please handle tenderly... but FAST!

IF YOU'RE THE PARENT of, or agent for, a business baby which is about to take its first steps into the lightning-fast competition for sales and distribution among the products of this postwar world, it will pay you to give more than casual thought to radio, and WOR.

For if radio, and WOR, had proven only one thing during the years of war, they have shown the breathtaking speed with which sound can mold opinion and create action.

While transportation is still a pressing problem, the need for creating a receptive preference among millions of customers is a more immediate one. Your product may not be the first to arrive in the stores, but you can, by radio, and WOR, quickly create patience and dealer enthusiasm; keep buyers' funds cautiously reserved for what you have manufactured, or are just about to launch.

Yes, competition will be keen. In many cases it will be first come, first bought. But whether your product hits the market first or afterwards, WOR can make the majority of more than 18,000,000 people in seven great states do what you want them to do—fast.

WOR can plant the story and merits of your product or service in the minds and hearts of thousands of potential customers in 33 great cities containing more than 100,000 people each. WOR can reserve space for you on the shelves of the greatest concentration of retail and department stores in the United States.

Proof? In less than 13 weeks, WOR obtained 43 new department store outlets for one war product; added hundreds of new dealers and increased its sales in Albany, Boston, Philadelphia, Southern New Jersey, Maryland and throughout other sections of the Eastern Seaboard.

What WOR did in that short time, so effectively, for this business baby, it can do for yours. And the cost, we might add, will leave you grinning contentedly and asking yourself, "Now, why didn't I think of WOR sooner?"

that power-full station

WOR

at 1440 Broadway, in New York

MUTUAL
CROSS SECTION of your Michigan Market

THE FLEMINGS OF ALLEGAN COUNTY -- PROSPECTS FOR YOUR PRODUCT

The Flemings of Allegan County, Michigan are a combination farm and business family. Ila Mae, 17, works in nearby South Haven for the Tri-Counties Telephone Company. Mr. Fleming, with his brother, Jesse, operates a gasoline tank wagon business. And the family farms 220 acres—milking 18 Jersey cows, raising 90 hogs. Car, tractor, telephone, trucks, electricity... all are accepted parts of daily life.

To the Fleming family, WLS is a daily influence. They tune our news broadcasts regularly; they like Dr. John Holland’s Morning Devotions and WLS Feature Foods. One family project is attending church every Sunday; another, delayed by wartime help shortages, is to visit Chicago and see the WLS National Barn Dance. Their WLS listening habits began in 1938 when they bought their first radio set.

For more than 21 years, WLS has worked for Mid-west American families like the Flemings. Our million-letters-a-year indicates both the size of this audience and the response our friendly service brings. To profit from the confidence this four-state audience has for WLS, call a John Blair man today. He can give you added facts about the station, its listening friends, and the established programs now available.

WLS
The Prairie Farmer Station
CHICAGO 7

Represented By
John Blair & Company

Koy Phoenix  *  Ktuc Tucson  *  KsUN Bisbee-Lowell-Douglas
Bernie Armstrong. KDKA Musical Director. rolls up his sleeves and gives, with equal gusto, at the console, on the podium, or as emcee of that zany, informal, daily, three-quarters of an hour of fun and music, "Brunch with Bill."

The energetic Armstrong lives and eats music. He is a genius at ferreting out new talent. As one of the outstanding figures in the Pittsburgh entertainment-field, Bernie meets a strenuous schedule on KDKA. On Wednesdays, from 7:30 to 8 p.m., he is organist for the Duquesne Light show; Mondays through Fridays, 8:15 to 8:30 a.m., he plays for the Dream Weaver show; and on Fridays, 7:30 to 8 p.m., he directs the music on the Duquesne Brewing Co. program, KDKA's largest local production.

From its inception, KDKA, America's first broadcasting station, has been noteworthy for the calibre of its musical offerings. Today, the musical cravings of the millions in KDKA's vast Tri-State primary are competently served by versatile Bernie Armstrong and the top-notch musicians under his direction. Why not put Bernie's baton to work for your product?

WESTINGHOUSE RADIO STATIONS Inc

KEX * KYW * WBZ * WBZA * WOWO * KDKA

REPRESENTED NATIONALLY BY NBC SPOT SALES—EXCEPT KEX • KEX REPRESENTED NATIONALLY BY PAUL H. RAYMER CO.
BROADCASTING... at deadline

Closed Circuit

BEFORE CHET LaRoche forsaw executive direction of American, he made effort to buy control of network in which he is 12.5% stockholder. Ed Noble, who paid $8,000,000 cash for, while Blue two years ago, not only did not entertain proposal but probably won't sell for three times what he paid, if he would sell at all. Better bet is LaRoche's stock may be repurchased.

MANY AFFILIATES are astic over what standard time network schedules are doing to local, spot accounts. Time shifts have been perennial headache, it's said. Worse now because spot and local schedules are so well set and more schedules in non-premium time are sold.

THAT BROADCAST’s move to the Pacific sequel to recent ETO trip, is still very definitely in the offing. Lt. Col. Jack Harris (ex-WSM Nashville, MaceArthur’s radio aide, was in Washington last week to discuss plans with Col. E. M. Kirby, NBC radio chief, and NAB officials.

FORMER Gov. William H. Wills tried to return from FCC fortnight ago following a recurrence of a cardiac condition. He felt he had to his FCC colleagues down after only a few weeks of stewardship (the assumed office July 2nd). His colleagues, however, wouldn't hear of it. Incidentally, Gov. Wills is progressing nicely and is expected back soon.

NOW THAT Justin Miller has taken over NAB's helm, with A. E. (Jess) Willard new executive vice-president, the right-hand man, these changes in entire NAB format and operation are in store. C. E. Arney Jr., secretary-treasurer, most likely will be prevailed upon to remain, but beyond that nothing is certain.

SIDEKICK observers are looking for what might be radio legal content of the year in connection with BUFFALO Broadcasting Corp. problem before FCC [BROADCASTING, Sept. 17]. Representing BIC is Frank D. Scott, oldest attorney in point of Washington practice and a hard fighter. James Lawrence Fly, ex-FCC chairman, has just been retained by Churchill Tabernacle, which had a sort of long-term loan-lease arrangement with WBPA and WKBW, upon which the FCC frowns.

UNLESS FCC gets boost in appropriation pretty soon, it's going to be in a bad way for professional talent in both engineering and law departments. There are literally hundreds of applications for FM and television, not to mention AM, new station and modification of license pleas, to process. Commission will be running a three-ring circus, with hearings in progress three or four deep after Oct. 7 deadline on 60-day cooling off period on new applications. Plea may be made to Attorney General Tom C. Clark to borrow DOJ attorneys.

(Continued on page 38)

Upcoming

Oct. 10-11: RCA-Canadian RCA joint meeting Westchester Country Club, Rye, N. Y.
Oct. 11: FCC Hearing on proposed TV rules.
Oct. 20: FMBI Board, Ambassador East Hotel, Chicago.

Business Briefly

CARNATION ADDS 80 • Carnation Co., Milwaukee (evaporated milk), Oct. 1 added 80 stations to NBC net carrying Contented Hour, bringing total to 148 stations. Agency, Erwin Wasey & Co., N. Y.

BISCUITS ON ‘SUNRISE’ • Ballard & Ballard, Louisville (Oven Ready Biscuits), Oct. 5 starts series of participating spots on Sunrise Salute, 6-6:35 a.m. on WBBM Chicago. Agency, Henvy, Hurst & McDonald, Chicago.

WESTERN AUTO ON NBC • Western Auto Supply Co., Los Angeles, Oct. 1 began weekly half-hour Circle Arrow Show on 20 NBC stations, 9:30-10 a.m. (CST). Contract for 52 weeks was placed by Bruce B. Breuer Agency, Kansas City.

COFFEE SPOTS • Ben Hur Products, Los Angeles (coffee), Oct. 1 started using from West to East transplanting announcements daily on 50 western stations. Agency, Foote, Cone & Belding, Los Angeles.

SKELTON TO RETURN • Brown & William- son Tobacco Corp., Louisville (Ralph cigarettes), will resume Ed Skelton on NBC Tues. 10:30-11 p.m., probably sometime in January. And with sponsorship Hildegard, Tues. 10:30-11 p.m. and An Evening With Romberg, Wed., 8:30-9 p.m. Agency, Russell M. Seeds Co., Chicago.

CHUCKLES SPONSORS • Fred W. Amend Co., Danville, Ill. (Chuckles candy), Oct. 20 begins Ty Tynon Interludes, 12:15-12:30 p.m., Monday-Friday on WWJ Detroit. Contract is 52 weeks. Sponsor also purchased participating spots on Uncle Don on WOR New York, effective Oct. 16. Agency, Henri, Hurst & McDonald.

TUMS RENEWAL • Lewis Howe Co., St. Louis (Tums) on Oct. 16 renews Date With Judy on NBC New York, 8:30-9 p.m., for 52 weeks. Agency, Roche, Williams & Cleary, Chicago.

BULLETINS

WIBG Philadelphia, 10,000 w on 990 has appointed Adam J. Young Jr., as national sales representative. Ed McKeon, personal representative of WIBG in New York, continues in that capacity.

OFFICIAL date for the end of the wartime Office of Censorship was set for Nov. 17 in an order issued Friday by President Truman. Censorship’s policy board was terminated as of Sept. 29.

FCC Friday afternoon announced postpone ment to Oct. 11 of hearing on commercial television rules and standards. Hearing originally was scheduled for Oct. 4 but several interested groups contended they could not prepare evidence by that time. Time for filing briefs and appearances extended to Oct. 5.

‘RADIO THEATER’ HEADS FIRST FIFTEEN

MOST POPULAR program latter part of September was Radio Theater, with rating of 21.4, according to C. E. Hooper, Sept. 30 National Hooper Ratings. Bob Hope, with 20.6, was second and Screen Guild Players third with 19.3.

Remainder of first 15: Mr. District Attorney, 17.6; Walter Winchell, 16.3; Charlie McCarthy, 15.3; Pat Elliot or Vance Hart, 14.0; Joan Davis, 14.6; This Is My Best, 14.6; Inner Sanctum, 14.6; Lowell Thomas, 13.6; Music Hall, 13.6; Judy Canova, 13.3; Doctor Christian, 13.3; People Are Funny, 13.2.

Average available audience was 76.5, compared to 72.1 in the Sept. 16 report and 75.7 a year ago. Average sets-in-use was 55.8, compared with 22.5 in the last report and 24.9 a year ago. Average rating was 7.5, compared with 6.4 in the last report and 7.5 a year ago.

U.S. SETS START AT $19.95

U.S. TELEVISION Mfg. Corp. announced prices of radios will begin at $10.95, with most expensive video combinations ranging up to and end over $1,000. Final retail prices still in hands of OPA.

MAGGI PARTICIPATIONS

MAGGI Co., New York, (seasoning bouillon cubes) is sponsoring Meet the Missus twice weekly on WJR Detroit; has begun 52-week participation in Housewives Protective League on WMAT St. Louis; this participation weekly on Women Only, WHAM Rochester and Bob Smith Show on WBBN Buffalo. Company has renewed for another year its participation on Beate’s Beuty and McCann Pure Food Hour on WOR New York; Housewives Protective League, WBBM Chicago; Beulah Carney, WENR Chicago; Ken and Caroline with Yank Kitchen on Yankee Network; Mildred Carlson’s Home Forum, Wرز Boston. Agency, Needham & Bloom, New York.

QUAKER QUIZ

QUAKER OATS Co., Chicago, (Fru-0-Pep) Sept. 29 started Man on the Form recorder quiz series, on WOR New York, Sat. 11-13 p.m. Quaker also sponsors Those Websters or 120 CBS stations and Quaker Breakfast Pe riod starting Oct. 8 on 9 Don Lee stations, six weekly. Agency, Rutman & Ryan, New York.
Folks turn first to—

WWL
NEW ORLEANS
A DEPARTMENT OF LOYOLA UNIVERSITY

THE GREATEST SELLING POWER IN THE SOUTH'S GREATEST CITY
50,000 Watts * Clear Channel * CBS Affiliate

Represented Nationally by The Katz Agency, Inc.
SHREVEPORT, LOUISIANA
STACKS UP!
among the 12 cities of 115,000 to 125,000 population

ANY city that ranks TWELFTH in size in a group of the nation’s twelve cities with populations of 115,000 to 125,000 and FOURTH in the lumber, building and hardware sales for a year, is a city that "STACKS UP."

That’s the score that proves that Shreveport, capital of the Ark-La-Tex, is the capital of one of the nation’s richest market areas. And that’s the area blanketed by 50,000-watt KWKH.
No
skeletons in our closet...

(just a long-time record of picking talent that goes to the top)

You can peek into all the closets you want at WBT. We've nothing to hide—least of all our flair for picking some of the liveliest and most successful radio talent ever to stand before anybody's microphone.

WBT's alumni are an illustrious group. There'sJohnny Long, for example, and Kay Kyser. WBT listeners knew Johnny when his now-famous Southern drawl was only one of many; they remember Kyser when his "how y'all" shook only Charlotte rafters. WBT audiences were the first to dance to the music of Skinnay Ennis, John Scott Trotter and Saxie Dowell, back when Variety would have referred to the batch of them as "unknowns".

Lansing Hatfield and Norman Cordon began their journey to the stage of the Metropolitan from WBT's studios. Joan Brooks, Alfred Garr, the Golden Gate Quartet and The Four Knights—they all started at WBT. So did newswoman Bill Shadell (formerly CBS correspondent in Europe), announcers Sandy Becker (of CBS, New York) and Bill Bivens, also sportscaster Russ Hodges.

This knack WBT has of recognizing big-time talent and pushing it along to national prominence is still as sharp as ever. (It's also helped us win six Variety "Showmanagement" plaques—more than any other station in the country.) Look at Camp Meetin' Choir—30 richly melodic negro voices that have hit the popularity jackpot via CBS' Wings Over Jordan after only six months on WBT. Or the Johnson Family, three-year singing favorites of WBT listeners, featured coast-to-coast over the Columbia Network during the past summer.

People of the Carolinas acclaim WBT's "discoveries" with open enthusiasm. But they have the same welcome for products of sponsors who advertise over WBT. Don't keep our 659,814 radio families* waiting any longer. Call us or Radio Sales today.

*Net weekly circulation, CBS estimated radio families, 1944.
My Impression of Europe

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

By JOHN E. FETZER
Owner, WKZO Kalamазoo and WJEF GRAND RAPIDS
Former Assistant Director, Office of Censorship, Broadcast Division

STRANGELY enough the radio trip to ETO brought me an entirely unexpected reaction. Before embarkation I definitely had in mind a minute inspection of physical radio facilities and operational policies. However, the trip revealed a much broader aspect of radio responsibilities in Europe.

To illustrate, it is necessary to transcend the radio scene and take a look at the peoples of Europe. In England I definitely gained the impression that the common people of that country learned to know something about the common people of America for the first time in history. The English people, tired of war, found a new sympathy, understanding and friendship in the American G.I. That friendship for Americans, in my estimation, must be preserved and fostered.

In France I was impressed with a definite lackadaisical attitude on the part of the people. Having been stripped of her leadership and little hope of effective restoration in the future, France seemed to have given up. In Italy the least that can be said is that only a frustrated nation remains—a nation, however, that looks to the United States for help.

Mr. Fetzer
In Germany the peoples of the bombed-out cities have an inherent hatred for Americans and a firm resolve to repeat the atrocities of war.

(Continued on page 79)

 Sellers of Sales

DElIVER an audience to your sponsors and you'll deliver his sales message effectively. That's Jake Embry's theory. As assistant to Tom Tinsley, president of WITH Baltimore, Jake has put his theory into practice, has seen the station develop into one of the country's most potent 250-watters. Without network affiliation, WITH had to compete with nation's top programs. Jake's job as sales manager was to bring in the revenue. He knew that before he could interest advertisers, he had to deliver an audience. To keep his sponsors WITH had to hold its audience. Big-time musical productions were built with transcriptions; news is a top commodity, but overall public service is the guiding factor.

Public service to Jake means giving the public what it wants. He learned something of the public pulse as a school teacher in Mississippi. Jake received his A.B. from Millsaps College and was appointed superintendent of schools at Sunflower, Miss. Later he became principal and coach at Cleveland, Miss., high school. In Cleveland he met the girl who now is Mrs. Embry. Jake took a post-graduate course at Columbia U. Hearst general advertising office hired him to do a research job. When he finished, he was offered a berth in the organization. Jake took a course (from Hearst) in radio advertising and salesmanship in New York, then was sent to WBAL Baltimore to become general sales representative. After 7½ years he joined WITH as commercial manager, later becoming assistant to the president. Now that Mr. Tinsley is operating the new WLEE Richmond, Va., Jake has been named vice-president of that station. (See dedication story, page 40.)

Robert Campbell Embry was born Jan. 28, 1910, in Belzoni, Miss., but long ago he lost his given name and became "Jake." He's active in the Baltimore Adv. Club, is a member of the Maryland Mfrs. Representatives, Cosmpolitan Club, Socioe de Gentlemen Chefs de Cuisine and the Navy League.

Tru-Blu Beer is one of the top beverages in Washington, D. C.

And what does Tru-Blu depend on in radio to keep its sales going full speed ahead?

That management uses WWDC exclusively. They put on 18 shows per week!

Here's another performance record in the favor of aggressive and imaginative programming.

If you've got something to sell down our way . . . take another look to see that WWDC is on your schedule.

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

Represented nationally by WEED & COMPANY

Page 10 • October 1, 1945
Good Thirst-Quenching Company

WSAI
A Marshall Field Station,
CINCINNATI 2, OHIO
BASIC AMERICAN BROADCASTING CO.

his is the third in a series of advertisements inspired by WSAI's pride in the quality and prominence of its national and local advertisers.
Next: CANDY

ROADCASTING • Broadcast Advertising
October 1, 1945 • Page 11
Is Your Audience a Victim of "Boiler-Plate"?

"BOILER-PLATE" is the old name for canned news, sent in the form of a printing plate to country newspapers, all ready to slap on the press and start rolling.

It is passing out of the newspaper picture because it is not adequate for even the smallest and most remote rural needs today. Yet, even in its heyday, no newspaper worthy of the name could survive on boiler-plate alone. There had to be local news and the sure, local touch of a competent editor.

Is your radio station dependent today on "boiler-plate" news? If so, your news programs are unprepared to meet the challenges of a changing world and the new trends in audience interest.

As the flow of news shifts from a war to peace basis, your listening audience will demand something more than "canned" news bulletins—"boiler-plate." There will be greater emphasis on the story behind the story and its international, national, or regional significance. There will be greater emphasis on human interest stories.

Right now, there is much evidence that listening news audiences are hungry for something more than "boiler-plate." If they have heard a "canned" news program half an hour or fifteen minutes before from another station or network—the same news in the same words—they will turn the dial. And it will become a habit.

International News Service sends to radio stations precisely the same variety of news and human interest news-features that it sends to newspapers. Its news service is written so that it can be read aloud without change or simply and easily edited to fit time limitations or regional interest, when desired. It has always been a principle with INS that news which cannot be read aloud easily is not properly written for either newspapers or radio.

In INS, you get more news than you can use—and this is a DISTINCT ADVANTAGE because you can SELECT what you feel best suits the interests of your own audience.

Today, more than ever, INS is the greatest combination news and news-feature service for radio. Always in the vanguard of changing trends, INS has been building the news-feature as well as the news elements of its service on an entirely new plane—easy to read, easy to understand, easy to edit...and vital in audience appeal.

With INS you get the news that is important to your area, as well as the news that is important nationally and internationally. If you employ commentators, they have the greatest treasure-stores of source material available to them day in and day out. You can build prestige, faith, and public interest in your station more soundly than by any other improvement you can make.

News is radio's greatest audience builder. We shall be happy to guide any station in establishing the kind of distinctive news coverage which will enhance its standing in its community. Ask us to send a representative or write for details to:

INTERNATIONAL NEWS SERVICE

FRANK J. NICHT, General Sales Manager, 235 East 45th Street, New York City, N.Y.
CHAMPIONS OF SPORT...

Chicago baseball fans are toasting the Cubs these fine October days... Charley Grimm and his team can write their own ticket... Wrigley Field shines like a new dime... and millions of Chicagoland fans, unable to see the thrilling spectacle of a World Series, vote an orchid to WGN for bringing the games to them.

WGN has long been a champion for sports fans. In addition to an exclusive Chicago airing of the World Series, WGN listeners are treated to an 11 week schedule of outstanding college football games, a regular Friday evening sports forecast and a daily strip known to millions as “The Inside of Sports.”

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

CHICAGO ILLINOIS
50,000 Watts
720 Kilocities

MUTUAL BROADCASTING SYSTEM
Eastern Sales Office: 228 East 42nd Street, New York 17, N. Y.
"It's management that makes a station, Mr. Blunk!"

A salesman can be a big, strong guy, and still pack an empty order-book. And it's the same way with radio stations.

The stations listed at the right don't just happen to be good producers. They're well-managed stations—headed by men who realize that their stations' success depends upon the combination of steady listeners and steady advertisers—that this combination in turn depends upon top-notch salesmanship and showmanship, inspired programming, and sound public relations. When such men accept your account they also accept the duty of doing their utmost to sell your product. And, being good managers, they know how to do it!

We're proud to represent every one of them. You'll be happy to be associated with them.

FREE & PETERS, INC.
Pioneer Radio Station Representatives
Since May, 1932

EXCLUSIVE REPRESENTATIVES:

WOR-WWRN . . . . . . . . . . . New York
WCNY . . . . . . . . . . . . . . Cincinnati
KDAL . . . . . . . . . . . . . . Duluth
WDAY . . . . . . . . . . . . . . Fargo
WGRU . . . . . . . . . . . . . . Indianapolis
WFIF-WAZO . . . . . . . . . Grand Rapids
KMBI . . . . . . . . . . . . . . Kansas City
KWOE . . . . . . . . . . . . . . Louisville
WTCN . . . . . . . . . . . . . . Minneapolis-St. Paul
WMHD . . . . . . . . . . . . . . Phoenix
KSG . . . . . . . . . . . . . . St. Louis
WFBL . . . . . . . . . . . . . . Syracuse

KFW . . . . . . . . . . . . . . Des Moines
WOC . . . . . . . . . . . . . . Davenport
KMA . . . . . . . . . . . . . . Shenandoah

SOUTHEAST

WCBN . . . . . . . . . . . . . . Baltimore
WERC . . . . . . . . . . . . . . Charleston
WIS . . . . . . . . . . . . . . Columbia
WTFN . . . . . . . . . . . . . . Raleigh
WBDJ . . . . . . . . . . . . . . Roanoke

SOUTHWEST

KOB . . . . . . . . . . . . . . Albuquerque
KEEN . . . . . . . . . . . . . . Brownsville
KXK . . . . . . . . . . . . . . Corpus Christi
KSTZ . . . . . . . . . . . . . . Houston
KOMA . . . . . . . . . . . . . . Oklahoma City
KUL . . . . . . . . . . . . . . Tulsa

PACIFIC COAST

KOM . . . . . . . . . . . . . . Portland
KGO . . . . . . . . . . . . . . Seattle

and West-Govox, Inc.
Papers Buy WFIL, WHDH in Big Deal

Philadelphia and Boston Dailies Bid For Stations

TWO OF THE nation's top newspapers—Philadelphia Inquirer and Boston Herald-Traveler—consummated transactions last week (sub- ject to customary FCC approval) which would give them established standard station adjuncts.

The Inquirer purchased WFIL, Philadelphia from Lit Bros., for $1,900,000. The Herald-Traveler acquired WHDH Boston for approximately $850,000 from Matheson Radio Co. Inc.

Both transactions will be subject to whatever policy the Commission decides upon following oral arguments Oct. 27 on its proposed revolutionary "open bid" procedure. This policy will be established in pursuance of the FCC's split decision in the Wexo-WLW case, wherein the FCC majority proposed that sales transactions be thrown open to public bids with the Commission itself to select the purchaser on the basis of responsi- bility, integrity, public service and other factors.

Announcement of the WFIL sale came last Thursday from George H. Johnson, president of Lit Bros., and Walter H. Annen- berg, publisher of the Inquirer, leader in the morning field. WPEN, Philadelphia independent regional, was purchased by the Bulletin, afternoon leader, for $650,000 last year-end.

WWDH, which operates on 850 kc with 5,000 w fulltime, is an independent, having lost its Blue (American) network affiliation to WCOP Boston last June. Robert B. Choate, publisher of the newspapers, and Ralph G. Matheson negotiated the transaction, which is for the acquisition of the WWDH stock by the Fidelity Broadcasting Corp., wholly owned subsidiary of the Herald-Traveler Corp.

Application for the Boston transfer already is before the FCC. It shows that WWDH during the first six months of 1945 (while it was a Blue outlet) had gross income of $268,471, expenses of $161,910 and a net income before taxes of $106,-

FM Technical Standards Set

By Jack Levy

(See Text, pages 31 to 32)

SAFEGUARDS to insure good reception by FM listeners and high technical performance by FM broadcast transmitters were established last week by the FCC with the adoption of engineering standards relative to allocation and operation of FM stations.

Combining the latest thinking of the Commission with respect to service coverage of community and metropolitan areas, the standards contain many refinements over those established for prewar FM. They incorporate engineering knowledge acquired during operation of FM in the lower frequencies plus changes to conform with desired service in the 88-108 mc band.

Guide for Manufacturers

The standards will serve as the official guide for manufacturers of FM transmitters and receivers. They cover requirements for antennas, determination and maintenance of operating power, construction and location of transmitter, methods for computing interference between two stations, and other specifications regarding installation and use of equipment.

Together with the Rules & Regulations for FM Broadcasting issued Sept. 12, the rules provide a complete framework from an engineering standpoint essential for FM operation. Later, the Commission intends to combine in a single reprint both the rules and the standards.

Commissioner E. K. Jett, engineer member of the FCC, called attention to the fact that the standards do not include §3202 to §3203 of the Rules, which comprise area classifications and allocation of channels for community and metropolitan stations. These rules, he emphasized, are highly important and should not be overlooked. He reminded engineers that under §3204 metropolitan stations in Area I are not protected beyond the 1,000 w/m contour.

On the whole, the standards are expected to be more acceptable to engineers in that some of the requirements under the old band are eliminated and others are simplified. In Part 2, §203 relating to service area prediction, it is no

Elliott Roosevelt Seeks to Buy Outlet

By Fred Sample

ELLIOTT ROOSEVELT wants to get back into radio.

But his interest this time is not in a network. Apparently he wants to be a licensee.

Such is indicated by facts uncovered by Broadcasting. It has been learned that within the last few weeks, he has been negotiating to buy KWFC in Hot Springs, Ark.

He offered about $75,000 for the station, but was turned down by the owner, Clyde E. Wilson, Hot Springs furniture dealer. Mr. Wilson could not be reached for comment, but the general manager of his station, Robert Choate, acknowledged that "Elliott was interested." KWFC is a 500 w Mutual affiliate operating on 1340 kc. It went on the air June 21, 1940 under the joint ownership of Mr. Wilson and Howard A. Shuman, each holding 50% of the stock, with the latter acting as general manager. Corporate licensee was the Hot Springs Broadcasting Co.

License was reassigned to Mr. Wilson in 1943, after Mr. Shuman withdrew from the business. Mr. Wilson paid his former partner $60,000 for his half interest at that time, after Mr. Shuman had appealed successfully against a court decision dissolving the partnership for a $15,000 consideration to be paid for his interest. A recently discharged Army brigadier general, Elliott, second (Continued on page 85)

“GOOD LUCK” said J. Harold Ryan, retiring NAB president (1) to his successor Justice Justin Miller, who today (Oct. 1) takes over the presidency of the NAB. His contract is for five years. Story on page 17.

BROADCASTING • Broadcast Advertising
Boosters for All AM Stations Possible

War Developments Pave Way for Satellites

By J. FRANK BEATTY

SAT ELITE transmitters—hundreds, even thousands of them—will soon be technically feasible, permitting AM broadcast stations to supply good signals in populous areas where their coverage now is weak.

Engineers representing several leading makers of transmitters have just finished work on recommended standards for unattended satellites—extra AM transmitters that will pick up a station relay signal above 1,000 mc and rebroadcast on the standard broadcast frequency.

When their work is done—perhaps within a month—manufacturers will be able to turn out satellite transmitters based on equipment developed during the war for military purposes.

Conceivable is a vastly improved standard broadcast band in which stations will lay down strong signals in the thousands of spots now lacking adequate service. Wartime technical progress will supply the equipment. Engineers will quickly work out routine problems that block production of transmitters.

Then the development of satellites becomes a matter of allocation engineering—a matter that involves FCC policy decisions as well as the planning of station operators and their engineers.

Frazier Chairman

Actual work of reducing satellite transmission engineering to recommended standards has just been started by the Subcommittees on AM Satellite Transmitters of the Radio Manufacturers Assn.

The project was undertaken at a meeting held Sept. 15 in New York, following original recommendation last autumn by Panel 4 of the Radio Technical Planning Board.

Chairman of the subcommittee is Howard S. Frazier, NAB Director of Engineering. Members who attended the organization meeting were A. C. Goodman, Western Electric Co.; I. R. Weir, General Electric Transmission Division; M. J. Oman, RCA; Everett L. Dillard, Commercial Radio Equipment Co.; R. N. Lindsay, Bell Telephone Labs.; E. J. Coxe, Federal Telephone & Radio Corp.

Representing a heavy share of the industry’s transmitter production capacity, these engineers were of the opinion that peacetime application of military equipment developed during the war offered hope to strengthen the weak spots in the broadcast band.

The transmitters would operate on frequencies above 1,000 mc, a region in which progress was extremely rapid during the war.

Equipment of the type planned for common carrier relays probably would prove suitable.

