, due pri-

marily to increased shipments of direct circuits with a number of Euro-

pean countries and Japan and to an increased volume of commercial messages.
Music... Our Common Heritage carries a real meaning for Christmas... 1945

Deck the halls with boughs of holly, fill the air with joyous song — Christmas, 1945! And what a Christmas it will be — the first real Christmas in five long years.

A Holy day as well as a holiday, its celebration at times reverent, at times gay, Christmas has a two-fold significance — commemorating the birth of peace, and celebrating the seasonal customs of many people. The ordinary festivity of a usual Christmas season takes on added glow with the happy reunions of family and friends.

Music has always been the most natural expression of the true Yuletide spirit. Hymns and carols have been handed down through the years until it becomes impossible to imagine Christmas without them.

Our heritage of song gives everyone the means to share and spread the brotherhood and fellowship of Christmas.
NAB
(Continued from page 16)

stations and broaden the public relations policy.

Among projects understood to be under consideration is the opening of a Hollywood liaison office. This would meet complaints of West Coast broadcasters that they are thousands of miles away from an NAB office, with little personal association contact.

Refurnishment of the New York office of NAB is under consideration. Present facilities are described as inadequate and the association has long desired to provide modern quarters.

Expected within the near future is appointment of a recognized labor relations expert to take charge of the authorized Employee-Employer Relations Dept. The NAB board last February directed the formation of such a department and reaffirmed its action at its Oct. 1-2 meeting. A budget of $60,000 is authorized.

Addition of an FM Dept. following merger with FM Broadcasters Inc. does not involve a serious budget problem since FM station membership is financed under the merger agreement. Since they are generally operating at a loss, however, they pay only the $5 monthly minimum. This subject may come before the board meeting.

With some 800 members on its rolls, NAB anticipates further expansion of the list as new stations are granted in the AM field along with grants in FM, television and other new branches of the broadcast art.

Committee members who attended the two-day meeting were: Campbell Arnoux, chairman, WTAR Norfolk; Clair R. McCough, WGAL Lancaster, and John J. Giffin Jr., WOW Omaha. NAB executive staff was represented by Patent Miller and Secretary-Treasurer C. E. Arney Jr.

Frank G. Smith
FRANK G. SMITH, 71, founder and retired head of Smith, Sturgis & Moore, Inc., New York advertising agency, died Dec. 9 at his home in New York. Mr. Smith was assistant to Walter Thompson of J. Walter Thompson Co. for 10 years prior to forming his own firm, Smith, Sturgis & Moore. He leaves a widow and a son, William Phillip Smith, who is radio director of Charles W. Hoyt Co., New York.

American Aviation
Traffic Guide
In use constantly by airlines and frequent air shippers and travelers. Published and revised monthly.

Standard Guide to Air Transportation Timetables—Pars—Routings—Maps

subscriptions $5.00 a year
(12 monthly volumes and supplements)

American aviation publishing
American building Washington, D. c.

Page 66 - December 17, 1945


They Like Our Style
We say, with apologies to none, that we sincerely believe WAIR to be one of the best sales-producing stations in the entire south. There is an intensity of popularity in the large area we cover.

Wair
Winston - Salem, North Carolina Representative: The Walker Company

American aviation
Traffic Guide
In use constantly by airlines and frequent air shippers and travelers. Published and revised monthly.

Standard Guide to Air Transportation Timetables—Pars—Routings—Maps

subscriptions $5.00 a year
(12 monthly volumes and supplements)

American aviation publishing
American building Washington, D. c.

Page 66 - December 17, 1945

The Latest

AKEN

"On the Dial"

630

more people listen
more people buy

CKRC

Winnipeg - Canada

The Dominion Network

Keeping "In the People's Cause"

NAB
(Continued from page 16)

stations and broaden the public relations policy.

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Costs of FM Equipment

(See Story on Page 17)

The following tables show manufacturers' estimates of equipment costs for various size FM stations and probable delivery dates:

TABLE I

Estimated Cost of Major Broadcast Property Items for 550-watt FM Station

<table>
<thead>
<tr>
<th>Equipment</th>
<th>Low Estimate</th>
<th>Median Estimate</th>
<th>High Estimate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Transmitters (including PA Patent Royalty)</td>
<td>$8,800</td>
<td>$12,200</td>
<td>$14,917</td>
</tr>
<tr>
<td>Antenna 1 (excluding Supporting Structure)</td>
<td>950</td>
<td>1,700</td>
<td>2,520</td>
</tr>
<tr>
<td>Remote Pick-up (Wire Lines)</td>
<td>850</td>
<td>1,800</td>
<td>2,800</td>
</tr>
<tr>
<td>Turntables</td>
<td>75</td>
<td>225</td>
<td>350</td>
</tr>
<tr>
<td>Monitors</td>
<td>600</td>
<td>850</td>
<td>860</td>
</tr>
</tbody>
</table>

TOTAL | $10,020 | $14,750 | $20,010 |

1 Estimate for 4-bay antenna only. Estimate for: Low $600 Median $850 High $950

Source: Replies to FCC telegrams of November 5 and 17, 1945 requesting estimated cost of specified equipment for FM stations of varied powers.

TABLE II

Estimated Cost of Major Broadcast Property Items for 1000-watt FM Station

<table>
<thead>
<tr>
<th>Equipment</th>
<th>Low Estimate</th>
<th>Median Estimate</th>
<th>High Estimate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Transmitters (including PA Patent Royalty)</td>
<td>$8,800</td>
<td>$12,200</td>
<td>$14,917</td>
</tr>
<tr>
<td>Antenna 1 (excluding Supporting Structure)</td>
<td>1,850</td>
<td>2,530</td>
<td>3,200</td>
</tr>
<tr>
<td>Control Consoles</td>
<td>830</td>
<td>1,900</td>
<td>2,800</td>
</tr>
<tr>
<td>Remote Pick-up (Wire Lines)</td>
<td>75</td>
<td>225</td>
<td>350</td>
</tr>
<tr>
<td>Turntables</td>
<td>160</td>
<td>450</td>
<td>650</td>
</tr>
<tr>
<td>Monitors</td>
<td>600</td>
<td>850</td>
<td>860</td>
</tr>
</tbody>
</table>

TOTAL | $12,420 | $17,850 | $24,450 |

1 Estimate for 4-bay antenna only. Estimate for: Low $600 Median $850 High $950

Source: Replies to FCC telegrams of November 5 and 17, 1945 requesting estimated cost of specified equipment for FM stations of varied powers.

TABLE III

Estimated Cost of Major Broadcast Property Items for 3000-watt FM Station

<table>
<thead>
<tr>
<th>Equipment</th>
<th>Low Estimate</th>
<th>Median Estimate</th>
<th>High Estimate</th>
</tr>
</thead>
<tbody>
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</tr>
<tr>
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<td>1,850</td>
<td>2,530</td>
<td>3,200</td>
</tr>
<tr>
<td>Remote Pick-up (Wire Lines)</td>
<td>75</td>
<td>225</td>
<td>350</td>
</tr>
<tr>
<td>Turntables</td>
<td>160</td>
<td>450</td>
<td>650</td>
</tr>
<tr>
<td>Monitors</td>
<td>600</td>
<td>850</td>
<td>860</td>
</tr>
</tbody>
</table>

TOTAL | $12,420 | $17,850 | $24,450 |

1 Estimate for 4-bay antenna only. Estimate for: Low $600 Median $850 High $950

Source: Replies to FCC telegrams of November 5 and 17, 1945 requesting estimated cost of specified equipment for FM stations of varied powers.

(Continued on page 88)

Bence Ails Williamson
ROBERT BENGE has been assigned announcer-assistant to Dud Williamson, m.c. on "What's the Name of That Song" on Mutual stations.

Halines to New York
CONNIE RAINES, featured vocalist on NHG Abbott & Costello show, has received release from that series and will fulfill assignment in a New York musical comedy, as well as a club date. Robert Matthews takes over as singing star on Abbott & Costello show with Jan. 2 broadcast.

Thompson to Hollywood
EDGAR THOMPSON, released from Navy roll of lieutenant commander and prior to service, radio editor of Milwaukee Journal, has joined Eri Fellen of ABC, Hollywood, publicity and public relations firm.

CBS Additions
CHARLES DOUGLAS, released from Navy with rank of lieutenant commander, has returned to CBS Hollywood engineering staff. Harold Ferey, Leo Shepard, Lawrence Weston, Vern Teachenor, also with release from Navy, Ben-net Black, discharged from marine Corps and Jerry Sensen, special research staff of Columbia G., have returned to network technical staff.

Lighter News Show
NEW SHOW emphasizing the lighter side of the news of the day—in a humorous and whimsical vein—"Once Over Lightly" and featuring Alan Seeger, starts Dec. 17, 5-6 p.m. weekly, 1-2 p.m. on Mutual replaces "Man in the Movies" and "Mr. Reporter" series which terminated on Dec. 14.

New Musical
NEWSTED, musical called "Motor City Melodies" featuring Samuel Benavis’ Orchestra and Don Large chorus and guest vocalist has its premiere Dec. 1 on CBS. 4:30 p.m. Saturdays. Program originates on WJR Detroit.

James B. Mackenzie
JAMES BOYDIELL MACKENZIE 56, art director of Lewis & Olmar advertising agency, Philadelphia died last Wednesday in the U. of Pennsylvania Hospital after a long illness. He is survived by his widow, Mrs. Esther Mackenzie and two daughters. A son was killed in action in the Pacific in 1944.

Broadcast Telecast
Costs of FM Equipment
(Continued from page 86)

<table>
<thead>
<tr>
<th>TABLE IV</th>
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<tbody>
<tr>
<td><strong>Equipment</strong></td>
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<tr>
<td>Transmitters (including Patent Royalty)</td>
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<tr>
<td>Antennas (excluding Supporting Structure)</td>
</tr>
<tr>
<td>Control Consoles</td>
</tr>
<tr>
<td>Remote Pick-up (Wire Lines)</td>
</tr>
<tr>
<td>Turntables</td>
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<tr>
<td>Monitors</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
</tr>
</tbody>
</table>

1 Estimate for 4-bay antennas only. Estimate for:

| 6-bay | $5,500 | $6,500 | $7,500 |

Source: Replies to FCC telegrams of November 5 and 17, 1945 requesting estimated cost of specified equipment for FM stations of varied powers.

<table>
<thead>
<tr>
<th>TABLE V</th>
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<tbody>
<tr>
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<td><strong>TOTAL</strong></td>
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Source: Replies to FCC telegrams of November 5 and 17, 1945 requesting estimated cost of specified equipment for FM stations of varied powers.

<table>
<thead>
<tr>
<th>TABLE VI</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>FCC Survey, November 1945</strong></td>
</tr>
<tr>
<td><strong>Power</strong></td>
</tr>
<tr>
<td>50 W</td>
</tr>
<tr>
<td>1 kW</td>
</tr>
<tr>
<td>3 kW</td>
</tr>
<tr>
<td>10 kW</td>
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<tr>
<td>60 kW</td>
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<tr>
<td><strong>TOTAL</strong></td>
</tr>
</tbody>
</table>

Source: Replies to FCC telegrams of November 5 and 17, 1945 requesting estimated cost of specified equipment for FM stations of varied powers.

<table>
<thead>
<tr>
<th>TABLE VII</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>First Delivery Dates of FM Transmitters</strong></td>
</tr>
<tr>
<td><strong>First Delivery Date</strong></td>
</tr>
<tr>
<td>January 1946</td>
</tr>
<tr>
<td>February</td>
</tr>
<tr>
<td>March</td>
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<tr>
<td>April</td>
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<td>May</td>
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<td>November</td>
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<td>December</td>
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</tbody>
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Source: Replies to FCC telegrams of November 5 and 17, 1945 requesting estimated cost of specified equipment for FM stations of varied powers.

