Meet
Jack Shelley—WHO's Second War Correspondent!

When Jack Shelley left Des Moines in October, 1944, accredited from WHO to the U. S. 1st and 9th Armies in Europe, he little thought that during most of his trip he would be the only correspondent representing an independent station on the Western Front—not that he would be able to see and report the Germans’ last offensive in World War II.

Both things happened. During most of the period to February, 1945, Jack and WHO had a notable "exclusive" in Germany; and that included the Battle of the Bulge, too! And several times every week, Jack short-waved his story to WHO, where it was rebroadcast to the intensely-interested Midwest ... interviews with boys from Iowa Plus ... up-to-the-instant war news ... messages of courage and cheer from an old friend whose very voice brought strength and reassurance.

When Jack Shelley returned from Europe, he was asked and accepted invitations to speak before audiences totaling more than 45,000 people in three months before his departure for the Pacific, where he was accredited to Admiral Nimitz’s headquarters on Guam.

Unusual service for an independent station to give? Yes!—but perfectly in line with WHO's whole philosophy of service, and another reason why Iowa prefers WHO!
Albert L. Warner now directs the WOL News Bureau—probably the largest news staff ever assembled by a radio station for the preparation of a single news program . . .

"THE VOICE OF WASHINGTON"
Presented by
GENERAL ELECTRIC
Twice Daily
Familiar to Millions

Albert L. Warner, familiar to millions as the "Voice of the Army" on the Army Hour every Sunday afternoon since Pearl Harbor, heads up the entire news staff for General Electric's twelve-time-a-week newscast over Washington's leading news station.

Tell Your Sales News Where Washington Listens for ALL News

Basic Mutual

A Cowles Station

WOL

Represented Nationally by
The Katz Agency, Inc.
Your sales message gets a straight-from-the-shoulder punch in a spot where it can do the most good when you buy WSIX! Here's why WSIX is the "winner and still champ" in this rich middle-Tennessee area: (1) The best daytime Hooperating of any Nashville station. (2) Top shows of both AMERICAN and Mutual Networks. (3) A very low unit cost for excellent coverage. In this PERMANENT market over a million potential buyers await your "Sunday Punch".

REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.

AMERICAN

WSIX
The Voice of Tennessee's Capital City

MUTUAL

NASHVILLE
TENNESSEE

5000 WATTS

980 KILOCYCLES
Upcoming

Dec. 10-11: RMA-Canadian RMA joint meeting, Westchester Country Club, Rye, N. Y.

Dec. 11: FCC hearing on rules and standards for commercial TV, National Museum, 10th & Constitution Ave., 10:30 a.m.


Dec. 15: FCC hearing on objections to FM assignments in New York metropolitan district.

Dec. 20: FMBI Board, Ambassador East Hotel, Chicago.


Nov. 4-10: National Radio Week.

Bulletins

WOR New York has become a subscriber to Broadcast Measurement Bureau, bringing total number of BMB stations to 551.

J. KELLY SMITH, senior sales manager of Radio Sales, representing CBS owned and operated stations, has been appointed director of station relations for CBS, effective Nov. 1. He succeeds Howard Lane, who resigned to join Field Enterprises as general manager of the Radio Division [Broadcasting, July 30].

NEGOTIATIONS between Lewis-Howe Co., and American network for the former's sponsorship of the weekly True Detective series are expected to result in contract within the next week.

PETRILLO was expected to pull the Prudential Family Hour, an all-musical show, on CBS, Sunday evening. (See story on page 17.)

AMP PACTS EXTENDED

ASSOCIATED Music Publishers has extended the music licensing agreements with WORL, WLM, WSB, WRVA, WQXR, WPTF, WMU, WGBK, WIOD, WBCB, WSNN, WAYS, WAGE, KWK, KXK, KOMA, KFI, KPL, KCRW, KCB.

Business Briefly


PERFUME SERIES: Renov Parfums, New York (Chichi and My Alibi perfumes), Sept. 25 started quarter-hour evening program, Salon de Musique, Tues., Thurs., on WQXR New York, 9:15-9:30 p.m. Company sponsored luncheon concert on WQXR for past year, and has newcasts daily on WLS Chicago, Mon. through Fri., 8:30-8:45 p.m. Agency, Abbott Kimmell Co., New York.

PIC SPOTS: Street & Smith Publications New York (Pic magazine), on Oct. 22 started transcribed announcement campaign featuring Don Dunphy, sportscaster, in about 20 major markets. Contract for two weeks will be placed through National Radio Clearing House, New York.


LT. JACK HOWARD CITED BY HALSEY

LT. JACK R. HOWARD, USNR, has been cited by Adm. W. F. Halsey for his work as intelligence officer preceding and during the American occupation of the Yokosuka naval station.

Ld. Howard served as liaison between the commander of the American naval shore forces and the Imperial Japanese naval authorities in charge of the station. Ld. Howard is in charge as president of Striper-Howard radio.

Net Newsmen on Second Globe Flight

A SECOND round-world flight following course of Globester will have top newsmen representing major networks. Broadcasts are scheduled from five separate points, with wire recorder facilities aboard for delayed transmissions.

Flight tentatively set to begin Oct. 19 from Washington, continuing two or three weeks depending on wind and weather. Globester world-girdling flight, which wound up last Thursday night, took about a week. Longer stops are contemplated by the radio plane en route.

Network assignments are: Ted Malone, American; Bob Trout, CBS; Dave Driscoll, Mutual; and tentatively Robert McCormick, NBC. Itinerary: Bermuda; Santa Maria, Azores; Casablanca (X); Tripoli; Cairo (X); Abadan, Persia; Karachi; Calcutta; Lollang; Manila; X; Marianas; Philippines; Honolulu (X); San Francisco; St. Joseph, Mo.; Washington, D. C. (X denotes broadcasting facilities).

Army engineer will be aboard to handle wire recorder. Flight, though not officially named, is scheduled as "Second Round-the-World Flight" at Air Transport Command headquarters.
Hon. Lyman Bryson  
Columbia Broadcasting System  
New York, N. Y.  

Dear Lyman,  

More work for me! Another office to clean everynight, another desk to dust! See the feller whose picture's on this letter.... the good looking one, I mean—that's Harry Brawley a new man here at WCH5 in Charleston, W. Va. Who'm I? Why, I'm the guy leanin' on the broom—I'm the guy who has more work to do now. You see, the boss figured there was a whale of a big job to be done here in Education in Radio. Of course, we've carried the American School of the Air show for years—had student discussions, special demonstrations—all the usual thing. But the campaign we're putting on this year beats all! First—we've got Harry Brawley.... used to be a school principal himself—knows how to talk the educators language; then—we promote the show like a million dollar commercial strip.... billboards, bus cards, newspapers, spots—the works! And to top it off—actual cash prizes in a big contest for rural, elementary and secondary schools.  