Judging by present thought of these experts, complete installation of a booster transmitter should cost less than $10,000. Transmitter firms are hoping this will more than cover the cost of transmitter and interconnecting high-frequency equipment.

Four Transmitters

At present only four satellite transmitters are in operation. WINX Washington has a suburban booster station in which a receiver located in the cone of silence above the satellite antenna picks up the downtown signal out of the air and rebroadcasts it. WWDC Washington has a satellite connected by wire line to a suburban transmitter. WSAI Cincinatti, located outside the city, feeds a downtown satellite by wire line. WLLH Lowell, Mass., has a booster in Lawrence.

WBZA Springfield carries the same program as WBZ Boston but the operation is regarded as synchronous rather than satellite because of the distance between the cities.

Among objections mentioned to the use of a station’s standard broadcast signal off the air is the fact that any interference and fading are carried on the booster signal.

The wire connection does not have this disadvantage but is regarded as expensive and the installation is difficult in many sections where existing poles are not available.

It is proposed to use an ultra-high frequency signal rather than a fraction of a watt to relay broadcast signals to boosters.

Past development of satellites has been blocked by complexities.

(Continued on page 20)

Search for Information Is Discounted By Agency

By BILL BAILEY

UNLESS the Office of Price Administration acts quickly to (1) lift controls from radio parts or (2) fix price ceilings, there’ll be few radio sets on the market by Christmas, unemployment will be rampant in the manufacturing field and the public must wait until the spring or next year for promised receivers.

That’s the consensus of opinion among manufacturers after weeks of bickering with OPA. Radio Mfrs. Assn. has requested action. OPA has countered with demands for cost production data. Manufacturers say they can’t give such data because of the peculiarities of the radio set-making industry.

Sen. Homer E. Capehart (R-Ind.), former head of the Capehart, Indianapolis (now the Capehart division, Farnsworth Tel. & Radio Corp.), manufacturers of combination radio-phonographs, is carrying on a one-man campaign in Congress to break down the OPA resistance to industry. Said Sen. Capehart: “Unless the OPA does something soon, there won’t be any radio set manufacturing and thousands of people will be unemployed.”

Despite flat assertions of OPA officials that they’d “give no information,” BROADCASTING learned that the OPA through the “back door,” has assured manufacturers that Oct. 3 price ceilings will be set on parts and receivers.

Efforts to confirm that at OPA led to a merry-go-round of buck passing.

Ed Morse, head of the parts pricing division of OPA who is supposed to know what’s coming next, was too busy to see a representative of BROADCASTING.

(Continued on page 21)

NAB BLAMES OPA

Sets No Nearer Now Than On VJ-Day

IN A STATEMENT Friday, NAB asserted that the nation is little nearer new radio sets than it was on VJ-Day and, comments NAB, “it’s OPA trouble.” Following is the statement:

“Despite the page ads in national magazines, chunks of newspaper copy, and some broadcast advertising, the nation is little nearer new radio sets than it was on VJ-Day.

“It’s OPA trouble’ asserts our reliable grapevine.

“A mere trickle of sets is being produced today. Mostly samples. Some parts manufacturers are producing for stock . . . to be released to set manufacturers when, as and if they get a suitable price.

“Should the break come anytime soon, it would be possible for a considerable quantity of new sets to reach the public by year’s end.

“It is understood that ample parts are flowing into the replacement market, where permitted, price schedule is fairly satisfactory.”
NAB Suggests 25th Anniversary Stamp

Ryan Forwards Petition To President For Approval

PETITION to President Truman proposing issuance of a commemorative stamp in recognition of the radio industry’s service to the nation was sent to the White House Friday by J. Harold Ryan, who retires this week as interim NAB president.

The stamp would be a feature of National Radio Week Nov. 4-10, finding the celebration of radio’s 25 years of service.

An attractive ring-bound volume early 2×3 feet, the petition was prepared by Willard D. Egolf, NAB director of public relations. It contains over a hundred letters from leading figures in official, educational, business, religious, civic, and service and entertainment circles. These letters, addressed to President Truman, point to the public service of broadcasting in its 25 years of operation and cite reasons or recognition of radio through a commemorative stamp.

Designs Submitted

Two suggested stamp designs were submitted. One stamp, of the size often used for commemoratives, shows a transmitter house and tower at the right, with city left and country scene in center. The other, of conventional upright size, shows a war, over which is the legend “25th Anniversary of Broadcasting, 1920-1945,” and is of cent denomination. The other, of conventional upright size, shows a war, over which is the legend “25th Anniversary of Broadcasting, 1920-1945” placed across the label. It is also a 3-cent stamp.

Included in the petition is a presentation of the story of radio and peace. War-time achievements, set ownership data and other formation are presented in detail. Inserted in the inside cover is a copy of the NAB book, Management the Public’s Business.

Resolution authorizing the commemorative stamp petition was approved by the NAB board last August.

Should approval be given the design the Post Office Department could use its own judgment in selection of a design. The two proposed designs are believed to conform to postal practice from artistic and technical viewpoints.

American System

Another step in connection with the National Radio Week was taken last week when NAB sent to stations a statement of policy and neral discussion of objectives and goals.

Terming the event “radio’s own celebration,” NAB points out that is the American system of broadcasting and not the physical advent radio that is being celebrated. The decision to stage Radio Week was reached in mid-September, after winning of the war, NAB explains that the spirit of celebration of victory should permeate the week in view of radio’s important contribution in the struggle.

“Radio waits for the writer whose genius will catch the depth and breadth of radio’s own story,” the NAB statement says. Suggested program ideas include a 25-year parade of radio’s public service, parade of music, sports parade, summary of news reporting, recreation of special events and reports on radio in emergencies, disaster and war.

Stations are urged to recontour their service to civil and military organizations through the year, tying in with their anniversary dates. Those with poster board contracts are advised to feature anniversary copy. Station schedules, house organs and advertising should also carry messages, the NAB says. Display boards and cabinets in station foyers and other public places are included. Reference to the week is advised in broadcast continuity as the date approaches. Network participation already is being arranged.

Miller Assumes NAB Duties During Meeting Starting Today

JUSTIN MILLER, new president of the NAB, assumes his new duties during a two-day meeting of the trade association’s board of directors, starting Monday morning (Oct. 1) and closing the following evening with an inaugural dinner at the Hotel Statler, Washington. More than 700 persons will attend the dinner, with major Government agencies and the FCC being well represented. Invitations were sent out in mid-September and acceptance were received from most of those in high official posts.

The new president takes office as the trade association nears the climax of radio’s 25th anniversary year. Welcoming ceremonies at the Statler dinner will be in charge of Don S. Elias, an NAB director-at-large and executive director of WWNC Asheville, N. C. Besides contributing the off-the-cuff anecdotes for which he is famed, Mr. Miller will introduce the three speakers: Paul Porter, FCC chairman; J. Harold Ryan, retiring interim NAB president; and Mr. Miller.

KSD Carries Games

SCHEDULE of the KSD broadcasts of the Missouri and Illinois football games has been announced, with Harold Grimes handling the play-by-play accounts. The eight games will be sponsored by the Boyd-Richardson Clothing Co., St. Louis, retail clothiers. Broadcasts began Sept. 29 and are to continue every Saturday through Nov. 17.

FCC REITERATES ITS RULE ON PROGRAMS

DENYING six applications for experimental television and eight for FM, the FCC last week reiterated its rule that applicants “make a satisfactory showing of a meritorious program of research and experimentation.”

While recognizing need for developmental work for television in the higher frequencies and for FM in its-108 meter band, FCC said “it would not grant applications in either of these fields unless the applicant presented a genuine program of research and clearly showed that an experimental station was necessary for carrying forward the research”.

The Commission said it will “examine carefully” the representations of each applicant to determine whether the proposed research is more properly the subject of an application for a commercial television or FM license.

Of 16 applications acted upon, the Commission granted only two: Zenith Radio Corp., Chicago, and the Hallcrafters Co., Chicago.
FM PIONEERS SPEAK—FIRST OF A SERIES

FM Broadcaster Tells Troubles, Successes

WBCA Faced Its Problems With Realism

By LEONARD L. ASCH
President, WBCA Schenectady

THE MANAGEMENT story of FM for BROADCASTING, requires me to point to ourselves, WBCA. You will please pardon the subjective illustration. Let's take a look at the WBCA 50 microvolt contour. The capital district of New York State, 6,589 sq. miles, has a population of 1,094,300 and 265,539 radio homes. If you like more detail, there are 180,077 urban and 109,412 rural radio homes in the metropolitan district of Schenectady, A bony and Troy, with more than 12,000 FM homes. Snugly fitted into this market area, are 8 AM stations: 1 50-KW; 1 1-KW; 1 1-KWD, 500 WN; 1 1-KW sharing, and 4 250-W; plus 2 FM stations; 1 transcription; 1 f.c.c.simile; 2 shortwave; 3 ST relays, and much radar, all of which is very fresh, hush. In addition, applications have been filed for 2 AM and 3 FM, CP's. A bit competitive—you'll admit.

In studying this area we found that only 1 AM station landed a good signal in the entire market area, and one other ran a not too close second. This is the spot for FM, we thought, so we did the necessary work back in happy 1940, and WBCA went on the air in July 1941, with a 16-hour daily schedule that has been maintained to date in spite of hell and high water, and our mountain transmitter has passed the 25,000-hour mark.

Our first concern, naturally, was to deliver a usable high-fidelity signal carrying a listener-attractive program structure. “Public service, convenience and necessity,” you said—but confidentially, back in 1941 we had hoped to make a little money too!

Program Structure

In July 1941, with an off the air pick-up (30 miles a day), and Alpine (127 miles a line), plus local programs from a temporary studio in the mountain top transmitter house, WBCA went on the air. With the delivery of our ST, local programs became available from the Schenectady studios.

An average of 29 live local shows per week, plus Mutual and Yankee network shows, Alpine music with an occasional WQXR show plus Associated Vertical Transcriptions and AP news, was our original setup.

Basically this formula has found favor with our audience. Mail surveys averaging a 50% return, indicate a high degree of listener interest with resultant likes and dislikes. We cut the cloth to fit.

Mr. ASCH

BROADCASTING presents herewith the first in a series of articles on FM written by men who have pioneered in the art. Mr. Asch leads off with some sound advice on management. His experience as the only licensee of an independent commercial FM station operating in competition with AM stations has been unique. Born in Newark, N. J., August 27, 1899, Mr. Asch attended Union College in Schenectady; was 16 years with the General Electric Co. in publicity and sales promotion; recipient in 1924 of the Colfin Award, GE's “Legion of Honor” for outstanding service. He resigned from GE to enter broadcasting—conducting an advertising agency and finally organizing WBCA.

One with 5 spots weekly, have continued without interruption for the full four years. Seventy-four per cent are repeats.

When a local merchant came back with cash on the barrel-head—he is getting reasonable results.

The Mutual Broadcasting System is finding national advertisers, and agencies progressively receptive, so that we find ourselves over the sustaining network requirement. Leading agencies are repeaters—but many are slow in accepting FM.

WBCA has no "rep" in New York, and never had a local salesman. We prefer to sell conservatively, selecting our sponsors when possible, with some ticklish matter, neveuring to avoid "bork" house high-pressure spot merchandise, and other such "quick-dollar" customers. It is our belief that the temporary loss of this type of immediate "easy" revenue will be compensated by a more constant (Continued on page 81)
Anchor

Modern shipbuilding has done away with the romantic ship anchor. Instead it favors that business-like affair in the picture. It has flukes instead of hooks. And a socket which allows it to become more securely imbedded on the bottom.

Radio station time buying has been made more business-like too.

No more automatic buying of the big-name call letters that go back to early days in radio. No romancing.

Instead it's, "How many listeners do I get for the money I spend?"

Down here in Baltimore we've got a successful independent that gives you more listeners-per-dollar-spent than any other station in this five-station town.

If you want to imbed your sales story more deeply in this great Baltimore market . . . W-I-T-H is your anchor.

WITH

Baltimore, Md.

Tom Tinsley, President  Represented Nationally by Headley-Reed
FCC Sets Hearing on FM Assignments

Many Members of FMBI Unable to Begin Service Jan. 1

As a result of protests from CBS and NBC against frequencies assigned for their FM stations in New York, the FCC last Friday ordered them to file for Oct. 15. The networks were ordered to submit by Oct. 10 exact frequencies they desire for their stations and for other existing or proposed metropolitan stations. Participants were given until Oct. 10 to file appearances.

The Commission also received objections to the Jan. 1 deadline for the beginning of regular service by existing FM stations on the new band. A number of stations advised they were unable to obtain necessary equipment by that time.

Simultaneously, the FMBI reported that a survey to determine whether stations would meet the deadline revealed that of 22 members, reply, about half will be unable to meet the deadline and that they may have to seek delay. The FMBI, however, expects to have them build up or modify their transmitters to the new band.

CBS and NBC registered strong objections to their assignments, both from the standpoint of effect on coverage areas and the philosophical view of the assignments. Zenith Radio Corp. also protested a reduction in its powered output.

Leonard L. Asch, president of WECA Schenectady, N.Y., in reply to a question that it takes time to begin tests on the new frequency, informed the Commission he has been advised by General Electric Co. that the best delivery date obtainable on necessary equipment is from six to eight months. A delivery date of four months was given him by Radio Engineering Labs. In addition, he pointed out, the WBGA transmitter is located on a mountain top and is one of few U.S. areas which has a similar condition.

Pierson & Ball, counsel for WMTH Boston (Yanke Network), submitted a letter stating that the entire station will not be available before the middle of January and that it does not appear "humanly possible" for the licensee to begin tests on Jan. 1 as required. The station also stated that weather conditions on top of Mt. Washington, where the transmitter is located, do not permit transportation of equipment between October and end of May.

WHNF New York, owned by Marcus Loew Booking Agency, submitted a letter from the Graybar Electric Co. declaring its engineers have not yet determined the definite conversion they will use in their FM transmitters and that it is impossible to give a date when equipment will be available.

Dow, Lohnes & Alberson, counsel for WBDC-FM Hartford, Conn., requested a six months' extension, pointing out that none of four Warner Radio manufacturers contacted could guarantee delivery before April 1.

Lewis Allen Weiss, vice-president (Continued on page 91)

FCC Orders KSOO or KELO Be Sold; Licensee Given Six Months to Comply

IN THE THIRD of a series of precedent-setting decisions the last fortnight, the FCC last week proposed to deny the license renewal for KELO Sioux Falls, S.D., which gave the Sioux Falls Broadcast Assn. Inc., licensee, until March 25, 1948, to dispose of either KSOO or KELO under the duopoly regulation (Sec. 3.25).

Assenting that the "present KELO-KSOO situation is indicative of the worst effects of non-compliance with this part of the Commission's policy," the Commission said that the stations are used to supplement each other. Sioux Falls company had contended that the duopoly regulation does not apply inasmuch as KSOO is a daytime station only, operating with 5 kw on 1140 kc, while KELO is a 250 kw outlet, operating from 6 a.m. to midnight on 1220 kc and that the FCC originally granted KELO to provide nighttime service to the Sioux Falls area.

The findings pointed out that an application filed by KSOO for full-time operation with 10 kw and directional antennas at night to provide nighttime service to a full 1140 kc channel, was dismissed in September 1942 without prejudice after the first hearing.

Since the Commission has determined that the common ownership of both of these stations is in contravention of the multiple ownership policy as set down in the choice of retaining KELO with its full-time operation, or of keeping KSOO with its limited-time operation," said the proposed decision. If the latter alternative is chosen, the licensee corporation will have the opportunity of applying for a nighttime operation.

Sioux Falls Broadcast Assn. Inc., is controlled by J. H. Hendke, his son, Morton, and daughter, Ruth, and 25% by Sam C. Fantle Jr. Both Hendke and Mr. Fantle are in the broadcast business. It appeared likely that the application for full-time operation with 10 kw for KSOO would be prosecuted and KELO would be sold. Mr. Fantle is to operate on the same frequency, acquiring KELO should the Hendkes decide to keep KSOO.

In one of the two other decisions, FCC ordered Buffalo Broadcasting Co. (WGR-WKBW) not only to do away with a lease arrangement with Churchill Tabernacle of Buffalo, but to divest itself of either WGR or WKBW (Conflict, Sept. 17). Temporary licenses were granted for 90 days on condition that within 10 days applicant file with the Commission a statement establishing that the applicant has full control over the stations.

The third case involved WGST Atlanta, in which the FCC ordered that Georgia School of Technology, the licensee, stop making payments to Southern Broadcasting Stations (Broadcasting, Sept. 24). WGST was given 90 days to apply for a construction permit and license to operate on the same frequency, without the management contract.

FMBI Urges More Channels; Charges FCC Is Stifling FM

A HARD-HITTING resolution accusing the FCC of "failure to meet its responsibility" was adopted unanimously by the FMBI Broadcasters Inc. board of directors, meeting last Tuesday at the Waldorf Tower.

FMBI charged the FCC has failed to provide the "truly free radio service" that is possible by assigning an insufficient number of FM channels. The resolution also was accused of imposing artificial regulations that in effect will saddle FM with the same scarcity of license availability that is "responsive to no one" and most of the regulatory issues facing AM broadcasting today.

Declaring that "only by the assignment of more channels to FM broadcasters can a wide range of aspirations for a truly free radio be realized," the board resolved that "because of the failure of the Commission to meet its responsibility in this respect, it now becomes necessary for FMBI to urge a substantial increase in the number of channels assigned to the FM band.

An executive committee, headed by Wayne Coy of the Washington Post, licensee of WIXN Washington, and applicant for the Janesky & Bailey FM station in the nation's capital, was authorized to confer with "appropriate representatives of NAB in respect to the development of a free radio in this district." The committee, headed with Mr. Coy, FMBI vice-president, are Cecil Maslin of WNBF Binghamton, N.Y., and Gordon Gray, WMIT Winston-Salem.

It NAB agrees to take up the fight for additional channels for (Continued on page 84)

Barry Recalled to N.Y. by Net

LAST WEEK the new executive setup of American Broadcasting Co. announced that they were taking over full transfer of responsibility for the networks operations from Vice-Chairman Chester J. LaRoche to Fred P. Marple Woods (Broadcasting, Sept. 24).

Charles C. (Bud) Barry was recalled from Washington where he has been representing the network to charge the program department as national program manager. He reports to Adrian Samish, who last Thursday was elected vice-president of the company in charge of programs to succeed Hubbell Robinson Jr., who resigned from that post following Mr. LaRoche's retirement from management duties. Mr. Barry should be able to step into his new post with a minimum of preparation, as until June 29 of this year he served the network as national director of program operations.

Fred Smith Resigns

Fred Smith, vice-president and director of advertising and promotion, also resigned last week. No successor has been named but it was announced that E. J. (Mike) Huber will continue as advertising manager. Charles L. Burdick, formerly as director of audience promotion, both reporting directly to Mr. Woods. Mr. Smith, who had been assistant to the Secretary of the Treasury before joining American and before that with Young & Rubicam and BBDO, is expected to establish his own public relations and promotion organization.

Resignations of Mr. Robinson and Mr. Smith, as key members of the executive group organized by Mr. LaRoche to carry out his plans for a new type of network organization, has been generally anticipated.

It was somewhat of a surprise, however, when Alfred Waisening, who had accepted the position of musical director of American (Broadcasting, Aug. 13), resigned with a statement that he had taken the post because "existing policies and personnel indicated to me beyond doubt that together we could establish leadership and direction."

Such an executive now has in the music field . . . I had confidence that the management of the network judging by the important step he had already taken to improve the service of radio would wholeheartedly support my ideas.

"I deeply regret, therefore," he concluded, "that the recent changes in personnel and policy have been to me obvious to me that our project would be no longer possible of achievement, and accordingly I feel I must tender my resignation." Mr. Waisening is now assistant network director of music, which (Continued on page 88)
“GOD’S GREATEST MIRACLE IN STONE”

So said Chief Justice John Marshall when he first viewed the Natural Bridge of Virginia. This rare formation of solid rock, ninety feet across and two hundred and fifteen feet high, is one of the many diverse natural wonders in the Mother State of Virginia which has attracted thousands of visitors from all over the world. Thomas Jefferson bought the land on which it stands in 1774 from King George III of England for twenty shillings... the monument which nature has worked with patient labor and magnificent skill to construct... the monument revered by the Indians for so many, many years previously... a Natural wonder in our times. So, too, WRVA brings the bounteous services of a modern, man-made wonder to Virginia, to the South, to the Nation... today's radio, the world within reach at the turn of a dial.

50,000 WATTS... NIGHT AND DAY
STUDIOS IN RICHMOND AND NORFOLK, VIRGINIA
Let him show you what we mean!

With the Frequency Watchman on guard, stability of the Western Electric Synchronized FM transmitter is governed by the stability of the low frequency crystal, which varies less than 25 cycles per million for an ambient temperature range from 40° to 130° F. To demonstrate this split-second control, let's take an extreme case with a far greater deviation than would occur when the transmitter is on the air.

**ACTUAL FREQUENCY**

![Clock with 3000 Cycles]

**ASSIGNED FREQUENCY**

ZERO HOUR: Starting up after a shut-down, transmitter may be 3000 cycles above or below assigned frequency. Frequency Watchman goes to work.

ZERO PLUS 6/10 OF A SECOND:
The Watchman—in the fraction of a second—has reduced deviation to 2000 cycles.

ZERO PLUS 3 SECONDS: Frequency Watchman has now brought actual frequency to within 400 cycles of assigned frequency.

ZERO PLUS 6 SECONDS: Transmitter is on its assigned frequency and the Watchman will hold it there.

Tucked away inside every Western Electric FM transmitter is the Frequency Watchman, a super sentry who maintains continuous and accurate control of the transmitter's mean carrier frequency. Comes the slightest frequency deviation and he corrects it quietly and efficiently. He works so fast that even in the extreme case shown at the left, the correction is made in a few seconds. He is always on the alert, helping to make Western Electric FM transmitters the easiest to control and operate. He is another reason why more stations will choose Synchronized FM.

For the full story, send for your copy of the illustrated booklet, "The Frequency Watchman." Just drop a line to Graybar Electric Co., 420 Lexington Avenue, New York 17, N. Y.
End of War Puts Emphasis on Local News

News Experts Find Interest Still Great

MMENTS by radio editors on eir postwar plans for news coverage [BROADCASTING, Sept. 5] have elicited further observations from her station and network experts. Among them are Robert Kinter, co-president of American Broad- 
sting Co.; Wilton E. Cobb, general manager of WMAZ Macon; Walter Haase, general manager of WDRJ Hartford, Ken Miller, news editor of KVOC Tulsa; Tom McCarthy, news editor of WKRC Cincinnati; and Dave Driscoll, director, WOR-Mutual News and Special Features.

Cobb, noting that his station Georgia concentrates on extensive coverage of local news, finds that his 5,000-watt CBS-affiliated outlet "covers the 50 to 60 counties of the Middle Georgia area.

Experiment in Local News

"Believing that the end of the war would lessen the public's interest in network newscasts and commentators we started, some four months ago, an experiment in local news. At that time trained reporters were practically unavailable, so we took my own experience as a reporter and sports editor back in 1921-24-25, for Macon Telegraph, as a basis for turning trained radio people into news gatherers for the air. "Our chief announcer and newscaster was made news editor, and our civic and educational director (a well-known lady in civic circles) was made his reportorial staff. Beats were set up on the same basis as a newspaper city room.

Airings were made for five minutes at 10:10 a.m., 15 minutes at 6:15 p.m., and five minutes at 10:15 p.m. The reception by the public was the most enthusiastic of anything we have ever done, and within a month we had added a journalism graduate of Wesleyan College, a young lady who had been selected by the college to receive our annual $100 award to the student showing the most promise for radio and journalism.

"Within the past two weeks we have added a dischargee from the Army Air Forces who was studying journalism when he entered the service. During 13 months in a German prison camp he continued his studies by securing journalism books from Geneva. These four devote their entire time to getting the news of Macon. We have also added a high-school boy who has shown unusual ability this summer as a freelancer at 50 cents per story. He is to be our school and teen-age correspondent.

Three Un-sponsored

"The three broadcasts under the title of Towntalk are withhold from sponsorship. We consider them our "front page" and the expense is charged off to public service to our city.

"I still regret that newspapers couldn't see the place of radio and cooperate with stations by furnishing them news and saving this necessary competition. I wish radio news and wires would never send out a flash and bring embarrassment such as was recently caused through the very speed of our medium.

"In addition to our local news, we have added INS to our service which already included PA. We use these in building up newscasts (Continued on page 72)
The BIG AGGIE clan
assembled
AGAIN FOR
MIDWEST
FARMER DAY

When you can pull farmers away from their important work in the fields to attend a radio shindig... that's pulling power. And when you can pull nearly 70,000 of these soldiers of the soil to your party, even though the weather had made most of them at least two weeks behind in their work... well, you can use the biggest adjectives in the book for that kind of power. That's what WNAX did with its annual Mid-West Farmer Day, this year. Nearly 70,000 strong they came... from the five states of North and South Dakota, Nebraska, Minnesota and Iowa. They heard Admiral William D. Leahy, USN, Rear Admiral J. J. "Jocko" Clark, USN, and Rear Admiral H. B. Miller, USN, praise them for their war effort... enjoyed WNAX and network radio shows... saw the annual selection of the "typical Midwest farmer" for '45. In every way it was a big time for the Big Aggie clan.
Our sincere thanks to the U. S. Navy, The American Broadcasting Company, Ladies Be Seated, and Meet Your Navy, for helping make this event America's Biggest Farm Picnic.

One of the big events of the day was the induction of the six signatures into the Rosebud Tribe.

SIX CHIEFS
1. Fleet Admiral W. D. Leahy, USN
2. E. H. Rusk
3. Rear Admiral H. H. Miller, USN
4. Rear Admiral J. J. "Judy" Clark, USN
5. Johnny Olsen

OF THE YANKTON STADIUM TO ENJOY ONE OF THE "MIDWEST FARMER DAY" SESSIONS

JOHNNY OLSEN and MARY JEMIMA with "Ladies Be Seated" Broadcast

"TYPICAL MIDWEST FARMER" AWARD
RECEIVING FROM LEFT TO RIGHT:
WINNER
John Osser, Westside, Iowa
RUNNER-UP IN CONTEST:
Leo W. Hotovy, Dwight, Neb.
C. Morrison, Neche, N. D.
W. J. Assussen, Agar, S. D.
R. A. Pederson, Benson, Minn.

WNAX
SIoux City • Yankton
A Cowles Station
Represented by Kate Agency
Chicago Brewery Proves Value Of Local Production Programs

A LOCAL SPONSOR with a network talent budget is as hard to find as a pair of nylons, but in Chicago the Mitchell-Faust Advertising Co. points with pride to its client, Peter Hand Brewery Co., which sponsors no less than six production broadcast a week, all on WGN.

Breaking precedents seems to be an old story for this sponsor-agency combination. In the first place, Peter Hand Brewery uses three complete half-hour "thriller" programs a week to boost its product, Meister Brau beer. These, Crime Files of Diamond, Country Sheriff and Mystery House are all written by one of radio's most prolific scribes, George Anderson.

Last summer, an admittedly poor-time for a give-away offer, Meister Brau started a radio campaign that broke all the rules of the game. First, they made a summer-time offer. Second, the listener was required to send in at least two coins (35 cents) as well as detailed instructions for lettering on a personalized tie-in offer.

While station and agency experts were clucking tongues over the sudden insanity of the Mitchell-Faust people, letters began pouring in to WGN by the thousands. At that time, sponsor was presenting an expensive quarter-hour variety show Say It With Music with a Hooper of 43, but at the end of a four-week period, program pulled 10,148 pieces of mail.

A breakdown on their other programs was equally impressive: Bulldog Drummond drew 11,195; Crime Files, 9,309; Mystery House, which replaced Say It With Music, garnered 9,472; Country Sheriff, 8,659, and Casa Cupid, a half-hour BT on a once-a-week schedule, pulled 1,092.

The grand total for all Meister-Brau programs—45,799.

The four weeks campaign surprised everybody, including WGN sales executives, who were crossing their fingers, and Hilly Sanders, Mitchell-Faust's vice-president in charge of radio, who had gone way out on a limb to push the promotion idea.

It is results like these that have sold the Chicago brewery on radio as much as October 1941, when it first hit the airlines. At that time it started cautiously with one half-hour program, two series of four-quarter-hour programs and a series of three-quarter-hour programs, dividing up its time with WGN and another Chicago station. The highest ratings any of these ever received was 4.3. Today, with a total of four half-hour shows on WGN, one of them, Bulldog Drummond, has a Hooper of 11.5 while Mystery House has the highest Hooper of any station originated local program in the Chicago market—10.6.

To lend variety to their advertising schedule, Mitchell-Faust recently placed over 2,000 unique orders on WGN for their client, giving them four mysteries, a comedy and a variety show as a broadside.

As still another example of the pioneer spirit of both the sponsor and agency, Meister Brau this week began a series of full-page ads in The Chicago Tribune, ploying, not the product, but the radio shows it sponsors. It's another of those "it couldn't be done, but we did it" success stories that proves there's always something new to be tried in radio.

ATLANTIC REFINING USING 78 OUTLETS


Seventy-eight stations will be used for 150 games on special hook-ups, according to Joseph R. Rollins, Atlantic advertising manager. Agency is N. W. Ayer & Son, Philadelphia, with Wallace Orr as account executive. Station list follows:

KDKA, WABA, WARM, WATR, WODG, WBEA, WBSX, WBN, WBOC, WBRK, WRT, WBTM, WCAU, WCED, WCHV, WDBJ, WDO, WDN, WDR, WEG, WENY, WEST, WPBC, WFDG, WPWA, WFL, WFOY, WFG, WGBG, WGN, WGO, WCAL, WHCU, WHEB, WHEC, WHTY, WIBC, WICE, WILM, WIRE, WICA, WISE, WJPA, WKBG, WKOK, WNST, WLLH, WLNL, WLVA, WMAJ, WMAZ, WMRM, WMRS, WMB, WNAB, WNHE, WN, WRG, WRO, WRT, WQAM, WRAK, WRDW, WRL, WSA, WSHA, WSPA, WSSA, WSIP, WSTY, WAQ, WAT, WHT, WWNY, WWSS.