<table>
<thead>
<tr>
<th>TABLE VIII</th>
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</thead>
<tbody>
<tr>
<td><strong>Estimated Delivery Dates of Orders for FM Transmitters Placed During November 1945</strong></td>
</tr>
<tr>
<td><strong>Ordered</strong></td>
</tr>
<tr>
<td>April 1946</td>
</tr>
<tr>
<td>May</td>
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<tr>
<td>June</td>
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<td>July</td>
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<td>October</td>
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<td>November</td>
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<tr>
<td>December</td>
</tr>
</tbody>
</table>

Source: Replies to FCC telegrams of November 5 and 17, 1945 requesting estimated cost of specified equipment for FM stations of varied powers.

Lyons Renews Plea For Sale of WNYC
Says Responsible Firm Has Offered $2,000,000

IN A LETTER addressed to the New York City Board of Estimate on Dec. 13, James J. Lyons, president of the Borough of the Bronx, renewed his plea for the sale of the city-owned station, WNYC, for $2,000,000 to a "responsible concern" which he said had made that offer.

The "responsible concern" referred to is Theodore Newhouse, publisher of a number of newspapers in Long Island, New Jersey and upper state New York. In April 1945, Lyons originally proposed the sale of WNYC, to the board which was then considering the executive budget of fiscal year 1946 and 47, but the proposal was defeated, 11-8.

In renewing his proposal for the sale of the station, Mr. Lyons suggested the elimination of the $99,180 appropriation in the budget for WNYC.

"The offer has been renewed by the same responsible concern," his letter continued. "I do not know what the attitude of the incoming administration is on the operation of a city-owned radio station. Personally, I feel there is no more reason for a municipality to operate a broadcasting station than to operate a newspaper. The Federal Government does not operate a broadcasting station. I do not think any city or other county operates a broadcasting station.

"The proposal affords ample time to broadcast any essential city business. The station and all other stations would be available to the mayor in cases of emergency. The bidder for the station also agrees to re-employ all persons now employed on station WNYC."

Mr. Lyons suggested that his proposal not be added to the calendar until Jan. 1946, so that the new administration might consider it.

KQW Hearing

FCC HEARING on the proposed purchase of KQW San Jose by CBS, scheduled to get under way today, last week was postponed by the Commission to Thursday, Dec. 20 at 10:30 a.m. Report for postpone ment was not given, but it was known that Clifford J. Durr, one of the four commissioners to hear the case, has a speaking engagement in Charleston, S. C. tonight. Proposer sale would transfer KQW from Ralph R. Sherwood B. and Mott Q. Brunton and C. L. McCarthy to CBS for $650,000 cash [Broad casting, June 26, Dec. 10].

AFRA Expands

AFRA is planning to take over the offices adjoining its New York headquarters at 2 W. 45th St. hardly doubling its present space Work will start soon.

CBS Pay Raise

NEGOTIATIONS on 20% wage increase agreement effective Jan. 1, 1946, have been completed by CBS Hollywood and Screen Office Employees Union, covering office employees of KNX, Hollywood network outlet. Contract also includes union shop provision, 18% adjustment for those earning in excess of new minimum wage scale, with 10% increase on promotions and an improved vacation clause. About 100 employees are involved.

Zenith Convention

ZENITH RADIO Corp. distributors' convention will be held at the Edgewater Beach Hotel in Chicago Dec. 18-19, according to H. C. Bonfàg, Zenith vice president in charge of household radio. Representatives from 77 distributors who will attend, and will be shown the complete line of Zenith's new models. "Every set," said Mr. Bonfàg, "has been completely re-engineered to include research developments of the past five years."

Page 88 • December 17, 1945
Do you sell in Canada?

Is your job merchandising . . . you should have a new look at the rich, stable Canadian market! Is your job radio time buying . . . you should review the facilities for reaching this rich responsive market!

And when you think of Canada, remember that the one province of ONTARIO REPRESENTS MORE THAN 40% OF CANADA'S BUYING POWER! Remember, too, these additional factors . . .

**INFLUENCE!** CFRB is Canada’s most influential station . . . this is a FACT and not a boast. As the most popular station and that with the biggest coverage, CFRB is in a position to influence more people . . . more sales. This is demonstrated by the number of advertisers who send their messages over CFRB. Check the list . . . we’ll be glad to send it.

**COVERAGE!** The facts of CFRB’s coverage are clearly shown in the reports of the Bureau of Broadcast Measurement, of which this station is a charter member. Check these reports . . . CFRB has the largest primary coverage of any station in Ontario, largely concentrated in the rich, thickly-populated, southwestern area. And CFRB operates on 10,000 watts, day and night.

For further information, write CFRB, Toronto, or contact Adam J. Young Jr., Incorporated, New York, Chicago

**1000 WATTS OF SELLING POWER**

**CFRB**

860 KC TORONTO

First for ENTERTAINMENT! First for INFORMATION! First for INSPIRATION!
See!
The New TEMCO
High Fidelity
FM Broadcast Transmitter

MODEL 250 BCF  88-108 MEGACYCLES
TEMCO proudly presents this outstanding achievement in FM engineering—the result of 10 years of pioneering in custom-built, superlative communication equipment.

HIGHLIGHTS OF THE TEMCO 250 BCF

- Normal rated output power 250 watts. Maximum rated output power 375 watts.
- Continuous monitoring of the carrier frequency by a center frequency deviation meter calibrated directly in cycles.
- An exciter unit—heart of the transmitter—characterized by tuning simplicity accomplished by employing only 4 stages to raise the primary oscillator frequency to the carrier frequency.
- A new circuit of technically advanced concept which maintains a high degree of center frequency stabilization without introduction of distortion.
- Peak efficiency and great dependability are obtained by the use of new miniature V-H-F tubes in the exciter.
- Improved design in the IPA and PA stages eliminating tank radiation, feedback, radio frequency and high voltage potentials from the tank circuits and transmitter frame.

*A limited quantity of the TEMCO Model 250 BCF will be available for January delivery. Orders will be filled in rotation as received. ACT NOW. Place your order at once.

NOW ON DISPLAY FOR YOUR INSPECTION.
Phone or wire for an appointment.

TEMCO
RADIO COMMUNICATION EQUIPMENT
TRANSMITTER EQUIPMENT MFG. CO., INC.
345 Hudson Street, New York 14, N. Y.

December 17, 1945  •  Page 61
The Voice of Baltimore

Watts 5000, 600 K.C. Day and Night

Columbia Basic Outlet

America's 6th City

Oldest Station in Maryland

Paul H. Raymer Co.

National Sales Representative

New York - Chicago - San Francisco - Los Angeles

Page 62 • December 17, 1945

STUDYING TERMS that bring the Ferry-Morse Seed Co. "Garden Gate" pro-
gram back to CBS on Jan. 18, is Sherwood Bette of MacManus, John & Adams
agency for account; and looking on (1 to 7): Tom Williams, star of show; Leot
Levine, CBS assistant director of educational programs; Nick Kessen, CBS
manager of program sales; and John J. Karol, CBS sales manager. Program will
be on network on Saturday, 9:15-9:30 a.m.

bids on KMAS San Antonio; Buana's
Women's Clothing, one weekly for 26
weeks on KPH Spokane, Wash.; Maxwell Bros. Furniture Co., one weekly
for 26 weeks on WMAA Micon, Ga.; San Joaquin Bekkg Co., three weekly
for 26 weeks on KFRE Fresno, Cal.

REGINA TIERNEY, formerly with Lehn & Fink Products Corp., and for past
year with Affiliated Products (cosmetic division of American
Home Products Corp., New York), has been appointed
to direct the advertising programs
of the company.

T.P.U. CREAMS, Los Angeles (foot
cream), on Jan. 1 starts twice-weekly
participation in "Norma Young's
Happy Moment" on K.H.J. Hollywood,

Contract is for 52 weeks. Agency is
Western Adv., Los Angeles.

MAL ROACH STUDIOS, Culver City,
Cal. (institutional), on Jan. 6 starts
a schedule of weekly transmitted an-
nouncements on WJZ,WMAQ K.HJ
WENR. Contracts are for 52 weeks.
Agency is J. Walter Thompson Co.,
New York.

MENNYLATUM Co., Inc., Wilmington,
Del. (Menhilatum, Menhilatum) on 39
Don Lee Pacific stations, Mon.-Wed.
5:30-10:45 a.m. (PST); Thurs.-Fri.
5:30-10:45 a.m. (PST); Sat.
5:30-5:45 a.m. (PST). Agency is
J. Walter Thompson Co., New
York.

CURTIS PUBLISHING Co., Philadelphia,
will use one-minute spots and five-
minute shows to promote series "My
Three Years With Eisenhower" starting
in Dec. 15 issue of the Saturday Eve-
ning Post and written by Capt. Harry
Butcher, naval aide to General
Eisenhower, on 77 stations Dec. 13-14.
"Listening Post" on American will de-
vote entire quarter-hour Dec. 15 to the
artist. Campaign for the ten-install-
ment series also includes 27 daily news-
papers. Agency is BBDO New York.

W. A. SHEAFFER CO., Madison, Ia.
(pens, pencils, ink), Dec. 16 started
sponsoring new NBC half-hour "Sheaf-
ner Parade" program starring Carmen
Cavallaro, pianist. Featured vocalist is
Gloria Foster, Max Hill, commentator,
presents five-minute news summary
"The Housewives Contest" on KFRE
Fresno, Calif., half-hour. Agency is

CAROLENE PRODUCTS Co., Litcheli-
Ill., will begin sponsorship Jan. 7 of
new interview series "Shopping Wit
the Missiles," three weekly 5:30!2-12
p.m. (CST) on WBBM Chicago.

SOUTHERN FRUIT Distributors Inc.
Orlando, Fla. (grapes, apricots, grapefruit,
tangerines), has appointed W.
Dana Lyon Inc., New York, to han-
dle its advertising. Company starts pa-
ticipations Dec. 18 on The House Beat
program on WGN New York, five time-
ly, 10:15-11 p.m. Further radio
plans are being considered.

CAROLENE PRODUCTS Co., Litcheli-
Ill., will begin sponsorship Jan. 7 of
new interview series "Shopping Wit
the Missiles," three weekly 5:30!2-12
p.m. (CST) on WBBM Chicago.
The WNEW
"MAKE-BELIEVE BALLROOM"
with MARTIN BLOCK

Still leads them all!

WNEW 'Ballroom' Leads For Period's Ratings

According to the September Pulse report, WNEW's (N. Y.) "Make-Believe Ballroom" during the across-the-board hours of 10-11:30 a.m. and 5:30-7:30 p.m. has a better average rating for the 14 quarter-hours than any other station in its area during the same period.

Current average ratings for the other four leading N. Y. stations are: WABC, 3.4; WEAF, 3.4; WOR, 2.7; WJZ, 2.6. WNEW's is 4.4.

VARIETY—October 24, 1945

It's another favorite program on—

WNEW

NEW YORK 22, N. Y.

TEN THOUSAND WATTS—ON THE AIR TWENTY-FOUR HOURS A DAY

REPRESENTED NATIONALLY BY JOHN BLAIR AND COMPANY

MARTIN BLOCK

One of America's Greatest Salesmen

*B. November Pulse shows an even better picture.
**December 1**

**Actions of the FCC**

**December 7 to December 13**

**Applications**

**December 7**

WWCQ Columbus Broadcasting Corp., Athens, Ga.; to change call letters to WQV.

**December 8**

KROY Royal Miller Radio, Sacramento, Cal.—to change 1340 kc to 1600 kc.