We haven't forgotten adult education either. There's a plan brewing for a "Report to the Community" program. This'll deal with public health, public utilities, educational institutions, government activities, welfare—all community problems.  

I don't know why I keep saying "we".... except it does mean more work for me, too. This Brawley feller will be having meetings all over the place with his Citizens Advisory committee, I suppose. Oh well, I guess I shouldn't kick. What's a little more sweeping to me when the station's offering real public service to the community!  

Yrs.,  

Algy
In the Puget Sound area over 27,000 small power craft are registered ... plus several thousand unlicensed sailboats. Most of these are pleasure craft! This great fleet has grown up here, not only because of the magnificent natural facilities of the region, but because of the large number of families with better-than-average incomes ... a preferred market of people enjoying the better things of life in economic stability.

KIRO is the only 50,000 watt station in this rich market ... it brings Columbia Programs to Seattle and the Pacific Northwest.
To Americans everywhere, Philadelphia is the home of such solid symbols of freedom as the Liberty Bell, Independence Hall, the Betsy Ross House and other great landmarks of liberty.

To the people of Philadelphia, there is a living symbol of the first of the Four Freedoms today—Freedom of Speech. It is radio. Radio that is more than just good entertainment. Radio that has the interest of the public at heart—that is friendly and neighborly. Radio that works side by side with its townspeople—alert to their community problems—eager to air both sides of controversies—and striving to forge a better and brighter tomorrow by the public service it performs today.

All these add up to an active interpretation of radio's role in keeping the public informed and protecting their "inalienable right to freedom of speech."

And that is the kind of spirited translation you will find at WFIL in Philadelphia—where a "public service personality" pays off for advertisers in listener response at probably the lowest cost of any local network-affiliated station.

So when people think of Philadelphia's landmarks of liberty—they also think of WFIL as the progressive station with the public service personality.

Good reason to check now with WFIL or the Katz Agency for greater radio results tomorrow in the nation's third largest market.

WFIL 560 KC
PHILADELPHIA

In Philadelphia WFIL means PROGRESS and PUBLIC SERVICE

Represented Nationally by THE KATZ AGENCY
A NEW APPROACH TO...

THE 1945-46 NB C PARADE OF STARS

NETWORK LOCAL STATIONS AGENCIES STAR SPONSORS
STATION EXPLOITATION

- From coast to coast... impact of the 1945-46 Parade of Stars is as unlimited as the skill and ingenuity of NBC independent affiliated station staffs. Displays, stunts and local promotion are driving the story home everywhere.

Now, for the first time, radio's greatest year-round promotion drive, the 1945-46 NBC Parade of Stars campaign, was jointly planned right down the line, in a series of coast-to-coast meetings between the National Broadcasting Company and (1) local stations, (2) sponsors, (3) advertising agencies and (4) radio stars.

Result: A potent attention-getting program calling for thousands of "stopper" displays and exhibits and posters, for ingenious stunts, contests and tie-ups... plus extensive newspaper advertising campaigns... publicity stories and pictures... promotional folders... scripts of live shows and recordings by radio's most famous artists... elements tied together by a graphic "How to Use" manual—and exploited by alert NBC station promotion men.

Big every year, this year bigger than ever, NBC's 1945-46 Parade of Stars launches a new chapter in its year-round promotion of the greatest shows in radio... programs that continue to keep NBC "the Network most people listen to most."
My Impression of Europe

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

By WILLIAM S. HEDGES
Vice-President, NBC

THE WAR DEPT. apparently planned that the American Broadcast Mission to ETO should not only secure a comprehensive view of what was being done to provide American forces with radio service and the uses of radio as an instrument in psychological warfare while hostilities were still on, but likewise as a means for controlling and disseminating information to the liberated and conquered countries. In addition, it was apparent that the War Dept. desired broadcasters to know the causes and effects of war and the means by which victory was achieved.

For that reason, as a member of the Mission, I have gained a wide variety of impressions based on personal observation and from contacts with top-flight military personnel in Europe and from interviews with officials of foreign governments. These are impressions and not necessarily conclusions, because conclusions can only be reached after a more thorough study and understanding of the background than was possible during such a swiftly paced journey through Europe.

These impressions are:

1. The American Army is a very efficient organization in almost every aspect. Without exception, there were plenty of materials, equipment, supply, and ammunition. It seems that no one wants to waste anything.

(Continued on page 82)

Sellers of Sales

HARRY really knows how—how to write for radio, how to produce radio programs, and how to sell radio! He is a master at all three! Harry W. Betteridge knows how to sell radio! As proof of the pudding, he is sales manager of WWJ Detroit.

Young, slim, good-looking, Harry went into the radio business 14 years ago because he got good grades in public speaking at Albion College, Michigan. He was studying to be a civil engineer, working during off hours in a steel mill, but by the time he was graduated, there was a depression, and Harry applied for an announcing job at WELI Battle Creek, in desperation and on the strength of those good marks.

Always a salesman from his grade-school days, Harry went to WWJ as local salesman in 1933. The next year he went to New York as WWJ's eastern representative. Two years later, he returned to the home grounds as assistant sales manager, still keeping contact with his national advertisers, as well as hypo-ing the home-town accounts.

In 1939, Harry joined with radio representatives, George P. Helbling, Jr., and Sam Steiner, and sold a list of radio stations in the eastern markets. In 1941, he went back once more to WWJ as sales manager, succeeding Harry Baumbir, who had advanced to general manager. Harry brings to radio years of contact with advertisers and agencies from Boston to Los Angeles, and now he's on the job in both New York and Chicago calling on trade—because Harry Betteridge believes that to keep business, you must meet business.

Recently, WWJ and the Detroit News set up a Television Committee to investigate the new media, and Harry was named chairman. In that capacity, he has visited most of the country's television stations and equipment manufacturers this past year.

HARRY met his wife, Louise Smith, at college, fell for her Swedish smorgasbord and promptly married her. Their two children, Stephen, 7, and Karen, 4, also go in for smorgasbord. Other Betteridge hobbies are poker and fishing.

Represented by Edward Petry Co., Inc.
Fastest Growing Afternoon Audience
in Indianapolis

59.2%
Listener Increase
in 4 months

COMPARATIVE PERCENTAGE RECORDS

WIBC.......................... 59.2% Gain
STATION "B".................. 4.1% LOSS
STATION "C".................. 10.5% LOSS
STATION "D".................. 12.9% LOSS

WIBC
HOOPER INDEX (Afternoon)

AVERAGE
DEC. '44 TO APRIL '45........ 18.4
APRIL-MAY.................... 21.4
MAY-JUNE..................... 21.7
JUNE-JULY.................... 22.0
JULY-AUGUST................. 29.3

Big "switches" in listening audiences don't "just happen." They are the invariable result of good planning and good operation.