CBC Bonus

MEMBERS of the Canadian Broadcasting Corp. Overseas Unit during the war years have a bonus coming to them, receiving a vote of the CBC Board of Governors that each member would receive $15 per month for each month away from Canada, in compensation for the risks and hardships which they have undergone. CBC Overseas Unit went to England with the first Canadian troops in December 1939, and some of the members of the original group only recently returned to Canada.

COLUMBUS 15, OHIO

The Listening Habit of Central Ohio

WCOL

American Broadcasting Co. Affiliate

Announces

The Appointment of

THE HEADLEY-REED COMPANY

as National Representatives

with Offices at:

New York 17, N. Y.
San Francisco 14, Calif.
Chicago 1, III.
Detroit 2, Mich.
Atlanta 3, Ga.
Los Angeles 14, Calif.

October 1, 1945

Page 26
VISION

1. When commercial broadcasting was only a dream, the Oklahoma Publishing Company became interested in the possibilities of radio. Against the advice of many in the business it purchased WKY in 1928. Today WKY is one of the strongest links in Oklahoma Publishing Company’s four-fold approach to sales in the Southwest.

2. Always alive to new and modern facilities, The Oklahoman and Times joined the original group of newspapers subscribing to the new formed Wirephoto service of the Associated Press. Today Oklahoman and Times readers are able to follow the news in pictures only minutes old from every news front.

3. Six years ago Mistletoe Express sensed a need for speedy and dependable service to banking institutions throughout Oklahoma. It started such a service with the delivery of cash letters between live state banks and the Oklahoma City branch of the Federal Reserve Bank. Today it serves 45 Oklahoma banks, and has seen the local Federal Reserve branch advance to a full powers bank.

4. Twenty-eight years ago The Farmer-Stockman editorialized “the problem of soil erosion is one of our biggest... no soil, no crops, no crops, no livestock; no nothing.” Today 50% independent soil conservation districts cover 75% of the state. The Soil Conservation Service has 65 work units in these districts with 21,300 farms under agreement.

The vision and courage that turned a whistle stop on the railroad into a seething, tender, Oklahoma city of 10,000 in eight hours back in April, 1889, is exemplified today in Oklahoma’s big four of merchandising... The Oklahoman and Times, The Farmer-Stockman, Radio Station WKY and Mistletoe Express. The Oklahoman and Times blanket the 26-county Oklahoma City market. The Farmer-Stockman completely covers the Oklahoma-North Texas rural area. Radio Station WKY is the most-listened-to station in Oklahoma’s biggest buying section. Mistletoe solves statewide distribution problems effectively.
"PROBABLY THE MOST TYPICAL OF AMERICA'S BIG TOWNS" . . . . . . .

That's what the Post said, it said! Kansas City as a melting pot joins the north with the south—the east with the west. Metropolitan in one sense, it is still rural in another. To appreciate the significance of this, step forth on highways worn thin by KMBC footsteps to key vantage points where multitudes gather in work, travel and play.

If your eyes won't tell you, your nose will. You've guessed it. It's the stockyards. In the world's largest stockyard building KMBC has exclusive tenancy to tell the Heart of America about Kansas City handling more stockers and feeders than any other market.

What is a typical midwestern farm? KMBC over two years ago set about establishing just such a place—now widely known and accepted under the name of "KMBC Service Farms." Broadcasts daily direct from southwest of Kansas City help keep listeners keep on modern farming methods.

From the quiet serenity of a typical livestock farm we elbow our way into the hustle-bustle of a metropolitan railroad terminal—Union Station, handling more through trains a day than any other terminal. Here KMBC microphones gossip with travelers in the biggest waiting room in the country.
It's the woman who buys—and Kansas City sees that she gets the best, and is told about it. In the line of foods, the Kansas City produce terminal is one of the finest in the land. No one can appreciate more fully than KMBC in its daily news about the market that here indeed is the foodbasket of America.

—That's only a kilocycle view of K. C.!
But it's where you'll see the most typical of probably the most typical of America's big towns. It's where you'll find KMBC microphones, day in and day out, keeping John Americans knowing more and more about the heart throbs of a nation. What better evidence could one have that the formula is successful—the know-how that comes with a grass root understanding of all the component parts that make up this typical big town. For KMBC has maintained its leadership in Kansas City down through the years, almost as many years as make up radio's existence itself!

KMBC
OF KANSAS CITY
Free & Peters, Inc.

SINCE 1928—BASIC CBS STATION FOR MISSOURI AND KANSAS
50,000 watts is no guarantee that a clear channel can't become muddy. For sensitive, faithful reproduction is the product of transmitter design that balances skillful circuit plan with stable, unfailing dependability.

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

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

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

XXV—RADIO'S 25th ANNIVERSARY—KDKA.
Standards of Good Engineering Practice for FM Broadcast Stations

INTRODUCTION
There are presented herein the Commission's engineering standards relating to the selection and allocation of frequencies. These standards apply to noncommercial educational (FM) broadcast stations, except as noted herein. The Commission's Rules and Regulations contain references to these standards, which must be consulted for the full extent of the Commission's requirements. These standards are considered as reflecting its opinion in all matters involved.

The standards set forth herein are deemed necessary for the construction and operation of FM broadcast stations to meet the requirements of technical regulations and for operation in the public interest along technical lines that will give the greatest number of beneficial results. These standards are based upon the best engineer design and self-serve previous engineering standards or policies of the Commission concerning FM broadcast stations. The standards are based upon the best engineer design and indicate the conditions under which they are applicable. It is not expected that material deviation from the fundamental principles will be recognized unless for special reasons.

These standards will necessarily be revised from time to time as progress is made and new developments are released. However, even the present state of the art so that these standards may be kept current with technical developments.

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1. Definitions
2. Engineering Standards of Allocation
3. Topographical Data
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5. Field Intensity Requirements
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7. Antenna Systems
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9. Indicating Instruments
10. Auxiliary Transmitters
11. Frequency Assignment and Maintenance
12. Equipment Monitors at Auxiliary Transmitters
13. Requirements for Proper Approval of Transmitter
14. Requirements for Proper Approval of Antenna Monitors
15. Requirements for Proper Approval of Modulation Monitors
16. Approval for Frequency Control
17. Approved Modulation Monitors
18. FM Broadcast Application Forms

1. DEFINITIONS
A. FM Broadcast station—The term "FM broadcast station" means a station employing frequency modulation in the FM broadcast band and licensed primarily for the transmission of radiotelephone communications intended to be received by the general public.

B. Frequency modulation—The term "frequency modulation" means a system in which the instantaneously varying frequency decreases in proportion to the instantaneous amplitude of the modulating signal. (amplitude of modulating signal to be measured after pre-emphasis, if used) and the instantaneous frequency is independent of the frequency of the modulating signal.

C. FM broadcast band—The term "FM broadcast band" means the band of frequencies extending from 88 to 108 megacycles, inclusive, which includes those assigned to noncommercial educational broadcasting.

D. Center station—The term "center frequency" means:
   (1) The average frequency of the emitted wave when modulated by a sinusoidal signal.
   (2) The frequency of the emitted wave without modulation.

E. Frequency swing—The term "frequency swing" means the instantaneous departure from the center frequency of the emitted wave from the center frequency during certain conditions of operation.

F. FM channel—The term "FM channel" means a band of frequencies extending from 88 to 108 megacycles, inclusive, which includes those assigned to noncommercial educational broadcasting.

G. FM broadcast antenna—The term "FM broadcast antenna" means the ratio of the effective free space field intensity produced at one mile in the horizontal plane to the current input watt per meter for one kilowatt antenna input power as measured 30 m from the antenna.

H. Free space field intensity—The term "free space field intensity" means the extent that would exist at a point in the absence of waves reflected from the earth or other reflecting objects.

I. Multiplex broadcast transmission—The term "multiplex broadcast transmission" means the simultaneous transmission of two or more signals within a single channel.

J. Percentage modulation—The term "percentage modulation" as applied to frequency modulation means the ratio of the actual frequency swing to the frequency swing defined as 100 percent modulation, expressed in percentage. Frequency modulation means the frequency swing less 100 percent modulation is defined as 100 percent modulation.

K. Effective radiated power—The term "effective radiated power" means the product of the antenna power (transmitter output power less transmission line loss) times (1) the antenna power gain, or (2) the antenna field gain equation.

L. Service area—The term "service area" as applied to FM broadcasting means the service resulting from an assigned effective radiated power and antenna height as defined in the preceding paragraph.

M. Antenna height above average terrain—The term "antenna height above average terrain" means the height of the antenna above the average terrain between two to ten miles from the antenna. (In general, a different antenna height will be determined by each direction from the antenna. The average of these various antenna heights will be considered to be the average terrain.

2. ENGINEERING STANDARDS OF ALLOCATION
A. Sections 3202 to 3205 inclusive of the Rules and Regulations describe the basis for allocation of FM Broadcast Stations, including the division of the United States into Areas I and II. Where reference is made in the Rules to antenna height on Community Stations, Section 2E (1) of these Standards the antenna and service area of Section 2E (2) should be consulted.

B. The Rules of the Commission, Section 3201, provide that the Commission will determine service areas for Metropolis Stations in Area II. In addition to the showing required by the Rule a special showing must be included in the application that the antenna height is greater than 700 feet.
Standards of Engineering Practice
(Continued from page 21)

To determine the distance to a particular contour Figure 1 concerning the range of the antenna height and the beam width of a channel in the band of the broadcast channel in the band, and is to be used for all FM broadcast channels, since little change occurs over this frequency range. The distance is determined by the effective radiated power and the antenna height. The height of the antenna used in connection with Figure 1 should be the same as the beamwidth of the channel in the band being considered. The distance curve should be plotted (e.g., cross-curves on graph paper) in order to determine the points on this path where the field intensity is equal. With the points along the contours where the range ratios are determined, are considered to be generally sufficient for every point is calculated, the information employed in the case of irregular terrain or the use of directional antenna systems.

The area of interference, if any, shall be shown in connection with the map of the service area. The interference contour shown with this data may be used in computing distance data employed in computing such interference. The map shall show the interference, within the 50 µv/cm contour.

5. FIELD INTENSITY MEASUREMENTS IN ALLOCATION

When field intensity measurements are required by the Commission's rules or when employed in determining the extent of service or interference of existing stations, such measurements should be made in accordance with the procedure outlined herein.

Measurements made to determine the service and interference areas of FM broadcast stations shall be made with mobile equipment along roads which are accessible to such equipment. The mobile equipment used for field intensity measurements shall be in a rigidly maintained condition. If the equipment is mounted or so arranged that distances and identifying landmarks are recorded, these data should be included in the report. The measurement shall include data concerning the procedure employed and sample calculations. For example, a mountain ridge may indicate the practical limits of the effective field intensity. In cases of such limitation, the map of predicted coverage should show both the area within and the area outside the predicted boundary. In such cases, the map showing the procedure employed and sample calculations should be submitted with the application for construction permit. Suitable measuring equipment and a continuous recording device must be employed, the chart of which is usually made of graph paper. The use of an oscillograph chart is recommended. A good station map of the service area should be submitted with each application for construction permit.

In determining the population served by FM broadcast stations, it is considered that the built-up city areas and business districts in cities having over 10,000 inhabitants are a population of three or more per mile. All such areas must be declared to be a population of one. Minor Civil Division maps (1960 Census) should be used in making population counts, excluding cities not receiving adequate service. Where a county divides a minor division, uniform distribution of population within the division should be assumed in order to determine the population included within the contour, unless a more accurate count is available.

3. TOPOGRAPHICAL DATA

In the preparation of the profile graphs previously described, the elevations or contour intervals shall be taken from the U.S. Geological Topographical Quadrangle Sheets for all areas for which maps are available. Such maps are not published for the area in question, the next best topographic information should be used. The contour intervals should be taken from the highest official map available. The data for the topographic charts (including bench marks), or railroad depots are obtained by the U.S. Geological Survey, and the Municipal Planning Commission, or the appropriate government agency. The data for the Sectional Aeronautical Charts (including bench marks), or railroad depots are obtained by the U.S. Office of Transportation, and the Municipal Planning Commission, or the appropriate government agency. The data for the Sectional Aeronautical Charts (including bench marks), or railroad depots are obtained by the U.S. Office of Transportation, and the Municipal Planning Commission, or the appropriate government agency. The data for the Sectional Aeronautical Charts (including bench marks), or railroad depots are obtained by the U.S. Office of Transportation, and the Municipal Planning Commission, or the appropriate government agency.

The Commission will not ordinarily require the submission of topographic maps for areas beyond 15 miles from the area in question, but the maps must indicate the approximate location of the area to be served. If it appears necessary, additional data may be requested.

The U.S. Geological Survey Topographic Quadrangle Sheets may be obtained from the U.S. Geological Survey, Washington, D.C., for ten cents each. The Sectional Aeronautical Charts are obtainable from the U.S. Coast and Geodetic Survey, Washington, D.C., for fifty cents per chart. Other sources of topographic data or maps will be furnished at a later date.

4. INTERFERENCE STANDARDS

Field intensity measurements are preferable in predicting interference between FM broadcast stations and should be used, when available, in determining the extent of interference. (For methods and procedure, see Section 5). In lieu of field intensity measurements, interference should be predicted in accordance with the method described herein.

Objectively interferes is considered to exist when the interfering signal exceeds the acceptable (or guard band) level of the signal in the desired channel at the receiver. The median field is the desired signal and the undesired signal exceeding 15% of the time.

**Table II**

<table>
<thead>
<tr>
<th>Channel Separation</th>
<th>Ratio of Desired to Undesired Signals</th>
<th>Same channel</th>
<th>Adjacent channel</th>
</tr>
</thead>
<tbody>
<tr>
<td>10:1</td>
<td>2:1</td>
<td>(200 kc removed)</td>
<td></td>
</tr>
</tbody>
</table>

Objectible interference is not considered to exist when the channel separation is 400 kc or more, or the ratio of desired to undesired signal is 20 kc or more.

In determining the field intensity for the two interfering signals under consideration should be computed for a considerable number of points along a series of lines which are separated by distance intervals such as 1000 or 2000 µv/cm. The performance of the test equipment is determined by the peak distance curve should be plotted (e.g., cross-curves on graph paper) in order to determine the points on this path where the field intensity is equal. With the points along the contours where the range ratios are determined, are considered to be generally sufficient for every point is calculated, the information employed in the case of irregular terrain or the use of directional antenna systems.

The area of interference, if any, shall be shown in connection with the map of the service area. The interference contour shown with this data may be used in computing distance data employed in computing such interference. The map shall show the interference, within the 50 µv/cm contour.

Complete data taken in conjunction with field intensity measurements shall be submitted to the Commission at design time, including the following:

A. Map or maps showing the desired or desired areas where measurements were made.

B. Figure 2 expected to be available approximately November 1, 1946.
6. TRANSMITTER LOCATION

A. The transmitter location should be as near the center of the proposed service area as possible. It should be located with sufficient elevation to provide service throughout the area. Location of the antenna at a point of high elevation is necessary to reduce to a minimum the shadow effect due to propagation due to hills and buildings which may reduce materially the intensity of the station's signals in a particular direction. The transmitter site will be selected consistent with the purpose of the station, i.e., whether it is intended to serve a small city, a metropolitan area, or a large region. Inasmuch as service may be provided by signals of 1000 uv/m or greater, field intensities in metropolitan areas, and inasmuch as signals as low as 20 uv/m may provide service in rural areas, considerable latitude in the geographical location of the transmitter is permitted; however, the necessity for a high elevation for the antenna may render this problem difficult. In general, the transmitting antenna of a station should be located at the most central point possible in the area within the coverage which it is desired to provide. In general, it is usually preferable to use a high antenna rather than a lower one. The choice between height and antenna size should be so chosen that line-of-sight can be obtained from the antenna over the principal city or cities to be served; in no event should there be a major obstruction in this path.

The transmitting location should be selected so that the 100 uv/m contour encompasses the urban growth area, if at all possible, and the 50 uv/m or the interference free contour coincides generally with the limits of the area to be served. The number of users, the cost of construction and population distribution may make the choice of a transmitter location difficult. In such cases consideration may be given to the use of a directional antenna system where height preference is not a factor when a non-directional antenna may be employed.

In cases of questionable antenna locations it is desirable to provide propagation plots to indicate the field intensity expected in the principal city or cities to be served and in other areas, particularly where severe shadow problems exist. The Commission may require propagation plots of such situations, the Commission may require site tests to be made. Such tests should be made in accordance with the measurement procedure previously described, and full data therefore provided. The site tests should be made using an antenna having a height as close as possible to the proposed antenna height, using as nearly the same equipment and personnel as will be employed in the station to be installed.

C. The authorization of the sale of transmitters and equipment may be exercised only after the Commission has approved the specifications and that the station will comply with the specifications, the Commission may authorize the sale of the transmitter.

D. Present information is not sufficiently complete to establish "blanket areas" of FM broadcast stations, which are defined as those areas adjacent to the transmitters in which the reception of other stations is subject to interference due to the same frequency. It is anticipated that from time to time additional information and data will be available which will enable the Commission to establish blanket areas.

E. The Commission shall ensure that the transmitters be so located as to minimize the interference to other stations.

7. TRANSMITTERS AND ASSOCIATED EQUIPMENT

A. Electrical Performance Standards—The general design of the FM broadcast transmitting system (from input terminals of microphone pre-amplifier, microphone, or FM radio receiver to the antenna) should be such as to assure good studio and transmitter, through audio facilities at the transmitter, and through the antenna system, adequate reception of the signal from the studio in the neighborhood of the studio where the signal is generated, and to such parts of the United States where interference will not be prejudicial to the operation of other broadcast stations. The Commission is not now in a position to prescribe the performance characteristics of the audio equipment or of the microwave or radio frequency components of the system. However, it is expected that the performance characteristics of the audio equipment, particularly in regard to non-linearity, will be such as to assure adequate performance of the system. The Commission is not now in a position to specify or regulate the performance characteristics of the audio equipment or of the microwave or radio frequency components of the system. However, it is expected that the performance characteristics of the audio equipment, particularly in regard to non-linearity, will be such as to assure adequate performance of the system.
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The band of 50 to 15,000 cycles shall be at least 0.02 decibels below the audio frequency level representing a frequency swing of ±76 kilocycles. The noise-measuring equipment shall be provided with standard 76-microsecond 8-decibel, 100% amplitude modulation. The noise-measuring equipment shall be provided with standard 76-microsecond 6-decibel; the probability of the parameters of the instrument shall be held to those of the Standard VU Meter.

(7) The transmitting system output noise level (amplitude modulation) in the band of 500 to 5,000 cycles shall be at least 0.02 decibels below the level representing 100% amplitude modulation. The noise-measuring equipment shall be provided with standard 76-microsecond 6-decibel; the probability of the parameters of the instrument shall be held to those of the Standard VU Meter.

(8) Automatic gain control shall be provided in the transmitter to maintain the modulated center frequency within the allowable tolerance (±2000 cycles).

(9) The transmitter shall be equipped with suitable indicating instruments for the determination of operating power and with other instruments as are necessary for proper adjustment, operation, and maintenance of the equipment [see Section 9].

(10) Adequate provision shall be made for varying the transmitter output power as a result of variations in line voltage or for other factors affecting the output power.

(11) Adequate provision shall be made to all component parts to avoid overheating at the rated maximum output power.

(12) Means shall be provided for connection and continuous operation of approved frequency and modulation monitors.

(13) If a limiting or compression amplifier is employed, precaution shall be maintained in its connection in the circuit due to the use of pre-emphasis in the transmitting system.

B. Construction. In general, the transmitter shall be constructed either as an all-steel or as an all-aluminum totally enclosed frame constructed as required by Articles 810 of the National Electrical Code and set forth below:

(1) Means shall be provided for making all tuning adjustments, requiring voltages of 100 volts or more, to be applied to the circuit, from the front of the panels with all access doors closed.

(2) Properly insulated resistors or other automatic means shall be installed across all line voltages, which could be loaded, at 500 mils to 1000 mils in such cases to prevent excess current and voltage overload which might be due to mechanical defects.

(3) All transformers, filters, rectifiers, and motor generators shall be protected so as to prevent injury to operating personnel.

(4) Transformer guards shall be provided on all high voltage rotating machinery. Coupling guards shall be provided on motor generators.

(5) Power equipment and control panels of the transmitter shall meet the requirements of Articles 810-260 of the National Electrical Code as modified to suit the requirements of the Code.

(6) Power equipment located at a broadcasting station but not directly associated with the power control part of the transmitter shall be made of the same material as the power control part of the transmitter, such as copper, and all panel displays, and other parts of the circuitry shall be under the jurisdiction of the Code; therefore, Section 2224 does not apply.

(7) Measuring equipment.

(8) All instruments having more than 1,000 volts potential to ground in the equipment shall be protected by a case or cover in addition to the instrument. (Some instruments are designed by the manufacturer to operate safely with voltages in excess of 1000 volts on the circuit. If it can be shown by the manufacturer's rating that the instrument will operate safely at the applied potential.)

(9) In the case of the plate voltmeter located on the low potential side of the plate amplifier with the potential of the high terminal of the instrument being connected, no protection is required. However, it is good practice to protect voltmeters subject to more than 5000 volts with suitable over-voltage protective devices across the instrument terminals.

(10) The transmitter line meters and any radio frequency instrument which may be used for the measurement of circuits carrying radio frequency energy, shall be installed in conduits or approved fiber or metal raceways for protection from mechanical injury.

(11) Circuitry carrying energy between units shall be coaxial, two wire balanced lines, or properly shielded.

(12) All stages or units shall be adequately shielded and filtered to prevent interaction and radiation.

(13) The transmission and modulation monitors and associated radio frequency lines to the transmitter shall be thoroughly shielded.

D. Installation

(1) The installation shall be made in suitable quarters.

E. Spacing. Spacing of each type employed in the transmitter and frequency and modulation monitors shall be kept on hand at the equipment manufacturer or under maintenance control. When used in a particular space, the spacing shall be consistent with the requirements of the Code.

F. Operation. In addition to specific requirements of the rules governing FM broadcast stations, the following operating requirements are specified:

(1) The maximum percentage of modulation shall be maintained in accordance with Section 810-201 of the National Electrical Code taken so as not to substantially alter the dynamic characteristics of musical programs.

(2) Frequency, harmonics, and other harmonic frequencies, including radio frequency harmonics, shall be maintained at or below a level in accordance with the Code.

3. A limiter or compression amplifier is employed, care shall be maintained in its use due to pre-emphasis in the transmitting system.

G. Studio Equipment. Studio equipment shall be subject to all the requirements where applicable except as follows:

(1) Properly covered by an underwriter's certificate, it shall be considered as satisfying safety requirements.

(2) Section 810-1 of Article 810 of the National Electrical Code shall apply for voltages only in excess of 300 volts.

(3) Universal all-purpose measuring instruments (including compass and similar measuring devices, if employed) shall be compatible with the required performance of the transmitting system.

(4) No specific requirements are made relative to the design and acoustical treatment of studio. However, the design of studios, particularly the main studio, shall be compatible with the required performance characteristics of FM broadcast stations.

H. Indicating Instruments

An FM broadcast transmitter shall be equipped with suitable indicating instruments for the determination of the operating frequency and the output power of the last stage and the frequency of the last stage, and (2) the main transmission line frequency oscillations.

(1) All indications shall apply to indicating instruments used by FM broadcast stations.

A. Instruments indicating the plate current or plate voltage of the last stage (line-scale instruments) shall meet the following specifications:

(a) Shall meet requirements A(1) and (2) for linear scale instruments.

(2) Full scale reading shall not be greater than five times the minimum normal indication.

B. Instruments indicating transmission line current or voltage shall meet the following requirements:

(1) Instruments having linear scales shall meet the requirements of A(1), (2), (3), and (4) above.

(a) Shall meet requirements A(1) and (2) for linear scale instruments.

(b) Full scale reading shall not be greater than three times the minimum normal indication.

(2) No scale division above one-third full scale reading (in amperes) shall be greater than one-fifth of the full scale reading.

C. Radio frequency instruments having expanded scales:

(1) Shall meet requirements A(1), (2), and (4) for linear scale instruments.

(2) No scale above one-fifth full scale reading (in amperes) shall be greater than one-fifths of the full scale reading.

(3) The meter face shall be marked with the words 'Expanded Scale' of the abbreviation therefor.

D. No instruments indicating the plate current or plate voltage of the last stage of the transmission line current or voltage shall be changed or altered in any manner. Direct reading instruments shall be in accordance with the Code, and the equipment or changes shall be approved by the Code.

E. All indicating instruments shall be in accordance with the Code, and the equipment or changes shall be approved by the Code.

F. Recording instruments may be employed in addition to the indicating instrument to record the transmission line current or voltage and the direct plate current or voltage of the last stage, provided that they do not affect the operation of the circuits or accuracy of the indicating instruments. If the indications are to be used in any proceeding before the Commission, the quality and accuracy of the recording apparatus and the characteristics of indicating instruments shall be checked at such intervals until the recording apparatus has been in operation for the period involved.

G. The function of each instrument used in the equipment shall be clearly and permanently shown on the instrument itself or on the panel immediately adjacent thereto.

10. AUXILIARY TRANSMITTERS

A. The operation of FM broadcast stations shall be determined by

B. Broadcasting • Broadcast Advertising

Page 34 • October 1, 1945
14. REQUIREMENTS FOR TYPE APPROVAL OF FREQUENCY MONITORS

Section 2.3202 of the Rules requires each FM broadcast station to have in operation, at the transmitter, an approved frequency monitor independent of the transmitter oscillator to be monitored. The Commission may approve, by rule-making, any frequency monitor that complies with the requirements of the Commission. A frequency monitor is subject to the provisions of Section 2.3202.

A. General Requirements

The frequency monitor shall be located in the immediate vicinity of the transmitter center frequency from the frequency assigned. If the frequency monitor for FM broadcast stations will be modified after the initial approval, the Commission shall issue a new order approving the modified monitor.

B. Approval of a Frequency Monitor

A frequency monitor must be approved by the Commission before it can be installed. The approval process involves the submission of technical data supporting the proposed design and the evaluation of the monitor by the Commission.

C. Nature of Approval

The approval of a frequency monitor is based on a determination by the Commission that the proposed design meets the performance criteria established by the Rules. The approval process includes a review of the technical data submitted by the manufacturer and an evaluation of the monitor's performance.

D. Conditions of Approval

The conditions of approval for a frequency monitor may include requirements for monitoring, testing, and maintenance. The manufacturer is responsible for ensuring that the monitor meets the conditions of approval.

E. Operation of Frequency Monitors

Frequency monitors shall be operated in accordance with the terms of the approval. The Commission may require the operator to maintain records of the operation of the monitor.

F. Frequency Monitor Specifications

The specifications for frequency monitors shall include the frequency range, accuracy, stability, and other technical parameters. The manufacturer must provide a technical manual for the operator,

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...tion shall be within ± 5 percent modulation percentage at any percentage of modulation up to 100 percent modulation.

D. The frequency characteristic curve shall not depart from a straight line more than ± ½ db from 80 to 15,000 cycles. Distortion shall be kept to a minimum.

E. The monitor shall not absorb appreciable power from the transmitter.

F. Operation of the monitor shall have no deleterious effect on the operation of the transmitter.

G. General design, construction and operation shall be in accordance with good engineering practice.

GROUND WAVE SIGNAL RANGE FOR FM BROADCASTING

94 mc. \( r = 5 \times 10^{-4} \) m.u., \( \epsilon = 15 \). RECEIVING ANTENNA HEIGHT 30 FEET FOR HORIZONTAL (AND APPROX. FOR VERTICAL) POLARIZATION

Figure 2
16. APPROVED TRANSMITTERS.
  17. Approved Frequency Monitors.†
  18. Approved Modulation Monitors.†
  19. FM Broadcast Application Forms.
  FCC Form No. 314—Application for Consent to Assignment of Radio Broad-
  cast Station Construction Permit of License (See Rules Section 3.223).
  FCC Form No. 315—Application for Consent to Transfer of Control of Cor-
  poration Holding Construction Permit or Station License. (See Rules Section
  3.223).
  FCC Form No. 316—Inventory of Station Property to be submitted with
  Forms FCC No. 314 and 315.
  FCC Form No. 319—Application for New FM Broadcast Station Construction
  Permit.
  FCC Form No. 320—Application for FM Broadcast Station License.

FCC Form No. 322—Application for Construction Permit, Modification of
Construction Permit, or Modification of License for an existing FM Broadcast
Station.
FCC Form No. 323—Income Statement to be submitted with Forms FCC
No. 314 and 315.
FCC Form No. 310—Application for New Noncommercial Educational
Broadcast Station Construction Permit.
FCC Form No. 701—Application for Additional Time to Construct Radio
Station.
Additional forms and revisions of the above forms are being prepared. The
appropriate forms to be employed may be obtained from the Commission upon
request.
† Lists of approved equipment will be issued from time to time for incorporation in
these Standards.

STANDARD 'PRE-EMPHASIS CURVE
TIME CONSTANT 75 MICROSECONDS
(SOLID LINE)

FREQUENCY RESPONSE LIMITS (SEC. 8.12)
SHOWN BY USE OF SOLID AND DASHED LINES

50 100 200 400 600 1000 2000 4000 6000 10000 15000 CYCLES PER SECOND
FIGURE 3

COPIES OF THIS SUPPLEMENT CONTAINING TEXT OF FCC STANDARDS OF GOOD ENGINEERING
PRACTICE CONCERNING FM BROADCAST STATIONS, MAY BE OBTAINED FROM BROADCASTING
MAGAZINE, 870 NATIONAL PRESS BLDG., WASHINGTON 4, D. C.