**December 9**

KAIR W.A.R. Broadcasting Co., Win- nipeg, Man.—to change 1240 kc to 1230 kc, and change station site.

**December 10**

KSWO Oklahoma State Broadcast- ing Co., Lawton, Okla.—to change 1380 kc to 1360 kc, and change hours of operation from D to U, install new trans. and DA-N, and change channel.

**December 11**

KHTB The Keats Herald Broadcast- ing Co., Big Springs, Tex.—to convert AM to FM, special emission and special for FM.

**December 12**

WHP Inc., Harrisburg, Pa.—to change to FM development station on free spectrum.

**December 13**

WDAD Indiana Broadcast Inc., Indi- ana, Ind.—to change from new standard station 1450 kc to U, and change in changes in system.

**Amendments**

**December 7**

Metropolitan Broadcasting Corp., WBBZ, Chicago, Ill.—to change FM station on frequency and coverage to be as- signed, and to specify frequency as to be determined by FCC, coverage as 10,700 sq. mi., or such area as shall conform with FCC Standards, and to change from WBBZ to WPBB.

**December 8**

George Benning, Russell Benning and Big Douglas d/b Lakeview Broadcast- ing Co., Ariz.—to convert standard station 1450 kc to U, amended to change requested power to 150 kw, and change from WBB to WBB.

**December 9**

WWEZ WESB Productions Inc., Los Angeles.—to change station site, from Los Angeles to Van Nuys, Cal.

**December 10**

WCAG Superior Broadcasting Service Inc., Atlanta, Ga.—to change 1290 kc to 990 kc, increase to 1000 kw, install new trans. and DA-N, and change studio site, and change trans. site, from Carriage to 1290 kc.

**December 11**

WCUL Television Productions Inc., Arizona—change frequency from Channel 11 and 12 (204-212) to Channel 12 (212-214) and as such trans. as individuals and trustees and G. L. McCarthy to Columbia Broadcasting System Inc. To be held before Com. Durr, Jett, Denny and Wills.

**December 12**

KQW San Jose, Cal.—to transfer control from M. P. Foundation, Inc. to a licensee, from Sherwood B. Brunton, White Plains, N. Y., to Q. Brunton KQW, as individual trans. with special emission for FM with 50 kw and change type visual trans.

(Continued on page 22)
PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of Qualified Radio Engineers DEDICATED TO THE SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

MAY and BOND
CONSULTING RADIO ENGINEERS
1422 F St., N.W., Wash., D. C.

RAYMOND M. WILMOTTE
CONSULTING RADIO ENGINEER
PAUL A. de MARS
ASSOCIATE
469 Church St., N.W., Washington 5, D. C.

HERBERT L. WILSON
CONSULTING RADIO ENGINEERS
849 Church St., N.W., Washington 8, D. C.

DIXIE B. McKEY
ROBERT C. SHAW
CONSULTING RADIO ENGINEERS
1108 16th Street N. W., Suite 405
Washington, D. C.

KEAR & KENNEDY
Consulting Radio Engineers
Albee Building Republic 4841
Washington, D. C.

Colton & Foss, Inc.
Electronic Consultants
WASHINGTOIL D. C.
927 19th Street NW, Republic 3883

John Creutz
Consulting Radio Engineer
326 Bond Bldg. Republic 2151 Washington, D. C.

Universal Research Laboratories
Radio Engineering Consultants

CHAMBERS & GARRISON
Consulting Radio Engineers
1519 Connecticut Avenue
WASHINGTON 6, D. C.

A. EARL CULLUM, JR.
CONSULTING RADIO ENGINEERS
HIGHLAND PARK VILLAGE
DALLAS, TEXAS

WILLIAM E. BENNS
Consulting Radio Engineer
COLUMBIA, SOUTH CAROLINA
830 Gregg St. Phone 7342

BROADCASTING • Telecasting

December 17, 1945 • Page 91
FCC Actions
(Continued from page 90)

Amendments

WNOE James A. Noe, New Orleans—CP change 1450 kc to 1060 kc, increase 25 kw to 50 kw. Install new tower and DA-MN, move trans. from New Orleans to approximately 3 mi. NE of Amite, La., to change name of station from WNOE Inc. to James A. Noe, Oklahoma Agricultural & Mechanical College, Oklahoma City—CP new non-farm educational FM station with assignment to be specified, amended to cover Channel 22 (101.9 mc), emission as special for FM and power of 10 kw. KUOM Co., Owatonna, Minn.—CP new FM (Metropolitan) station, 13,800 mc, to replace existing station, amended to change name from Xhea Owatonna to Times Publishing Co., Wichita Falls, frequency to Channel 10 (101.9 mc) and specify studio location.

APPLICATIONS were filed in behalf of following experimental TV stations for license renewal: WAXE-WAXM WEOW WEWS WNYT.

WCHS
Charleston, W. Va.

Gould, Kuff Form New Ad Agency in Baltimore

PURNELL H. GOULD and I. Harold Kuff have formed a new advertising agency in Baltimore. Both were recently released from the Army. Mr. Gould, with rank of major, set up the Mosquito and Pacific Ocean Networks for the Armed Forces Radio Service while in the Army. He was later named chief of the broadcast service section at AFPS Hollywood. Prior to the war he was commercial manager of WPFE, New York City, and previously with WBAL.

Mr. Kuff is a former advertising manager of Hecht Bros. department store in Baltimore. As Sgt. Kuff in the Army, after service overseas, he was transferred to the 40th Infantry Special Service Section to supervise all entertainment and recreation. Occupancy of the agency's quarters, 2100 St. Paul St., Baltimore, is expected Jan. 1.

Consulting Practice

HOWARD S. FRAZIER, who has resigned as NAB director of engineering, will operate a general radio management consulting practice. Mr. Frazier plans to use his engineering practice as incorrectly indicated in a headline announcing his entry into business [BROADCASTING, Dec. 10]. He will handle station management and organizational studies, station appraisals, rate studies, program policy recommendations and market evaluations as well as serve as consultant to station equipment manufacturers. Mr. Frazier is serving NAB in an advisory capacity until projects now under way are completed.

GET ACQUAINTED

Mr. Anderson

ANDERSON & ASSOC.
RADIO CONSULTANTS

FORMATION of the consulting radio engineering firm of H. V. Anderson & Assoc., with offices in New Orleans and affiliated quarters in Washington, was announced last week by H. V. Anderson, executive vice-president of Baton Rouge Broadcasting Co. and an engineering consultant for the past two decades.

Chicago Talent Exodus

Management Club Topic

CHICAGO RADIO'S greatest headache—exodus of top talent and programs to New York and Hollywood—was discussed Dec. 12 at a weekly luncheon meeting of Radio Management Club. Guest Speaker Linnea Nelson, chief time-buyer for J. Walter Thompson Co., New York, stated that Chicago broadcasters must offer more than "just AFRA scale" if it wishes to keep its existing talent.

"After all," she stated, "radio talent is just people trying to get ahead, and so far New York and Hollywood offer the most inducements." As a remedy, she suggested development of more local talent and programs.

M. Lewis Goodkind, vice president and treasurer of Goodkind, Joice & Morgan, Chicago agency, said that Chicago radio should build "more and better transcription shows" as one possible solution to the problem. Harley Roberts, club president, pointed out that "there are more employed radio people in Chicago than any time since 1938 and that many good shows are available to replace those that have moved on."

Deplores FBIS Demise

ABOLITION of the FCC Foreign Broadcast Intelligence Service because Congress cut the Commission's national defense appropriation for the 1946 fiscal year, was deplored on the floor of the House last Wednesday by Rep. John C. Kunkel (R-Pa.). He termed the Congressional action, due to House pressure, as "short-sighted and actually dangerous to national welfare." Every other principal power has a monitoring service, even larger than that of the U.S. before its liquidation, he asserted. "If this country hopes to participate on even and equal basis in international communications, not only with Great Britain and the other major powers," he declared, "it is vitally necessary to continue this monitoring."

Johnson Sales Up

ERISKINE JOHNSON, Hollywood news reporter, broadcasting Monday through Friday, 4-4:15 p.m. as a Mutual co-op program, has been sold locally by 128 stations, B. J. Hauser, manager of the network's cooperative program department, announced last week. This makes Mr. Johnson's program the second ranking Mutual co-op show, Mr. Hauser said, passed only by the news commentary of Fulton Lewis jr. which is currently sponsored locally on 187 Mutual stations. Mutual co-op station sales have reached a new total of 584, Mr. Hauser said.
Lea Plans to Report Out Bill Aimed Toward Curbing Petrillo's Activities

TAKING HEART from House passage of the Hobbs anti-racketeering bill (HR-32) Wednesday, despite stiff opposition from labor forces, Chairman Clarence F. Lea (D-Cali.) of the House Interstate & Foreign Commerce Committee this week plans to report out his bill (HR-4737) to curb James Cesar Petrillo's activities in broadcasting.

Returning Dec. 9 from Paris, where he was a guest on the first TWA Washington-Paris flight, Rep. Lea called a subcommittee meeting last Thursday to work on strengthening his bill [BROADCASTING, Dec. 10]. Although House action before Christmas recess isn't likely, in view of President Truman's urgent request for authority to set up fact-finding boards in labor disputes, Mr. Lea said he hoped to report out HR-4737 this week. Congress plans to recess on Friday, returning about Jan. 3.

Tests on labor legislation in the House last week left both sides claiming victories when the Rules Committee presented rules to bring up the May-Arends bill (HR-3937) to repeal the Smith-Conally Act and abolish the National Labor Relations Board, and the Hobbs bill (HR-32) to include labor unions in the anti-racketeering law. The May-Arends bill rule was defeated Tuesday 20-182.

On Wednesday, however, the House by an overwhelming voice vote, approved the rule to bring up the Hobbs bill. House leaders indicated the Hobbs bill would not be taken up, however, until after Congress had acted on the President's fact-finding legislation. At his news conference Wednesday the President expressed hope that the bill would be passed by Christmas. Leaders of Congress were not so optimistic.

Proponents of the Lea bill to curb Mr. Petrillo's hold over broadcasting were heartened at the overwhelming vote on the Hobbs bill rule. It indicated, they pointed out, that the House is eager to protect legitimate business and organizations from labor racketeers. A similar bill passed the House in 1943 but died in the Senate.

Craig Board Member

EDWIN W. CRAIG, vice president of WSM Nashville, and president of the National Life and Accident Insurance Co., Nashville, last Wednesday was elected a member of the board of directors of the Institute of Life Insurance. At meeting held at the Waldorf-Astoria, New York, public relations were termed "a major function of top executives."

FM Shifts

(Continued from page 80)

stations W3X, Washington, D. C., and W2XRY New York—have been operating in the high band for some months. The Washington station, which has abandoned the old band, estimates that at least 400 listeners in the Capital can tune in the frequency. Everett Dillard, owner of W3X and KOZY Kansas City, explained that there are a considerable number of Hallcrafters in the area which encompass both the old and new bands and that some old band sets have been converted by their owners, most of who are engineers employed by the government.

Small Audience

A number of stations have been operating or will soon begin operations with less of an audience than the Dillard experimental station. WDUL Superior, Wis., owned by the Head of the Lakes Broadcasting Co., which claims to have been the first to shift to the high band, has been operating since Sept. 5 with only a handful of sets in its area. The station operates only on its new 92.3 mc frequency. KOZY will also operate exclusively on the high band.

The Stromberg Carlson station, WHFM Rochester, was apparently the first to begin dual operation, starting broadcasting on 93.9 mc with 50 w power on Oct. 15 while continuing on the old band at 46.1 mc. It has been gradually stepping up its power and expects to reach its full 20 kw assigned power by midsummer. The company has been taping in broadcasting operations with receiver development.