The upward trend in WIBC's audience started back in December last year, shortly after this station was acquired by The Indianapolis News, Indiana's leading newspaper for more than three-quarters of a century.

That was the signal for the institution of new policies, including a greater consciousness of public responsibility, better programing and closer cooperation with listeners, that have served to sky-rocket WIBC's afternoon audience.

Ask any Blair man, or write direct for positive proof that WIBC is your "best buy," in Indianapolis.

JOHN BLAIR & CO., National Representatives

Owned and Operated by the Indianapolis News

WIBC
MUTUAL'S OUTLET IN INDIANAPOLIS
...and Coleman is SALES!

When a Syracuse radio star, on a Syracuse station, is the subject, AP and UP feature stories and pictures all over the United States—not once but again and again—that must be news!

Paul Coleman, with his Timekeeper Program, originates news like that. Coleman is heard over Syracuse Station WSYR. But he gets into newsworthy everywhere. Such as when he got hold of a rooster condemned to death by the Syracuse Police for waking up the neighbors at 4 a.m., auctioned it during the 7th War Loan Drive for $3,650, and made the United Press and Associated Press wires from coast to coast. Or such as when he reached out across the Pacific, placed a Syracuse license plate on the car of General Diller, U.S.A., for his first ride through Tokyo, and made the headlines in hundreds of newspapers. Or such as when William Rockwell, last chief of the famous Oneida Indians, was refused Florida train reservations for his Air Corps Lieutenant son, wife and daughter. Coleman heard about it, broadcast an appeal, and within hours the Lieutenant and his family were on their way to Tallahassee, where the Lieutenant was stationed. The press wires scooped up the story and it hit the headlines everywhere.

This sort of stuff is news in its own right. No wonder listener minds naturally become receptive under the spell of Coleman's Timekeeper Program over WSYR. That means Coleman can do great selling jobs for participating sponsors, local and national alike.
SOMETHING NEW
has been added...

...in Sacramento, today, everybody's talking about

KXOA

Mutual's New Basic Affiliate
for the Sacramento Area

It's new... and it's news! A solid impact of wide local promotion quickly established KXOA in the Sacramento area. People are talking about "the new station with the top-flight Mutual shows." They say it's easy to listen to, fun to stay dialed to.

There's a reason for this gratifying popular acceptance. The answer is "know how." The KXOA staff includes a carefully chosen group of highly qualified broadcasters who, together, give KXOA a smooth, alert operation—the management "know how" that Sacramento audiences and advertisers have welcomed.

KXOA is now bringing to Sacramento all the top-notch, audience-building Mutual-Don Lee shows plus smart, local programming. KXOA is operated by people who know and care... and know how to take care of your campaign.

In Sacramento - For A Better Buy Today, Call For

KXOA Mutual's Basic Station for the Sacramento Area

Owned and Managed by Lincoln Dellar  •  Represented Nationally by John Blair & Co.
"Give it the old zing, Chester—and don't forget to breathe!"

Ever try to list all the factors of success in spot broadcasting? Good announcing, good commercials, proper time selection, sensible programming for specific audience appeal... you know how many elements must be considered if the splendid results of spot broadcasting are to be attained.

Having specialized in national spot for going-on 14 years, we should by now have a fair idea of what's required for success. If you feel that we could be helpful to you, give us a ring.

FREE & PETERS, INC.
Pioneer Radio Station Representatives
Since May, 1932
Notables Greet Miller at NAB Inaugural

Porter Says FCC Is Encouraged By Choice

By J. FRANK BEATTY

OFFICIAL. Washington and official broadcasting joined last week in paying tribute to Justice Justin Miller, formally inaugurated as president of the NAB.

With some 800 capital dignitaries, top military leaders, broadcast executives and leaders from related lines in attendance, the new president assumed office at a Statler Hotel dinner.

Sharing honors were J. Harold Ryan, retiring interim NAB president, and A. D. (Jesse) Willard, who assumes the new post of executive vice-president.

Recognition from Truman

Recognition of broadcasting’s achievements in the public interest and its future role came from President Harry S. Truman. Unable to attend the dinner, President Truman sent a letter (see text this page) to the new NAB head congratulating him upon his selection for the post and assuring NAB that the Justice’s past record of public service “gives excellent promise that this type of leadership will be able to meet the challenging times ahead.”

Since praise of the association’s selection of Justice Miller also came from FCC Chairman Paul A. Porter. Predicting cordial relations between the Commission and the trade association, he said Justice Miller’s record is clear proof that broadcasters face tomorrow with hope and confidence in themselves and the public, with no desire to rest on past achievements.

Responding to these tributes, NAB’s new executive reminded that he had accepted appointment as a challenge to render a public service. He called on broadcasters to stand firm in carrying to the world America’s message of goodwill and hope, and insistence upon free government, free speech, free competition and free men.

Justice Miller suggested that the time may be ripe to agree on reinterpretation of the communications law.

In retiring from the post he had accepted last year, Mr. Ryan reviewed the trade association’s record since its founding in 1922 and reviewed problems faced by broadcasters as well as achievements of the medium in public service and in the business world. He concluded with an expression of gratitude for the support he had received in his 18-month regime and observed that “we in the NAB are fortunate in securing the services during this important expansion period of so eminent a public servant as Mr. Justice Miller.”

In recognition of his service to the association, Mr. Ryan was presented with a scroll (see separate story).

Arrangements for the dinner were made by C. E. Arney Jr., NAB secretary-treasurer.

Porter Approves

Cordial greeting from the FCC was given the new NAB president by Chairman Porter, first speaker introduced by Toastmaster Don S. Elias. The Commission is encouraged by the selection, he said, in congratulating broadcasters on the wisdom of their choice.

He predicted constructive and harmonious relations between the FCC and the trade association. Justice Miller’s record, he said, is clear proof that American broadcasters have no desire to rest upon past achievements but face tomorrow with hope and confidence in themselves and the people whom they serve.

Drawing on his well-known flair for the humorous, the chairman presented a searching review of Justice Miller’s career on the Federal bench. Exhaustive research, he said, showed that the Justice had handed down nine radio decisions. In four of these he upheld the FCC; in five he reversed the Commission.

Certainly, a basic qualification for industry leadership, he quipped. But lest broadcasters grow smug, he offered two choice excerpts from opinions by Justice Miller.

First, he quoted the Justice’s language in the Greater Hampsheta case in which the Commission had denied a license because it found that over a period of years the licensee had violated some of the FCC’s regulations and standards. The applicant contended that because of previous renewals its de-

Text of President Truman’s Letter

Text of President Truman’s letter, dated Sept. 29, to President Miller follows:

DEAR Judge Miller:

I regret that I am unable to attend the dinner at which you are to be inducted as the president of the NAB. However, I do want to extend to you an expression of best wishes for success as you assume these new responsibilities.