Including mailing costs, 25c each.
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PROFESSIONAL DIRECTORY

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

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CONSULTING RADIO ENGINEERS
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Radio Engineering Consultants
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CONSULTING RADIO ENGINEERS
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MAY, BOND & ROTHROCK
CONSULTING RADIO ENGINEERS
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Norfolk Press Bldg., Wash. 4, D. C.
District 7362 Globe 5899

GARO W. RAY
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Hilltop Drive Stratford, Conn.

Teln. Bressington 7-3445

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and Associates
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AM FM TELEVISION FACILITIES
1016 Vermont Ave., N.W., Washington 6, D. C.

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GOMER L. DAVIES
Consulting Radio Engineer
P.O. Box 71 Worldcall 9089
College Park, Md.

WORLTHINGTON C. LENT
Consulting Engineers
INTERNATIONAL BLDG. WASH., D.C.
1319 F STREET N. W. DISTRICT 4127

DIXIE B. McKEY
ROBERT C. SHAW
CONSULTING RADIO ENGINEERS
1146 Briarcliff Pl., N.E.
Atlanta, Ga.

WELDON & CARR
CONSULTING RADIO ENGINEERS
WASHINGTON, D. C.
1605 Connecticut Avenue Phone-Michigan 4131

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BROADCASTING • Broadcast Advertising
**ELECTRONIC TELEVISION IS AN RCA DEVELOPMENT**

This is the eleventh in a series of advertisements showing that RCA engineers developed the basic essentials of the electronic television system — including tubes and circuits.

RCA built the first all-electronic television transmitters and receivers — the first commercial television station — established the first television relay system — presented the first electronic theatre television — was the first to televise a baseball game and a Broadway play; and was first to televise from an airplane.

RCA is, and will continue to be, the leader in practical, successful commercial television. You may expect the best of all kinds of television transmitting and receiving equipment from RCA.

---

**11. THE TELEVISION ANTENNA**

RCA engineers have designed a large number of antennas for television, of which, perhaps, the best known is the special antenna built by RCA for NBC, and installed on top of the towering Empire State Building in New York City. RCA television antennas incorporate the latest developments of RCA Laboratories — the world's acknowledged leaders in radio research. For example, the "Super-Turnstile" antenna, shown here, was designed by RCA Victor engineers from the original turnstile antenna developed at RCA Laboratories. This antenna, to be produced by RCA as soon as conditions permit, radiates signals from both the sound and the picture transmitters, and provides the broad response necessary for satisfactory television transmission.

*The Fountainhead of Modern Tube Development is RCA*
WIN THE WOMEN'S FIELD WITH RONNY MANSFIELD

Spot announcements become "programs" with Ronny Mansfield. He sets the stage for your day-time spot with sentimental songs and charming patter that women thrill to, and then he graciously comments on your product. Spot announcements have personality with Ronny Mansfield.

Ronny is big time. His voice has been featured on many important night-time programs from coast-to-coast. In addition, he has been a featured singer with famous night clubs throughout America. That's why he's different from the 'run of the mill' participations. Ask about rates (they're less than you think.)

KFI . NBC FOR LOS ANGELES

50,000 WATTS . CLEAR CHANNEL . 640 Kilocycles

EDWARD C. PETRY AND COMPANY, INC., NATIONAL REPRESENTATIVES

WELCOME HOME is extended Irving Waugh, Pacific war reporter of WSM Nashville, by Edwin Craig, president of National Life & Accident Insurance Co., WSM owner. Joining in greeting are Harry Stone, WSM general manager, and Ottis Devine (between Waugh and Craig), program director. Waugh saw peace signing ceremony on Missouri.

TWO-HOUR PROGRAM TO FEATURE OPENING OF WLEE, NEW OUTLET IN RICHMOND, VA.

FORMAL dedication of WLEE Richmond, Va., owned by Thomas G. Tinsley, operator of WTH Baltimore, takes place Monday night (Oct. 1), with a two-hour program from the Mosque, municipal auditorium in Richmond.

Lewis G. Chewning, president of the Richmond Chamber of Commerce, is to be toastmaster at a dinner at the John Marshall Hotel preceding the dedicatory ceremonies, slated to start at 8:30 p.m. Mr. Chewning also is to serve as master of the program.

Mayor William C. Herbert of Richmond is to welcome WLEE and officially dedicate the station to public service in the community. Speakers include Maj. Gen. Philip G. Haynes, Commanding General, Third Service Command; Mr. Tinsley; Irvin G. Abeloff, station manager.

Program includes personnel from Camp Lee, Va., with 30-minute all-soldier production; Fulton Lee Jr., MBS commentator; Guy Kubbee, stage, screen and radio star; Jean Parker, Sylvia Froos, the dance team of Masters & Rollins, Bob Russell, singer; Al Ritchie's orchestra, Nadja Norskaya, vocalist.

In addition to the regular cast the finale includes six WACS, six WAVES, six SPARS, six women Marines, a soldier color guard and veterans from McGuire General Hospital. All box seats were reserved for wounded veterans from military hospitals in the area.

Honor guests include commanding officers of Army, Navy and Marine posts near Richmond; city and state officials; civic club boards of directors; Chamber of Commerce board of directors; advertising agency heads; WLEE clients; officials of the Richmond Community Fund, American Red Cross, Victory Loan Drive and heads of all stations in Richmond.

Among honor guests are William Havens and Robert E. Mitchell, WMBG; E. S. Whitlock, WRNL; William T. Reed Jr. and C. T. Lucy, WRVA.

A cocktail party is scheduled for the John Marshall at 5:30 p.m., preceding dinner. Following the program at the Mosque, Mr. Tinsley is to be host at a dance at the hotel.

WLEE will operate on 1450 kc with 250 watt power and will be affiliated with both Mutual and Associated. A portion of the dedicatory program was to be aired by both networks.

BETTER USE

WINN

in LOUISVILLE AMERICAN
BROADCASTING COMPANY

ENGLISH . JEWISH . ITALIAN

National Advertisers consider WELY a "must" to cover the great Metropolitan New York Market.

Said for WHO'S WHO ON WELY

WELY - 117 West 46th Street, New York, N. Y.
GETTING THE RANGE ON A BALTIMORE HABIT

General William T. Sherman had two habits which disconcerted the members of his staff.

He was fond of strong, evil-smelling cigars, and he frequently chose a position in full sight of the enemy's batteries, to discuss a tactical problem. As hostile shells fell closer and closer, Sherman would dryly remark: "They're getting the range now. You'd better scatter."

Baltimoreans, like General Sherman, have a habit. They tune their radios to "1400 on the dial," for they've learned that WCBM can be depended on for the finest in radio entertainment. Advertisers who act on this, can score a sales bulls-eye in this market because "listening to WCBM is a Baltimore habit."
* 1. WLAP - - -

is the only station fully and exclusively serving the rich Lexington Bluegrass market—Kentucky's second market. Hooper figures "tell" on impressive WLAP story. Affiliated with ABC.

* 2. WBIR - - -

serves the populous sections of the fast growing Knoxville market in a dominant fashion as Hooper clearly shows. A station worth "looking into" immediately. Affiliated with ABC.

* 3. WCMI - - -

provides the needed coverage in the concentrated, industrial Tri-State area which is composed of Ashland, Kentucky; Huntington, West Virginia; Ironton, Ohio and adjacencies. Affiliated with CBS.

* 4. KFDA - - -

sends a strong signal throughout the Amarillo-Northwest Texas area. Do they listen? Ask for Hooper statistics and other data! Affiliated with ABC.

The Nunn Stations

serve the populous areas of their respective markets—aggressively!

REPRESENTED NATIONALLY BY THE JOHN E. PEARSON CO.
in Peace!

first

remember our men

"In recognition of the fact that, although peace has come, the war may never be over for many of our service men and women, I pledge that I shall continue to entertain hospitalized veterans whenever and wherever I can."

The radio and entertainment industry has done a magnificent job during the war. Now it is invited by KGW to "Remember Our Men" in peace—men and women who should never be forgotten—those still in our Army and Navy hospitals. Marie Rognahl, winner of the national "Hour of Charm" contest, was first to sign. Arden X. Pangborn, manager of KGW (left); Robert Shields, U.S. Veteran's administration, and Dr. Paul J. Carter, manager of the Veteran's hospital in Portland, witnessed the event.

Printed copies of the "Remember Our Men" pledge will be furnished without charge by Station KGW.

ONE OF THE GREAT STATIONS OF THE NATION

KGW
PORTLAND, OREGON

BROADCASTING • Broadcast Advertising

October 1, 1945 • Page 43
A NEW APPROACH TO...

The 1945-46 NBC Parade of STARS
NEWSPAPER ADS AND PUBLICITY

- The presses are rolling, from coast to coast . . . pounding out the hardest-hitting newspaper advertising . . . the hottest publicity stories . . . ever prepared for the NBC PARADE OF STARS.

For this season, the first time in the history of radio’s greatest year-round promotion drive, the entire 1945-46 NBC PARADE OF STARS campaign was jointly planned in a series of coast-to-coast meetings between the National Broadcasting Company and (1) local stations, (2) sponsors, (3) advertising agencies and (4) stars.

Result: The 1945-46 PARADE OF STARS advertising campaign—running 148 days—using space sizes from single-column individual program ads to dominant 1200-line display copy—covering every NBC program—utilizing an integrated, eye-stopping technique.

Plus—press publicity and pictures placed in the nation’s newspapers by affiliated stations serviced by the NBC Press Department.

Big every year, this year bigger than ever, NBC’s 1945-46 Parade of Stars launches a new chapter in its year-round promotion of the greatest shows in radio . . . programs designed to continue to keep NBC “the network most people listen to most.”
L T. COL. JAMES C. HANNAHAN, for three years on leave from his post as executive vice-president of Scripps-Howard Radio Corp., has returned to Army headquarters in Washington on temporary duty with Civil Affairs Division, War Dept., probably preparatory to inactive status. He served with distinction for 25 months in Italy, Sicily, Africa and Germany, and was decorated three times. Upon his discharge, Col. Hannahan is expected to resume direction of Scripps-Howard Radio operations. LT. JACK HOWARD, president of Scripps-Howard Radio, who has been on active duty in the Pacific theater for two years, is expected to return shortly to the U. S.

JOHN F. MANNING, Jr., former radio director for Hirshon-Garfield, New York, has been appointed station manager of WDDH, Boston. MRS. MANNING, also formerly with Hirshon-Garfield, has been named program director of WDDH.

LT. HAROLD F. GROSS, president of WJMJ, Lansing, Mich., released from the Navy, has returned to the station. FRED WAGENVOORDE, acting manager during absence of Lt. Gross, will continue his managerial duties.

FRANK McINTYRE, manager of KID Idaho Falls, will rejoin KUTA Salt Lake City in an executive program capacity about Oct. 1.

MARK WOODS, president; ROBERT E. KINTNER, vice-president, and JOHN DONAHUE and LUCY J. CHAPIN, of the sales staff, American Broadcasting Co., attended broadcats Sept 20-21, Ford Motor Co. "Sunday Evening Hour" on that network from Detroit.

THELMA KIRCHNER, manager of KGPR, Los Angeles, was married to William H. Smalley in mid-September.

JIM OWNSBY, sales manager of WJHD Opelika, Ala., since 1942, has been appointed manager of WMJM Cordova, Ga., licensed to the Cordova Dispatch Pub. Co.

C. L. THOMAS, manager of KXOK St. Louis, has been appointed to the board of government of the St. Louis Adm. Club for two year term.

RICHARD C. BACHMAN, formerly with General Outdoor Adv., Pittsburgh Outdoor Adv., and previously on sales staff of KDKA, Pittsburgh, has been appointed sales representative for Mutual in western Pennsylvania, eastern Ohio and northern West Virginia. He will headquarter in Pittsburgh.

SAMUEL BAIRD has been appointed sales assistant of KALL Salt Lake City.

PHYLLIS PERRY, from KID Idaho Falls, is traffic assistant for KALL.

DEAN MCNEALY, salesman for KGO San Francisco and former major in the Army, has been presented with Medal in War of Brazil for outstanding cooperation in preparing and instructing Brazilian troops for combat in the Italian Theater of Operations.

WIBB Kansas City has appointed Adam J. Young, Jr., Inc., New York, as exclusive national sales representative.

KIRK TORNEY, American Broadcasting Co. sales representative in San Francisco, is the father of twin boys.

ED VON ARX shifts from the sales department of KIKK St. Louis to traffic department as assistant manager.

WILLIAM J. REILLY, Chicago manager of Weed & Co., national station representative, is on the West Coast for station conferences.

WCOF Columbus, O., has appointed Headley-Beed Co., New York, as national advertising representative effective Oct. 1.

KYA SAN FRANCISCO, 5000 w day and 1000 w night on 1260 kc, has appointed Adam J. Young Jr. Inc., New York, exclusive national representative.

CJGX YORKTON, SASK., 1000 w, changes frequency Oct 15 from 1460 kc to 940 kc.

HOMEWORK on Thursday for highschool students in North Andover, Mass., is to hear American "Town Meeting of the Air" on WLAW Lawrence and discuss program in class following day.

PHILADELPHIA'S LARGEST SPORTS AUDIENCE!

10,000 WATTS DAY & NIGHT

Marinette-Wisconsin


THE EYES OF TEXAS are on the AUSTIN MARKET

As a bright spot on the economic map, Austin attracts the attention not only of Texas but of the nation. The trend which started slowly in 1930 has gathered momentum with each succeeding year. In the 1930-40 decade, population increase was 65%. Austin's sound growth is built not on war production nor any one industry or crop whose seasonal fluctuations could disturb the delicate balance of year 'round prosperity. It builds rather on a broad foundation of agriculture, industry, commerce, education and state government.

The results are shown conclusively in these figures quoted from Sales Management Survey.

Austin's May 1945 Index was 13.4% higher than the National Average.

AUSTIN'S May 1945 Index was 91.7% higher than the May 1939 Austin Index.

Retail Sales in 1944 were over 65,000,000.

ANNUAL per family income is $789 higher than the National Average and $1422 higher than the Texas Average.

AUSTIN was listed among the 200 cities expected to do 50% of the Nation's business in June 1945.

The most effective key to this market is KNOW, Austin's oldest and best established radio station. Hooper ratings show that it leads Austin's other station by a wide margin at all hours.

Write for a handsomely illustrated brochure on "THE AUSTIN TEXAS AREA."

RADIO STATION KNOW
AMERICAN, MUTUAL AND TEXAS STATE NETWORKS STATION

WEED & CO. Representatives

NEW YORK • BOSTON • CHICAGO • DETROIT • HOLLYWOOD • SAN FRANCISCO
Get a Ten-Goal Man on your team. Radio is like polo; you have to "ride off" the opposition if you are to score sales-making shots in every chukker. And when you use WSIX you've got a ten-goal man on your side—because WSIX has the best daytime Hoopstaging of any Nashville station. WSIX makes even a "nearside forward shot" seem easy because it offers top shows of both AMERICAN and MUTUAL—gives wide coverage of middle Tennessee with a million potential buyers of your product.

Represented Nationally by THE KATZ AGENCY, INC.

AMERICAN - MUTUAL

5000 WATTS - 980 K.C.

National Fire Prevention Institute of America in recognition of her efforts on behalf of fire prevention during past year.

AL COLLINS, formerly with WIND Chicago, has been named production manager of KALL Salt Lake City.

CPL. NATHAN BERLIN, formerly with WNEW New York as head of continuity and later with WNYC New York, has been released from AAP after 3½ years service, and now produces TV commercials.

BOB FARRELL, NYC Chicago staff announcer, has signed a contract with the Chicago Civic Opera Co. His first appearance in that capacity will be in the leading role in "Rigoletto" with LAWRENCE TUBB as Malvolio.

BARNETT FRANKS, Chicago radio actor heard on WGN Chicago "Mystery House" and "Pulitzer Prize" commitments to freelance in New York.

PAUL BARNES, Chicago radio actor, is another father of two.

TALENT added to staff of NBC "Just Plain Bill" are ROLAND WINTSERS, OGDEN MILES, ED, HEINEMAN and S. MURIEL STAPP.

W. WILLIE BUTLER, formerly night supervisor of NBC central division announcers, has joined WKN Oklahoma City.

TORY NEVIN, who has been added to talent roster of WXYC, is m. m. of early morning "Sunrise Round-up".

BARRY FITZGERALD, movie actor, is talent star of "Hi, folks, the Barber", starting Oct. 16 or NBC.

FRANCIS HARDIN, DICK WARNER and JACK COLDIRON are new additions to announcing staff of WOST Atlanta. HELEN KLEIN has been added to production staff.

JIM McGRATH has returned to announcing staff of WODC Washington.

HOYT ANDRES, at one time with WOA San Antonio and KKKK St. Louis and former member of FJI, has joined the announcing staff of KGK San Francisco.

MARMORIE JANE JOHNSON is new assistant in the production department of WWSC Asheville, N. C. PRISCILLA PARKE is now writing and announcing "Around the Town With Carolyn Asher", sponsored by local Ivey's Dept. Store and formerly handled by M. MARSHALL SIMPSON before her recent marriage.

JIMMY HEIZER, from WJDI Roanoke, Va., to announcing and production staff of WHVA Richmond.

LAVENDE PETERSON, musical director of WSAU, Wausau, Wis., has returned to the station from an extended trip to Maine who has been studying under PIERRE MONTEUX, symphony orchestra conductor and recording artist.

BETTY PARR-EAGAR of the announcing staff of WHL Atlanta, has become engaged to PHIL WALKER, war vet.

RAY MACKLENS, released from WJAC on return from overseas, has rejoined WBVA, Richmond.

WINNIFRED WOLFE, who portrays Teddy Barbour in weekly NBC "One Man's Family," has announced her engagement to Sgt. Vernon Paul Beck of Camp Beale, Cal.

ROBIE THOMAS, for two years in Army, has resumed post as announcer of KFI Los Angeles.

HOAG CARMICHAEL, me-singer-vocalist of NBC "Hoagy Carmichael Show," has been signed as musical advisor and will play featured role in forthcoming Universal Pictures Co. film "Canyon Passage".

JOAN WARWICK WILLIAMS, CBS research librarian, is the mother of a boy born Sept.

LOUIS SCALIS, released from the Army, has returned as writer and idea man on CBS "Jack Kirkwood Show."

REGINA SHIGO, former announcer-writer of WOR, New York, has been made music librarian of KWKW Pasadena.

CLINT FARIS, with program staff of WGMS, New C., for six years, has joined the production manager of the Army, FRANK HARDS, released from the Navy and former program director (Continued on page 50)

(Continued on page 50)
This is Bill... who manages one of the 13,728 Service Stations in the WGY COMMUNITY.

During the war years Bill and his fellow service station operators sold over $105,718,000 worth of gasoline to the vast majority of the men and women in the 97 industrial cities and towns of eastern and central New York and western New England—the WGY COMMUNITY.

Just think what the gasoline market will be in the post-war years, in this, one of the richest areas of the nation—where more than 1,645,717 radio families hear your product advertised over WGY.

And WGY is the ONLY medium which combines this valuable market into ONE coverage area.

*WGY's primary and secondary areas contain 18 cities of over 25,000 population, 39 over 10,000, and 40 incorporated towns and villages of over 1,000.

GENERAL ELECTRIC

WGY 50,000 watts — NBC — 23 years of service

SCHENECTADY, N. Y.

REPRESENTED NATIONALLY BY NBC SPOT SALES
If a 12-cylinder job appeals to Farmer Bill of Iowa, that's what the next occupant of his garage will be!

Out here, the day is long past when farmers had to deny themselves luxuries. With a $7,672 average income in 1943, a 20% (or more) increase last year, and the sky the financial limit in days to come, they're in the big money.

But if you know Iowans, you know that unprecedented prosperity hasn't changed their tastes. They still want their own wholesome kind of entertainment such as KMA gives them.

That's why they depend upon KMA for news, farm information, and market reports. Farmers are their friends, farmers will remain. Their preference for the No. 1 Farm Station in the No. 1 Farm Market is shown by their letters to us: more than twice as many as any other radio-sender in this area.

A few availabilities still remain. For information, call Free & Peters!
His 21st Year...

--and more

POWERFULLY PROGRAMMED than ever!

- Greatest WBAL and NBC Program Schedule in History!

Including these new local features—
ALL NAVY FOOTBALL GAMES
BALTIMORE SYMPHONY ORCHESTRA
JUNIOR TOWN MEETING OF THE AIR
NEW ORCHESTRA AND CHORUS

WBAL 50,000 WATTS One of America's Great Radio Stations
BASIC NBC NETWORK — Nationally Represented by Edward Petry & Co.

Baltimore
PHILIP CRAIG STOLAR, from WLAC Nashville, to KALL Salt Lake City as news editor.

LISLE N. FORD, in the newspaper field for 18 years, has been appointed to the new staff of Buffalo Broadcasting Corp., operator of WGR and WKBW Buffalo. He will work with JACK MCLAUGHLIN, Stations are placing more emphasis on local news.

C. A. UPCHURCH Jr., in newspaper work for 12 years in Raleigh, N. C., has been named editor and newsman of WBAL Raleigh. JOHN MELVILLE, former editor of WRAL Raleigh, is new member of WRRB Huntington, W. Va.

ED SOUDER, American correspondent, in China, has received the Asian-Pacific campaign service ribbon awarded by the commanding general, U. S. forces, China theater.

BOB STEVENS, former college football and baseball player and recreation director, is new sports director with KROE Omaha.

CYRIL NELSON, Great Lakes swimming coach for three years, is new member of sports and announcing staff of WWVA Wheeling, W. Va.

JAMES C. HOFF, editor for Prentice-Hall Inc. and before the war in radio and newspaper work, has been appointed news editor of WHIC Canton, Ohio.

H. V. KALTENDORN, NBC commentator, is to address the Better Business Bureau of Milwaukee Oct. 3 on "Looking at the World Today".

NORMAN KELSEY, chief announcer at WKNV Chesapeake, Va., has shifted to news staff of WABA Richmond.

JOHN WIGHTMAN, former newsman for KVOO and WIPR Dallas, who was interned for three years at both Santo

GUS HENDERSON has been appointed sales representative of C. P. MacGregor Co., Hollywood program and transcription producer, in the 11 southern states with headquarters at 37 Waverly Ave, Birmingham, Ala.

W. S. HARMAN, vice-president of Rodeo Radio, has joined Georgia-Pacific, Atlanta, and equipment manufacturer, is in Chicago for a series of conferences with equipment manufacturers. On return to Los Angeles he will continue sales after being joined by H. T. FULLER, firm's Washington, D. C., rep for the firm.

COOPERATIVE ANALYSIS OF BROADCASTING, New York, has doubled its headquarters staff to 11 full-time, 2 part-time. 

ILK DIEHL KEENAN, Chicago radio executive, has opened a production office at 3000 S Michigan Ave, to present transcribed shows.

ZELDA GIBSON, formerly on the editorial staff of Hollywood Magazine, O. C. film district, has joined Mildred Panton Productions, N. Y., as executive assistant to J. B. Panton.

ANSON BOND, of Bond-Charteries Enterprises, has been in New York this past week working with clients of Mc Cann-Erickson on animated television commercials. He also has submitted station identification theme for America Broadcasting Co. Green View Watch Co. and Bond-Charteries Enterprises have taken options on the George Paup Puppetoon for video use for the watch company to be filmed and televised some time this fall.

FEDERAL FILMS Inc., independent motion picture film and television concern, has been organized in Hollywood by BORIS MORRIS and WILLIAM W. BARON, with executive office at Call film Studios. Facilities of American Recording Artists Corp. will be used by new company for connection with its television plans.

HELEN GIBRIN Agence Hollywood talent agency service, has added radio and television package department with ROBERT D. CARLSON, formerly of KARM Fresno, Cal., as radio director.

JOHN GUIDEL RADIO PRODUCTIONS, Hollywood, in addition to packaging radio and television programs, has taken on additional service of representing eastern advertising agencies who have no west coast office or headquarters production staff.

CECIL L. SLY, vice-president and sales director of Universal Microphone Co., Inglewood, Calif., and BETTINA, sales manager, are on three months' sales and contact trip covering all 48 states.

CLIFTON STEWART, formerly of the CBS production staff at Chicago, has joined Red Coat Productions, Toronto.

JAMES A. FRYE, for 16 years Detroit district representative of the Biromberg-Carson Co., has been promoted to manager of radio and appliance sales in firm's Chicago office.

ZENITH RADIO Distributing Corp., wholly owned subsidiary of Zenith Radio Corp., Chicago, is being expanded and following appointments have been announced: J. H. HICKEY, formerly district sales manager, to general manager; CHARLES F. PARSONS Jr., with the firm before the war, to sales manager; THOMAS H. STONE, salesman and acting district manager, to district manager.

Management Meet

CLINIC on distribution under sponsorship of National Assn. of Manufacturers is set for Oct. 3 at Hotel Cleveland, Cleveland, for management and executives. This is one of a series of meetings being held in major cities.

Joints Associated

KRSC Seattle, operated by Radio Sales Corp. on 1150 kc with 1000 w, has joined Associated Broadcasting Corp. network.
Valley Listeners Hear Only Valley Stations Regularly and Clearly

Complete Information and Rates Gladly Furnished On Request

Valley listeners hear only Valley Stations regularly and clearly. You've got to reach from inside.

Unbelievably isolated by an impenetrable wall of static caused by its semi-tropical climate and proximity to the Gulf Coast, the Lower Rio Grande Valley, Texas' fabulously rich "Fourth City", can't be reached consistently by any outside station! To reach this prosperous audience of a quarter-million people, you must use a Valley station...and KGBS, Harlingen, is the only CBS affiliate within listening range!

Harlingen, Texas "Hub of the Valley"

Buy "KGBS"—and get MORE for LESS

The ONE and ONLY CBS Affiliate

Within listening range of the Lower Rio Grande Valley
The Right Sails At The Right Time

This skipper is using them, but it’s only part of the picture. Running on a broad reach, he’s keeping the proper sailing angle and taking every advantage of light air. Under these conditions his skill shows to best advantage.

In the same way the men of our organization know the representation business. Years of experience have taught them how to analyze a difficult sales problem and then to use their station material with maximum effectiveness.
"Thou Shalt Not -"

"The four freedoms are these: Freedom of speech; freedom of worship; freedom from want, and freedom from fear."

F. D. Roosevelt,
before 77th Congress,
January 1941

"No member of the American Federation of Musicians may participate in any way whatsoever on a television broadcast, regardless of type."

James C. Petrillo,
President, AFM

On Thursday, Sept. 6, a member of the Sholem Temple, Chicago, was barred from expressing his religious beliefs during a television broadcast of Rosh Hashana over WBKB. His freedom of worship was cut off as surely by a blanket ruling laid down by James Caesar Petrillo against AFM members appearing on television, as was freedom of worship in Germany under Hitler. The fact that the member, Max Sznheimer, a German refugee, was a member of Local No. 10 of the AFM and therefore required to abide by AFM rules, cannot excuse the circumstance that as an individual he could not exercise his personal religious convictions through music.

Mr. Sznheimer is choir director and organist of the Sholem Temple and unfamiliar with our democratic processes, since he has only recently escaped from the Aryan treatment accorded members of his faith by those who are avowedly enemies of a form of government that believes and permits freedom of speech, religion and freedom of opportunity. He is therefore bewildered by the action of Petrillo, as president of a union whose sole purpose is to provide security and unlimited opportunity in his profession, in barring him from a part in a broadcast of the services of his faith.

It all began when the International Council for Religious Education, through its radio director, Jerry Walker, approached Rabbi Louis Binstock of Sholem Temple for permission to televise a portion of his Rosh Hashana services. Mr. Walker says he had received a verbal okay from officials of Local No. 10, which they deny. Perhaps, since the Council was willing to meet any salary demands of the union, any objection they might have on a sustaining religious broadcast seemed so remote as to be incredible. But Mr. Sznheimer, who tries hard to be a good American and who belongs to the AFM without fully understanding why, thought it best to be on the safe side and asked for permission from Mr. Petrillo in writing. The answer from Mr. Petrillo: No.

Mr. Petrillo has black-jacketed radio management, particularly in Chicago and St. Louis, to employ musicians for the highly technical job of operating a turn-table. He has successfully prevented a group of enthusiastic young musicians from playing at Interlochen. He has disregarded the expressed wishes of the President and the Congress. And in barring any AFM member from television he has deprived Americans of a public service.

Television cannot advance as long as Petrillo controls the men who are needed to make it a success. How long will radio as an entity, and the people as a government permit this throttling of human liberty?

(Continued on page 58)
CONTINUOUSLY since 1939, The Studebaker Corporation has employed the facilities of WTIC in the interest of its famed Studebakers including the "Champion." For more than six years... in Peace, in War, and now in Peace again... Studebaker’s consistent radio promotion has been in obvious recognition of Southern New England’s status as an outstanding market, and of WTIC’s ability to cover it successfully.

Of course, we’ve known for a long time that Southern New England is well nigh unbeatable as a place in which to sell your product, whether it be an automobile or a breakfast food. We’ve been reminding you of that for more than twenty years. And while we’re about it, perhaps you’ll pardon us for mentioning that WTIC is the one, sure-fire means of reaching and convincing the people of this wealthy area. The sales figures in our area of the advertisers who use our services are proof of that.
Respects

(Continued from page 56)

A respondent for the old San Francisco Bulletin, President of the University English Club, he was also an associate editor of Sequoia, monthly publication.

Armed with his various degrees, young Miller joined the San Francisco law firm of McCutcheon, Olney & Williard as law clerk. Shortly afterwards in that same year, he returned to his home town of Eureka. During his practice there he was elected district attorney for Kings County.