Closely following WHFM in high band broadcasting was the Milwaukee Journal station, WMFM, which began testing on 92.3 mc with 500 w power on Oct. 19. It had expected to reach 3 kw power last week.

Two other stations began testing on the high band shortly after they received their new FM assignments which were issued Sept. 12. These were WEHS Chicago, owned by WHFC Cierco, Ill., and WABW

First Radar Grant

FIRST grant for civilian application of radar was issued last week by the FCC. The Commission authorized Raytheon Mfg. Co., New York, to conduct experiments aboard the SS Kalakala, a ferry operating on Puget Sound, Wash., to determine the value of radar for commercial marine navigation. The authorization is for 90 days.

Indianapolis, owned by Associated Broadcasters Inc.

While most stations will get on the air around the first of the year, some will probably require more time to effect the changeover or will be delayed because of weather conditions, as in the case of WMTW Mt. Washington, N. H., which is hampered by icy conditions at its transmitter site, which have been silent during conversion, were unable to set a date for resuming operations. Others reported they had not yet received promised deliveries of equipment and were uncertain when they could begin. In a few cases, stations said their conversion was under study.

Westinghouse Plans

Characteristic of replies to inquiries on progress in meeting the Jan. 1 deadline was the answer of Westinghouse Radio Stations Inc., which owns five FM stations (WBZ-FM KYW-FM WBZA-FM KDKA - FM WOWO - FM). The company reported that it received an extension of time in meeting equipment tests, having experienced some delay in obtaining crystals. However, it is expected to begin tests by Dec. 15.

Westinghouse is installing converters and will be on dual operation at the Jan. 1 deadline for program operations. It intends to continue on that basis as long as it is permitted. As with other stations, the company will be unable to start high band broadcasting in full transmitter power or authorized antenna height but expects to reach its assignments within six months.

Nary Promoted

E. R. NARY, veteran of 30 years service with Westinghouse Electric Corp., and lately manager of manufacturing for Baltimore divisions, has been appointed assistant to Westinghouse Vice President Walter Evans. He will be concerned with operations of the industrial electronics and x-ray divisions in Baltimore and the home radio division at Sunbury, Pa.

284th for Mutual

KGX Sidney, Mont., 1000 w on 1480 kc, joins Mutual Dec. 20 as the network's 284th outlet.

People never get SICK of listening to WJW because we follow tested RECIPES in programming. That's why mornings and afternoons throughout the week ... Monday through Friday ... WJW delivers more daytime dialers per dollar in Cleveland than any other station.
Nearly 2,000,000 Listeners

W LAW
LAWRENCE, MASS.
5000 WATTS 680 Kc.
Basic Station
American Broadcasting Co.
NATIONAL REPRESENTATIVES: WEED & CO.

GETTING AROUND
IN NEW YORK
is quick and easy when you're staying at The Roosevelt...just a short stroll from key business centers, shops, theatres. And Hilton service assures your comfort. Rooms with Bath from $4.50.

N. M. Case
(Continued from page 18) held the license. In 1936 the FCC wrote the college that after reading the contract for lease there was "serious doubt of the legality of the entire transaction".

When the station's license came up for renewal the FCC designated it for hearing. Meanwhile the college contracted to sell KOB and Albuquerque Broadcasting Co., headed by T. M. Pepperday, also president of the Journal Co. The FCC granted consent to transfer in June 1938.

Contract Terms

Under terms of the sale contract the college was to have been given one hour daily, non-cumulative time, a half-hour before 6 p.m. and the other half-hour after 6 p.m., particular broadcast time to be selected at the option of the college. Another clause in the contract, however, provided that it would have complete control of operation and unlimited supervision of programs.

On June 30, 1945, the college received a transmitted a demand to KOB for these periods: 8:30-9 p.m. daily except Monday and Thursday; 5:30-6 p.m. daily except Sunday; 10-11:30 a.m. Sunday in addition to 2 1/2 hours per week already being utilized under the sale contract.

KOB, through Pierson & Ball, filed complaint in the New Mexico Federal District Court for declaratory judgment charging (1) the station could not legally accede to the demands, and (2) the contract did not give the college the right to make demands.

Holding that there was no "genuine issue" as to material facts and no controversial question, the court issued the following declaratory judgment.

1. That the demand of the defendant, dated June 30, 1945, for the scheduling of five programs for broadcasting, as rightfully refused by the plaintiff; that pursuant to Federal Communications Commission Rules of 1934, as amended, and under the rules and regulations, conditions made and imposed upon the station by the FCC, that it was the sole and exclusive right and duty to exercise its independent judgment and discretion to control, supervise, and direct the use and operation of Station KOB in the interest of the hearing public and to choose and select programs and allocate time for the broad-cast of programs which will be of service to the interest of the listening public, and is prohibited by law from assigning said station or delegating the duty to voluntarily or involuntarily, directly or indirectly, to any person or party, including the defendant.

2. That the plaintiff under its license from the FCC is obligated to broadcast under the rules, regulations, terms and conditions imposed upon it by the FCC and that had the defendant acceded to the demand of the federal court, the FCC would impose upon the station a duty to broadcast programs which would be contrary to the interest of the public in the interest of the hearing public, and is prohibited by law from assigning said station or delegating the duty to voluntarily or involuntarily, directly or indirectly, to any person or party, including the defendant.

3. That the defendant is without right under the contract annexed to the station or contracts to compel the plaintiff to "A" to recite the plaintiff to turn over the period or periods of time the defendant elects to demand without furnishing advance information on the program to be broadcast and without recognition that it is the sole right and duty of the plaintiff under its lice-nce from the FCC to exercise its independ-


Western Electric Workers Ask Aid

Sympathy Strike of Telephone Union Members Possible

POSSIBILITY of a sympathy strike spreading among members of the National Federation of Telephone Workers was seen last week as Western Electric Employees Assn., representing 16,000 Western Electric Co. workers in New York and New Jersey, enlisted NFTW's support, sent a telegram from the company offer for a 15% wage increase.

WEEA members voted Nov. 28 to strike unless their demands for 29% raises were met. Late Dec. 2, WEEA solicited help of NFTW with which it is allied, and forthwith with Joseph A. Belirje, NFTW president, sent a telegram from his Washington, D. C., headquarters, to C. G. Stoll, Western Elec-tric Co. president, asking a meeting. Much hinged on the outcome of the meeting, which was still in progress as BROADCASTING went to press.

The company announced its rep- resentatives were Mr. Beirne, Frank J. Fittsimmons, president of WEEA, and Henry Mauer, New York attorney for the union.

Under its own rules the telephone workers union will make an effort to settle the differences before calling sympathy strikes among its 47 locals and 250,000 workers.

Time Change
(Continued from page 18)

there would be no problem. Oppo-sition to daylight time generally comes from farm groups, boards of education and industrial inter-ests and the opposition would be loud if legislation were sought.

Second suggestion is that the NAB, ANA and AAAA study the problems as a whole and draw up an integrated program. Operation of radio on standard time, just as railroads do in summer, has been suggested.

NAB Board on Record

NAB board last October discussed the question and went on record as favoring all efforts to attain uniformity in time.

With two network affiliate groups now working separately to arouse industry sentiment, the subject is expected to remain alive during the winter after a quiescent four-year interval.

Representing American affiliates at the network's District 2 meeting in Detroit last week, besides Mr. Campbell, were: Leonard A. Versluis, H. M. Steed, WLYL Grand Rapids; Stanley R. Pratt, WSOQ Paulsboro; Harry McGuffie, WINN Louisville; J. M. O'Hara, WMN Mansfield, O.; Jack Kelly, WCOL Columbus; William H. O'Neill, Lawrence Webb, WJW Cleveland; Robert Sampson, WSAI Cincinnati; Howard Lane, Marshall Field stations; Art Shawd, WOTL Toledo; Marshall V. Boone, WSAB Huntingting, W. Va.; Hugh A. Giesel, WBCM City, Mich.; Ford Billings, WHOT South Bend; John R. Atkinson, WHV Anderson, Ind.; Robert T. Henson, WMNN Marion, O.; How-ard Loeb, WFDF Flint; Herman Radner, WIBM Jackson; Fred W. Wagenoof, WJIM Lansing; Phil Wood, WWHO Detroit; Dan E. Jayne, E. P. Mills, WLL Battle Creek; J. P. Williams, WING Day- to; Adna Karns, WIZE Spring-feld; C. Bruce McConnell, Rool- e E. Bauman, WBC Indianapolis; George Smith, WWVA Wheeling; S. Bernard Berk, WAKK Akron; Mark Woods, John H. Norton Jr., Otto Brandt, Archie Grinals, Ted Oberfelter, American network.

Marshall Field First

MARSHALL FIELD & Co., Chicago, holds top priority for television equipment for intrastore use manufactured by General Elec-tric, George S. Peterson, district manager for GE electronics department revealed last Thursday.

During the war General Electric adopted a plan of accepting orders for postwar television installation and Marshall Field was first to enter into a contract. Store officials said orders for interstore equipment in instore video have been made yet, but they indicated interest in the media as a sales tool.
Prominent agency executives at the annual meeting of the American Assn. of Advertising Agencies Council, held Dec. 11 in Chicago, included (1 to r): Arthur R. Mogge, vice chairman of the Central Committee; Fred R. Gamble, AAAA president; Richard Compton, AAAA chairman; Fairfax Cone, chairman of Central Committee; Sid Wells, AAAA secretary; Hugh Felts, BMB president.

Whan Survey
(Continued from page 18)

tion agreed on any one suggestion for the improvement of radio service, though 77 different items were mentioned by one or more of the 5,276 persons answering the question.

Four out of 10 answered "yes" when asked if some announcements annoy them, but there was little agreement. No more than 1.7% of the women agreed that any single commercial was annoying and no more than 1.8% of the men agreed.

Asked to name specific commercial announcements, the following were found most annoying, in this order: Rinso White, Life Strike; Lifebuoy, Super Suds, Whiz; Dentynie, Carter's pills, Staley's Pig Mamma, Nutrena, Oxydol, Helsberg's, Pepsodent, Durkee's Esther, Pepsi Cola, B. C. Headache, Swan, Philip Morris, Sweetheart lard. Highest percentage figure was 4.6% of annoyed women listeners who mentioned Rinso White, or 1.7% of all women listeners.

By types, those who objected mentioned, in order: Singing commercials; liquor, wine or beer; "all commercials"; soap advertisements; serial stories, "too many commercials"; patent medicine; tobacco; transcribed commercials; vitamins; jazz music. Highest percentage figure was 3.3% of annoyed women listeners, or 1.3% of all women listeners, who mentioned singing commercials.

Of Kansas farm families, 42.9% are having reception difficulties with stations heard regularly: figure for village families is 39.3%, for urban families 30.9%. Having no difficulty are 34.2% of farm families, 38.5% of village families and 50.6% of urban families. Reporting they haven't noticed reception difficulty with stations heard regularly were 22.9% of farm families, 22.2% of village families and 18.6% of urban families.

The survey points out that at least one-fourth of the state in daytime and one-half the state in nighttime lies outside the primary service area of any station. No clear-channel station of any type lies within Kansas and the nearest clear is in a different time zone.

New Allocation Plan Draws Full Support, Young Declares

As a result of wartime results, advertising has become an instrument for social as well as private ends in peacetime, James W. Young, chairman of the AAAA Council, declared at the Advertising Council's annual meeting in Chicago Tuesday.

Mr. Young was prevented from attending by illness. His speech was read by Charles G. Mortimer, advertising director of General Foods and chairman of the AAAA Executive Committee.