Science has vastly expanded the frontiers of communications, including broadcasting. The critical question is whether we are wise and skillful enough to utilize these increased opportunities for the maximum public benefit. Certainly these advances show that broadcasting is still a growing, dynamic industry. And its past achievements further demonstrate that those who have developed the service to its present state are not content with merely maintaining the status quo.

We all look to communications to provide in abundant measure new opportunities for employment and economic activity. We further expect that it will make new and important contributions to our way of life. Government is prepared to discharge its full responsibilities in the achievement of common objectives and will take all appropriate measures to encourage and facilitate the new developments that give such great promise for the future.

The problems which face your group call for the exercise of a high degree of industrial statesmanship to reach proper solutions. Your own record of public service gives excellent promise that this type of leadership will be able to meet the challenging times ahead.

Very sincerely yours,

HARRY S. TRUMAN.

Gen. Harry C. Ingles; Charles Ross, Secretary to President Truman; Mark Woods, American; Gen. A. A. Vandegrift; Paul Resten, CBS; Joseph W. Martin Jr. (partial view), House minority leader.
NAB to Expand Labor and News Activities

First Steps Taken For Convention Next Year

NAB Board of Directors, meeting for the first time under administration of its new president, Justin Miller, came out of its Oct. 1-2 sessions with a series of projects designed to broaden service to broadcasting and to the nation. Faced with a heavy schedule, the board tackled its problems in stride and took these steps:

1. Named committee to plan NAB convention in 1946.
2. Decided to reorganize labor relations work and expand service.
3. Adopted plan to hold series of news clinics and encourage better presentation of news. (See separate story on this page.)
4. Met with FM Broadcasters Inc. to arrange possible wedding of two associations, with one overall trade group envisioned for all forms of broadcasting.
5. Authorized naming of committee to study plan for radio "Oscar" awards.
7. Ordered study of proposed participation in Inter-American Broadcasters.
8. Agreed to cooperate in any feasible plan to aid government in operating some plan for efficient use of medium by Federal agencies.

ALL members of the board were present at the meeting, held in conjunction with the inauguration ceremonies for the new president, except George D. Coleman, WGBI Scranton, the board member who was unable to attend because of illness.

A. I. (Jess) Willard took over during the board meetings as executive vice-president, a new post.

He shifted to NAB from the management of WBT Charlotte.

E. C. Arnett Jr., NAB's secretary-treasurer, was voted a salary increase from $12,000 to $16,000. His functions continue as in the past, being specified under the bylaws. President Miller was instructed to specify duties for Mr. Willard.

First full convention in three years will be held in 1946, with a committee of three appointed to pick a site and fix the time. Members of the committee are Frank M. Russell, NBC, chairman; Harry T. Spence, KKRO Aberdeen, Wash.; Hugh B. Terry, KLZ Denver.

The time problem will require study, the board felt, because traffic movement and railroad schedules may be complicating factors next year. The committee was directed to select site and time that will not interfere with any governmental activity or request.

See Extension Need

While the board reaffirmed the present labor relations setup, it saw need for extension of the services now provided and took steps to implement the department. The board proposes that the labor relations department render full and complete employer and employee relations service.

For some time the limited two-man staff has been developing a reference file of information about labor laws and government orders. This library is believed to offer guidance for improved service that is now available is available with reference to all matters involving wages, working conditions, contracts and labor relations.

The enlarged job would be handled under a fulltime director with a staff of assistants. The present staff consists of a part-time director, John Morgan Davis, assisted by Milton Kibler, attorney.

They have gathered necessary information and the project now awaits appointment of personnel.

Two discussions with FMBI representatives were held during the two-day session. At a Monday night meeting FMBI was represented by Wayne Goy, WIXX.

(Continued on page 74)

NAB Regional Meeting to Seek Strengthened News Coverage

STRENGTHENING of radio news coverage will be sought through a series of regional meetings to be held under the auspices of the NAB Radio News Committees.

NAB Board of Directors at its Oct. 1-2 session adopted recommendations of the committee as submitted by Arthostring, NAB's committee secretary and NAB director of circulation and promotion. Recommendations were drawn up at a committee meeting held Sept. 17 in Chicago.

Believing radio news faces its greatest opportunity as well as its greatest responsibility, the committee laid before the NAB board a program built around regional gatherings. These would include station managers as well as news and special events directors.

Aid for Stations

As defined by the committee, the meetings are designed to aid stations which are planning to establish news departments for the first time and stations planning expansion of their present news setups. Subjects to be discussed include:

1. Minimum efficient radio news departments for small, medium and large stations;
2. Special problems and methods of gathering local and regional news;
3. Methods of presenting different types of news;
4. Legal problems in news broadcasting.

Yet to be decided are when and where meetings will be held, but they are expected to be scheduled in all parts of the country.

Greater emphasis on local as well as regional and national news is advocated by the committee, which proposes that stations re-examine their local news departments. Stations not now maintaining local news staffs are advised to consider such coverage.

Use of the phrase "processing of news" is condemned by the committee as implying superficial editing or rewriting of press association news and not recognizing the independent gathering of news from all sources and the writing of original news programs. Suggested phrase is "radio news reporting."

Reporting the news, in the committee's opinion, is one of radio's most important public services.

Committee members are: E. B. Vadeboncoeur, WSYR Syracuse; William Brooks, NBC (or Bill Ray, NBC); A. A. Faby, KABB Aberdeen; Arthur Kirkham, KOIN Portland; Karl Koop, KMBC Kansas City; Chet Thomas, KXXK St. Louis; Paul White, CBS (or Everett Holles). NAB Board of Directors' liaison committee consists of Leslie C. Johnson, WHBF Rock Island; Clair R. McCollough, WGAL Lancaster; Mr. Stringer.

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FCC Acts on Applications This Week

Commission Will Examine Over 1,000 Cases
By JACK LEVY

WITH A BACKLOG of more than 1,000 applications for new standard, FM and television stations, the FCC embarks this week on the long-awaited task of awarding authorizations for the postwar era of broadcasting.

When the Commission meets Wednesday it will have before it the accumulated applications of nearly four years, during which time all but a handful of requests for new construction and improvements have been kept in its pending files. Not since April 27, 1942, when a total freeze was imposed on industry expansion has there been a major authorization for commercial broadcasting service. Under subsequent relaxations allowing facilities useful to the war, providing equipment was on hand, about 40 stations were constructed.

Represented in the applications before the Commission is an aggregate expenditure which would equal the cost of the present broadcast plant in the U.S. Based on returns from 159 stations, a survey now being undertaken by Broadcasting indicates that broadcasters will spend in the next year approximately $42,000,000 for FM, $38,000,000 for AM construction and expansion, and $50,000,000 for television, or a grand total of $130,000,000. This does not include construction of educational, experimental and developmental stations.