As a member of the California State Guard he was called to duty during the Mexican border uprising of 1918 and for a time was stationed at Tocsin, Ariz. Upon return to civilian life Mr. Miller went to Fresno, Cal., joining the law firm of Harris & Harris, practicing in that city as well as San Francisco.

In addition to being an attorney, he was for two years executive officer of the California State Commission of Immigration and Housing, taking over the latter in early 1919. Judge Miller became dean of law at the U. of Southern California in 1927 for three years. Later he occupied a similar position at Duke U. from 1930 to 1935, resigning to become a special assistant to the United States Attorney General, assigned to Office of the Solicitor General for argument of government cases in the U. S. Supreme Court. Judge Miller was a member of the U. S. Board of Tax Appeals for a year, and since 1937 has been associate justice of the U. S. Court of Appeals for the District of Columbia, which post he relinquished to take over the NAB appointment duties.

An excellent administrator and widely known for his organizational ability, he has been president of various associations and handled many committees dealing with legal practices and ethics. Nationally known as a public speaker, he has a keen knowledge of public relations and is thoroughly familiar with all parts of the country and their respective needs.

No stranger to radio and its problems is Judge Miller. He has written many opinions on appeals from FCC decisions in broadcasting industry cases during his years as member of the Appellate Court.

To his new position as NAB president he brings a wide understanding and appreciation, as well as of the importance of radio in American daily life.

Justin Miller married May Merrill of Hanford on June 29, 1915. Writing under name of May Merrill Miller, she is the author of several historical novels, including *First the Blade and House of the Cedar*.

They have two children, Merrill Miller, aged 24, UCLA student and now seaman first class on duty somewhere in the Pacific; and Jean Miller Abbott. A granddaughter, Susan Elizabeth, 18 months, is the Judge's pride and joy and first lady of the Miller household.

His brother, James Arthur Miller, operator of the famous Miller Tape and until recently was a major in the U. S. Signal Corps.

A collection of "dooggles" is Judge Miller, and he has specimens from many noted personalities. He collects them in preference to autographs. His other hobby is gardening.

A great hiker, he enjoys tramping the foothills which surround his Pacific Palisades, Cal. home. Precise, yet soft spoken, the judge gives impression of weighing his words before he speaks.

Of average height, he weighs 196 lbs., has hazel brown eyes and brown hair sprinkled heavily with grey. Born and bred to his profession, it follows naturally that Justin Miller should have carried the nickname, "Judge", since high school days.

SHANNON ALLEN IS STARTING OWN FIRM

SHANNON ALLEN, chief of the radio and television section, information division, Interior Dept., is leaving that post by the middle of October, as announced in Closed Circuit [Broadcasting, 6 p.m., 24]. He is starting his own business, Shannon Allen Associates, "exploring, writing, producing the drama of America".

The new firm, with offices in Washington and New York, will deal in Americana, producing programs on the industry, folk lore, music, business, history, past and present, of America. Documentary as well as commercial shows will be handled. Plans are for writing and production of package shows, transcriptions, film strips, television shows, live and recorded programs. All are to be produced by a staff trained in research as well as in dramatic production.

Mr. Allen, prior to his position with the Interior Dept., was production director of WRC-WMAL Washington, where those stations were part of the NBC Red and Blue networks. He was later night manager of NBC Washington.

Kraft Promotes Three

THREE executives of Kraft Foods Co., Chicago, were advanced to vice-presidents last week. Promotions include: John H. Platt, vice-president in charge of advertising and public relations; Norman Kraft, vice-president in charge of product research and development; and Rosecrans A. Fage, vice-president in charge of milk production. Coincident with the appointments, John J. Wolf and Charles G. Wright, assistant general sales managers, were named to the board of directors.

Page 58 • October 1, 1945
THE FAIR STORE CHOSE...

...WMAQ at 12:00 NOON

The Fair Store, one of Chicago's most important department stores, having successfully used radio to sell their merchandise, recently decided to inaugurate a new campaign. They wished to make a deeper impression on the 2,855,700 families who comprise the second largest market in the United States and who spend over $3,500,000,000 annually.

WMAQ has been carrying a campaign for the Fair Store since September of 1944. When they decided to put on this new and larger campaign it is of great significance that they again chose WMAQ—the Chicago station most people listen to most.

And so The Fair currently sponsors Moulton Kelsey Monday thru Friday at 12:00 noon and Greg Donovan at 3:00 pm with up-to-the-minute news. These two features are an integral part of WMAQ's program schedule which is the finest in the world.

WMAQ—morning, noon and night—reaches the people who listen and buy. Information concerning time availabilities furnished upon request.

The Chicago station most people listen to most

670 ON YOUR DIAL
WPP ASSOCIATES, New York (Softol TV series), is preparing a series of transcriptions to be used in a nation-wide campaign to be started in near future. Agency is Siles & Mauy, New York.

SINCLAIR REFINING Co., New York (Sinclair H-C and Kiny gasolines), has launched a new radio campaign, including spots on 175 Mutual stations. On Frank Singler's "Sinclair Dashes" program each week. Also, 12 special programs are planned. Headed by "Sinclair Quin Quix" ads, the campaign will feature Sinclair Quin Quix Gasoline.

TRIANGLE PUBLICATIONS, Philadelphia, is introducing a new West Coast advertising, and sports newspaper. Daily Telegraph, in a 24-day campaign started Sept. 24. The paper is being marked throughout the country. This makes total of 124 sponsors for this American cooperative program. Agency is Dancer-Fitzgerald-Sample, Chicago.

AMERICAN POLITICAL JOURNAL, Chicago, is featuring a five-minute disc, featuring Smutty Ed McConnell for placement on list of over 260 stations. Discs are being made by NBC Radio Recording Division, Chicago.

LOEW INC., New York (GM motion pictures), Sept. 22 started weekly quarter-hour football report on KOE Los Angeles for 11 weeks through Donohue & Cue, New York.

B. MANISCHWITZ Co., Jersey City, N. J. (Tic Tac Crackers) has an ad campaign for 13 weeks on 25 stations in Philadelphia, New York, and Baltimore. The campaign contains a series of three short spots, which were placed on KDKA, WJZ, and WWVA.

PARLIN Ltd., Los Angeles (DEPT. Inscritle), Sept. 24 started six-week program on KRLD Los Angeles, for 12 weeks through Davis & Bean, Los Angeles.

WASHINGTON MOTORS Co., Los Angeles, is sponsoring a four-week program on the Mutual Network. The program is handled by the Mutual Network, Los Angeles.

LT. COMMANDER, R. E. MERRY, formerly advertising manager of Lever Bros., Toronto, has returned to the company after 31 years with the Royal Canadian Navy.

ROBESON'S Dept. Store, Tuscola, Ill., is sponsoring a football program on WOJ Tuscola.

ROYAL CITY CANNING Co., Vancouver, has started weekly program on the CJOR Vancouver Radio Network. Account was placed by Cochfield, Brown & Co., Vancouver.

DUDE RANCH Products, Portland, has started a six-week promotion on the NBC network. The program is handled by the NBC Network, Los Angeles.

KORN KOBBLER Co., St. Louis, is sponsoring a new program on WHK St. Louis. Parr Distributing Co., Akron, is handling the program.

OMAHA QUAD-CITIES

MINNEAPOLIS ST. PAUL

CHICAGO

OMAHA QUAD-CITIES

ST LOUIS

Since 1943, Hooper and Conlan surveys have shown that only the Todd Market the largest metropolitan area between Chicago and Omaha; and between Minneapolis and St. Louis, it's the 40th retail market in the nation, with approximately 218,000 population.
We take pleasure in acknowledging our appointment as Exclusive National Representatives . . . . effective October 1, 1945 . . .

of the

Marshall Field Radio Stations
WIID Chicago  WSAI Cincinnati

LEWIS H. AVERY INC.
Radio Station Representatives

565 Fifth Ave., New York 17, N.Y.
PLaza 3-2622

333 No. Michigan Ave., Chicago 1, Ill.
ANDover 4710
The deep, throaty notes of the bassoon, ranging from 60 to more than 10,000 c.p.s. call for the best recordings. And the best today are: VERTICAL CUT RECORDINGS! Electrical Research Products Division of Western Electric Company

5000 WATTS DAY AND NIGHT

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

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The Bassoon

CONTINUED FROM PAGE 80

ly five-minute transcribed program on KML. Contract for 21 weeks placed through First United Broadcasters, Chicago. Chicago, Nell & Kade, New York (Ske- suslin) is using a total of 153 chain break announcements on KML's 61 weeks. Agency is Erwin, Wasey & Co., New York. Reaby Corp., Chicago (Nestle), is sponsoring on KAO a five-minute transcribed program three times per week for 28 weeks. Husband Grossman, Chicago, has account. Dr. Heid & Clark, Inc., Ashfield, O., (Hill- stock tonic), is using total of 23 transcribed one-minute spots on KML, through N. W. Ayer & Son, Philadelphia. Los Angeles Union Stockyards (livestock sale), has started six-week one-minute spot schedule on KML for 13 weeks through Lyle Sheldon Adv., Los Angeles. Colgate-Palmolive-Peet Co., Jersey City (Peet's granulated soap), through Leon Livingston Adv., San Francisco, has started using transcribed chain break schedule on KML's Mile Lake, Elkhart, Ind. (Ninewa, Anti- Pussil), has started daily one-minute transcribed announcement schedule on KML for 22 weeks through Wad Adv., Chicago.


Quaker Oats Plans

PRINCIPAL postwar plans for Quaker Oats Co., Chicago, over changes in mills to obtain better products at lower costs and to produce new items developed in its laboratories. Top executives feel company is more fortunate than many insofar as there is no problem of reconverting facrory equipment. Quaker last week reported a new record in sales and an increase of more than $1,000,000 in net profits during its fiscal year ended June 30.

"Coronet" Quiz Off

EFFECTIVE Oct. 6, Coronet Quick Quiz, sponsored by Coronet magazine and heard on American, Sat., 9:55-10:55 p.m. for the past two years, leaves the air to make room for "Boston Symphony Orchestra," sponsored by Allis-Chalmers Mfg. Co., Milwaukee, to be heard Sat., 9-10 p.m. Coronet will continue to sponsor Coronet Story Teller with Marvin Miller Mon. through Fri., 9:55-10:50 on American.

A bundle of sticks

One of the earliest mentions of the bassoon occurs in an inventory of an English music collection made in 1784. The early instruments were from six to eight feet long, made of yellow boxwood or brass. Father Alfranio, an Italian priest, conceived the idea of doubling the instrument into its present shape and giving it the appearance of a bundle of sticks, from which the Italian and German names of the bassoon, "fagotto" and "fagottol" were derived.

The clown of the orchestra

Although the bassoon is well suited for garish purposes, as mentioned in Coleridge's "The Ancient Mariner," composers have long recognized the comic possibilities of its somewhat pompous quality. Mendelssohn made the best use of it to dehumanize the character Bottom in "A Midsummer Night's Dream."

...the voice of the Prophet

An ancient Arabian legend tells us that the Prophet Mohammed imparted certain inner mysteries to his adopted son, Ali. Fearing that the secret would escape in an unguarded moment, Ali withdrew to the desert. Stopping at an oasis for water, he leaned over to drink—and the secret spilled out into the well. The secret became part of a reed growing beside the water, and when a wandering shepherd fashioned a musical instrument from the reed (the first bassoon), the music made men weep for joy.
IT'S THE STATION THAT KNOWS HOW TO SAY GOODNIGHT

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

CLEVELAND'S
WGAR
THE FRIENDLY STATION

FREE SPEECH "MIKE" RADIO'S XXV ANNIVERSARY
HARRY W. SMITH, Jr., for 4½ years advertising and sales promotion manager of Selas Corp. of America, New York, has joined John Mather Lupin Co., New York, as vice-president. Prior to his affiliation with Selas Corp. he was national industrial director of American Gas Ass'n, New York.

NILT SAMUEL, for three years publicity director of American, West Coast division, has been appointed West Coast public relations director of the Bureau of Industrial Service of Young & Rubicam, effective Oct. 8. Appointment as part of department expansion made necessary by increasing number of programs emanating from West Coast office. ROBERT H. MUCKS remains in his present post as manager of radio publicity department of the West Coast office.

GEORGE NICHOLS, formerly with M. E. Weiborn & Assoc., Los Angeles, has joined Allied Adv. Agencies production staff in charge of visual advertising. PEGGY SILEY, formerly with Lockheed Aircraft Corp., Cal, has been added to that department. LARRY SCUDDER has joined agency's office as account executive.

ADVERTISING & SALES COUNCIL, Los Angeles, has taken additional offices at 320 W. Seventh St.

JOSH HOGUE, for four years advertising and sales promotion director of Goodrich Drug Co., San Francisco (West Coast chain), has joined Ruthlund & Ryan, Hollywood, as account executive.

BRYDON S. GREENE, former assistant to advertising manager of Lever Bros., Cambridge, has joined Ruthlund & Ryan, Hollywood, as account executive.

MORGAN S. A. REICHER, former assistant director for OWI in ETO, stationed in London, has joined Grobet-Kimball Co., New York, as account executive. FRANCES BROOKS, former advertising and promotion director of Mary Lewis Dept. Store, New York, has joined Kimball as account executive.


JAKE VAN AERDEN, Jr., former stage manager and writer for WRGB, GF video station, Schenectady, N.Y., and WALTHER THOMPSON Co., New York, Oct. 1 as assistant to AL DURANTE, radio publicity director. NORMAN VARNER, released from the Navy, also joins agency's public relations department as writer.

BRUCE DISQUE, released from the Army as lieutenant colonel, has joined Compton Adv., New York, as executive assistant to LEWIS H. TITERTON, manager of radio division. Prior to his entry in the Army he was assistant manager of NBC script department.

BILL MAILLFEFT, former civilian employee of the Army Transport Command, has returned to the radio media department of Compton Adv., New York.

DUANE G. BARTLETT, former vice-president of Edward B. Sturgis, Inc., and vice-president of Albert Frank-Quessemer Law, and writer with Hill & Knowton, has joined Doremas & Co., New York, as copywriter.

MICHEL NORMAND, formerly with Montreal stations CFOR, CKAC and elf for WRGB, has joined freelance sportscaster, has joined Montreal Advertising Agency, Montreal. He is also a city filling situation that is of interest to local advertisers.

AL PAUL LEFORT, president of Al Paul Letter Adv. Agency, Philadelphia, has been elected president of the Eagle-eye Tuber-culosis Sanatorium, Eagle-eye, Pa., to succeed late JEROME H. LOUCH-HELM.

JULIAN WIER PEARSON has joined the media department of Gray & Rogers, Philadelphia.

LT. BURNS W. LEE, former publicity director of Benton & Bowles, New York, has returned to the South Pacific, where he was publicity relations officer in the Pith Marine division at Jima Jima Public Information Office and is stationed in New York.

AGNES DANAHER has been promoted from secretary to assistant to G. W. FREEMAN, account executive of Standard Oil of New Jersey, N. Y., at Marshall & Frink, New York.

JOSEPH W. G. CLARK, for four years on loan to Canadian government as direc-tor of public relations for the three Canadian armed services, has resigned and is returning to the Toronto office of Cockfield, Brown & Co.

GEORGE R. BISHOP has returned to the Chicago Adv., St. Louis, as research director.

GENE GRANT & Co., Hollywood station representative, opens northern California offices at 661 Market St., San Francisco, and 5312 S. 6th St., San Antonio, Texas. The firm has been appointed Pacific Coast sales representative for KGBB, Tyler, Tex., WJLD-Birmingham, Ala., and KODL, Denver.


COL. DONALD Q. COSTER has returned to this country following 3½ years Army service abroad. He formerly was account executive and in charge of new business for J. Walter Thompson Co., Montreal.

AL REWIN, for 2½ years radio di-rector, copy writer and contact man for Weis & Geier, Chicago, Oct. 1 joins Bozell & Jacobs, Chicago, as assistant to NATHAN JACOBS.

VERKO Adv. Agency has been started in Boise, Idaho, by EDWIN F. CASELMA. Address is 17 Broadhead Bldg., phone 2604. Casemay is former account executive of Cline Adv. Service, Boise.

STEELER-MILLER-EBERTS, Los Angeles office, is expanding quarters at present address, 112 W. Ninth St. STANLEY M. BELL, formerly with Col-

WROK

ROBERT S. CONLAN SURVEY

SUNDAY THRU SATURDAY

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<th>Morning</th>
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(Continued on page 66)

WROK

THE ONLY STATION THAT CAN DO A JOB FOR YOU IN ROCKFORD

V HEADLEY-BEDFORD

AMERICAN NETWORK

AGENCIES

WIND CHICAGO

5000 WATTS 560KC

THE ONLY CHICAGO STATION

WITH 24 HOUR NEWS SERVICE

UP--PA--INS

WROK ROCKFORD ILLINOIS

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V HEADLEY-BEDFORD

AMERICAN NETWORK

AGENCIES
Time Buyers!

CALL ON "Spot" FOR CONSULTATION

WEAF ..................... New York
WBZ & WBZA ............ Boston, Springfield
WGY ........................ Schenectady
KYW ....................... Philadelphia
WRC ........................ Washington
KDKA ...................... Pittsburgh
WTAM ...................... Cleveland
WOWO ..................... Ft. Wayne
WMAQ ..................... Chicago
KOA ........................ Denver
KPO ........................ San Francisco

TROUBLES? Why not give "Spot" the chance to solve them. He's switched many a time buyer's headache to a halo—frequently offered the advice that untied knotty spot problems. For when time is as popular as it is on NBC represented stations the help of an insider helps. Maybe he can't always provide just the time you were after—but chances are mighty good that he can suggest another period which will be just as productive as your original choice.

Call on "Spot" for consultation today and let him help you find choice spots among those available on NBC's 11 vital stations which broadcast to 55% of the radio homes in the U.S. . . . in markets whose buying power is 34.2% higher than the country's average . . . markets where products go over the top . . . and top the competition.

NBC SPOT SALES

New York, Circle 7-8300 . . . Chicago, Superior 8300 . . . San Francisco, Graystone 8700
Denver, Maine 6211 . . . Boston, Hancock 4261
He's Your Man...

When the BMI FIELD REPRESENTATIVE visits your city and your station, he's there to serve you...he's your man.

You may know him well. For he's been calling on you for some time now. AND, he's one travelling man who is not trying to SELL.

The BMI FIELD MAN—he's been especially picked for the job—is primarily a radio man. Years of valuable experience in all phases of radio management are his special qualifications. And with the added knowledge he possesses of music matters, he's in a position to be of extra service to you.

So—the next time you meet up with GLENN DOLBERG or RALPH WENTWORTH or AL MARLIN or JIM COX—remember, he's the BMI FIELD REPRESENTATIVE...He's your man!
THIS IS WHY YOU HAVEN'T BEEN ABLE TO GET A PRESTO RECORDER

Because Presto equipment has been right there in the front lines with G.I. Joe...to support his strategy with actual combat transcriptions...to support his morale with recorded messages of his voice for the folks back home...and to give America a permanent, unprecedented sound document of a world-at-war.

Presto transcribes battle experiences during Bougainville offensive.

Presto recordings carry Marines' greetings to their families at home.

Marines record Valentine's messages for broadcast over U.S. radio stations.

Photos courtesy of U.S. Marine Corps.

Presto microphone picks up on-the-spot interview with fighter pilot.

South Pacific natives serenade U.S. listeners via Presto recordings.

At the front, Presto is standard equipment with the Armed Services.

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
Promotion

Promotion Personnel

PAT CAMPBELL, director of station relations for Don Lee Broadcasting System, Hollywood, is on 30-day tour of 28 Pacific Coast affiliates, conferring with station executives.

JUDITH CORTADA, publicity writer for promotion department of American, has been named publicity manager of network's cooperative program department.

HELEN OBERLING, former assistant program director of WIND Chicago, has joined North Central Broadcasting System, Chicago, as publicity-promotion director. She is in charge of new radio serial "Joe Palooka," recently purchased by NBC.

HELEN KING, for a year with the exploitation department of WOR New York, resigned Sept. 28.

MIRIAM JEAN BAUMAN, graduate of NBC-Northwestern U. Summer Radio Institute, has joined the publicity-promotion department of WWVA Wheeling, W. Va. She succeeds W. LEE MILLER, who resigned to be married.

DON WEEKES has been named assistant director of publicity and public relations for WJR Detroit. Before the War he had been with WJZ, WABC, WOR, WJZ, WOC, WOC, and WBBM.

DOROTHY DEDOYARD has been named assistant to L. J. MILLER, promotion manager of KXKJ St. Louis.

WAGR Book

SOME 15,000 copies of 64-page "Pacific Mouse," highlights of experiences of Carl George, assistant manager of WAGR Cleveland, while in Pacific as WAGR correspondent, are being mailed by the station. Selected representative scripts and interviews are used in the book which is being sent to national and local advertisers, network and other radio officials, members of FCC, Ohio senators and congressmen, all Ohio newspapers and a selected Cleveland list including families of men interviewed overseas.

KTUL Folder

FOLDER has been prepared by KTUL Tulsa to promote the KTUL-American Legion G-1 Bill of Rights Causelude group organized by the station and the local American Legion post to tour eastern Oklahoma for presentation of public information forums to benefit returned veterans. Included are illustrations of some of the weekly tours of key cities of the area.

Whirligig Promotes

A 10-INCH disc containing pictures of 20 big-name stars and dial with list of humorous stunts for them to do, is promotion piece issued by Ward Whirligig Co., Philadelphia. Promoted by "Rocky Mountain" radio station, it is distributed to various radio stations.

Promotion Report

HARRY D. GOODWIN, promotion manager of WOCO-Boston, Sept. 27 made a presentation to American executives of the way in which WOCO blanketed the Boston area with an intensive campaign of radio, newspaper, billboard, cardboard, and display advertising to announce affiliation with American last June.

Hunting Theme

USING approaching hunting season as motif, WMHT New Haven has issued a folder, "It's No. Open Season in Connecticut This Fall and Winter," addressed to time-buyers interested in advertising in the greater New Haven market.

Barn Dance Promotion

VARIETY—Western style—is title page for brochure of CBS Pacific Coast "Hollywood Barn Dance" program. Piece is illustrated with photographs of cast and western cartoon figures. Letter signed by W. T. Sogood, Pacific Coast network vice-president, is included.

Program Booklet

BOOKLET has been published by WMOR-Marlton, N. J., for Kilene's Dept. Store, sponsor of daily "Whirligig Quiz" from its store. Story and pictures of program are included.

Coldwater, Mississippi

This is a fine little community in Tipton County, but to bring your advertising results to a peak-concentrate on JACKSON, metropolitan center whose large effective buying base is estimated at $288,790,000!

WSLJ, the "Douglas Davis" station, offers you maximum coverage of this market—at less cost!
GATES first made Radio Transmitting Equipment in 1922—centuries ago in terms of the youth of the entire Radio Industry.

Steadily, since that early beginning, GATES Products have kept pace with—and frequently led—the pack. Exclusive devotion to Radio Transmission has made it possible for GATES Engineers to concentrate on vital, constructive designing—and for GATES Workers to reach a high point in precision.

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

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

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

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

WRITE TODAY FOR DETAILED BULLETIN

GATES RADIO CO.
QUINCY, ILLINOIS
EXCLUSIVE MANUFACTURERS OF RADIO TRANSMITTING EQUIPMENT SINCE 1922

PROGRESS REPORT

GATES is now in full production on civilian equipment and can make prompt delivery on many popular items.
Here you see cans of peas being lowered into a pressure cooker in one of Utah's 30 canning factories. These plants last year packed 4,403,730 cases of fruits and vegetables, 22 kinds, valued at approximately $11,000,000. More than 7,000 persons were employed. This year the output is expected to surpass the 1944 pack.

Canning is just one of Utah's diversified industries that create substantial payrolls.

Local Advertisers Know KDYL Brings Results

In selling to this market, local and national firms take cognizance of the fact that KDYL is the station most people listen to most. KDYL showmanship is a proved result-getter, established in 23 years of successful service.

In the UTAH MARKET

SERIES of fall and winter programs has been started by WITX Washington, D.C. In the "Congress on the Air," Sunday evening, half-hour in which members of Congress discuss and debate current issues. Linked to WMCA New York, program also is available through facilities of Keystone Broadcasts. System Program is directed by Bob Coar, in charge of the Capitol radio room.

Tele Previews

WEEKLY series of televised football talks on XNC television station, WSNY New York, started Sept. 28. Information and pictures of big games of the previous Saturday are presented plus distinguished guest who forecasts both games of next day. Program is called "Friday Night Quarterback".

Opera Revue

NEW KIND of opera concert presenting popular selections from the great operas. "Operatic Revue," started Sept. 29. In Sunday 10-10:30 p.m. spot on Mutual. English translations are sung by leading American stars. Several guest soloists are presented on each program.

New AFN Series

UNTOLD stories and facts European war correspondents have had to withhold for censor or security reasons are now being broadcast on "Correspondents' Diary." quarter-hour weekly program on AFN. Program is broadcast each Wednesday night and repeated on Sundays the following morning for G.I. listeners. Well-known reporters and commentators are featured. In order to help veterans face postwar problems, AFN is starting two new programs within next few weeks, "Help Wanted," a quarter-hour featuring questions relating to employ- ment problems to be answered by go- vernment experts, and "Mind Your Own Business," a two-part program showing fraud and deceit veterans may encounter in civilian life and showing opportunities and hazards for those who establish and own businesses.

Cuckoo House

WEEKLY, children's program "The Cuckoo Clock House" has been started on CJBC Toronto, Saturday 7-7:30 p.m. Junior listeners are taken through the interesting rooms of the mythical Cuckoo Clock House during the program. The Green Room featuring strange plants and botanical curiosities is the News Room. Bringing current events to their attention, the Work Room containing articles any 10-year-old can make. Other rooms include hobby room, music room, magic room, story room, corny clock room.

Veterans' Forum

SERIES of Saturday evening programs has been started by WAAB Worcester, Mass., under title "The Worcester Veterans' Forum" which includes panel discussion and opportunity for both employers and veterans to participate. Listeners' questions are invited. Each program considers a different problem. For more information, contact City Hall, postmaster and newspaper ads.

ATC Records

BROADCAST version by WSX Nashville Air Transport Command football games at local field are being broadcast and duplicated for distribution throughout the world. Sponsor of WSX play-by-play account is Clinton Hotel, Nashville.

Favorite Selections

MUSICAL selections which are the favorites of outstanding people are presented by two weekly half-hour programs of WSNY New York. Started in Sunday evening period, first broadcast was composed of favorite Chopin recordings of President Truman. Program title is "Perfect Program".

KMOX Showcase

VARIETY program, started by KMOX St. Louis, "KMOX Showcase," presents the "man behind the man behind the mike" as well as all talent personalities. Half-hour Saturday evening feature includes music, comedy, dramatic skits and interviews.

Travel Stories

HUMAN interest stories of his travels are being related by Jack Despecker, program director of CJCR Vancouver, in new program started on that station titled "Off the Beaten Track." Despecker was released some time ago as radio liaison officer with the Canadian Army.

Telecentre

TELEVISION audience plays detective in "Photocentre" series started on CBS television station WCBS New York. Produced in collaboration with Look Magazine series in telecast each Tuesday.

The Latest

AIRLINE SCHEDULES

AMERICAN AVIATION TRAFFIC GUIDE

In use constantly by airlines and frequent air shippers and travellers. Published and revised monthly.

The Standard Guide to Air Transportation

Flight, forges—Route—Maps

AMERICAN AVIATION PUBLICATIONS

12 monthly volumes and supplements

BROADCASTING • Broadcast Advertising
REL is the pioneer builder of the phase-shift modulators and transmitters for the Armstrong wide band FM system of radio signaling. The modulators include the original design and the greatly improved two channel design described by Major Armstrong before the Institute of Radio Engineers on Nov. 5, 1941. Modulators built by this company have been in constant reliable operation throughout the country since 1938. And on Mt. Washington, inaccessible for months each year, the two channel modulator has performed without a flaw.

The basic electrical characteristics of the two channel modulator now in the field leave little opportunity for improvement but we have learned how to add to the modulators reliability through improvements in its mechanical and component design. REL takes pride in announcing that the improvements are substantial and that they are incorporated in REL FM broadcasting transmitters shortly to be made available to the industry.
News
(Continued from page 23)
that cover more than the network broadcasts, and at 12:30 noon we try to include at least five minutes of state news for our territory.
"It is still an experiment, but I believe we are on the right track and will be doing a real public service if we can continue to improve.
I personally agree with the CBS stand on commentators, and we avoid any 'one man's opinion' features."

Hartford Views
Station Manager Haase has asked all handlers of news at WDRC to "start concentrating on local news and sports once again and to adjust your mental attitude to the fact that the war is over".
"From now on," said Mr. Haase's letter to the news staff, "we are going to do our news thinking on the local and State basis as well as the international level. I think people are anxious for home town and state news.
"I want all of you to keep an eye on the UP and AP wires, especially as regards their coverage of local and state news. We should use every item that is of fairly general interest. Reconversion and labor problems in Hartford and Connecti-
cut are of tremendous interest to a lot of people. Local tax rates, municipal affairs and State government policies are going to assume a major importance once again.
"The thinking of the people, I believe, is going to revert swiftly to local news, and I want all the local you possibly can get on our news programs. Sports, too, is very important. Keep your eye on this field, and use wherever you can. Remember this: the war pressure is off!
"Some of you may not now know our experience with the Hartford Courant news broadcast we have on every night, except Sunday. From 6:05 to 6:15, direct from The Courant. Remember, this is a local and state news program, the best, I believe, in the state.
"The Hooper rating on this news period has gone up continuously from the moment the first broadcast went on the air from The Courant
last year. In addition, The Courant recently announced an increase in its circulation of 3,500 copies daily. That was after the program had been on the air seven months. Undoubtedly, radio had something to do with it, as well as the fact that The Courant is a very good newspaper."
"I mention this to prove one point: people want local and state news, and we must give it to them. If you have any ideas regarding improvement of UP and AP local state news coverage, please let me know, and I will pass the information on."
On the network side, Mr. Kintner has this to say:
"Post-war plans in news coverage have been gradually put into operation by the American Broadcasting Co. since the conclusion of the war in Europe. Therefore, we do not believe the final peace in the East, the surrender and occupation of Japan, will bring any sudden changes in news coverage.
"Our editors, correspondents and commentators have been reminded that the public will want an abundance of facts, and keen analysis of these facts, in the post-surrender days, if our democratic ideals are to triumph in peace time. Our slogan, as expressed on our public service programs, is: 'Never have so many needed to know so much.'
"American will continue to cover the foreign countries with its own correspondents and will set up a bureau in Tokyo immediately after the official surrender.