First major project outside of Government for the council came from the National Safety Council of Chicago, which enlisted its help in "making a fullscale attack on the frightful death rate from preventable accidents."

Treasury Assignment

"The Advertising Council is under way," Mr. Young asserted. "Our first big assignment has come from Secretary of the Treasury Vinson who has asked us to take over completely the direction of promotion for the Treasury's long range program of peacetime bond selling."

Three important lessons were learned by advertising agencies as a result of war experience, he said. He described them as power of advertising when all its forces combine; its effectiveness in solving important national problems; knowledge that for business, as for an individual, best public relations is public service.

Single exception to the last example, he declared, is network broadcasting. "In this form the advertiser becomes a producer of the medium itself, and as such he acquires some of the responsibilities and the right of a medium owner. The public standing and goodwill of the medium is in his hands."

Mr. Young said the council has asked advertisers to support it with a continuation of a modified version of the allocation plan, and that "the response is overwhelmingly favorable."

Mr. Mortimer said the radio advertiser's job is to sell both his company and his products and the part both play in serving the public.

"Advertising which performs a public service will enable the advertiser to sell more products," he declared, and cited programs improving public health and housing as examples.

Richard Compton, chairman of AAAA, said advertising had helped to preserve Government during the war and that its job today was preserve industry. Afternoon session of radio and media panel with Otto Stadelman, vice-president of Needham, Louis & Brobury as chairman, discussed the Chicago radio situation.

Ray Jones, executive chairman of Chicago AFRA, told members Chicago radio employed more people today than in 1938. He said, "It is only natural for good radio talent to gravitate to New York and Hollywood where both salary and opportunities are greater."

Fairfax Cone, of Foote, Cone & Belding, presided over the meeting as chairman.

CAB Changes Plan of Administration

Glen Bannerman, president and general manager of the Canadian Assn. of Broadcasters, will not be reappointed when his current term ends Feb. 28, after five years as the first paid CAB president. CAB is returning to its former system of honorary president and permanent secretariat. Officials gave no explanation of the change.

During Mr. Bannerman's tenure, CAB adopted the ethics code; standardized stations rate structures; developed standard method of measuring coverage, resulting in formation of the Bureau of Broadcast Measurement; developed better relations among industry elements, and brought closer relations with U. S. broadcasters through NAB.
BMB Study Ready

BMB TECHNICAL Research Committee has approved bids on editing, coding, tabulating and mailing for the first bureau study as submitted by Industrial Surveys Co. and Reuben H. Donnelly Corp., and has recommended their acceptance by the BMB board. Committee authorized the BMB staff to proceed with the completion of details on the proposed contracts, prior to board action.

NAB Group Plans Study of Standards

Proposed Revisions on Agenda For Code Committee Meet

REVISION of the NAB Standards of Practice, drawn up at the Aug. 6-7 NAB Board of Directors meeting, will be considered Dec. 17-18 by NAB Code Committee, meeting at the Palmer House, Chicago. Up for argument will be proposals to revise the standards governing news broadcasting. Proposed are further restrictions on advertising copy in five-minute news broadcasts, fixing the limit at 75 seconds. E. R. Vadeboncouer, vice president of WSYR Syracuse and chairman of the NAB Radio News Committee, will offer committee views on news standards along with ideas he has developed in his experience as a news caster and commentator.

Recommendations to the NAB board will be considered, especially in connection with exceptions to the Standards of Practice section covering commercial programs and length of commercial portion, including participation programs. A recommendation may be made on five-minute newscasts. Also up for discussion will be reports of the Small Market Stations Committee and the Sales Managers Executive Committee.

Hitchhiker and cowcatcher plugs will be considered. Possible recommendations covering this subject will be considered. Meeting agenda winds up with general discussion of the standards and suggestions for further revision.

Chairman of the committee is Herbert Hallster, KANS Wichita. Other members are Edgar L. Bill, WMBD Peoria; Arthur B. Church, KMBC Kansas City; Henry P. Johnstot, WSGN Birmingham; Morrie S. Jones, WOL Washington; Ed Youm, KGHL Billings; Jan Schinek, CBS; William S. Hedges, NBC. Attending for the NAB board with Bill will be A. D. Willard Jr., executive vice president; Edward M. Kirby, public relations counsel; Willard D. Egolf, special counsel. Board liaison committee consists of Paul W. Morency, WTIC Hartford, chairman; Hugh Terry, KLZ Denver; Campbell Arno, WTAG Norfolk.

RFC Retains Surplus Agents But Plans Improved Handling

SALES plan for war surplus radio and electronic equipment, which Standards Property Administration had threatened to revolve, will be retained on a modified basis. Action was taken last week at a conference between executives of the Radiolite Manufacturing Corp., SPA along with Reconstruction Finance Corp. RFC is U. S. sales agency for surplus producer and consumer goods.

Oliver and U. S. officials were named members of a joint committee which will screen the 250 manufacturers now acting as private agents for RFC. These firms have agreed to stop buying, selling, repairing and selling radio equipment for RFC, receiving a 10% sales commission. Details of the agency contracts also will be reinspected.

Danger of Dumping

Revocation action was dropped when RMA pointed out the danger that large syndicates would obtain quantities of radio equipment and dump it on the market. RMA reminded that the highly technical items must be handled by experts and that a government-operated sales system would be inefficient and produce less revenue. Manufacturer agents now inspect and repack equipment.

RFC had received complaints that cities, civic agencies and veterans were having difficulty obtaining surplus property. RMA reminded that U. S. regulations were designed to give such purchasers priority before surplus ever reaches manufacturer agents. Radio surplus has been small thus far but enormous quantities, running into billions, may be released in the near future.

Sam H. Hubbs, RFC director, declared he favored continuance of the RFC-industry program on a more efficient basis.


On the joint committee representing SPA-RFC are: Stuart K. Barnes, executive director, Office of Defense Supplies; R. C. McGurcy, assistant director, SPA Electronics Division; W. E. Unzicker, RFC assistant treasurer; G. A. Hauswirth, assistant to director of RFC Office of Surplus Property; C. F. Baldwin Jr., executive assistant to Mr. Husbands.

Mr. Wells will appoint a committee of five representing all segments of the radio industry to be committee members. A sixth member will represent communications interests which have agent contracts.

WAJR Wins Promotion Award Given by Gillette

(See picture on page 76)

WAJR Morgantown, W. Va., gave its best local promotion to broadcasts of 1945 World Series, sponsored by Gillette Razor Co. on Mutual, according to results of contest in which WAJR received first prize—a portable typewriter.

Additional merchandise prizes were WBBR WRBX WIBB CKLW WAZL WJEW WHB WIP WGRC WHED KTWH WSCC WHK WCTM KOCO.

Mutual reports that promotion activities of the stations, based on a kit provided by the MBS audience promotion department, was more consistent and showed higher degree of showmanship than in previous years. Average World Series Hooper rating of 26.2 was highest since 1942.

Westinghouse Electric Makes 5 Appointments

FIVE APPOINTMENTS within the advertising department of Westinghouse Electric Corp., Mansfield, O., have been made as initial step in preparing for extensive advertising. Appointments include J. R. Clemens, assistant manager of appliance advertising, in charge of product advertising, promotion and sales training; P. W. Endris, assistant manager of appliance advertising, in charge of full line advertising, promotion and sales training; K. A. Donelson, operations manager, office manager of advertising department; and J. E. Bostedt, sales promotion manager, in charge of full line sales promotional activities for department and furniture stores.
Future of Shortwave in U.S. Expected To Be Decided Soon

The future of international shortwave broadcasting from the U.S. is likely to be determined shortly, but all indications point to continued operation of the nation's shortwave transmitters. The Army is seeking a license for a satellite transmitter to be a companion to the State Dept.'s satellite. The Government will be handling the program.

William B. Benton, assistant secretary of State in charge of Public Affairs, met in New York Friday with the seven licensees of the country's 36 shortwave outlets. The State Dept. is believed to have the four satellite transmitters.

British Plans

Already Great Britain has announced elaborate plans for worldwide news service and broadcasting. Russia, likewise, has been stressing the importance of shortwave broadcasting.

International broadcasting will be accomplished still must be worked out. Many proposals have been submitted to the State Dept. There are divergent views as to how this medium should be controlled, programmed and owned. One thing is definite. The State Dept. has assembled enough evidence to convince its officials that international broadcasting must be continued "in the interests of the people of the United States." The State Dept. hopes to carry out its project in a five-point program:

1. Through news and feature work, which can legitimately fall to the State Dept. Large areas in various parts of the world are without the regular news wire reports. In these areas, the State Dept. hopes to disseminate news.
2. Through motion picture production. The State Dept. proposes to supplement activities of the film industry; plans to produce some short subjects to be shown in the U.S.
3. Through libraries in all parts of the world. In Italy there is a great demand for material in the U.S. library, now conducted under State Dept. supervision.
4. Through exchange of students; in 1946 State Dept. expects 10,000 students from foreign lands to attend schools in America; in return, 10,000 Americans will attend schools in other countries; by 1947 the goal is 20,000 students.

Bob Hope Voted Best in Fame Poll

UBIQUTIOUS Bob Hope, who for the past five years has arguably been radio's leading personality in the poll—"Champion of Champions"—won the contest. He has been voted "Champion of Champions"—again in Motion Picture Daily's 10th annual "fame" poll, it was announced December 12.

Hope not only won the highest program classification in the poll—"Champion of Champions"—but won the choice of America's best comedian. His Peabody award was voted the best comedy program of 1946.

Winners in some classifications are listed, as follows, in the order of their ratings in the poll:

Champion of Champions

Bob Hope (NBC); Fred Allen (NBC); Fibber McGee and Molly (NBC); Bing Crosby (NBC); Jack Benny (NBC); Jack Benny (NBC).

Comedy Team

Bob Hope (NBC); Fred Allen (NBC); Ed Gardner (NBC); Edgar Bergen (NBC); Fibber McGee (NBC); Jack Benny (NBC).

Comedienne

Joan Davis (NBC); New Denny Brice (CBS); Grace Allen (NBC).

Comedy Team

Fibber McGee and Molly (NBC); Jimmy Durante and Garry Moore (CBS); Amos and Andy (NBC); George Burns and Gracie Allen (NBC); "Kick Against the Pricks," Bing Crosby (NBC).

As master of Ceremonies

Bing Crosby (NBC); Harry Von Zell (CBS-ABC); Bob Hope (NBC); Jack Benny (NBC).

Male Vocalist (Popular)

John Charles Thomas (NBC); Nelson Eddy (CBS); Perry Como (NBC).

Female Vocalist (Classical)

Glenda Swarthout (NBC); Matrice Munsel (CBS); Lily Pons (guest performances).

Commentator

H. V. Kaltenborn (NBC); Raymond Swing (ABC); Lowell Thomas (NBC).

Sportscaster

Bill Stern (NBC); Ted Husing (CBS); Harry Winter (ABC).

Symphonic Orchestra

New York Philharmonic Symphony (CBS); Boston Symphony (ABC); NBC Symphony (NBC).

Daytime Program

Fred Waring (NBC); Waring's Show (ABC); House Party (NBC); Col. William Shirer (ABC).

Dramatic Program

Lux Radio Theater (CBS); Theater Guild on the Air (ABC); Textron Theater (Helen Hayes) (CBS).

New Program Idea

Bob Hope (NBC); Fibber McGee and Molly (CBS); Fred Allen (NBC).

"Hit Oil" in the Heart of the World's Largest Oil Fields, KFRO Influences Buying Habits of Half Million People.

*Affiliated American and Mutual Networks.

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Help Wanted

Situations Wanted (Cont’d)

Radio operator, have second class license radio telegraph and telephone. One year experience, must be familiar with Morse code. Write Box 562, BROADCASTING.