Preparing for action on the applications, the legal, engineering and clerical staffs have been working nights and weekends to compile basic data for the consideration of the Commission. Principal center of activity has been the broadcast section of the licensing division where a crew of 17 under Clara Lehl, chief of the section, has been examining new applications as fast as they are received to keep records current.

The mass of applications facing the Commission was expected to reach deluge proportions by the end of last week, as consulting engineers and radio lawyers worked late hours to clear their decks by the end of the 60-day period designated in the Aug. 7 Statement of Policy for filing new and pending applications up to date.

Petrillo Threat Hangs Over Networks

WHOLESALE withdrawal of musical programs from NBC and CBS over the week-end at the order of James C. Petrillo, president of American Federation of Musicians, loomed as a distinct threat Friday.

That was the deadline set by the musicians' union leader for settlement of differences between affiliates of the two networks in Chattanooga, the NBC station in New Orleans and the CBS station in Columbus, Ga., and the AFM locals in those cities.

WSMB New Orleans and the AFM local got under the wire with a contract signed Thursday, effective immediately, but there was no report of differences having been worked out between locals and the other stations, although WAPO Chattanooga said negotiations were in progress.

Mr. Petrillo let the networks know that if the dispute were not settled by Friday the national union would take further action to assist its locals in securing settlements. The previous Sunday, Artie Shaw failed to make his scheduled appearance on Fitch Banyon's on NBC, and Monday night the Carnation Hour's musicians also cancelled out, both on orders from Mr. Petrillo's office.

The Sunday program went on with a chorus instead of the orchestra. The Monday show was cancelled altogether.

After vainly trying to reach Mr. Petrillo for nearly two days, NBC was informed Monday afternoon that the "union has taken this action because two independently owned stations which broadcast NBC's network programs, WSMB in New Orleans and WAPO in Chattanooga, are involved in labor disputes with their local musicians' unions."

In New Orleans, Harold M. Wheeden, general manager of WSMB, reported a contract was signed, effective Thursday, to employ six musicians at the regular scale but not to make their pay retroactive to July 1 as the union had demanded. Earlier, he said WSMB needed no local musicians.

"Hench Greenberg Hits a Bum Into the-Gulp!"

Drawn for Broadcasting by Sid Hix

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FM PIONEERS SPEAK—SECOND OF A SERIES

FM Should Provide Appeal to the Masses

More Than Beauty Needed to Draw Listeners

By FRED JOYNER

Station WWSW-WTNT Pittsburgh

FM has offered a challenge to the broadcasting industry, as a means of providing an improved broadcast service if it will in due course attract many new interests with its unusual type of service and will present many innovations to the field of programming.

In order to see how far one can get off on what I think is the right foot, what FM needs from its program directors right now is more appeal to the masses, the Mr. and Mrs. John Evans people, the pad slaps in FM's experimental adolescence we have concentrated on the cultural side with good reason. Certainl}


ty, this type of music shows off FM at its very best. The brilliance of a string section of an orchestra has never been presented over any other medium. The overall tonal range of a symphony orchestra if properly set up, is sheer beauty to the ear.

Ears for Beauty Alone

But we must ask ourselves what percentage of our post-war audience will have ears for such beauty alone—the fact that FM makes it possible for dance bands to be heard that never before is something that should be considered. Most of the name band leaders with whom I have discussed FM have been eager to try FM because their bands can now be heard with each instrument bringing to an orchestra its rightful place in the musical tonal range.

While on the subject of instrument settings, it is important to make sure that the unit is properly set up with regard to the microphone. Your studio charts for set-ups may not necessarily apply for FM presentation. We at WTNT like to feel that each studio presentation is a demonstration for our audience. Careful production checks prevent out-of-tune horns, scratchy or reedy reeds in the reed section, soggy heads in the percussion section and similar flaws.

With the fanfare that FM has received, it is the job of every program production man connected with FM shows to hold up his end of the bargain. To do this, he must understand what FM can do for a program and must have complete cooperation of the engineering department. FM can do what its engineers claim for it, and it is up to the program directors to display its program advantages.

I recall sitting in the control booth during a symphony broadcast last season and noticing that the V1 on the panel was not operating. Upon inquiry, the engineer on duty informed me that the possibility of over-modulating in the transmitter on FM was remote, so he was giving the program an "ear ride", attempting to provide the FM audience with a program much as it is near to what he was able to make possible. A long friendly talk with the engineers is an important part of understanding what you are going to do.

Studio acoustical treatment and studio engineering are important. Live shows with FM can be made to live on the air if everything else is equal. The proper use of studios and equipment requires experimentation. The final result of those experiments will be amazing not only to you, but also to your listeners.

For the transcribed programs, there are a few suggestions that should be checked. Good turntables with the best available reproducers are the basic equipment. The pressure of the pick-up heads should be checked regularly. Filter positions in connection with transcribed programs should be used to the best advantage.

Most important is selection of a transcribed library. Most of the music on the market today does not offer a complete catalog of types of music and instrumentation, but you are looking for quality, not quantity. There has been considerable argument about vertical versus horizontal lines. You can decide for yourself by honest listening. Audition them all—and then decide.

Phonograph records in my opinion have not reached a state of perfection making them eligible for FM presentation. Instantaneous ET's, however, have found a range of acceptance not only because of their quality but also because they are transcribed programs.

This is the second article in a series on FM, written by pioneers in this new branch of the broadcasting industry. As program director of WWSW-WTNT Pittsburgh, Mr. Joyner has operated a pioneer on a pioneer FM station. Here he tells about some of the problems faced in FM programming, and how he solved them. He first learned about radio as a ham during high school. He left the U. of Cincinnati to service Atwater Kent receivers. Then he moved to the broadcasting end of radio and for 16 years has been in programming.

Cuban Channel Demands to be Heard

Would Break Down Several U. S. Clear Frequencies

DEMANDS of Cuba for additional standard band frequencies below 1000 kc, which, if granted, would break down several U. S. clear channels, were aired in December at an engineering conference of American nations in Washington.

Word of Cuba's demands, along with announcement of a move to organize the Inter-American Assn. of Broadcasting Stations, was brought back last week from the Third Inter-American Radio Conference in Rio de Janeiro by members of the U. S. delegation.

Meeting in Bermuda

It was learned, also, that a meeting of U. S. and British representatives to discuss frequency allocations, will be held in Bermuda Nov. 19. An Inter-American Convention of Broadcasters has been scheduled for Havana on March 15, 1946, to perfect an organization. Dr. Jose Luis de la Rosa, president, and Dr. Jose Luis Fernandez, manager, of the Mexican Radio Assn., were named to handle publicity and arrangements for the March meeting.