Foreign Bureau Emphasis
"The emphasis in our foreign bureaus, both in Europe and in the Far East, will be on the political and economic interpretations of the news, as soon as the American armies have settled down to routine duties.
"Our war correspondents, headed by our famed George Hicks, who have kept millions of listeners informed on the daily advance of our troops, will, in great part, form a corps of domestic correspondents, who will move about this country providing on-the-scene reporting, which we believe will be

(Continued on page 74)
"Sometimes I wish you'd listen to something besides WBZ."

"Sometimes I wish you'd listen to something besides WLBZ."

"Sometimes I wish you'd listen to something besides WRDO."

New Englanders really respond to commercial messages on NERN, which reaches them with peak program and power impact. Expanding this thought, NERN transmits with three times the power of any other combination here. NERN stations feature only produced local programs and the top-rated NBC shows, carried because all NERN stations are NBC affiliates. Expanding further, the New Englanders who do all this responding total only 6.3% of the U.S. population but have 11% of capital resources in U.S. banks.

You can talk to them through NERN for only $292, without line charges and with free studio facilities in Boston, Hartford and New York. When you buy NERN, you buy a network.

**NERN STATIONS**

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Watts</th>
<th>City/State</th>
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<tbody>
<tr>
<td>WBZ 1030</td>
<td>50,000</td>
<td>Boston, Mass.</td>
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<tr>
<td>WCRH 970</td>
<td>5,000</td>
<td>Portland, Maine</td>
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<tr>
<td>WJAR 620</td>
<td>5,000</td>
<td>Providence, R.I.</td>
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<tr>
<td>WLBZ 620</td>
<td>5,000</td>
<td>Bangor, Maine</td>
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<tr>
<td>WRDO 1400</td>
<td>250</td>
<td>Augusta, Maine</td>
</tr>
<tr>
<td>WTIC 1080</td>
<td>50,000</td>
<td>Hartford, Conn.</td>
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</table>

Nationally represented by WEED & COMPANY
New York, Boston, Chicago, Detroit, San Francisco, Hollywood

**NEW ENGLAND REGIONAL NETWORK**

HARTFORD, CONNECTICUT

October 1, 1945 • Page 73
News

(Continued from page 72)

a major feature of "after-the-war" news coverage.

"We will continue to utilize the combined talents of our program and news departments to present information and the background of the news in the most entertaining way possible.

"We expect that the field of sports, which has been so limited since Pearl Harbor, will enjoy a rebirth of coverage with important new blocks of time allotted for play-by-play, blow-by-blow accounts of sports events, as well as commentaries and feature programs. Harry Wismer, our sports director, is developing new plans and two new sports programs will be inaugurated in the immediate future."

Tom McCarthy, news director of WKRC Cincinnati, says: "That smart guy who traded in his auto for a one-horse shay when they started to ration gasoline and tires is back again... This time 'Wrong Richard' is sending out condolences to the slightly punch-drunk radio news editors of the nation. It's plain as the nose on his face, he says, that folks will be able to use a lot less news on the air from now on.

"But don't you believe it! Radio news outgrew its rompers during World War II, and now it's going to look even better in long pants. World War II has produced the biggest radio news audience in history and the news broadcasters who can adapt themselves to the necessities of peace will keep that audience. National news will come into its own again as this nation witnesses a renewed labor vs. manufacturer struggle. Senate committees will probe slightly gamy war contracts. A 200 million dollar debt must be lifted.

"Local news, generally slighted by individual stations, will come into its own as soon as the radio industry discovers what newspapermen know—that the man next door is a lot more important than any three out-of-state senators.

"Don't sell overseas news short. The American listener has a big stake in what happens to British, Germany, Poland, the Balkan, Japan, China and other nations."

In a letter to Broadcasting, M Miller of KYO Tulsa, takes issue with some who believe that the war will be a lessening of interest in news, with the lessening of war. He notes that the history of newspapers has been a long as continued growth despite post-war periods.

"I do not believe that the newspapers that have not been doing well because of lack of interest in news will likely improve when the war is over. The same thing happened after World War I, and it will happen again."

Yessir, "keep your eye on Iowa"... one of the brightest spots on any sales map. And when you go West, go to Eastern Iowa's most popular station for lowest-cost sales.

WMT is Eastern Iowa's only CBS station... covering 126,500 square miles of "high test" sales territory!

* 3,500,000 people. WMT also has the largest daytime primary area of ANY station in Iowa within its 2.5 MV line.
Symbolizing Winged Victory, Nike from Samothrace is a masterpiece of sculpture of 280 B.C., treasured throughout the ages by all peoples for sheer, simple, lasting beauty.

Pride of craftsmanship is represented by idealism in conception and execution of Detrola radio receivers, automatic record changers and other electronic instruments . . . all of unsurpassed beauty and value . . . developed especially for the world's outstanding merchants and their customers.
News
(Continued from page 74)

before the war. When war captured the headlines, it merely meant we were forced to drop some of the local and regional news, or tell it with greater brevity in order to make room for the war news. This situation, I think, is going to be even more pronounced now. Radio stations realize the job they have to do for the area they are serving. There will be a great increase in local and regional coverage which will require trained newsmen and at the same time will give a new listener appeal to radio news broadcasts.”

Mr. Driscoll said: During the war years we basically broadcast one story—the war. There were hundreds of other stories that never found their way into the quarter-hour news periods because there wasn’t time for them. The war is over, but its end has brought about a world situation which will spark off news events every hour. Many of those news events are going to take place right in our home town, others in nearby communities in Washington, throughout the country.

Greater care must be exercised in the selection of news as taken from wire service printers. The human interest item, the bright story, will come into its own. We must dig up our own stories in many instances. At this station we began this treatment right after Jap Surrender Day.

A mobile unit is now a necessity for a news conscious station. It must be equipped with the latest shortwave transmitters; recording equipment, both stationary and portable; remote facilities; everything that will enable the news division to bring in news from the field. A WOR mobile unit is priority item with the station and is expected to be in operation right after the first of the year.

Through the use of a mobile unit, features such as those which were built slowly into quarter-hour periods before the war, can now be fed right into regularly established news periods. Thus the audience will hear the news events of the community, news events for which it bought newspapers in the past. Such spot news and human interest pickups will serve to dramatize the news periods, will hold and in crease the news listening habit.

Documentary news is something this station believes in and helps to pioneer. We exposed black markets, traffic violations and brought eyewitness accounts of ship sinkings off our coast.

On the other hand, internations news is not going to be relegated to the scrap heap. We cannot afford to be so complacent, although such a tendency seems to be in the offing.

LOOKING OVER scores for future Voice of Firestone programs are Gladys Swarthout, operatic singer, Harvey S. Firestone Jr. (left), sponsor president, and Howard Barlow, orchestra director.

Esso Plaques
STANDARD OIL of New Jersey New York (Esso), in awarding silver plaques in celebration of its 10th anniversary to 10 stations for “10 years of serving public b; working together—1935-45”. The plaques were signed “Your Ess Reporter”. Stations thus honored are WBC, WGY Schenectady, WJB, New York, KDKN Pittsburgh, WBAL Baltimore, WRVA Richmond, WBT Charlotte, WWJ, Asheville, WPTF Raleigh, WTA Norfolk. Agency is Marshalkl & Pratt, New York.

WHEN THE BUBBLE BURST!

V-J Day Plus One meant the END of good business in many an “armament town”. But Roanoke didn’t change. Roanoke was busy with war work, but OUR big industries . . . railroading, steel production, rayon manufacture . . . face a secure post-war without re-tooling or reconversion.

LET US INTRODUCE YOU TO THE PEOPLE OF SOUTHWEST VIRGINIA WHOSE PROSPERITY HAS A FIRM FOUNDATION. One station—WDBJ—gives you a top coverage of Roanoke and Southwest Virginia.

A class B quarter-hour, once, costs only $30; Write for further information, or call Free & Peters!

When the Bubble Burst!
The Combination to Georgia

Only A Combination of Stations Can Cover Georgia's Three Major Markets

- **WGST**  
  Atlanta  
  5000W  920 Kc

- **WMAZ**  
  Macon  
  5000W  940 Kc

- **WTOC**  
  Savannah  
  5000W  1290 Kc

Available at combination rates

No single station, regardless of power, has a strong enough signal to deliver primary coverage of Georgia's three major radio markets.

But the Georgia Major Market Trio, consisting of the three CBS stations in these three markets does the job

—at one low cost

The Georgia Major Market Trio

Represented by THE KATZ AGENCY, Inc.
WEST COAST PICKS PROGRAMS FOR 25TH
PROGRAM entries from KNX Los Angeles and KIT Yakima, Wash., won West Coast contest for best broadcasts commemorating 25th anniversary of broadcasting. Staged under auspices of Packard-Bell Co., Los Angeles radio set and equipment manufacturer, competition was set up with assistance of Pacific Advertising Assn. Clubs. Programs from 39 stations were submitted.

Two sets of awards will be presented, competing stations being divided into those of 5,000 w and over, and those under 5,000 w. Silver plaques are to be awarded KNX and KIT, with cash awards for winning writers and producers. Tom Hargis is KNX producer, with Everett Tomlinson, assistant program director of CBS Pacific Coast and KNX sharing writer credit with Beth Barnes. Vern Carney, head of continuity and radio sales director for KIT, and Edna Kimpel Waugh, continuity writer, will receive second set of prizes.

Star Parades
NBC WILL present two parades of NBC stars on Sunday, Oct. 7, 5 to 6 p. m., and Monday, Oct. 8, 10-11 p. m., or possibly 11:30 p. m. Originating from stars usual origination point, New York, Chicago and Hollywood, Sunday program will cancel the General Motors Symphony of the Air and Monday's program will cancel the Carnation contented program and Mars Candy's "Dr. I. Q." Sunday's show will feature stars and programs appearing regularly on NBC Monday, Tuesday and Wednesday nights and Monday's parade will star the rest of the week's top programs and artists. Sponsor identification will be used as each star or preview of program is aired.

FAME FOR MARILYN
WGL Singer Gets Lead in Broadway Musical

At Familiar Mike
BACK in home town, Marilyn Maxwell, MGM actress released for star role in "Nellie Bly," Broadway musical, appeared on WGL Fort Wayne where she formerly did freelance shows as singer and tap dancer. She was interviewed by Rosemary Stanger, WGL public service director, during the Hollywood Reporter program.

Miss Maxwell (Mrs. John Conti), co-stars with Victor Moore and William Gaxton in the show, which Eddie Cantor will direct. She will appear on the Chesterfield Supper Club and Kraft Music Hall, and do a personal appearance in Philadelphia at the Earle Theatre.

Tour Canada
CHINESE BROADCASTERS have visited Canadian Broadcasting Corp. offices and studios at Montreal and Toronto. They have been touring the U. S. and now are visiting Canadian stations to study Canadian system of government-owned and privately-owned stations. Visitors are T. Y. Chen, deputy director of the Chinese Central Broadcasting Adm.; S. T. Fan, chief engineer; T. Y. King, chief architect and acoustics expert, and H. K. Hsu, program director.

UNIVERSAL RESEARCH LABORATORIES
Radio engineering Consultants

ANNOUNCE THE OPENING OF THEIR OFFICES

NOVEMBER 1, 1945
UNDER THE DIRECTION OF
ROYAL V. HOWARD

DOUGLAS 5380   1 NOB HILL CIRCLE   SAN FRANCISCO

Page 78 • October 1, 1945
TWO BROADCASTERS SET UP LAB FOR NAVY

Mr. Towner and Mr. Townsend

SPECIAL devices laboratory was set up by two broadcasters as their last official act before leaving the Naval Airship Training & Experimental Command at Lakehurst, N. J., under command of Rear Adm. C. E. Rosendahl. The broadcasters were Orrin W. Towner, now back at WHAS Louisville, and Comdr. S. W. Townsend, owner of WKST New Castle, Pa., and president-treasurer of WARC Rochester, N. Y.

Mr. Towner was associate director of Airborne Instruments Lab. of Columbia U. Division of War Research, in charge of transfer of personnel, supplies and fixtures to the new laboratory. At WHAS he is technical director, on leave since Pearl Harbor. Comdr. Townsend was communications officer of the Command [BROADCASTING, July 23].

that story in European minds that, of their own volition, they will erect a system of a free radio and a system of a free press. By following these fundamental lessons, the propaganda pressure from other European radio voices will fall off its own weight. Freedom will spread, America will win the peace and Europe will win a new hope which will resound forever to the glory of the United States.

The continued use of shortwave stations here at home will not do the whole job. Something more must be done. I, for one, heartily endorse our government's effort to secure time on Radio Luxembourg and Radio Monte Carlo—these two voices will go a long way toward the completion of the American scene in Europe.

WJW and the Cleveland market offer plenty of opportunity for expansion

Here, in the 7th largest...5th richest... 3rd most densely populated area in the United States is an audience that spends more than a billion dollars annually. Here WJW... across the board, Monday thru Friday, delivers more morning dialers per dollar in Cleveland... up to 20% more than any other station.
Boosters
(Continued from page 16)

of the equipment employed for the interconnecting circuit as well as the economic factors. Now the worst of these difficulties are said to be eliminated by the new engineering developments.

According to Mr. Frazier many local stations now having night service areas less than line-of-sight from the transmitter tower can have greatly improved coverage. In some cases this might equal or even exceed the interference-free coverage of some regional stations if more than one satellite were used. Regional stations would enjoy corresponding increase in interference-free service areas.

Nine channels in the ultra-high frequency band would be adequate for this service, according to Mr. Frazier. He described the engineering aspects of the operation thus:

"A very small portion of the antenna carried current from the controlling transmitters would be used for the double side band amplitude modulation of the high-frequency transmitter. The audio program would be present as secondary modulation. At the unattended satellite a high-frequency receiver would eliminate the high-frequency component and the resultant broadcast frequency carrier would be amplified in order to drive the antenna of the satellite. It is proposed to use highly directive antennas with both the transmitter and the receiver."

Mr. Frazier said the RMA sub-committee was drawing up separate standards for each of the five components—satellite control transmitter, satellite control transmitting antenna, satellite receiving antenna, satellite control receiver and AM satellite transmitter. Of these five, the first four are similar to common carrier relays.

Location of satellite transmitters will involve careful engineering practice, he said, and amount of power radiated should be controlled to place resultant mush areas where there are few listeners.

Few standard broadcast stations, except those on clear channels, do not have areas where the signal to noise area could not be improved, or interference conditions alleviated, said Mr. Frazier. This would bring a corresponding increase in the public service rendered by these stations.

Parr is III

GRANT PARR, NBC correspondent in Rome, has been stricken with tuberculosis and is in an Army hospital at Naples. He has been overseas five years and was about to return to the States.

THE BRANHAM COMPANY
representing

Chicago
New York
Detroit
Atlanta
Dallas
Charlotte
St. Louis
Memphis
Kansas City
San Francisco
Los Angeles

KTHS . . . . Hot Springs, Ark.
KFMB . . . . San Diego, Calif.
KWKH . . . . Shreveport, La.
WCPO . . . . Cincinnati, Ohio
WTJS . . . . Jackson, Tenn.
WNOX . . . . Knoxville, Tenn.
WMC . . . . Memphis, Tenn.
KTBC . . . . Austin, Texas
KRRC . . . . Beaumont, Texas
KWBU . . . . Corpus Christi, Texas
KRLD . . . . Dallas, Texas

MBS Co-Op Series: Have 612 Sponsors

Programs Net $2,900,000 Per Year, Hauser Data Show

MUTUAL, which began experimenting with cooperative program production and broadcast by the network but sponsored by various advertisers on individual affiliated stations, as far back as 1937, today has 12 co-op programs on the air sponsored by 612 local, regional and national advertisers. They spend some $2,900,000 annually for the time and talent on 276 mutual stations, according to a report made last week by B. J. Hauser, director of the network's cooperative department.

Of the 13 programs, 10 are quarter-hour, Monday-Through-Saturday broadcasts; one is a quarter-hour thrice-weekly; one is a Sunday afternoon quarterly hour and one a Monday night half-hour show. Seven of the 13 are news commentators and analysts; the others include women's program, Hollywood program, juvenile show, sports commentary feature program and a mystery thriller.

Analyzing the operations of his department, Mr. Hauser itemizes seven major factors: 1. the basic aim for programs that will appeal to listeners, will do a selling, advertising and merchandising job for sponsors, and are priced fairly.

Merchandising Aids

2. Programs are supplemented with hard-hitting, practical merchandising helps for stations and sponsors. Some weeks ago the net work sent its stations a list of more than 100 ideas for use by local sponsors. As much information as the network can get on local merchandising of advertisers' products along to its stations for the benefit of other sponsors. The co-op department also works out special merchandising plans for its programs.

3. Organized audience promotion material is prepared and supplied to stations for their use for and sponsors.

4. Stations are sent printed and mimeographed promotion materials, written from the local point of view, to help them sell co-op programs to their local advertisers.

5. A co-op department keeps national and regional advertisers and advertising agencies and also the station representatives of all Mutual stations informed of available co-op programs.

6. The department does much individualized work with stations, including producing hundreds of letters a month on specific prospects for particular co-op shows, thank-you letters to advertisers from talent, merchandising letters to customers of local sponsors, etc.

7. Specific sales information is exchanged among stations to help them make more sales and more renewals. A house organ, The Mutual Co-op, fulfills this function.
Pulse Rates Winchell Tops for P.M.; Two Serials Tie for First Daytime

WALTER WINCHELL is the top evening show and Bachelor’s Children and Life Can Be Beautiful are top daytime shows according to a New York listeners rating compiled by The Pulse, Inc., for September. Ten highest ranking shows for New York audiences were listed for both evening and daytime by quarter-hour ratings.

Report shows that Winchell’s rating was 16.0, and Bachelor’s Children and Life Can Be Beautiful were each 5.5. Other top evening shows were their own, Lux Radio Theater, 13.7; Aldrich Family, 12.7; Gabriel heater, 12.3; Mr. District Attorney, and Your Hit Parade, 12.3; Charlie McCarthy, 11.7; Dr. Christian, 11.0; Suspense and Counterpoint, 10.7.

Other day shows and their ratings were: Kate Smith Speaks and Stella Dallas, 8.8; A Girl Must Live, 8.2; Aunt Jenny’s Stories, Big Sister, Helen Trent and Young Widder Brown, all 5.3.

* * * * *

Assignment of KRBA To Yates Is Approved

ASSIGNMENT of KRBA Lufkin, Tex. to Darrell E. Yates, station manager, was approved last Tuesday by FCC. At the time application for assignment was filed in October 1942, Mr. Yates was to pay $10, and other good and valuable considerations” to the three partners, Ben T. Wilson, automobile dealer; R. A. Corbett, oil distributor; and Thomas W. Baker, engineer and banker. Company is known as Red Land Broadcasting Assn.

In the same application, the Commission granted renewal of the station’s license. KRBA has been on the air since June 1938. Mr. Yates has been station manager since that time.

NBC Adds Studios

NBC’s West Coast Radio City in Hollywood will be enlarged by a new wing containing two audience studios. New building will be started in about three weeks, with finished job expected to be completed in six months. Building will cost about $260,000 and will bring to six the number of audience studios at NBC Hollywood.

GERALD G. WHITE

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Women Directors Meet

ASSN. of Women Directors of NAB District 2 held a conference in Albany last Saturday with Hazel Cowles, WHAM Rochester, as chairman, National Officers Alma Kittrell, Indianapolis, and many other directors addressed conference. In afternoon group met with representatives of the CED and farm and home safety division of state.

* * * * *

CAB Expands

Cooperative Advertising of Broadcasting, Inc., New York, has doubled its headquarters space at 11 W. 42nd St. Present headquarters, established less than a year ago, became inadequate when CAB embarked on its extensive training and promotion program last spring, according to A. W. Lehman, president.

Asch

(Continued from page 18)

Audience and steady business flow.

Hopefully, we await the imminent flow of FM sets, a larger audience and a boost in rate.

Paramount Programming: WSB, 1941, as it was today, was the story of a listener load—FM radio homes.

Radio set wholesalers and retailers were approached with a cooperative plan. Demonstration programs were broadcast for specific dealer meetings.

Dealers were sold a package by our staff: We designed and produced a 14-page silk-screen window display unit; installed a dipole on the dealer's roof free of demonstration purposes; conducted a retail FM salesman's institute and gave the dealers salesmen; arranged for local theater display and drawing for sets with coupons obtainable at dealers stores to promote store traffic; printed point-of-sale booklets; ran over 200 cooperative ads in local newspapers; trained FM service men for dealers, all this for a slight commission on each set sold from the wholesaler to help defray our cost. This very worthwhile operation cost us about $5,000.

* * * * *

Set Prediction

DR. O. H. CALDWELL, editor and electrical engineer and chairman of civilian radio committee of American Standards Assn. who spoke on "Home Receiving Sets" during intermission of CBS Symposium, pointed out that home receiving sets should be manufactured at nearly pre-war rate by Christmas, and radios will have improved sensitivity and selectivity, plus many new automatic devices.

* * * * *

Conclusions

The management of an FM station—private ownership, an AM affiliation is neither expensive nor difficult.

The management of an independent FM station will require careful planning and promotion for at least two to three more years. AM commercial competition will be keen and bitter in small communities, for instance: A local AM station in Schenectady bought newspaper space to advertise "This is not an FM station, and can be heard on any set."

Away from the metropolitan centers like New York, and Chicago, FM will rapidly take over and the transition period can readily be in less than two years.

The public, always receptive to better equipment and service, will force the demand for FM sets when FM service becomes available.

Four years of full-time operation under the most adverse conditions without dipping prohibitively in the markets—argues well for FM operation in normal times with sets available.

With the establishment of FM, I believe that the multiplexing of facsimile will become a better combination on television for at least 10 years in smaller communities.

Among the things to come, with apologies to Dreyfuss: "I, Robot" on television for at least 10 years in smaller communities.

FM today has too many solicitors, "relatives," so publicly concerned with its growth that protective blankets are continually being applied against every theoretical chill or draft. The lusty infant may well be smooth, but I don't think so. FM has learned to walk and will soon be running.

Next week: Fred Jognor, program director, WNTF Pittsburgh, discusses Programming and Production on FM stations.
Durr

(Continued from page 18)

entry commercial programs over their FM stations as well as their standard broadcasting stations without an additional charge to the advertiser. The newcomer with only one station and with an audience limited by the number of FM sets in the hands of the public will be at a tremendous competitive disadvantage."

Improbability of much program enlargement in the commercial FM field makes the development of educational broadcast more necessary than ever, Mr. Durr told Conference on FM Education at Austin, Tex., last Thursday. He emphasized, however, that such development in no way lessens the responsibility of the commercial stations to provide educational programs.

Mr. Durr suggested that it would be wise for educators to establish stations early, warning that the history of AM may be repeated if channels reserved for educational broadcasting are lying idle when the commercial frequencies have been absorbed. He added that it would be psychologically advantageous for educational stations to be available when FM receivers come into use.

Local Self-Expression

The ultimate success of FM educational stations, the Commissioner advised the Conference, will depend as much on their use for local self-expression as for in-school listening. By means of FM, he pointed out, the cultural, intellectual and recreational needs of all the children and adults of the community can be served. Local talent can be tapped and new media techniques may be explored.

By linking educational FM stations into a network the best talent of the state can be brought to each community, he said, and by the use of transcriptions the best programs can be interchanged among stations.

Mr. Durr estimated that a nationwide FM educational system would cost less than $20,000,000 and would add only about one-third of 1% to the national investment in the physical equipment of our schools and colleges. Based on estimates for a 10-city network in New York an expenditure of 1% of the annual cost of $3,000,000,000 for operating the nation's schools would provide educational broadcasting 10 hours a day throughout the country, he added.

Mueller Expanding Its News Schedule

C. F. MUELLER Co., Jersey City (macaroni products), last week added four new cities to its news cast schedule, bringing company's total number of news periods to 76 a week.

New programs were added on CRCLW Detroit, WTOP Washington, WHEC Rochester, and WAGE Syracuse.

Mueller campaign now comprises a staff of 70 radio reporters and 600 city stations heard from three to six times a week in five, ten, and 15-minute programs from stations in 22 major cities covering Mueller markets east of the Mississippi.


Stations are: WHEC CRCLW WGR WTOP WBAL WHEC WAGE WEAFL WTRY WARM KYW WGR RNW WDRC RDRA WBC - WBZA WCPW WPIC WTVG.

Mueller Co. has sponsored news programs on 11 of the stations for as long as a year and a half to three years without interruption, and as conditions return to normal, the schedule of stations may be expanded, assuming that news interest remains at its present level. Duane Jones, Co., New York, is agency.

LEVER TO TELEVISION
NEW WCBW SERIES

LEVER BROS. Co., Cambridge, which for two years has broadcast weekly radio programs on WABD, DuMont television station in New York, has contracted for half-hour telecasts on WCBW, CBS station in that city, during the fall, when WABD is off the air while moving to its new channel (Broadcasting, Sept. 24).

On Oct. 9 Lever Bros. will present a video version of its daytime serial, Big Sister. On Oct. 30 it will put on a sports program. Sometime in November another daytime serial, and Lever's Rex Life Stories, will be televised, and in December the series will conclude with a special Christmas program. Series, to be televised Tuesday, 8-10:45 p.m., will be handled by Ruthrauff & Ryan, New York, and will advertise Rinso, Lifebuoy and Spry.

WATT On the Air

MIDWESTERN Broadcasting Co. has announced the opening of WATT Cadillac, Mich., sister station of WTCM Traverse City, Mich. WATT operates on 1290 kc., 150w. studio and transmitter are housed in combination building with design and construction supervision handled by Les Biederman, general manager.

Luckman Comment

SID LUCKMAN, former Columbia University star, now of Chicago Bears, joins Bert Wilson, sports announcer, and team of football commentators, heard over WMAQ Chicago, Thursday and Saturday. Program is sponsored by Atlas Prager Beer, Chicago.

Department of Commerce statistics prove North Carolina leads the South in salaries and wages. In 1942 nearly 430 million dollars was paid out for services here. That sum nearly doubles the average for the nine other Southern states, and leads the second-ranking Southern state by more than $92,000,000. North Carolina has the cash with which to buy what it wants!

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

WPTF
IS NORTH CAROLINA'S No. 1 SALESMAN!

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

Page 82 • October 1, 1945
**Strike Fails to Silence N. Y. Outlets Shows Must Go On, So Offices Are Reached The Hard Way**

**REGULAR schedules at WOR, Mutual, WNEW, WHN, WEAF-FM and WNBC, all of New York, were unbroken during the strike of New York City's Building Service Employees International Union (Local 32 B and 164).**

The 4,700 workers who make up the bulk of the electrical, maintenance, clerical and office workers employed at NBC, are still striking. The company had offered a new contract to the unions which was rejected by the union. The strike has now entered its second week.

Even a Client Climbs

Many offices of advertising agencies and station representatives, however, were affected. At J. M. Mathes Adv. Agency, Mathes, president; Harold Leuston, account executive; Carl I. Henrickson, director of research, and Charles Searle, assistant director, climbed 44 flights on Tuesday to deliver a letter to the management of WOR's office at 30 Rockefeller Center, housing NBC and American, was not affected because it has a separate contract with the union. CBS elevator service was not disturbed because non-union operators are employed by the building.

**Nets Sign NABET Contract; Platter-Turner Dispute Ends**

COVERING jurisdiction over platter-turners, a contract granting substantial wage increases and approximately $1,250,000 in retroactive pay was signed Friday by the NBC and American Network and NABET. The contract between the engineers and WOR New York is likely to be signed by end of this week.

Reprisals Threatened

Negotiations culminating in the agreement had resumed Sept. 14 under J. R. Mandelbaum, U. S. Labor commissioner, following a 25½-hour strike of the engineers which disrupted operations of both networks. The contract has not yet been signed.

A FPM president had last December threatened the nets with "wildcat" strikes of musicians if platter turner jurisdiction were given to NABET. The Second Circuit Court of Appeals has since upheld an order of the NLRB requiring the nets to recognize NABET as the bargaining agent for platter turning.

A statement issued by A. T. Powell, NABET president, declared: "NABET now has a contract that is the most satisfactory since the union first bargained with the companies, and by far the best contract in the radio broadcasting industry. I believe that the company now realize that the engineer is a vital part of the broadcasting industry, something we have suggested to them for years. NABET has established a wage increase for all other unions to follow and fight for."

The new contract provides for wage increases from 25% to 47%, time and one-half for overtime, and a provision for a wage differential between the larger and smaller cities where managed and owned stations are located. The contract also provides a 10% premium for night work, and improved working conditions. Wage increases are retroactive to Aug. 26, 1944.

The WOR contract calls for increases of approximately 30%. Engineers at this station, it was explained, have received more increases since 1941 than the employees at NBC and American. **PALMER ORGANIZES PEACE FOUNDATION**

C. E. Palmer, president and part owner of KCRC in Texarkana, Ark., and newspaper publisher, has announced that he is making $100,000 available for the establishment of the Palmer Foundation, which will endeavor to bring about "attitude of fairness and unselfishness in personal and public affairs."