The man we’re looking for is a veteran, highly skilled foreman, 30 years in the business. Write Box 563, BROADCASTING.

Eagle station seeks full-time engineer, experience in VHF, UHF, and microwave. Must have current third class license. Send resume, 290 W. 88th St., Chicago 20, Ill.

Situations Wanted (Cont’d)

Radio operator, second class license radio telegraph and telephone. One year experience necessary. Send resume, giving previous experience and present address. Box 564, BROADCASTING.

Commercial manager, seeks experienced, responsible person. Must have experience in field. Reply Box 565, BROADCASTING.

Assistant station manager, full-time, permanent, good opportunity, full health, and educational benefits. Must have experience in television or radio. Write Box 566, BROADCASTING.

Situations Wanted (Cont’d)

Commercial manager, seeks experienced, competent person. Must have experience in radio, television, or newspapers. Write Box 567, BROADCASTING.

Situations Wanted (Cont’d)

Promotion: Veteran, 27, B.S. degree, married. Eight years newspaper experience, including publicity and advertising copy; some radio. Desire position as manager, sales manager, or editor. Box 568, BROADCASTING.

Sales manager, full-time permanent, with advertising agency. Box 569, BROADCASTING.

Manager of station, seeks good writer. Three years experience. Box 570, BROADCASTING.

Manager of station, seeks good writer. Three years experience. Box 571, BROADCASTING.

Manager of station, seeks good writer. Three years experience. Box 572, BROADCASTING.

Manager of station, seeks good writer. Three years experience. Box 573, BROADCASTING.

Manager of station, seeks good writer. Three years experience. Box 574, BROADCASTING.

Manager of station, seeks good writer. Three years experience. Box 575, BROADCASTING.

Manager of station, seeks good writer. Three years experience. Box 576, BROADCASTING.

Manager of station, seeks good writer. Three years experience. Box 577, BROADCASTING.

Manager of station, seeks good writer. Three years experience. Box 578, BROADCASTING.

Manager of station, seeks good writer. Three years experience. Box 579, BROADCASTING.

Manager of station, seeks good writer. Three years experience. Box 580, BROADCASTING.

Manager of station, seeks good writer. Three years experience. Box 581, BROADCASTING.

Manager of station, seeks good writer. Three years experience. Box 582, BROADCASTING.

Manager of station, seeks good writer. Three years experience. Box 583, BROADCASTING.

Manager of station, seeks good writer. Three years experience. Box 584, BROADCASTING.

Manager of station, seeks good writer. Three years experience. Box 585, BROADCASTING.

Manager of station, seeks good writer. Three years experience. Box 586, BROADCASTING.

Manager of station, seeks good writer. Three years experience. Box 587, BROADCASTING.

Manager of station, seeks good writer. Three years experience. Box 588, BROADCASTING.

Manager of station, seeks good writer. Three years experience. Box 589, BROADCASTING.

Manager of station, seeks good writer. Three years experience. Box 590, BROADCASTING.

Manager of station, seeks good writer. Three years experience. Box 591, BROADCASTING.

Manager of station, seeks good writer. Three years experience. Box 592, BROADCASTING.

Manager of station, seeks good writer. Three years experience. Box 593, BROADCASTING.

Manager of station, seeks good writer. Three years experience. Box 594, BROADCASTING.

Manager of station, seeks good writer. Three years experience. Box 595, BROADCASTING.

Manager of station, seeks good writer. Three years experience. Box 596, BROADCASTING.

Manager of station, seeks good writer. Three years experience. Box 597, BROADCASTING.

Manager of station, seeks good writer. Three years experience. Box 598, BROADCASTING.
RMA Discounts CIO Hold-back Claim

OPA Authorizes Parts Delivery; Union Sees Wallace

REPLYING to union charges that production and delivery of goods are being deliberately held back by electrical manufacturers, Radio Manufacturers Assn. spokesmen 'explained last week they had no "guilt of any such hold-back and did not believe any such charges.

RMA officials ascribed the delay in delivery of radios primarily to OPA pricing delays, noting that United Electrical, Radio and Machine Workers (CIO), which made the charges, had in its own statement put some of the blame on OPA slowness. They said set makers could not have started delivery until late November, when first OPA set prices were issued, because of OPA regulations prohibiting "the manufacturing of sets until OPA prices have been issued, and requires the manufacturer to affix retail price tags."

They pointed out that OPA's first parts prices were issued two months after V-J Day; that another set of six weeks was required before individual adjustment were secured; that the formula for pricing sets was not received until Oct. 30, and that the first set prices were issued the week of Nov. 29. "Therefore," they declared, "radio set makers could not start delivery until the latter part of Nov." Fact that manufacturers, now that production is possible, are "rushing sets by airplane" for the Christmas trade was seen as evidence of OPA's delay and the sets to the public as quickly as possible.

Senators Absent

UCE-CIO said union employees of Westinghouse, GE, GM, and RCA complained in a joint meeting with OPA to Secretary Wallace. Sens. James E. Murray (D-Mont.) and James M. Mead (D-N.Y.) were listed in a union release as attending the meeting, but authorities later reported the Senators were unable to be present. Sens. Mead and Murray headed the committees which UCE-CIO asked to be assigned to the requested investigation—the Special Committee to Investigate the National Defense Program and the Senate Education and Labor Committees, respectively.

UCE President Fitzgerald, reporting on surveys he asserted the union made in several cities, said results "prove beyond the question of a doubt that tens of thousands of radios, refrigerators, electric irons and other electrified appliances could have been placed on the market prior to Christmas."

He said "in numerous instances companies are producing fairly rapidly and are, in many cases, storing their products rather than placing them on the market." But in most cases, he declared, "the appliance manufacturers have deliberately held back production, falsely blaming shortage of parts to "labor trouble" or conversion difficulties."

Gifts for McNeil

CHRISTMAS RUSH is on for Don McNeil of American's Breakfast Club as postman stagger in with big sacks of gifts from thousands of fans. Accumulation thus far includes books, toys, music records, money clips, cigarette lighters, pastry, ducks, turtles, and a three-piece suit-set. Articles of value are being turned over to charity and relief organizations.

New TV Recording Machine Discussed

American Television Society Hears Report From Cuff

TELEVISION programming on both coasts was discussed by four authorities at the annual meeting of the American Television Society Dec. 13 at the Barbizon-Plaza Hotel, New York. Development of a new and, as yet, unnamed, inexpensive, visually and audibly, television program, was reported by Samuel H. Cuff, general manager of DuMont Television Network. Mr. Cuff explained the machine records on a 16 mm film. One use for it which Mr. Cuff envisions is reproduction of programs for wide distribution throughout the country.

Lessons Learned

Bob Emery, president of Television Programs Assn. and television director of WOR New York, summed up lessons he had learned from the Brownstone Theater productions. Big problem, he said, is to get writers and cast ready for the radio and stage acting. "If you've got good writers and material, you don't need complicated camera work," said Mr. Emery.

Mr. Landsberg spoke of the necessity of holding television audiences' attention for long periods, a technique made possible by co-ordinated programming.

The problem of injecting commercials into television programs was presented by William B. S. Jones, director of television for American Broadcasting Co.

Benson & Rixton Names

BENSON & RIXTON Co., Chicago clothier, has placed advertising account with Sydney B. Lovitt Co., Chicago. Radio is said to be considered.

Arthur A. Porter has resigned as director of the University Institute of Public Opinion, a Gallup subsidiary, to head research department of National Opinion Research Center.

Howard Jones Brown

FRANCIS C. BROWN, of Mer-

rill Kemer Co. Memph, and pre-

viously with sales promotion department of the Burson Advertising Co., has joined the copy department of the Burson Advertising Co., Chicago.

New on WBBM

TWO new public service programs have been added to the WBBM Chicago, "Your Chicago" returned Dec. 15, 3:30-3:35 p.m.; presented in cooperation with Chicago Park Districts. "Wake Up and Live" devoted daily to the Creede, is aired with cooperation of 200 social agencies.

Pontius Returns

DON PONTIUS, member of Mutual Chicago sales office since 1943, has returned as successor to Charles Goman in MBB Chicago co-op sales. Goodman shifted to west coast.

Joins Lovitt Co.

JAMES M. STEVENS, owner of "I Want a Home" show broadcast for Mutual, has resigned. He has joined Sydney B. Lovitt Co., Chicago agency.

Yet Tie-In

WBT Charlotte daily newspaper column ad appearing in the Charlotte Observer will be tied in with a weekly Is-

sue of the Charlotte Observer's "available" as part of the station's drive to aid veterans.

British Music

SERIES of recorded musical programs on the "Milton" discs were designed to give Americans vivid cross-section of British dance music and specialties starts on WNYW New York, 6-6:30 p.m. on Dec. 21.
stations in this country suffered serious interference largely from Cuban stations. In several instances it became necessary for the FCC to assist the Cuban licensees through provision of consulting engineering advice and even of equipment. The Cuban proposal submitted at Rio takes cognizance of the directional situation. The precise position of Cuba is not too clearly projected in this proposal. It is construed as an indication that Cuba not only "demands" the duplicated assignments but expects assistance from stations in the United States and possibly Canada in the way of equipment and installation.

After setting forth its "demands" for the score of assignments, the Cuban proposal, translated from Spanish, reads:

"Unsofar as the use of the said channels requires expensive installations useful only for the specific frequency of the station that will use them, Cuba, Administración Declarativa no justificará, if not its broadcasting station the counterpart of such a station in this country, unless the stations were protected through Regional Agreements or understandings with the neighboring nations with which it would have claims on various grounds, economically reasonable length of time, against changes.

Prior to the Rio conference, proposals had been made for extension of Oct. 910 kc. Clear extension of the North American Regional Broadcasting Agreement (NARBA) and the United States a one-year extension, however, upon a new agreement.

Little Chance of Unanimity

During the last fortnight it has become evident that there is little chance of unanimous agreement on extension of the treaty under its present terms. As a consequence, it has been concluded that it would be desirable to work out a revision of the treaty with a view to extension for a normal five-year term. Such a revision could only be expected leading to ratification by the Senate.

Thus, instead of naming an engineering delegation, made up largely of FCC technical representatives and from which the State Department expected to obtain a technical basis for the opening of the clear channel hearings on Jan. 14. Because of time element occasioned by the March 910 kc deadline of the original treaty, the department is desirous of completing the sessions as quickly as possible to procure Senate ratification before the expiration date. In the event that a new proposal is made, the Bahamas Government has advised the department that it wishes to be assured of its retention of the 640 kc band, which is a clear 1-A frequency used in the United States by KPI Los Angeles.

It made no further proposals.

Cuba, in its proposal [text in Oct. 8 issue], asked the right to use the 690 kc channel on a 1-A basis. The frequency is used by CHF Montreal with 50 kw and by KGGF Coffeyville, Kan., using 1 kw day and 500 w night. Cuba also asks for four channels with power up to 50 kw, four with power of 10 kw and four with power from 500 to 500 kw in the standard band below 1000 kc as well as assignments above 1000 kc.