Purpose of the proposed inter-American broadcasters organization is to bring American broadcasters closer together. It was approved by broadcasters attending the Rio conference, the two North American attended. They were F. G. Leydorf of the engineering department, Crosby Corp., licensee of WJW Cincinnati, and Henry S. Dawson, engineer of the Canadian Assn. of Broadcasters.

Canada recommended that the North American Regional Broadcasting Agreement, which expires March 29, be extended two years. The U. S. recommended a one-year extension. Cuba demanded a new agreement. It appeared likely that the conference of engineers representing all of the American countries will adopt an interim agreement, probably embodying the present NARBA, with amendments to take care of immediate needs of the various nations.

Cuba demands the right to use the 690 kc channel, now assigned to Canada with KGGF Coffeyville, Kan., operating with 1 kw days and 500 w nights, as a Class 1-A frequency. CBF Montreal, a 50 kw outlet, has been assigned the channel. Cuba also seeks four channels with up to 50 kw power, four with 20 kw, two with 10 kw and four with power from 500 w to 5 kw in the standard area below 1000 kc.

Text of the Cuban demands, translated from Spanish, follows:

Submitted by the Cuban Delegation to the Delegations of the other countries, signatories or adhered to the North American Regional Broadcasting Agreement.

The Cuban Administration considers that the inclusion in the NARBA of provisions which do not respond to the necessities of Cuba, such as the non-allocation to Cuba of channels to be used 50 kw or more, under 1000 kc, which are the most appropriate to render service to large rural areas due to the greater propagation of emissions in this section of the frequency spectrum, also of not having taken advantage of geographic peculiarities which permit the largest use of the frequencies destined to the transmission in the FM band have placed Cuba in a disadvantageous position, preventing it from rendering a broadcasting public service demanded by its national needs. In accordance with its Constitutional, and its political and social structure.

Under 1000 kc, when Canada may use 5 channels, Mexico other 5 channels, and United States of America uses more than 21 channels with 50 kw or more, Cuba can use only 4 of these channels with 15 kw or less.

In this same section of the spectrum Cuba needs to be able to use 4 channels with up to 50 kw, 4 channels with 20 kw, and 2 channels with 10 kw, and

(Continued on page 72)
Postwar stuff

That's a Navy Avenger getting off the ground in a hurry... aided by four 330-horsepower jet units. The jets units affixed to the fuselage resemble bombs. This new system of plane launching cuts take-off runs from 33 to 60%.

Reductions... cutting costs... increasing efficiency... that's what everybody seeks whether you design planes or sell a package item.

If you have something to sell in Baltimore, and are trying to cut your radio selling cost, we offer you the jet-moving independent station... W-I-T-H.

This successful independent in this five-station town delivers the greatest number of listeners at the lowest cost. You can see the facts yourself... glad to show them to you any time.

WITH
BALTIMORE, MD.

Tom Tinsley, President • Represented Nationally by Headley-Reed
October 8, 1945 • Page 19
FCC Postpones Clear Channel Hearing

Defers Date To Jan. 16 Following Appeal Of CBBS

BECAUSE of pressure of other work, the FCC last week postponed its hearing on clear channel broadcasting in the standard band until Jan. 14, 1946. Action was taken following an appeal from the Clear Channel Broadcasting Service for a three to six months deferment. The hearing had been scheduled for Oct. 23.

The Commission explained that the "huge task" of processing applications for FM, AM and television construction permits, held in abeyance during the war, will require much of its time in the immediate future and that it must begin at once to prepare for international conferences in November and December.

More Time Needed

In addition, the Commission recognized, as pointed out in a motion filed by the CBBS, that the preliminary work of the engineering committees necessary for conducting the hearing could not be completed by Oct. 23. This work should be completed by Jan. 1, it declared, emphasizing it intended to begin the hearing on Jan. 14, "regardless of whether or not the committees have completed their work."

In support of its motion, the CBBS declared that:

1. Until the committee determinations have been translated by the Commission it would be impossible to prepare exhibits and other evidence pertinent to the hearings.

2. Despite diligent efforts, none of the committees will have completed its work by Oct. 23 "or for a substantial period thereafter". Obstacles due to war and reconservation problems, including unavailability of personnel within the Commission's staff and among interested industry groups, were principal causes of delay.

3. Once the committees have completed their work and their data has been translated to written, tentative or final engineering standards, a period of not less than three months will be required to prepare maps, graphs, tabulations, and other exhibits indispensable to a correct determination of the issues.

The three committees (each of which includes a representative of the Commission, serving as chairman) are Committee 1 on determination of what constitutes a satisfactory signal, Committee 2 on determination of what constitutes objectionable interference, and Committee 3 on determination of distances to which, and areas over which, various signal strengths are delivered.

Committee 4 is concerned with surveying listeners in primary and secondary areas on availability of clear channel service. Dallas W. Smythe, FCC chief economist and chairman of the group, said the returns are now being compiled and that the committee was endeavoring to have its report ready for Oct. 23.

Copies of the postponement, submitted by Louis E. Caldwell, counsel for CBBS members, were sent to the following: Crosley Corp., KSL Salt Lake City, KOMO Seattle, KFH HC Hot Springs, KWWY Shreveport, KFAP Flushing, KOL Seattle, KFVQ Los Angeles, KFBC Cheyenne, KTBS Shreveport, KYA San Francisco, KMBC Kansas City, KUTA Salt Lake City, KOB Albuquerque, KORI Portland, Ore., WHAP Port Worth, WLJ New York, WSGN Birmingham, KSOO Sioux Falls, S.


ETO Mission Members Feted By N.Y. Radio Executives Club

MEMBERS of the American Broadcast Mission to ETO were guests of honor last Thursday at the opening luncheon of the 1945-46 season of the Radio Executives Club of New York, held at the Roosevelt Hotel. Edgar Kobak, president of Mutual, was chairman of an official welcoming committee, whose other members were Nile Trammell, NBC president; Paul Kesten, CBS executive vice-president, and Chester J. LaRoche, vice-chairman of American.

Judge Justin Miller, new president of the NAB, featured speaker at the luncheon, presented to Col. Edward M. Kirby on behalf of the mission which was conducted under his guidance, a large silver tray inscribed to "task Forces Kirby" and bearing the name of each member of the mission. Describing the 28-day tour of Europe largely in a jocular manner, Judge Miller turned serious at the conclusion of his talk to point out the responsibility of radio, as the major means of communication open, in educating Europeans, especially the German people, in the American way of democracy and competitive private enterprise.

Murray Grabhorn, BBC president, opened the meeting by presenting a lifetime silver membership card to Col. Kirby. Next, Mr. Grabhorn announced, will be held Oct. 18 under the auspices of the club's advertising agency radio directors committee, headed by Lloyd Coitler, McCann-Erickson, vice-president.