Mr. Palmer explained that the work will be carried out by the public schools.

**Kastor Agency Is Reorganized**

ORGANIZATION of a new advertising agency has been announced by H. W. Kastor & Sons, Chicago, New York, St. Louis, Hollywood. The agency, to be known as Kastor, Farrell, Chesley & Clifford, with headquarters in New York and radio production offices in Hollywood.

H. W. Kastor, president of H. W. Kastor & Sons, is president of the new agency. Other officers are: executive vice-president, William H. Farrell, previously vice-president and research director of Kastor & Sons; treasurer, John M. Van Horn, formerly manager of merchandising department of Metropolitan Life Insurance Co., and Mrs. H. W. Kastor, executive assistant to the president.

**Mid-Program Plugs Are Opposed for TV**

COMMERCIALS in television should be placed at the beginning and end of program and not allowed to interrupt the action by being placed in the middle of a dramatic program, as some of the networks, NBC video producer, said Wednesday in a talk on television production at a luncheon meeting of American Television Society in New York.

**Fewer Jobs Shown Employment in the radio manufacturing industry as of Sept. 1 was down by 40%, according to a WPB sampling of the industry following the end of the war. Cuts were attributed to military cutbacks but were not as heavy as the industry had anticipated. In component factories 38% had been laid off by Sept. 1, with 42% in plants making end equipment. These figures indicate an employment of 270,000 for the week, twice the prewar employment.**

HOURLY newsmasts on "Gooch Dodger," morning variety program on WNEW New York, are being cut from 15 minutes to five minutes, effective Oct. 1.
FMBI

(Continued from page 29)

FM that FMBI believes are necessary, FMBI probably will assume an inactive status. If NAB rejects the proposal, then FMBI undoubtedly will increase its present activities, with a concurrent increase in the rivalry between the two organizations.

Committee will report back to the FMBI board at its next meeting, called for Oct. 20 at the Ambassador East, Chicago, at which time FMBI's future policy will be determined. As one board member expressed it, "What we do will be determined by the NAB attitude. It's up to them whether they want to represent all broadcasters or whether we have to continue the battle ourselves."

Walter Damm, WTMJ Milwaukee, FMBI president, presided at the meeting. Attending were: John Shepard 5d, Yankee Network; Clarence Leich, WMLL Evansville; C. M. Jansky Jr., Jansky & Bailey, Washington; W. R. David, WRGB Schenectady; G. W. Lang, WGN Chicago; Arthur Church, KMBC Kansas City; Lee Walles, Westinghouse Radio Stations; Ray Manson, WHAM Rochester; Prof. E. H. Armstrong, WFBN Alpine; Philip G. Lococks, general counsel; Myles Lococks, managing director, FMBI.

WMAJ State College, Pa. Goes on the Air Nov. 1

WMAJ State College, Pa., 250 w on 1460 kc, owned by Centre Broadcasters Inc., will start broadcasting activities on or about Nov. 1. President of Centre Broadcasters is Richard J. Kennard, State College businessman. Associated with him are H. Melvin Himes and W. K. Ulerich also of State College. Robert G. Walker, program director in direct charge of the station, was formerly with KYW Philadelphia and other stations.

Morgan on Kraft Show Pincel Hits for Crosby

WITH UNCERTAINTY as to Bing Crosby's return to NBC Kraft Music Hall, sponsored by Kraft Cheese Co., Frank Morgan, comedian, has been signed for six consecutive weekly guest spots when program shifts from New York to Hollywood Oct. 4, Thursday, 9-9:30 p.m. (EST). John Scott Trotter, musical director, and Charioteers, vocal group, along with Ken Carpenter, announcer, continue.

Crosby is not expected to return to his weekly program until around the first of next year, providing all contract differences between himself and sponsor are ironed out. On completion of his current Paramount film, "Blue Skies", he is reported as entering a hospital for a kidney ailment treatment.

WIND USE OF TOWER HINGES ON LAWSUIT

WHETHER or not WIND Chicago's plan to take over top floor of Lincoln Tower (formerly Mathe Tower) for use as FM and television center depends on outcome of pending court litigation, unless attempting to break contract with general manager A. C. WIND, said today.

Atlass had option on top floor of Carbon & Carbide Building, a owner of WJJD, took option on WMAJ Tower for WJJD when Marshall Field bought out WJJD July 24, 1944.

Atlass said he felt confident he would be able to retain lease for tower for "usual amount" of negotiating.

Elizabeth E. Marshall, former director of the Radio" Council of the Chicago Pubi School Commission, has been named as television director for that group. She will supervise three new television shows which will be aired into schools via WBBR Chicago.

STATIONS AWARD PRIZES IN CONTEST

STATIONS W T I C Hartford, WYK Oklahoma City and WOSI Columbus, O., have been selected by the National Safety Council, Chicago, for Distinguished Service to Safety awards, as winners of first National Farm Safety radio contest, conducted July 22-28, 1945.

Jury were Keith Himbaugh, director of information, U. S. Department of Agriculture; John Lacey, director of information American Farm Bureau, and Maynard, director of the farm division of the National Safety Council. Records were submitted by competing stations in three groups -50,000 w, stations of less than 50,000 w, and regional network broadcasts. WTCI won in the 50,000 w class, WYK in the less than 50,000 w, and WOSI as the key station in a regional network conducting farm safety broadcasts.

VIDEO INSTITUTE TO HOLD N. Y. MEET

"TELEVISION Institute", sponsored by "Television Magazine" is to be held at the Hotel Commodore, New York, Oct. 15-16. First morning session on programming has Richard Hubbell as chairman, with Paul Alley, Paul Mowrey, Helen Rhodes, Dr. Donald Horton as speakers. Dr. Alfred N. Goldsmith is chairman of the operations panel; Dr. Goldsmith, James D. McLean, Phil Fuhrmann, Dr. Peter Goldmark, William McGraft, speakers.

Guest speakers at the luncheon will be James Lawrence Fly, Norman Corwin, Dr. E. W. Engstrom, Irwin Shane, William J. Holy (director general of the BBC, speaking from London).
Engineering

(Continued from page 15)

longer required that profile graphs be drawn for community stations. For metropolitan and rural stations, such graphs are called for and are to extend 10 miles from the proposed antenna site.

New Coverage Chart

A new type of coverage chart (figure 1) is provided in the new standards which simplifies the preparation of profile graphs for metropolitan and rural stations. With the use of the chart, which shows signal intensities, it is unnecessary for station engineers to provide data on curvature of the earth.

Another chart (figure 3) not included in the previous standards for FM assists in measurements of transmitter performance.

A third chart (to be designated figure 2) which is expected to be available about Nov. 1, will be included as an integral part of the new standards and will reflect Commission studies on propagation carried on during the war.

Papers

(Continued from page 15)

cant for a television station.

WFIL is the American (Blue) outlet and operates on 560 kc with 1,000 w. It has also been the key station of the Quaker Network, regional operation. WFIL is a combination of WLIT and WFI, which were combined in 1935, with Lit Bros. and Strawbridge & Clothier as half-owners. On June 24, 1940, the FCC authorized sale of the Strawbridge & Clothier interests to Lit Bros. for $120,000. WFIL is applying this week for increase in power to 5,000 watts day and night.

A top-ranking regional station, WFIL approaches the million-dollar class in gross receipts, it is understood. Net earnings before taxes last year probably were in excess of $300,000.

Mr. Annenberg said that the “high standards of broadcasting set by WFIL in the best interests of the public will be maintained under its new ownership.” Attorneys for Lit Bros. are Sundheim, Fols, Kamers & Goodis, of Philadelphia. Inquirer counsel are Bell, Murdock, Paxton & Dillworth.

For the past year, George Jasper, veteran New England station manager, who headed WEZ-WBZA Boston-Springfield from 1924 until 1929, has been radio consultant for the Boston newspapers. Fidelity also is an applicant for FM, as was WHDH. With the acquisition of the standard station, one of the FM applications would be dropped and the sales contract contemplates that move.

WHDH before its Blue affiliation was known as the Fishermen's Station, having broadcast boat arrivals, fish prices and weather reports of interest to men on the fishing banks. The station was founded by the late Capt. John Matheson, father of Ralph.

Publisher Chasna has been active in newspaper work for a generation and was formerly one of Washington's topmost correspondents. He has been active in handling of WFB newspaper problems during the war.

Counsel for the Boston newspapers are Dempsey & Koplovitz, and for WHDH, George R. Porter, both Washington firms.

Elliott

(Continued from page 15)

son of the late President, organized the Texas State Network in 1928, after having had his first taste of broadcasting as a commentator.

Elliott sold part of his stock in the network when he entered the Army in 1941. Control of it went to Ruth Googins Edson, his former wife, and into a trust for three children born of their marriage.

Interest in the Hot Springs market has been high since KTHS in that city, a 30 kw local sunset—1 kw night time—operation passed into the control of the Tri-State Broadcasting System Inc. President of latter is John D. Ewing, newspaper publisher and licensee of KTBS Shreveport. Mr. Ewing has applied for removal of the facility from Hot Springs to Memphis with a step-up in power to 50 kw.

Concurrently, he has applied for a new 1 kw, 5 kw LS facility on 740 kc in Hot Springs contingent upon FCC approval of the Memphis application.

It is understood that Mr. Wilson had rejected Mr. Roosevelt's offer of $75,000 after it had been bid up from an original offer of $60,000.

Meanwhile a full report on Elliott's financial affairs in connection with his pre-war radio operations was to be made to the House today, (Oct. 1) by the House Ways and Means Committee, which has been investigating the deal.

Elliott has figured prominently in the news recently as a result of his financial negotiations in the ill-starred Transcontinental Broadcasting System, which died aborting in 1939.

The Committee is understood to have concluded that John Hartford, president of the Atlantic & Pacific Tea Co., was entitled to a “bad debt” tax reduction for a $16,000 loss on his loan to Elliott. Mr. Hartford reputedly loaned Mr. Roosevelt $200,000 when the late President's son was negotiating in connection with the Transcontinental Broadcasting System, settling the loan with Jesse H. Jones, former Secretary of Commerce, for $4,000.

There have been considerable "leaks" regarding Elliott's financial affairs, although the House Committee has conducted most of its meetings in executive sessions.

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HIGGINS AND KISSEK LEAVE SPOT SALES
HAROLD HIGGINS, Chicago manager, and Willie Kissek, salesman, resigned last week from Spot Sales Inc., when that organization was transferred by Loron Watson to Adam J. Young Jr. [Broadcasting, Dec. 23]. Mr. Kissek was appointed manager of the Joseph Hershey McGilvra Inc. Chicago office. Mr. Higgins has returned to his former home in Dayton to enter radio sales.

The Young office announced it would consolidate the Chicago Spot Sales office with the Young operations under the direction of Bob Russell, vice-president. Deal gives Young an additional 30 stations for his American and Canadian list. Mr. Watson continues to head Radio Transmission Co. of America and will act as exclusive representative for Associated Transmission Library service.

142 STATIONS GIVEN TEMPORARY STATUS
LICENSEES for 142 standard stations were placed on extended or temporary status by the FCC last week, pending determination upon applications for renewal. An additional five stations which had been on a temporary basis were granted renewals (see FCC Actions, page 93).

The Commission placed 63 licenses upon a temporary basis for the period ending Dec. 1, 1945. Another 79 licenses already on temporary, were continued on that status for the period ending Dec. 1, 1945. No particular significance was attached to these actions which were resorted to because of lack of facilities to process applications. The Commission had recently designated 136 stations for temporary status until Oct. 1 [Broadcasting, July 30].

Of the five stations granted renewals, three which had been on temporary status since Aug. 1 were renewed until Aug. 1, 1927. These are WJLD Bessemer, Aila; KTSW Emporia, Kan.; and KTTS Springfield, Mo. A fourth station (WAEZ Winston-Salem, N.C.) which had been on temporary since June 1, was renewed until Feb. 1, 1947. A fifth (KFIB Marshalltown, Ia.) which had been on temporary since Feb. 1, was granted renewal to Feb. 1, 1946.

WFNC Off Air
RAPIDLY advancing waters of Cape Fear River forced WFNC Fayetteville, N.C., to leave the air Sept. 15. Station expected to resume broadcasting about the first of last week. Transmitter building was under more than 10 feet of water and the engineers were moved by boat. Equipment was saved with the aid of German prisoners of war stationed nearby.

LYNNE Smeby Co. Asks Toledo CP 980 kc 5 kw
APPLICATION for a new station in Toledo, to operate on 980 kc with 5,000 w fulltime, was filed with the FCC last week by the Ohio-Michigan Broadcasting Corp., under the name of the newly formed company. Principals are Lynne C. Smeby, president, and George L. Mounsinger, director of NAB and before that a chief engineer of WXYZ Detroit and the Michigan Radio Network; Harold True, vice-president, news commentator on WJW Detroit, and Nicholas Wlowski, Toledo attorney, secretary-treasurer.

Electric Auto Light Co. of Toledo is listed as owner of one-third of the stock, with the three officials holding approximately 22% each.

Mr. Smeby for the war's duration has been deputy director, Operations Research Staff, in the office of the Chief Signal Officer in Washington. He hopes to leave that post in a month.

CBS STUDY REVEALS SERIAL POPULARITY
MORE THAN half (54%) of all women at home in the daytime listen to serial programs, according to a CBS study of daytime serials. Of the 54%, each listens to serials an average of an hour and 27 minutes a day.

The average program is heard 2.5 times a week by the radio audience, but the majority of listeners are doing household duties while they have their radios on. The study showed listeners like the serial programs largely because the characters and stories are true to life and teach a moral lesson.

TIDEWATER Football
TIDEWATER Associated Oil Co., New York (Veodol oil and Tyño gasoline), Sept. 28 started broad-casting Columbia U. home football games on WMCA New York and a network of New England stations including WTIC Hartford, WBZ Boston, WJAR Providence, WLBZ Barber, and WDRC Augusta. Broadcasts start at 2:15 p.m. and continue to conclusion of games, with play-by-play descriptions by Steve Ellis. Guest commentators will be featured. Tidewater also sponsors Sports Round-up Fri. and Sat., 6:45-7 p.m., and Sun. 2:15-2 p.m. on WSN New York, and "Manhunt" on 12 independent midwestern stations, including WEAL Eau Claire, KGLO Mankato, KLEY Minneapolis-St. Paul, KRC Rochester, WKLN Willmar, KFYR Bismarck, WDAY Fargo, WDBK Watertown, and WNAX Yankton. Agency is Lennen & Mitchell, New York.
Covering North Carolina's No. 1 Market

...Winston-Salem

...Greensboro

...High Point

Transcription Turntables

We are now in full production on turntables and are able to make excellent deliveries on chassis only, chassis with cabinets, or complete with lateral pickups and filters.

All equipments are latest design, inside rim drive dual speed with aluminum platter.

The next time you buy turntables, buy the latest—

the GATES CB7.

GATES RADIO COMPANY
Quincy, Illinois

Miller

(Continued from page 17)

who will be heard in his inaugural address.

Also taking office during the two-day schedule will be A. D. (Jesse) Willard, new executive vice-president, who will be introduced at the banquet. No broadcasts are planned from the banquet itself, which will be held in the Statler's combined Presidential and Congressional rooms. Banquet arrangements were made by C. G. Arney Jr., NAB secretary-treasurer.

At the Oct. 1-2 session of the board, which all members are expected to attend, Mr. Miller will describe the recent Broadcast Mission to Europe. Progress of Broadcast Measurement Bureau, and work of planning the audience measurement survey, will be described to the board by Hugh Felts, BMB director.

Developments in allocation of time by government agencies will be outlined along with a tentative plan by which U.S. agencies would prepare material for stations, with NAB handling the distribution of the packet.

Return of war veterans to civilian life will bring up several problems that will be considered by the board. Placement of employees returning to their stations will be discussed, along with opportunities for employment of veterans anxious to enter radio because of radio activity in the armed forces.

Capital Figures Attending

Among Washington notables who have accepted invitations to attend the banquet are Attorney General Tom C. Clark; Secretary of the Treasury Fred M. Vinson; Postmaster General Robert E. Hannegan; Associate Justices Hugo L. Black and Stanley F. Reed of the U.S. Supreme Court; Chief Justice D. Lawrence Groner and Associate Justices Henry W. Egerton, Harold M. Stephens and E. Barrett Prettyman, U.S. Court of Appeals, District of Columbia.

From Capitol Hill will come Senator Burton K. Wheeler and Representatives Joe Martin, Clarence F. Lea, Alfred L. Bulwinkle.

Gen. George C. Marshall has accepted. The District of Columbia will be represented by Commissioner Guy Mason.


Past Presidents

Past NAB presidents who will attend include Alfred J. McCorcher, WOR; Earle C. Anthony, KFI; Walter J. Damm, WTMJ; John Elmer, WCBM; Neville Miller; William S. Hedges, NBC; C. W. Myers, KOIN; J. Harold Ryan, Fort Industry Co.


Glenn Bannerman, president, will represent the Canadian Assn. of Broadcasters. From the Motion Picture Producers & Distributors will come Eric Johnston.

Among women guests will be Mrs. Julius Y. Talmdage, DAR; Mrs. Harold V. Milligan, National Council of Women; Mrs. William S. Culbertson, League of Republican Women; Mrs. Alma Kitchell, NAB Assn. of Women Directors; Mrs. Ruth Wilson Tryon, American Assn. of University Women.

Official welcoming committee from the NAB consists of:

District 1: C. S. Young, WBZ Boston; District 2: William A. Fay, WHAM Rochester, Craig Lawrence, WHOM New York; District 3: Joseph E. Baudino, KDKA Pittsburgh, Roger W. Clipp, WFIL Philadelphia; District 4: Don S. Elias, WWNC Asheville, Richard H. Mason, WPTF Raleigh; District 5: John M. Ouelter Jr., WSB Atlanta, Henry P. Johnston, WSGN Birmingham; District 6: Howard Summerville, WVL New Orleans; Wylie P. Harris, WJDX Jackson, Miss.; Emmett H. McCurry, WJFR Greenville, Miss.; District 7: W. Lee Coulson, WHAS Louisville, H. K. Carpenter, WHK Cleveland; Ralph G. Elvin, WLOK Lima; District 8: Clarence Leich, WGBF Evansville; District 9: Edgar L. Bill, WMED Portsmouth; District 10: John O. Maland, WHO Des Moines; Dietrich Dirks, KTRI Sioux City, Arthur B. Church, KMBC Kansas City; District 11: C. T. Hagman, WTCN Minneapolis; John F. Meagher, KYSM Mankato; District 12: Kenyon Brown, KOMA Oklahoma City; PZS Clark, KFVH Wichita; Hugh J. Powell, KGKF Coffeyville; District 13: Hugh A. L. Half, WACR San Antonio; Roy Collins, WFKA Dallas; O. L. Taylor, KGNC Amarillo; District 14: For Sharp, KSL Salt Lake City; Ed Youcum, KGHL Billings, Mont.; District 15: Clyde F. Coombs, KARM Fresno; William Bates Jr., KTRB Modesto; District 16: R. B. Williams, KYOA Tucson; District 17: C. W. Myers, KOIN Portland.

WSJS
WINSTON-SALEM

5000 Watts
600 on the Dial

* Represented by HEADLEY-REED COMPANY

October 1, 1945 • Page 87
CAPITAL TELEVISION TOWERS APPROVED

Two television tower projects were approved Thursday by the Board of Zoning Adjustment, District of Columbia. NBC Engineering Service application to erect a tower on a site at 40th & Brandywine, Northwest, with ground elevation of 407 feet was approved. Barbourger had requested a 390-ft tower but was allowed only 200 ft.

NBC application for a 350-ft tower atop the Wardman Park Hotel, with ground elevation under 200 feet, was approved by the Board.

Both applications cover towers for commercial television stations. FCC, Sept. 25 denied application of NBC for an experimental television station in Washington on Channel 4, 66-72 mc, using 2 kw (4 kw peak) power.

The Board’s decisions indicate that it is disposed to allow television stations to erect towers high enough to give adequate service to a considerable portion of the District. It is not willing, apparently, to permit enough height to eliminate shadow areas in many portions of the city.

NBC and Barbourger now will file applications with the District of Columbia Board of Commissioners for right to erect the towers.

American

(Continued from page 20)

he had held since 1943, until the appointment of Mr. Wallenstein, when he became director of popular music for American.

Mr. Wallenstein, who is music director and conductor of the Los Angeles Philharmonic Orchestra and who was musical director of WOR New York until he resigned that post to go to American, told Broadcasting last week that he regarded the loss of programming to “do a great public service job in music” but that “the network has changed the policies under which I agreed to serve”.

Having Good Time

Questioned about his future plans, Mr. LaRoche told Broadcasting, “I hear odd things, with “I’m going to do but I don’t recognize any of them.” Saying that he had nothing to add to the company statement, he pointed out that he is still vice-chairman of the network, a stockholder and director and an advisor to Edward J. Noble, chairman. “And,” he added, “I am having a very good time.”

One of the first indications of the change in operating policies of American appears in the network’s plans to cover the annual forum of the New York Herald-Tribune. Last year a full hour was programmed for forum coverage on each of the three evenings of the forum, with advertisers on the network relinquishing their time and affording their revenue for that commercial time, in order that American might present the forum speakers, not as individual addresses, but as specially built radio programs. John B. Kennedy as commentator introduced the speakers and summarized their remarks.

New WJZ Schedule

REALIMENTATION of the 7-9 a.m. weekday programming of WJZ New York, key station of American, was announced last week by John Hade, program director. New schedule starts with a quarter-hour news program followed by a half-hour of comedy and music. The five-minute Easso Reheker 7:45-7:50 is followed by a ten-minute news analysis by Gordon Fraser, commentator and former foreign reporter for the network. Breakfast With the Fitzgeralds occupies the 8-8:30 period; Nancy Craig is heard 8:30-8:55, and a five-minute religious program completes the two-hour period. New schedule is effective Oct. 1.

Gen. Hill Confirmed

IT’S BRIG. GEN. Luther Lyons Hill now. The Senate last Tuesday formally confirmed his nomination to the grade of brigadier general. Confirming, Sept. 24: Cowles Broadcasting Co. executive vice-president on leave is deputy director, Bureau of Public Relations, War Dept., Washington.

PORTER, BOOTH JOIN KREMER & BINGHAM

Comdr. Porter Comdr. Booth

Two Navy Officers who have worked together the past two years in the Bureau of Aeronautics are joining the Washington law firm of Kremer & Bingham, 921 Tower Bldg.

Lt. Comdr. William A. Porter, veteran Washington radio attorney who was released from active duty Sept. 12, became a member of the Kremer & Bingham firm last week. Comdr. Robert M. Booth Jr., who completes his duty Nov. 1, joins the firm then.

Comdr. Porter began practicing radio law in Washington in 1950 and from 1935-41 he was a partner in the firm, Littlepage, Littlepage, Porter, Littlepage & Williams. He opened his own office in 1941. When he was called to active duty on June 30, 1942, as a lieutenant, Mr. Porter closed his law office.

Comdr. Booth, later on wave of WJZ and WOR, was assistant head of Electronic Materials Engineering Div., Bureau of Aeronautics; was a member of the Radar Committee of the Combined Communications Board and a member of the working committee on frequency allocation under the Radar group.

Mr. Booth, graduated from Purdue U. with a degree in electrical engineering in 1933, joined the Crosley stations in Cincinnati as engineer, attending night law school.

Based in December 1941, he was called to active duty as a lieutenant (j.g.). Mr. Booth received his LLB degree from the Chase College of Law, Cincinnati. His work in electronics in the Navy won for him promotions and when he attained full commandery last year he was the youngest non-aviator commander in the Navy.

For some months he was superintendent of the Aero & Radar Labs, Naval Air Experimental Station, Philadelphia. He was admitted to the Ohio Bar in 1942 and to the District of Columbia Bar last June.

Mr. Booth plans to confine his future activities to the practice of communications law.

Sign NBC

NEW TYPE OF musical-dramatic program sponsored by International Harvester Co., Chicago, is starting on NBC coast-to-coast Sept. 7. Oct. 7, 2 p.m. Called Harvest of Stars, program will be headed by Raymond Massey as narrator and m.c. Contract for 82 weeks placed by McCann-Erickson, New York.

Pulse Modulation Shown by Federal

PULSE Time Modulation, a method of multiplex telephone, telegraph, radio broadcast and video transmission developed by the Laboratories Division of Federal Telephone & Radio Corp., was given its first public demonstration in New York last Thursday, day after the Navy had lifted wartime restrictions on the system.

Operating on a frequency of 1300 meters, Federal claims it possible for all radio stations in the community, especially TV and FM, to broadcast simultaneously from a single transmitter, Federal engineers said. With PTM all broadcasters could share the most desirable location. Better reception would be assured, since all receiving antennas could be focused directly on the transmitting point.

Federal’s own definition of PTM is “a method of radio communication which involves the transmission of a series of short bursts, or pulses, each approximately one-half second in length. Unlike previous systems which operate by varying or modulating the strength or amplitude of the wave (AM), or its rapidity of vibration or frequency (FM), PTM maintains constant amplitude and frequency. Actual communication is achieved by variation (modulation) of time interval between pulses. The electronic tubes in a PTM transmitter, the engineers explained, in effect chop the material to be transmitted into small bits which fit together so they travel in precisely the radio channel. These bits, or pulses, are then shot out over the microwave beam at a rate of 1,300 million vibrations per second, a speed which enables them to be centered and reassembled at the receiving end so each conversation or program is received with completed fidelity.

Demonstration was of a radio-telephone circuit between the TT&T Bldg. in lower Manhattan, Telegraph Hill, near Hazlet, N. J., and the new Federal Telecommunications Laboratories at Noluy, N. J. A single radio-frequency carrier wave can handle up to 24 two-way conversations, and this number may be increased 10 times.

WBAX Extension

TEMPORARY license of WBAX Wilkes-Barre, Pa., scheduled to expire Oct. 1, 1945, has been extended to Dec. 1, 1945, pending final decision by the Commission on the record. Decision in the case has been hanging fire since 1941, with the station operating on a temporary license at that time. The principal cause of postponement has been application of John H. Stenger Jr., licensee, for regular license, and applications of three others for WBAX facilities.
OA

(Continued from page 18)

Secretary advised the reporter to submit his "problems" in writing. When the reporter informed her that he was seeking information, she artily replied: "You won't get it ere."

After further insistence the secretary agreed to permit James Hoyt, assistant to Mr. Morse, to talk to the reporter but cautioned him, "Mr. Hoyt won't tell you anything." While waiting for Mr. Hoyt, the reporter waited to see if the reporter would talk to Mr. Lang, another assistant to Mr. Morse.

"I'll talk to anybody who can give me some information and answer a couple of questions," said he reporter. "Well, Mr. Lang will give you anything, but he won't give you information," was the secretary's response.

Mr. Lang prefaced the interview with: "I'm as well told you 'm not going to tell you anything." Nevertheless, he was asked with the questions: "Is it true that OPA was set to cut all ceiling prices in parts on Oct. 3? Does the OPA plan to lift controls on radio sets or parts? Does OPA know that manufacturers won't turn a wheel until OPA gives them something definite?"

"Could Answer"

"I could answer all those questions, but I'm not going to," said Mr. Lang. "Tell Mr. Gesner in our public relations department. He'll give you all the information we want the public to have. We have orders not to talk."

So to Paul D. Gesner in public relations. Mr. Gesner explained the whole situation, said the Industry Party Committee had asked OPA to lift controls because controls had been lifted on automobile parts. But OPA had decided otherwise.

To date only 35 manufacturers of the some 500 in the radio field had complied with OPA's request to file cost production data submitted by a few manufacturers. The permanent increase factor on tubes, based on an 86½% reply, was pegged at 10.4% above ceiling prices charged between Oct. 1-15, 1941. Interim factors ranged from 5½% for resistors and "all other radio parts, as covered by Maximum Price Regulation 188" to 11½% for coils and transformers and chokes.

Manufacturers complained that the interim factors were too low, so OPA on Sept. 18 issued the authorization for adjustable pricing.

Mr. Gesner suggested the writer should talk to Delmar W. Beman, the trade publication publicity man. Mr. Beman, like Mr. Gesner, was most cordial, gave all the information he had but, like his co-worker, knew nothing about the Oct. 3 date.

In a stinging speech on the Senate floor Sept. 20, Sen. Capehart declared that "OPA price-fixing policies are retarding re-conversion and recovery. I make the prophesy," he continued, "that unless we in the Congress do something about it, not too many months from now many millions of men will be unemployed." He inserted in the Congressional Record letters from the Magnavox Co., Fort Wayne; Electric Appliance Inc., Indianapolis; General Furniture Co., Terre Haute; Edgar Morris Sales Co., Washington, and Meyers & Son Mfg. Co., Madison Ind., complaining that the OPA is holding up re-conversion because of its attitude toward industry and its price-fixing policies.

Meanwhile manufacturers have declared they will not make parts under the adjustable price regulation of Sept. 18, contending that OPA might very well fix prices at less than cost production. Furthermore manufacturers contend they have not met with the same kind of opposition BROADCASTING did in attempts to gather some concrete information at OPA.

Price Administrator Chester Bowles, in a special article for retailers, said: "A flow of goods to top a growing mass market is the best answer to the threat of inflation and to the long term prosperity of industry. Radios and big ticket appliances are extremely important among the reconstruction goods coming back to the market. Speed of setting prices is important in getting radios and appliances to retail dealers."

Manufacturers agree 100% with Mr. Bowles, but they say his own agency apparently doesn't believe "speed of setting prices" is something the parts section hasn't displayed. Mr. Bowles' statement said he had compared the radio parts industry with the automotive parts industry, which has been suspended from price control as to original equipment, and "found that the reasons for such suspension do not apply to radio parts." Mr. Bowles fears the small manufacturer might be penalized by his lack of power to control his own price.