**Channels Asked by Cuba**

Specific channels sought by Cuba, together with U. S. stations now assigned to each frequency but excluding assignments to other nations on the continent are:

- 690 kc as clear channel by Class I-A station with 50 kw.
- 580 kc with from 5 to 10 kw with directional antenna. (Regional occupied by KMJ Fresno, WBDO Orlando; WLLU Urbana, KSAC Manhattan; WIBW Topeka, KJLB Andrew, La.; WTAG Winona, WIAC San Juan, P. R.; WCHS Charleston, W. Va.)
- 600 kc up to 20 kw with directional antenna. (Regional occupied by KFTR Houston, San Diego; WICC Bridgeport; WMT Cedar Rapids; WACO Dallas; WJSU Winston-Salem, KSJB Jamestown, N. D.; WREC Memphis; KROD El Paso.)
- 460 kc, 50 kw outlet as Class II station with directional and protection provided under NARBA standards. (Clear channel occupied by KFJ Los Angeles, plus day time or limited time WOI Ames, Ia.; WHKK Akron; WNAD Norman, Okla.)
- 730 kc—same conditions as 640. (Clear channel—dominant station XEQ Mexico City, plus daytime WPIK Alexandria, Va.)
- 590 kc—same conditions as 640. (Clear channel—dominant station in U. S. KTRH Houston; KQW San Jose, Cal.)
- 660 kc—same conditions as 640. (Mexican—Canadian clear channel.)
- 860 kc—Class II station with power limitation of 20 kw. (Clear channel with CFRB Toronto as dominant station plus KTRB Montreal, plus KALF desto, Cal., and WSON Henderson, Ky., daytime.)
- 910 kc—same conditions as 860. (Regional occupied by WNL Rich mond; WSUI Iowa City, Ia.; KKL Oakland; KPOF Denver; KFFA Gleeby, Colo.; WABI Bangor, Me.; WFDF Flint; WGOC Meridian, Miss.; WGBP St. Louis; WKJF Buffalo, WJHL Johnson City, Tenn.; KRRV Sherman, Tex.; KALL Salt Lake City, and KVAN Vancouver.)
- 920 kc—same conditions as 860. (Regional occupied by KARK Little Rock; WGST Atlanta; WBAA West Lafayette, Ind.; WJAR Providence; WEMP South Bend; WMMN Fairmont, W. Va.; KFXJ Grand Junction, Colo.; KKNF Shenandoah, Ia.; WMWM Trenton; WBBB Burlington, N. C.; KUSD Verm ilion, S. D.)
- 950 kc—Class II station with maximum power of 10 kw. (Regional occupied by WWJ Detroit; WSPA Station with special call sign; KCAW Scranton, Pa.; KQH Oakland; WEN New Haven; WSAT South Bend; KMA Shenandoah, Ia.; WDBI Roanoke.)
- 1030 kc—same conditions as 950 kc. (Clear channel—dominant station WZB Boston, plus synchronic WBZA Springfield, Mass.; KOB Albuquerque, with special call sign as WJW New York; plus WPBC Syracuse.)
- 1060 kc—same conditions as 950 kc. (Clear channel—dominant station KFWY Philadelphia.)

As to the following channels, Cuba asks the right to Cub I class II station with power of some 500 to 5000 kw in directional antennas, but asks for assignments only on four of the seven channels specified:

- 670 kc (clear channel—dominant station WEEP New York, plus KPAB Fairbanks, Alaska, and KOW Omaha and KESK Dallas, daytime stations.)
- 670 kc (clear channel occupied by WMQ Chicago.)
- 670 kc (clear channel occupied by WGN Chicago.)
- 670 kc (clear channel dominant station WJR Detroit plus KQJ Honolulu.)
- 770 kc (clear channel—dominant station WJZ New York, plus daytime WJZ Alabama; WSMR Milwaukee; WCAL Northfield, Minn.; WEW St. Louis, and limited time KX A Seattle.)
- 770 kc (clear channel—dominant station WEB New York, plus daytime WNB New York, plus daytime WHB Kansas City.)
- 980 kc (clear channel—dominant stations WLS and WEIR Chicago, plus daytime WBBN Henderson, N. C.)

**School Listeners PLANs**

PLANS are under way in some of the large and growing school systems of the country to contribute food, clothing and school supplies to the hungry children in Europe. The idea, which has been introduced by Jean Harris, chairman of the overseas committee of the Save the Children Federation, is dependent upon the conditions of Europe's children. Schools will be asked to join in the plan. Those interested in hearing more about the plan may write to Jean Harris, c/o Save the Children Federation, 40 West 44th St., New York City.
RCA Televisio
(Continued from page 15)

was countering the contention of JBS that television should await full development in color before being offered to the public. CBS last demonstrated this view by using the mechanical filter principle, in many exhibitions since 1937.
The Princeton demonstrations, both of color on black and white, "staged live talent.

RCA, Gen. Sarnoff told the gathering, will not be satisfied with color television. He visualized a future nationwide network television system which used not only coaxial cable, but automatic radio relay stations and Stratovision. He used "Stratovision" in his comment-a word coined by Westinghouse Radio Inc. to designate the new airborne transmission relay system upon which RCA is experimenting in cooperation with the Glenn L. Martin Co., manufacturers of airplanes.

RCA's executive vice president in "Stratovision" laboratories, Dr. C. B. Joliffe, said that in the lower frequencies allocated for commercial transmission, transmitters can be built to operate with at least 33 kc. New amplifiers can be built, he observed, to make the effective power of 5,000 watts the equivalent of 20 to 50 kw output.

I. W. Teegarden, general manager and head office of the RCA Victor tube and equipment department, said the following need for tube development and establishment: seven inch tube, available April 1; 10 inch tube, March 15; 15 inch tube, July 1.

NAB PROGRAM DEPT., PLAN BEING DRA
FORMAT for the proposed NAB Program Department, developed last week by the NAB Program Department chairmen, E. R. Trammell, network president, and V. M. Wallace, general manager, was presented at a two-day meeting at the Hotel Roosevelt, New York, will be submitted to Judge Justin Miller, NAB president, upon the receipt of a demand among station groups for association assistance in programming. The new department would be staffed by competent personnel in the different fields. It is expected that the new department would cost $40,000. Recommendations are to be submitted by President Miller to the NAB Board of Directors at its Jan. 3-4 meeting in Los Angeles.

Named to complete work on the department plan was this subcommittee: Harold Fair, WHO Des Moines, chairman; Ralph W. Hardy, KSL Salt Lake City; Eugene Carr, WHBC Canton, 0.; Henry W. Slavick, WMC Memphis, ex-officio member.

heretofore used in television.

Cameras employed the new Vistavision camera tube (Nov. 12) which 100 times more sensitive than the pre-war camera tube employed by NBC. Fascinating, it 'sees' by candlelight, and can pick up any event or scene that the human eye can see comfortably. It makes possible round-the-clock program coverage of all aspects of daily life, short-wave and short-wave activity.

The newest RCA cathode-ray tubes were used. The fluorescent screen on which the image appeared in black and white is backed up with a very thin coating of aluminum which acts as a mirror, preventing loss of light inside the tube. This principle, engineers stated, will give us a picture brilliance and contrast.

Receiving sets employing this equipment will cost from $200 to $300, it was announced by Mr. Wallace. They will possess an antenna ranging in size from 4½ inches to 6 inches by 8 inches. All-wave receivers, to be produced in consoles after early manufacturing is under way, will cost $500 and will be equipped with a 16 by 22 inch screen, it said. The receivers, with no moving parts, will be as compact in appearance as today's audio sets, he noted.

Meanwhile, NBC has plans under way for expansion of their television operations, it was announced last week by Mr. Wallace. Stations will be built in Washington (1949), and in Los Angeles, San Francisco, Chicago, and Miami, if FCC grants licenses. A New York-Washington network will be operated in 1946, said Wallace, and in New York and Boston in 1947. Present coaxial cables that are being laid, it was contended at the meeting, are adequate for black and white, but do not provide a channel

widely enough for color in motion.

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KSUN Shift Approved;
Three in Pending File
CONSENT was granted by FCC last week to voluntary assignment of license for WLW-D Hyperion to Copper Electric Co. Inc. to Carleton W. Morris as individual. No money is involved.

At same action Commission approved pending file the applications of KELD El Dorado, Ark., KXA Seattle, Wash., and KFQD Anchorage, Alaska, for transfer of control and voluntary assignments of license until such time as the Commission adopts procedure rules contemplated by AVCO-WLW decision, or until applicants indicate they will follow procedure outlined in Public Notice of October 3, 1946." Notice relates to WLW transfer and proposed trans-fer procedure.

Eyeing Waring
SEVERAL national accounts in the Midwest are interested in the idea of sponsoring NBC's most expensive daytime property, the Fred Waring Show, according to NBC Chicago spokesman. Repeated to cost the network $18,000 a week as a sustainer, program is being offered on a participating basis, each station paying a flat fee to an individual advertiser. Thus each advertiser could sponsor Waring for about $50,000 a year, instead of the $24,000 a year total figure, since the time and talent for the package. Waring contract, expiring Jan. 1, will be renewed at least until February on the month-to-month option provided in the contract.

Marr CBS Attorney
NED MARR, the ex-CBS lawyer with rank of lieutenant commander, has been appointed resident attorney for CBS Hollywood. Prior to service, he was associated with the Los Angeles District Attorney's office, City Attorney's staff and with County Counsel's department.

T' Out of 'Irate'
SIMPLIFIED rate card which station officials say will take the "i" out of "irate" for the athletic world has been prepared by KVOO Tulsa.

The new card is designed to show at a glance the cost of time periods from announcing commitments classified according to cost per number of periods booked and part of day in which they occurred. Since by the time their new card a time-buyer will not be required to "perform mental mathematical nip-ups to figure out how much time he will get for how much money."

Taylor Chairman
DEEMS TAYLOR, composer and president of ASCAP, was elected chairman of the program committee for the annual convention to be held under auspices of the National Association of Broadcasters at the Waldorf-Astoria, New York, Jan. 30.

Levaur Appointed
SAB. B. LEVAUR, for the past 18 years associated with the country's major electrical appliance organizations, has been appointed general manager of television receivers of Allen B. DuMont Laboratories.

Sun Bowl Broadcast
NEW YEAR'S Day football game between Michigan, played in the Sun Bowl at El Paso will be broad- cast on ABC. Play-by-play description will be broadcast by Larry Munson.

Wise Starts Drake
WILLIAM A. DRAKE, Inc., New York (books and magazines), on Jan. 6, will inaugurate a new mailing list on approximately 35 ABC stations. 313- 

SBWYN Sustainer
NEW SUSTAINING program starts on SBWYN Brooklyn on Dec. 17, featuring "Songs for You" by Dick Edwards, recently discharged from Naval Air- mail, and new to radio. Program will be heard five times weekly, 10-10:30 a.m. as sustaining sponsor.

Dynamic Spots
DYNAMIC ELECTRONICS, N. Y. (Pam- phlets for 1947), has been launched in- tent campaign on Dec. three weekly, weekly, for the following NBC stations: WQXR WLIR WOFY, WOPI, WNID and WPST, Inc., New York.

Venezuelan Office
EDWARD W. L. LUMSDEN of McCann- Erickson Inc., left for Caracas, Venezuela, where he will open a branch office for company. This will be McCann-Erickson's first office in Latin America since company entered that field 11 years ago.

Sodus Starts on WQXR
SODUS CREAMERY Corp., Long Island City, is starting "Lunchtime Concert" on WQXR New York for 52 weeks starting Jan. 1 at 6 p.m. for a duty free noon quarter-hour, 12:45-1 p.m. Agency is Charles W. Whiting, Inc., New York.

Jointed Honored
COL. TALLEY D. JOINER, N. W. Ayer & Son executive, has been selected to succeed the retiring Charley Cooper in the performance of outstanding salesmanship, Dec. 1945, when he joined the agency, was executive officer and later deputy director of Office of the Assistant Secretary of War.

Brass Rails Show
BRASS RAIL INC., New York (restau-
rant, canteen). Starting Vista- 
ments on WQXR New York on Nov. 30, 5:00-
2:30 p.m. on one spot and announcements Fridays and Saturdays on station, until Sept. 30.