RADIO FOR WAR

$7,680,000,000 Worth of End Equipment Delivered

RADIO manufacturers delivered $7,680,000,000 in radio and radar end equipment to the war effort between July 1, 1940 and July 1, 1945. The Radio & Radar Division of WPB announced Friday as WPB approached its demise. A new agency, Civilian Production Administration, takes over Nov. 1 when WPB Chairman J. A. Krug resigns.

Head of CPA is C. D. Swall, Mr. Krug's chief of staff. Figures do not include output of 500 companies producing miscellaneous items. CPA takes over remaining WPB functions involved in transition to peacetime production. Five main bureaus will handle industrial reconversion, reconversion priorities, field operations, international supply and demobilization. Little regulation affecting electronics remains in the WPB-CPA program.

Army received 60.5% of equipment going to the armed forces. It varied from 90.7% radio equipment, 9.3% radar in 1945 to 37.5% radio and 62.5% radar in the first six months of 1945.

With over $272,000,000 in plant expansion, military industry production increased from $231,000,000 in 1939 to $3,384,000,000 in 1944. These WPB figures, it was stated, do not include some 600 companies that manufactured miscellaneous radio and electronic items.
WKY's new 915-foot antenna proves that a radiator can be built which flattens wasted sky waves and concentrates them along the ground, pushing them out farther and stronger than was ever thought possible.

WKY's "big Stick", a daring experiment, has already proved itself more than a showpiece. Because of its radically new design, WKY's signal is stronger and goes farther than ever before. Its signal strength of 664 millivolts per meter (at 1 mile) is 58.8% greater than with the same power radiating from a standard quarter-wave antenna!

WKY, once again, has dared to pioneer to bring better radio service to more Oklahomans and increased selling opportunities to its advertisers.
TO ADVERTISERS WHO ARE LOOKING SOUTH

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

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

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

MORE RADIO HOMES HERE THAN IN ANY SOUTHERN CITY

WIS

COLUMBIA
SOUTH CAROLINA

5000 WATTS • 560 KC

G. RICHARD SHAFFO, General Manager
J. DOUGLAS SAUMENG, Sales Manager

FREE & PETERS, Inc., National Representatives

‘First Man on Air’ Recalls Early Days of Radio Telephone

NOTHING breath-taking like “What hath God wrought!” were the first spoken words on the airwaves. In fact, Lt. Comdr. Robert J. Stull, reputedly the first man to speak on the air, doesn’t remember what he said that day in 1911.

The important thing is that a small group working with Charles Heralds, a radio teacher in San Jose, Cal., built studios atop the Garden City Bank Building—because it was the highest in the city, 7 stories—and sent words out on the air where before there had been only dots and dashes.

They called it radio telephone and they sent on the air with regular schedules every Wednesday and Saturday. The call letters were 6XK and 6XF, one for fixed, the other mobile. The trolley lines running along the street supplied the station with DC current.

“I guess we had the first commercials on, too,” Comdr. Stull says. “A music store in San Jose leased us records for the musical portion of the programs, and we gave the band ages.”

To test their mobile broadcasting facilities, the group used to put the equipment in a car and go to a field a few miles from the station. They plugged in 600 volts from the interurban railway, hanged an antenna over a high tree limb, and dropped the ground wire into a stream.

“But the best part of that was the electrified fish we brought home by the bucket every time we went,” he remembers. “There was a metal plate attached to the ground wire we dropped into the stream, and as soon as the current was turned on, the fish would come leaping up to the plate. If the current was on more than 20 seconds, we would have a lot of dead fish.”

They also had trouble with the ‘ham’ operators that talked back—in Morse. “If we dropped a record or muffed a line, a loud chorus of Hi, Hi, Hi would come tapping through the receiver we kept turned on. ‘Hi’ is the amateur’s signal for laughter,” he explained.

In one test, the San Jose station talked from Mare Island to a government radio station in Alaska with a crystal set. Later, 1912, they contacted Honolulu.

The station, which was the first issued a broadcast license by the Federal Radio Commission, later became KQW San Jose. Comdr. Stull is currently retired head of electronics research of the radar section, Navy Special Devices.

KFMB

Sella SAN DIEGO

LET US SELL IT FOR YOU

San Diego is a highly concentrated, exclusive market which must be covered from within to be covered right. There’s an audience of 375,000 civilians people waiting for you in metropolitan San Diego. Get in shape right with KFMB.

KFMB

THE BASIC AMERICAN NETWORK [PACIFIC COAST]

SAN DIEGO, CALIF.

JACK O’GROSS, President

Represented by the BRANNHAM CO.

“Pardon me—WFDF Flint says I must guarantee your future—”
"What else does Boston want?"

It's easy to figure out that folks in Boston want entertainment. But that's not all, brother!

They want to know what's happening in other fields, too.

They like to listen to public debates . . . parades . . . inaugurations.

They have to hear church services—Catholic . . . Protestant . . . Jewish.

They tune in to find out how folks live in Brazil . . . Belgium . . . Holland and a host of other countries.

That's why public service programs total a full day a week on Boston's WCOP. These service programs are carefully balanced with entertainment programs.

And it's this balance that makes Boston people push the WCOP button on their radios . . . and leave it there.

There's a chance or two for you to take advantage of this WCOP popularity. We've got a couple of places open that are honeys.

How about dropping us a line for the facts and figures?

WCOP Boston

A Cowles Station
Exclusive American Broadcasting Company
Outlet in Boston
ON THE SERVICE FRONT

First AFRS Station in Japan Opens With 1000 w Transmitter

FIRST of the AFRS stations to be erected within the Japanese homeland, Radio Okinawa, is now operating on a 1000 w transmitter, with sound-proofed studios. Staff is headed by Capt. Julius Brody, owner and operator of WFIG Sumter, S. C. Chief announcer and program director is Sgt. Hal Starr, of KXL and KHW Portland, Ore. S/Sgt. Lowell Colclasure, chief technician, was on the engineering staff at WGN Chicago. Pfc. Ken Elliot, a former announcer with WNOC New Orleans, is featured on the Hi Neighbor program, taking over for S/Sgt. Staton E. Dixon, of WNOX Knoxville.

Avery Comissioned TOL AVERY (known as Tel Ware in radio) has been commissioned 2nd lieutenant and is now in charge of one of the Far Eastern Network mobile stations of AFRS, in Japan. He had been a sergeant. He was formerly radio manager of Inter-state Circuit Inc., Dallas, and WPAA-WRAP Dallas-Fort Worth according.

Bill Adams a Colonel WILLIAM H. ADAMS, former farm director of KSFO San Francisco, now finance officer for the Army of Occupation in Japan, has been promoted to colonel. While finance officer, Alaska Defense Command at Fort Greeley, Col. Adams helped arrange for what is said to be the first Army station, KODK Kodiak, which went on the air in September 1941.