In the other hand, small manufacturers argue that price-fixing on radio parts certainly could work to the advantage of the large corporations and run the little manufacturers out of business.

Sen. Capehart declared that manufacturers prospered and the public long before OPA and he couldn't understand why they need a Government agency to run their businesses for them now.

OPENING OF NEW educational series on Kansas State Network, Radio Classroom, dealt with the subject "Singing by Radio". Present at inaugural were (1 to r.) R. Russell Porter, director radio broadcast, Kansas State Teachers College; Ray V. Gensen, general manager KSAL Salina; Geo. W. P. Schoepfel; Robert K. Lindsay, special manager, KPRB Wichita; J. Nelson Bepard, general manager, KTSW Emporia.

게의 (Ky.)

ISN'T A WHIZ

OF

A MARKET!

We don't know how the founders of Geo. happened to select its quotidian name. But we do know that you can spend a lot of dough to cover such a Kentucky town without ever getting exciting results! As for WAVE—we boast only of the Louisville Trading Area, the home of more spending money than is to be found in the rest of Kentucky combined. Goeb old Hemlock ain't you convinced yet?

LOUISVILLE'S

WAVE

3500 WATS. 970 E. C. • 3, 3, 3.

FREE & PETERS, INC.

National Representative

RICHMOND LOCATED MIDWAY BETWEEN THE NORTH AND SOUTH

Commercial and Industrial Kilowatt Areas in the Richmond Metropolitan Area

Six months ending June 30, 1944

157,333,359 KWH

Six months ending June 30, 1945

174,123,021 KWH

An Increase of 121% for 1945 over 1944

In this Major Market USE WMBG NBC IN RICHMOND, VA.

5000 WATS.

REPRESENTED BY JOHN BARNES & CO.

October 1, 1945 • Page 89
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

RICHMOND COVERAGE AT
PETERSBURG RATES
WIRE OR WRITE
WSSV
Petersburg, Virginia

In the old days they fired a gun from The Citadel in Halifax, Nova Scotia, to tell the time.

Today the population listens to CHNS for the time.

NOTE: They Still Fire the Gun Keeping Up the Old Traditions! New Traditions, However, Don't Get Much Business.

CHNS DOES—Try It.

They Like Our Style

Changes Effected by New WBT Owner

Three new appointments have been announced by WBT Charlotte, N.C., recently purchased by the Southeastern Broadcasting Co. from CBS. Charles H. Crutchfield has been named general manager. Later, Walker succeeds him as program director.

Mr. Walker's post of assistant program director is being filled by Mrs. Thelma Haigler, for six years personnel officer of WBT. Jack Knell, news director, has been assigned the added responsibility of director of special events. Winner of the 1959 "Headliners Award" for "First-Ranked Service in Journalism" in covering the Squalus submarine rescue operations, Mr. Knell was a former CBS announcer and newsman.

New director of promotion and publicity for WBT is Ed Connolly, who was with the promotion department of Radio Sales, spot sales division of CBE, and was written and reported for WCAX Burlington, Vt., and WLAW Lawrence, Mass., and was with AP in Boston for two years.

FBIS Termination Expected in Month

FOREIGN BROADCAST Intelligen-
Ciation Service of the FCC is slated to end within 30 days, the FCC announced last Thursday. The service has been a principal source of foreign intelligence since its inception five years ago, providing this government with information gleaned from monitoring foreign broadcasts.

PA Plans News Service
Serving Nation's Capital

SPECIAL AP news service for Washington, D.C., will be started Oct. 15 by Press Assn., filling from the AP newsroom in the Star Bldg. on a teleprinter circuit to radio and newspaper correspondents, offices and others. Circuit will emphasize Washington news, but will carry top domestic and foreign news, operating from 6:30 a.m. to 8:30 p.m. daily except Sunday. Special service will be provided on outstanding news. Joe H. Torbett, Press Assn.'s Washington representative, is organizing the service and will supervise. Basic rate in Washington will be $75 monthly at the outset.

Network Strike Favoring By Radio Directors Guild

MEMBERS of the Radio Directors Guild, New York, voted Sept. 24 in favor of a strike against networks, unless the union demands are met. A committee has been negotiating nine months for a contract with the four major networks, and the counter offer of the networks on minimum wage scales and working conditions is unacceptable and unreasonable.

WKWF Beats the Gun In Storm; Debut Near DURING Florida hurricane, WKWF Key West—which has a CP but awaits authorization to begin broadcasting after field engineering tests—was on the air by special FCC permission handling emergency announcements. The station, owned by John M. Spottswood, broadcast from 9:30 p.m. Sept. 14 until 10:45 p.m. Sept. 15—the first time, FCC officials stated, that a station had broadcast prior to approval of field strength tests. Mr. Spottswood expects to begin broadcasting on a regular schedule by Oct. 1.

BEVILLE GOES BACK TO RESEARCH AT NBC

LT. COL. H. M. BEVILLE, whose release from the army is anticipated early this week, returns to his former position as director of research for NBC. Under the new set-up, research becomes a separate department, with Mr. Beville reporting directly to Frank E. Muller, vice-president and general manager. Previously, research has been a division of the advertising and promotion department of the network.

Since leaving NBC and entering service as a first lieutenant in January 1942, Col. Beville participated in planning the invasion of Europe while attached to Gen. Bradley's staff; landed in Normandy on D-Day plus 3; served with the First Army in France, Luxembourg, Belgium, and Germany; was awarded the Bronze Star; returned to the United States last June as a lieutenant colonel and went to the Pacific as a member of Gen. Hodges staff to help plan the invasion of Japan, returning to this country Sept. 18.

Reichhold Time

REICHHOLD CHEMICALS, Detroit (Cosmonaut Records), Sept. 29 started Cosmo Tune Time, a cavaletto of stars featured on Cosmo records, Sat. 8:30-9 p.m. on 68 Michigan Avenue, a program replaces Detroit Symphony Orchestra, sponsored by Reichhold, which went off the air Sept. 15, and Cosmo Symphonic Strings, which filled in Sept. 25. Sponsor is Grant Advertising, New York.

WPB Placing Employees

WPB is helping its employees from radio, advertising, journalism and public relations fields in relocating with private industry, with the Industry Personnel Committee named by WPB chairman J. A. Krug to contact employers. Interested organizations are asked to supply a list of personnel needs to committee or contact WPB field offices.

D. C. APPEALS COURT NOW HAS FULL BENCHE

For the first time in more than two years the U.S. Court of Appeals for the District of Columbia, which sits on appeals from FCC decisions, has a full six-man bench, with confirmation last week by the Senate of three Associate Justices.

Former Sen. Bennett Cham Clark (D.-Mo.) succeeds Justie Justin Miller, who today (Oct. 1) started his term as chairman of the NAB. E. Barrett Prettyman, Washington attorney with a long background as government counsel, takes the seat previously occupied by Thurman W. Arnold, who resigned several weeks ago. Wilbur K. Miller of Kentucky was named by President Truman to fill the vacancy created in May 1945 when Fred M. Vinson (now Secretary of the Treasury) returned to be War Mobilization Director under the late President Roosevelt.

FCC Revises Rules

AS WAR TIME ENDS

With the nation reverting to standard time at 2 a.m. Sunday Sept. 30, the FCC last week revised its Rules & Regulations covering stations to operate by local sunrise and sunset to place all stations on "mechanical astronomical time" rather than fast war time.

Throughout the nation broadcasters were expected to operate with daylight saving time under local option face dual confusion—with the changeover extended again when they in their respective areas adopt standard time. In Chicago, for instance, all but one network affiliate, WGN, are operating on Central Standard Time.

In its announcement Sept. 26 the FCC said its Rules & Regulations were being revised as follows to conform to the end of Daylight Savings Time:

Part 2, Section 2.36 of General Rules and Regulations repealed.

The footnotes No. 26 Section 7.81 (d) page 20 (0) Part 7, No. 27 Section 7.82 (d) page 22 Part 7, No. 79 Section 8.221 (d) page 54 Part 8, No. 82 Section 8.222 (c) (5) page 57 Part 8 all amended to read as follows:

"Eastern Standard Time should be used as 5:01 GMT; 8:30 a.m. Eastern Standard Time should be used as 13:30 GMT; 7:45 p.m. Eastern Standard Time should be used as 20:45 GMT."

The Average Sunrise and Sunset Table (Section 3.8) of the Standards of Good Engineering Practice (20th Edition) No. 344 for Broadcast Stations, was revised.

Order No. 129 was adopted, effective Sept. 30. It repeals Order No. 90 adopted Feb. 3, 1942, and ordering specific times of sunrise and sunset in all existing instruments of authorization for standard broadcast stations to be returned to "mechanical astronomical time".

Koin We Work Today for the Northwest's Limitless Tomorrow

PORTLAND, OREGON
CBS Affiliate
Thomas to Conduct Radio, Video Clinic

A CLINIC in radio and television directed by Eugene S. Thomas, sales manager of WOR New York, will be given during the 22nd annual advertising and selling course sponsored by the Advertising Club of New York. Course is scheduled to start Oct. 8 and conclude March 11, with clinic under Mr. Thomas starting Feb. 18.

Speakers during clinic include Norman S. Livingston, director of program operations of WOR, who opens the clinic Feb. 18 with a talk on "Programming". Other speakers and their subjects will be: Roger Bower, program producer of WOR, "Production in the Radio Studio", Feb. 21; Ralph B. Austrian, executive vice-president, RKO Television Corp., "Production in the Television Studio", Feb. 25; Peggy Mayer, freelance writer, "Radio and Television Writing", Feb. 28; Joseph A. Moran, assistant director of radio, Young & Rubicam, New York, "Commercial Radio and Television Writing", March 4; Mrs. Dorothy Lewis, coordinator of listeners activities, NAB, "Program and Copy Acceptance", March 7.

Among lecturers and subjects included in the program for the advertising and selling course are: Paul Hollister, vice-president in charge of advertising and sales promotion, CBS, "The Place of Radio in Advertising", Nov. 19; Edgar Kobak, president of Mutual, "Qualifications for Salesmanship", Dec. 3; Don G. Mitchell, v-p Sylvania Electric Products Inc., "Advertising and Selling, the Biggest Job Ahead", Jan. 7.

The course has been conducted 21 years. Leading advertising and sales executives appear without compensation, as a contribution to the advancement of skills in their professions. Thirty-two lectures and eight series of clinics will be given this year.

be broadcast by affiliates in surrounding areas.

In behalf of WGR Roman Mass, Piersen & Ball asked an additional 90 days to file objections to the frequency assigned the station.

WHEC Rochester, N. Y., asked that the Commission assign the two Rochester FM stations' frequencies further apart to facilitate tuning in the station and making visual identification on the dial easier.

KMBQ-FM Kansas City, Mo., advised that it expects to be ready with tests and regular service at the dates set by the Commission and asked that protection be given it for rural coverage if it becomes necessary.

WABF New York telegraphed "entire satisfaction" with the assignment given it and advised it would proceed to comply with the Commission proposal.
**WFMJ Sells**

The Rich Mahoning Valley

Ohio’s Third Market at least cost—affiliate of the American Network.

Ask HEADLEY-REED

**WFMJ YOUNGSTOWN, OHIO**

**U.P.**

THE MARK OF ACCURACY, SPEED AND INDEPENDENCE IN WORLD WIDE NEWS COVERAGE

**United Press**

**WIBW Voice of Kansas in Topeka**

WIBW has developed America’s most successful radio selling technique—"reasons why" delivery as the recommendation of one friend to another.

**PAGE 29**

**October 1, 1945**

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**ACTIONS OF THE FCC SEPTEMBER 21 TO SEPTEMBER 28**

**Decisions . . .**

**ACTIONS BY COMMISSION SEPTEMBER 25**

Earl C. Anthony Inc., Los Angeles—Denied application for CP new experimental TV station.

Pacific Coast Broadcasting Co., Los Angeles—Denied application for new experimental TV station.

Tokyo Century Broadcasting Co., Boston—Same.

General Television Co., Kansas City—Same.

National Broadcasting Co., Washington—Same.

S. E. Adcock, 1539 Stuart Broadcasting Co., Knoxville, Tenn.—Denied application for CP new experimental broadcast station.


Everett C. Atkinson, Birmingham, Ala.—Same.

Harold O. Bishop, Hattiesburg, Miss.—Same, same for duplicate.

Utah Broadcasting & Television Co., Salt Lake City—Same.

NEW-DEVELOPMENTAL The Halmarkers Co., Chicago—Granted application for CP new developmental broadcast station, 100,000 kw., 250. W.

Topanga Broadcast Assn., Topinka, Kan.—Denied application for CP new developmental broadcast station.

NEW-DEVELOPMENTAL Zenith Radio Corp., Chicago—Granted application for CP new developmental broadcast station, 1,000 kw.

KCKN Broadcasting Co., Kansas City—Denied application for CP new developmental broadcast station.

**SEPTEMBER 26**

ORDERED by FCC, in accord with a recent Public Law No. 90, that specific average times of sunrise and sunset of all existing instruments of time and for standard stations shall be returned to the six time zones as applicable effective 3 a.m. Sept. 30, 1945. Also revised schedules of Rules & Regulations in termination of daylight saving time.

**ADMINISTRATIVE BOARD ACTION SEPTEMBER 24**

KUFA Salt Lake City—Granted mod. license to change partnership name from Utah Broadcasting Co. to Frank C. Garrett, William Power and Grant B. Daniels of Radio Broadcasting & Television Co. of Salt Lake City.

NEW-RELAY Frank C. Brightman et al (radio station broadcasting & TV program service) — Granted CP for new relay station to be used with KUFA.

KVR Colorado Springs, Col.—Granted authority to determine power by direct measurement of antenna power.

WBBA Boston—Same.

**NEW-AM Salt Lake City Broadcasting Co., Salt Lake City—Granted mod. CP for new station KALL, for exclusive completion date of 12-30-45. Granted waiver Secs. 3.35(b) and 3.60 of Commission’s Rules & Regulations; conditions stated.**

NEW-DEVELOPMENTAL Kaytheon Mfg. Co., New York—Granted license to cover CP for new developmental broadcast station WXYX, frequencies to be assigned by FCC chief engineer from time to time; power 10 kw.; to operate In accordance with Secs. 1431 to 1437 inclusive, and upon exp. basis only, conditions stated.

LICENSES for following relay stations extended on temporary basis, pending determination license renewal applications, for periods ending 12-31-45.

WEHLD KAVG WMBZ WMZP.

LICENSES for following relay stations extended on temporary basis, pending determination license renewal applications, for periods ending 12-31-45:

KPAA KNED WBOO WADA WADT WEI REALS XAMW WAXP KEUR KBBT KIBT WBVW.

**NEW-AM Center Broadcasters Inc., State College, Pa.—Granted modified license to cover CP for new station, for approval antenna and approval transmitters, studio and office sites. Granted waiver Secs. 3.35(b) and 3.60 of Commission’s Rules & Regulations.**

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**MEETINGS CHANGED**

The Federal Communications Commission announces that, beginning the first week in October, the regular morning meetings of the Commission will be held on Wednesday, instead of Tuesday. Motions hearings will be held on Thursday of each week beginning the first week of October, instead of Wednesday.

**NEW-FM WJW Cleveland—CP net FM station, to be assigned in 92-106 m. band. 10,000 kw., 500,000 m. coverage. $700.00 cost.**

**AMENDED WGAQ Augusta, Ga.—CL change 1200 kw. to 300 kw., increase 75 kw., to 5 kw. D1 kw. N install new trans. and DA-N, and change trans. site.**

**NEW-AM 1240 kHz Robert W. Roophoneville and George M. Clark D1 Elizabethan Broadcasting Co., Elizabethan Tenn.—CP new station 250 kw. unid. 600 kw. KKIL Dallas—Increase kw. to 50 kw. install new trans. and change trans. site.**

**NEW-RELAY WGST Atlanta, Ga.—Li cease to cover CP for new relay station.**

**NEW-AM 1450 kHz Cedar Rapids KIBT—CP new station Cedar Rapids—CP new station 250 kw. unid.**

KVRB Great Bend, Kan.—License renewed.

**SEPTEMBER 25**

**NEW-AM 690 kHz Virginia Broadcasting Co., Roanoke, Va.—CP new station 1 kw. Da., 50 kw. N install new trans. and change trans. site.**

**NEW-AM 660 kHz KOAM Omaha—CP increase 500 kw. to 10 kw., change hours from 3 kw. to 10 kw. install new trans. and DA-NS and change trans. site.**

**NEW-AM 1400 kHz Harry Willard Linder, Marshall, Minn.—CP new station 250 kw. 17 kw. N.**

**NEW-FM 48.3 kHz WMFM Inc., Chicago—CP new station 1 kw., 50 kw. N install new trans. and change trans. site.**

**NEW-AM 1100 kHz WMFM—CP new station 1 kw., 50 kw. N install new trans. and DA-NS and change trans. site.**

**NEW-AM 43.3 kHz WTAV Westerly, R. I.—CP new station 1 kw., 50 kw. N install new trans. and DA-NS and change trans. site.**

**NEW-AM 1240 kHz Midwest Broadcasting Co., Cadillac, Mich.—Granted mod. CP for new station WATT for change in studio location. (Action taken 9-18-45.)**

**NEW-AM WATT Cadillac, Mich.—Granted mod. CP for new station WATT for change in studio location. (Action taken 9-18-45.)**

**NEW-AM WATT Cadillac, Mich.—Granted mod. CP for new station WATT for change in studio location. (Action taken 9-18-45.)**

**KSOO Sioux Falls, S. Dakota—Adopted proposed findings and conclusions for license renewal.**

**KTRA Lubbock, Tex.—Adopted order granting license renewal and approval for assign. license to Ben T. Wilson, R. A. Coblett and Thomas W. Baker d/b/d Red Sands Broadcasting Assn. to Darrell E. Yates.**

**APPROVALS, LOCAL BROADCASTING**

**TENTATIVE CALENDAR**

**OCTOBER 1**

**WINS New York—Vol. assign. license from Herschel B. F.-O. The Croxley Corp. (further hearing).**

**OCTOBER 4**

**BROADCAST hearing, to be held be Cablevision Co. to be entered into matter of promulgation of Rules & Regulations for Good Engineering Practices for commercial TV broadcast stations.**

**SEPTEMBER 21**

**NEW-AM 1240 kHz Midwest Broadcasting Co., Cadillac, Mich.—License to cover CP as mod. for new station WATT. Authority to determine operating power by direct measurement of antenna power.**

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**(Continued on page 93)**
TECHNICAL

COMDR. HERBERT C. OUTERMAN, chief, Navy Radio, and former manager of the U.S. Navy Electronic District, is named chief of the Department of Defense's new high-technology division. The division, which will be headed by Outerman, is responsible for the development and implementation of electronic systems for the Department of Defense.

KARL TROFELN has been appointed technical director of the Western Electric Company. He will be responsible for the company's research and development activities. TROFELN has been with Western Electric for 36 years and has been a member of the company's executive committee since 1969.

MURRAY S. FERGUSON has been appointed president of the California Broadcasters Association. He has been active in the association for many years, serving as its past president.

NEW DEVELOPMENT: Westinghouse Radio Stations Inc.—CP new portable mobile develops developed the Westinghouse Mobile Unit, which operates on 49.5, 102.3, 107.9, 500-525, 650-690, 720-760, 830-900, and 1100-1300 kHz. This unit is equipped with a six-tube transmitter and a four-tube receiver, and it is designed for use in mobile broadcasting.

NEW Engineered Firm

UNIVERSAL RESEARCH Labs., consulting engineers, with headquarters at No. 1 Nob Hill Circle, San Francisco, has been announced by Wesley L. Dunn, president. The new firm is headed by Royal V. (Doe) Howard, vice-president and in charge of engineering for Associated Broadcasters Inc. and Universal Broadcasters Co., and is a subsidiary of the latter organization. The firm's offices will be located at 0057 Hollywood Blvd., Hollywood, National Association in radio engineering and the phases of the business.

Ralph J. Reed has joined the engineering staff of CKY Broadcasting, Salina. Recently released from RCAF, he was stationed at 450th Air Force Base.

Q: Glaciers can be used for refrigeration. A: Fact. The army uses them for food storage. It's a Known FACT that

W L A W

LAWRENCE, MASS.

Is the preferred station of nearly two million listeners in Industrial New England.

5000 WATTS 680 Kc.

NATIONAL REPRESENTATIVES:

WEED & CO.
Radio Construction Men

Radio men who are interested in building radio broadcasting equipment can avail themselves of this time of excellent post-war positions. Must be able to read schematics and do neat wiring but engineering skill not mandatory. Good wages in attractive middlewestern city. Wire, phone or write.

Gates Radio Company

Quincy, Illinois

Phone 522
Situations Wanted (Cont'd)
radio executive will see recent execu-
tive departures one or two steps up to man-
ager your station. Usually well-
known or with good basic back-
ground in all phases of radio with ex-
perience in both WM and national net-
works. Recent record of successful
promotion and confidence. Box 225, BROAD-
CASTING.

Executive engineer desires position as
chief engineer of large station planning
a major expansion. Desires to work with sin-
gle family man, well known with established
engineering
background. Very
thorough in all phases of broadcast engineering.
To class of stations, 1 to 50 kw, major
network, operating, training, sales,
laboratory design, college instruction,
technical
advisory committee. Will
accept 7750 to $7500 per year dependent on
station and position. Will be available for interview. Box 227, BROADCAST-
ning.

Radio salesperson, 10 years experience S. California and other important areas,
recently employed by major network. Will work in Colorado or Mexico. Will
accept $3500 to $5000 per year. Box 228, BROADCASTING.

Announcer, 20 years of professional
work in live and record work in Chicago. Known
for good clean style and reliable service. Will
accept 7500 to $8000 per year. Box 229, BROADCASTING.

Actor, versed in everything from Broadway to Hollywood. Will
accept 7500 to $8000 per year. Box 230, BROADCASTING.

Executive producer of large network, 25 years experience. Will
accept 7500 to $9000 per year. Box 231, BROADCASTING.

Situations Wanted (Cont'd)
First class FM-engineer wants position
in Los Angeles. Box 232, BROADCASTING.
Flying radio engineer wants job, manu-
facturer, designer, executives, 12
years experience. Will accept 7500 to $8000 per year. Box 233, BROADCAST-
ning.

WANTED: Experienced and reliable
salesman. Will work night shift at a
leading station. Write or wire. West, south-
west coast. Box 234, BROADCASTING.

Executive sales training. Two
years experience, strong in
advertising. Written and oral
salesmanship. Will accept
10,000 to $12,000. Box 235, BROAD-
CASTING.

Young, energetic, general manager,
8 years experience. First class
knowledge of station operations. Will
accept 7500 to $9000 per year. Box 236, BROADCASTING.

WANTED: Announcer, writer, idea man. Married, age 29. Wide
radio show-bizness back-
ground. Adaptable. Will accept
6500 to $7500 per year. Box 237, BROADCASTING.

Station manager—10 years broadcast-
ning experience. Background includes
sales, production, on-air talent,
administration. Will accept
7500 to $9000 per year. Box 238, BROADCASTING.

Program director—Married, 25 years
experience. Well versed in all phases of
radio. Excellent leadership qualities. Will
accept 7500 to $10,000 per year. Box 239, BROADCASTING.

Announcer, writer—5 years experience. Will
accept 6000 to $7000 per year. Box 240, BROADCASTING.

Executive writer—50 years experience,
30 years as writer and producer. Will
accept 7500 to $9000 per year. Box 241, BROADCASTING.

Situations Wanted (Cont'd)
1000 kw. Will accept 7500 to $9000 per
year. Box 242, BROADCASTING.

WANTED: Sales manager—Married, 25
years experience in all phases of
radio sales. Well known to
major network. Will accept
7500 to $9000 per year. Box 243, BROADCASTING.

WANTED: Announcer, writer, editor, 
idea man. Married, age 29. Wide
radio show-bizness back-
ground. Adaptable. Will accept
6500 to $7500 per year. Box 247, BROADCASTING.

Young, recently discharged army
officer, news scripter for NBC college graduate. Wants
back into newspaper of Eastern
shortwave outlet or large local station. Box 248, BROADCASTING.

WANTED: Account executive for
newspaper advertising. Must
be willing to travel. Will
accept 7500 to $9000 per
year. Box 249, BROADCASTING.

WANTED: Station engineer—Married, 25
years experience. Will accept
6500 to $7500 per year. Box 250, BROADCASTING.

WANTED: Announcement writer—5 years
experience. Will accept 6000 to $7000 per
year. Box 251, BROADCASTING.

WANTED: Station manager—Married, 25
years experience. Will accept
7500 to $9000 per year. Box 252, BROADCASTING.

WANTED: Account executive for
newspaper advertising. Must
be willing to travel. Will
accept 7500 to $9000 per
year. Box 253, BROADCASTING.

WANTED: Station manager—Married, 25
years experience. Will accept
7500 to $9000 per year. Box 254, BROADCASTING.

WANTED: Account executive for
newspaper advertising. Must
be willing to travel. Will
accept 7500 to $9000 per
year. Box 255, BROADCASTING.

WANTED: Station manager—Married, 25
years experience. Will accept
7500 to $9000 per year. Box 256, BROADCASTING.

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years experience. Will accept
7500 to $9000 per year. Box 257, BROADCASTING.

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years experience. Will accept
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years experience. Will accept
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FELTIS INVITES NETS TO DISCUSS BMB COSTS

ACTING on the resolution adopted Sept. 14 by the BMB board of directors, Hugh Felitis, BMB president, last week invited the nationwide networks to discuss the question of network subscriptions to the organization's audio-visual presentation service. Frank Stanton, CBS, vice-president and general manager, replied that his network is interested in the plan and has arranged to meet with the BMB finance committee to discuss the CBS subscription costs.

Robert L. Sweeney, Mutual vice-president and general manager, and the network's department heads received the BMB presentation on Friday and will formulate further into the costs as they affect Mutual. Plans were made with Carl Haverlin, Mutual vice-president, in charge of station relations, for a closed circuit presentation of the plan to be made Oct. 11 to all affiliates. NBC and American have not yet set dates to discuss the plan but they are expected to be within the week.

TBA PREPARES ARGUMENT FOR OCT. 11 TELEVISION

TELEVISION BROADCASTERS ASSN. will not ask postponement of Oct. 11 hearing on FCC's video rates, despite extreme shortage of time for preparation of technical data and argument. TBA board decided at meeting in Davenport studios in New York. Board was reported in agreement it should do nothing to delay further the start of postwar television.

Col. William A. Roberts, Washington attorney, who will represent TBA at hearing, is working with technical committee, headed by F. J. Bingle, chief television engineer of Phileco Corp., in preparation of the group's argument. Board declined to reveal its position.

Board approved application of Westinghouse Electric Co. (manufacturing division) for affiliate membership and of Syracuse and Western Reserve universities for educational memberships.

NEW DUTIES FOR HILL

IN SHUFFLING of duties in War Dept., Bureau of Public Relations, announced last Friday, Brig. Gen. Luther L. Hill--just promoted to that rank--becomes BPR director. erstwhile director, Maj. Gen. Alexander P. Surine, is now director of information with BPR and information and Education Division reporting to him.

Closed Circuit

(Continued from page 4)

unless relief comes. Engineering department is already working triple time trying to keep up.

COMMISSIONER Clifford J. Durf, soft-spoken stormy petrel of the FCC who dissents at dollar sign, isn't in top health. He has suffered periodic outbreak of a skin eruption. If it follows urgings of his colleagues, he will spend a month under observation, probably at Bethesda Naval Hospital, to clear up bothersome condition.

At Deadline...

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Advertising brought CHICAGO to SAUK CENTER!

TO J. Montgomery Ward, a drygoods salesman who founded Montgomery Ward & Co. in 1872, goes the credit for bringing the big city store to the smallest hamlet. It was Ward who distributed the first mail order catalog, a little 100-page book three and a half by five inches in size. Dwarling that first little book, today's Montgomery Ward catalogs run to more than 1000 pages and millions of copies. They sell shoes and automobile batteries, garden hose and dress goods. They bring Chicago to Sauk Center and its sister villages the nation over.

In the DISTRIBUTION DECADE
Advertising Must Make Buying Still Easier!

VICTORY on the Fighting Fronts must be followed by victory on the Economic Front if our nation is to enjoy continued prosperity. America's most powerful armament in the coming Distribution Decade will be Advertising.

Manpower, materials, money and manufacturing facilities will be available in abundance. So will the markets. But the leading role in creating the demand among consumers to keep the wheels whirring falls to Advertising.

More than creating a demand for goods, Advertising must also keep these demands parallel to our ability to produce. Failure on either count would mean a slump in buying power, accompanied by unemployment and eventual depression.

The blueprints for victory on the Economic Front already are being drawn—in the nation's advertising agencies and at the Nation's Station, WLW. Advertising did it before—and will do it again—better. So when the time arrives, alert agency men will be ready for the Distribution Decade. The Nation's Station will be ready, too; ready to go into action—with new, factual data on how to move merchandise in the 4-State market that is WLW-Land.

WLW
DIVISION OF THE CROSLEY CORPORATION

THE NATION'S MOST MERCHANDISE-ABLE STATION
"KLZ . . . gives its listeners something besides jive jingles and soap operas."

The final sentence in the editorial at the left is one of the straws in the wind which indicate that KLZ's zealous effort to provide the best possible radio service to Colorado listeners is meeting with success. "Colorado Speaks" has been a weekly feature of KLZ for more than five years. It presents the ideas and opinions of Colorado's 248 weekly and daily newspapers, keeping the people of the region informed on what their neighbors are thinking. It has built a firm bond of understanding and good will between KLZ and the newspapers of the Denver region.

Colorado speaks through its newspapers and its newspapers speak highly of KLZ.