Quaker Subscribers
QUAKER OATS Co., Chicago, is now publishing a weekly newsletter to industrial accounts. The new service will be based on expanded Niel- son sample of audimeter homes beginning Jan. 1.
At Deadline...

BARTLEY HEADS FIRM SEEKING HOUSTON STATION

ROBERT T. BARTLEY, director of the NAB FM Dept., is president and treasurer of KHTN Co., Houston. He is a frequent face at a 6 kw full-time station in that city, operating on 610 kc. He is the owner of 750 shares of common stock, 1 preferred. Gerald Harrison, vice-president, holds 150 preferred. T. Benjamin Adams, holding stock, is secretary.

Mr. Harrison was Yankee Network station relations director up to 1944. He now is owner of 10% preferred stock of WMAS Springfield, Mass., and WLLH Lowell. Carl S. Wheeler, no business connection, holds 150 shares of preferred in KHTN Corp. His mother, Gertrude A. Wheeler, has 299 shares of preferred. She owns 40% of preferred stock of WMAS and WLLH. Albert S. Moffat holds 150 preferred shares of KHTN Corp. He owns 10% preferred and all common stock of WMAS and WLLH.

ELECTRICAL EMPLOYEES VOTE IN FAVOR OF STRIKE

UE-CIO headquarters in New York announced Friday that employees among 200,000 electrical appliance employees of General Electric Co., Westinghouse Electric Corp., and General Motors Corp. (electrical division) in 16 states on Dec. 13 had resulted in overwhelming “yes” vote in favor of strike action (story on page 99). Union said voting totaled 115,993 with 94,348 favoring strike. UE-CIO in telegram Friday to Westinghouse and GE requested firms to “engage in continued negotiations to arrive at a satisfactory agreement on the union’s demands for the $2 a day wage increase.”

RADIO LUXEMBOURG TO RESUME COMMERCIAL

RADIO LUXEMBOURG returns to commercial operation about Jan. 1, Jacques LaCour-Gayet, managing director of Compagnie Luxembourgeoise de Radio-Diffusion, original owner, announced in New York Friday. U. S. Armed Forces returned station to private owners in Nov. 11. M. LaCour-Gayet said station “will be very glad to accept American advertisers,” adding, “I am full of admiration for American radio and its development. It’s progress.” Radio Luxembourg, now on 100,000 w, returns to prewar 200,000 w power when equipment is available.

Closed Circuit (Continued from page 4)

least one network—NBC—is pondering holding up its one penny of affiliates.

WATCH House Committee on Un-American Activities for investigation of complaints that Fundamentalist group of churches are “out in cold” so far as competing with another Protestant groups for station time is concerned. This despite fact that Third U. S. Circuit Court of Appeals sustained a suit of Phillips in which Fundamentalists sought to compel station to sell them time [BROADCASTING, Oct. 22].

TELEVISING Congressional sessions may be nearer than many realize. J. Harrison Hartley, director of special features, television department, NBC, in Washington last week prowling around Congress, along with Congressional leaders and checking possibilities of necessary installations for TV pickups.

RADIO NOTABLES ATTEND GRIDIRON CLUB DINNER

PROLIFIC broadcasting executives and commentators were guests of the Gridiron Club, Washington journalism organization, which held its annual dinner to celebrate the spring of 1941 Saturday night, at the Statler Hotel, Washington. President Harry S. Truman was honor guest. Among guest list were: Barry Bingham, WBOK; Alan Brinkley, WCCO; R. M. Broadway, WJW; William B. Dolph, WMT; Walter Waterhouse, Marshall Field; Carl Godwin, WGR; George F. Gardner, CBS; Earl Goodwin, Richard Harkness, Ray Bene, commentators; Robert B. Hinkley, KALL salt Lake City; Jack Howard, Scripps-Howard Radio; Marie S. Joser, WOAI; Washington; Samuel H. Kaufmann, WMAL Washington; Capt. John A. Kennedy, USN, West Virginia Network; Robert S. Klutner, American; A. H. Kirchoffer, WBBN Buffalo; Ben Willard F. Knowdow, KLK Oakland, Edgars Kobuk, Mutual; W. Willard L. Kudert, Thru Radio Corp.; Eugene Meyer, WINK; Edward J. Noble, Americana; Barnet C. Niles, WOR; New York; Charles S. P. Oates, Curtin, chairmen; C. Stanley Besor, J. Walter Thompson Co.; Frank M. Russell, NBC; David Barnoff, RCA; William J. Scripps, WWJ Detroit; Carlton D. Smith, NBC; J. H. Steinman, Mason Dixon Group; T. O. Thackeray, WLIB New York; Nils Trommel, NBC; Albert L. Warner, WOR; Mark Woods, American.  

BARBER HEADS MMA


GITTINGS SUCCEEDS EGAN

THEODORE R. GITTINGS, assistant vice president of WGNers Uni, since 1919, last week was elected vice president in charge of public relations, succeeding Joseph L. Egan, who become president Dec. 15.

RADIO AT WHITE HOUSE

WHIT HOUSE will have complete radio-telelevision studio facilities under a plan sent to Congress last week by President Truman seeking $1,650,000 to enlarge and improve the executive mansion. The plans, while not divulged in detail, would provide for an addition to the West Wing of the Executive Mansion which would include an auditorium-studio acoustically treated for television and radio, and sufficient for television pickup and other electronic innovations for aural and visual broadcasting. There would be seating accommodations for 200. It is assumed that in addition to broadcasting it would be used for news conferences and group gatherings, in lieu of the President’s Oval Office. 

President Truman is understood to include adequate booth accommodations for direct network pickups and broadcasts from Executive Office. J. Leonard Reinsch, radio adviser to the President, is going before the James M. Cox stations, is believed to have participated in drafting of the radio studio plans, along with representatives of major networks.

People

JUSTIN MILLER, NAB president, was admitted Friday to the bar of the U. S. Court of Appeals of the District of Columbia, over which he presided as associate justice before resigning to accept NAB post.

EDGAR KOBAK, MBS president, visited Secretary of Commerce Henry Wallace last Friday, primarily on postwar small business development. He was to confer with President Truman Saturday morning.

E. R. NARY, with Westinghouse 30 years, last week was named assistant to Walter Evans vice-president in charge of radio and related activities.

NATHAN HALPERN, formerly executive assistant to Cass Canfield, director of U. S. Information Service, appointed executive assistant at CBS headquarters in New York.

CARL EY E. YATES, recently discharged from the Navy with the rank of lieutenant commander and formerly assistant to the general counsel of RCA, has been appointed assistant to John J. Ridgeway, President of NBC, recently an Army officer who before was engaged in private legal practice in copyright field, has been named NBC senior attorney.

WILLIAM B. LEWIS, vice-president and managing director of Kenyon & Eckhardt, New York, elected to board of directors.


NICHOLAS GASSAWAY and EMIL H. MARK, formerly account executive and copy writer, respectively, with Michel-Cather, New York, resign to establish new agency, Gassaway, Mark & Co., 238 Water St., N. Y.

1,000 STATIONS

(Continued from page 4)

President is Lee B. Weather, who has substantial interest in Shelby Daily Star. Recently, WNK Alexandria, Va., started operation as daytime station on this frequency. A new regional station for Austin, Tex., was granted to Austin Broadcasting Co., for operation 1300 kc with 1 kw power, unlimited time. Grant was made possible after Raoul Cortez, who had been granted daytime station on this frequency for San Antonio, agreed to accept 1550 kc. President of Austin company is John B. Connelly, who holds 50% interest. Remaining stock is held by 10 others.

The Commission also designated 10 applications for new stations for hearing. New station authorized with 1 kw is Marietta Broadcasting Co., Marietta, O., 1490 kc, 250 w, unlimited; Western Electric Radio Corp., Shelby, N. C., 720 kc, 250 w, 250 w, 250 w, unlimited; WITZ Co., 1450 kc, 250 w, unlimited; Southern Broadcasting Co., Pula, Va., 1200 kc, 250 w, unlimited; and the Broadcasting Service Inc., Minneapolis, W. 1450 kc, 250 w, unlimited.

Daytime broadcasting hearing was: Kankakee Daily Journal Co., Kankakee, III., 1250 kc, 1 kw, unlimited; Sun- land Broadcasting Co., North Shore, Ill., 1450 kc, 250 w, unlimited, to be consolidated with El Paso Broadcasting Co., and Seattle & Collins, seeking same facilities in same locality; Southeastern Broadcasting Co., L. B. Engine, 1450 kc, 250 w, unlimited, to be consolidated with hearing on application of Hemwood Lumber Co., Portland, Me., and Peabody Broadcasting Co. F., Orlando, Fla.; People Broadcasting Co., Lancaster, Pa., consolidated with Lebanon Broadcasting Co., Lebanon, Pa., broadcasting service; Peninsular Broadcasting Corp., Coral Gables, Fla., consolidated with Everglades Broadcasting Co., Ft. Lauderdale, Fla., and Paul Brake, Miami, all for 1650 kc, 250 w, unlimited.
WLW

ANNOUNCES ANOTHER STEP FORWARD IN STATION AUDIENCE MEASUREMENT with

NIELSEN RADIO INDEX

This month, another chapter is added to the WLW story of progress in station audience measurement. Now — when FACTS about coverage and listening are increasingly vital, WLW becomes the first radio station anywhere to make available to its clients, its management, and its program department, the Nielsen Radio Index...mechanical measurement of minute-by-minute listening in an accurate cross-section of homes in the WLW Merchandise-Able Area.

This is the fifth step in WLW's march toward FACTUAL time-buying information:
1940—Merchandise-Able Area established
1941—Hooperatings adopted
1942—Cost Allocation System developed
1943—First rural coincidentals
1945—NIELSEN RADIO INDEX adopted

With the start of the new year, this additional information about listening in the WLW area will enable us not only to show you the WLW story more accurately measured by standard yardsticks, PLUS new yardsticks never before available to us...but also to improve station operation and programming beyond even the high standards for which the Nation's Station is famous.

WLW
The Nation's Station

NEW YORK  CINCINNATI  CHICAGO
HOLLYWOOD  ATLANTA
Why Exacting Equipment Designers Chose RCA 9C22's For Postwar 50-KW Transmitters

Four RCA-9C22 Triodes — Two in Modulator Stage and Two in Amplifier Stage — Supersede Six Tubes Required in Previous 50-KW Transmitter Design

NO ONE has higher standards for tube performance than RCA transmitter designers; and any tube — especially a new design — has to be mighty good before these top-flight engineers will consider it.

In designing the new BTA50-F 50-KW transmitter, RCA transmitter engineers had these major objectives:

1. They wanted SIMPLICITY
   9C22's with their air-cooled radiators and high power capability reduced the number of tubes required and provided the convenience and simplicity of air cooling.

2. They wanted EFFICIENCY
   9C22's proved to be particularly suitable for a 50-kw, high-level, class-B-modulated transmitter with its attendant high efficiency. Push-pull tubes in both the modulator and r-f output stages provide conservative and efficient operation.

3. They wanted DEPENDABILITY
   The big rugged filaments of the 9C22's are built to last. Each tube in class-C telephone service is capable of a maximum output of 38 kilowatts. Therefore, operating a pair conservatively at 50 kilo-
   watts' output provides dependability plus.

4. They wanted ECONOMY
   Four 9C22's cost less than the six tubes used in the former transmitter design and, incidentally, take less filament power.

Whatever your problem, transmitters or tubes, AM, FM, or Television, it will pay you to consult your nearest RCA broadcast specialist. Or write to RCA, Commercial Engineering Department, Section 62-101, Harrison, N. J.

The Fountainhead of Modern Tube Development is RCA