Bronze Star to Moore T/Sgt. THOMAS H. MOORE, Jr., former commercial program manager of WOR New York, now program director at Headquarters, AFRS, Information & Education Division, U. S. Army Forces in the Far East, has been awarded a Bronze Star by Gen. MacArthur for "meritorious achievement in connection with military operations". In his post as program director, Sgt. Moore was directly responsible for writing, planning and producing scripts for broadcasts through the Jungle Network.

Radio Palau Changes WITH A POLICY of programming aimed at men slated for return to civilian life, the AFRS station, at Peleliu, Radio Palau, is bringing information on educational benefits, compensation, privileges, and a complete series on various civilian occupations.

The station is on the air 124 hours weekly, with new members from all three branches recently added to the staff. Ens. Grant Thesl, USNR, has taken over as office manager, succeeding Capt. Samuel J. Roley who returns to Hawaiian Headquarters of AFRS. Ens. Thesl was formerly with CBS Hollywood. Others on the staff are S/Sgt. Gordon Phillips (Don Lee, Hollywood), Sgt. Bill Landrum (WIBC Indianapolis), S/Sgt. Bill Moran, USMC (WJOB Hammond, Ind.), S 1/c Robert McGarry, USN (WBBM Chicago), S 2/c Bill Edwards, USNR (WLW Cincinnati and KMTR Hollywood).

Shellen Station Head CAPT. BRIAN SHELLON, former manager of CJKL Kirkland Lake, Ont., is now in charge of the Allied Forces 50 kw station at Hilversum, Holland.

Promotions KARL A. HOFFENBERG, station manager of AFN Munich and John A. McNamara, station manager of AFN Cannes and Nice, and Ben Hoberman, formerly with WMFG Hibbing, Minn., have been promoted to first lieutenants.

 Lt. Carstensen Gets Award LT. VERN CARSTENSON, who recently joined Armed Forces Radio Service, Los Angeles, after 31 months overseas service, has been awarded Bronze Star for meritorious service. Citation was given in recognition of his idea for a mobile broadcasting station for Fifth Army troops in Italian campaigns.

AAF Radio Praised PRAISE for Your AAF was voiced in Congress when Rep. Emanuel Celler (D-N. Y.) called it "an important contribution toward morale and victory". Produced under the supervision of the Office of Radio Production, Headquarters, AAF, headed by Lt. Col. Frederick Brisson, the program is heard on American 10:30 p.m. Thursday.

Among his remarks printed in the Congressional Record, Rep. Celler said that "Now that the fighting is over, and the victory won, the program has a new and equally important mission . . . keeping Americans informed about our occupational air forces in Germany and Japan."

Sgt. Simmington Honored M/Sgt. HARRY J. SIMMINGTON, an engineer from KGRV Weslaco, Tex., has been awarded the Bronze Star for meritorious achievement as radio technician with the American Expeditionary Stations, Mediterranean Theater. The citation said in part that Sgt. Simmington's.

(Continued on page 62)
FOR the SECOND STRAIGHT YEAR!

2nd annual awards
For Outstanding Audience Promotion on
American Broadcasting Company Programs
This Award is Made To
KXOK
presented by the American Broadcasting Company
and based on a poll of Advertising Agency Account Executives

Dated the 20th day of August,
Nineteen Hundred and Forty Two
at Radio City, New York

American Broadcasting Company

Thank You
“AMERICAN” ADVERTISING AGENCIES
and the
AMERICAN BROADCASTING CO.

For outstanding work in promotion, KXOK has again received the annual American Broadcasting Company Award, presented to affiliated stations throughout the nation whose overall merchandising and promotion program is, in the opinion of leading advertising agencies, outstanding in every respect. KXOK once again has been designated as a leading and enterprising “American” affiliate.
A “promotion-minded” station is a successful station.
Results for advertisers attest to the success of KXOK's complete promotion plan.

KXOK

AMERICAN BROADCASTING COMPANY

ST. LOUIS, MO.

AMERICAN BROADCASTING COMPANY

ST. LOUIS, MO.
How Often Do They Listen to News?

90% Listen Twice a Day Or Oftener, Poll Shows

By EUGENE KATZ

Secretary, The Katz Agency, New York

HOW MANY times a day do listeners tune to radio news programs? Do listeners usually dial to a particular station for news, or do they listen to whatever news program happens to be available? Do they depend more for news upon radio or newspapers?

To answer these and other related questions about audience response to radio news, we polled—in March and April of this year—4,889 individuals living in radio homes. The radio homes were an accurate cross-section of radio families in six separate listening areas distributed in the northern, middle and southern portions of the Central Time Zone.

Rural and urban, telephone and non-telephone homes were included in the sample in proportion to their distribution in each of the areas. Though not a national sample, these 4,889 cases constitute, to the best of our knowledge, the largest group of listeners recently surveyed on this subject.

Their response detail the colossal dimensions of the public's dependence upon radio for news during the war.

Farm Listening High

Of this panel, 90% reported that they listened to news broadcasts twice a day or more. Sixty-five percent reported listening three times a day or more and 86% four times or more per day.

Farm listeners tune to news more frequently than residents of villages, and village residents more frequently than city dwellers. The details by place of residence are shown in the following table and in the accompanying chart:

<table>
<thead>
<tr>
<th>No. of Farm</th>
<th>Listened</th>
<th>Urban Village Farm Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than once</td>
<td>22.8</td>
<td>7.6</td>
</tr>
<tr>
<td>One time</td>
<td>16.1</td>
<td>3.3</td>
</tr>
<tr>
<td>Two times</td>
<td>15.3</td>
<td>2.3</td>
</tr>
<tr>
<td>Three times</td>
<td>12.3</td>
<td>2.0</td>
</tr>
<tr>
<td>Four or more</td>
<td>2.4</td>
<td>0.5</td>
</tr>
<tr>
<td>No Answer</td>
<td>6.4</td>
<td>1.2</td>
</tr>
</tbody>
</table>

In 1941 and again in 1942, localized samples of radio families were polled to determine the relative dependence of radio listeners upon radio and newspapers for news.

Outstanding among findings of the latest Katz Poll is the fact that 74% of listeners prefer 15 minute newscasts to those of shorter or longer length. And a great majority—84%—prefer both straight news and commentaries.

These surveys (made by CBS and reported in "Radio Research in " in "Radio Research 1942" by Lasswell and Hinckley) employed the question: "From which source do you get the most of the daily news—radio, newspapers, both equally?" Answers for two successive years were as follows:

1941 | 1942
---|---
Radio | 43.7% | 58.7%
Newspapers | 50.5% | 36.8%
Both equally | 4.8% | 1.8%

100.0% | 100.0%

In probing the roles of radio and press in news dissemination in 1945, we used a different question, but secured results closely approximating the CBS 1942 findings. The increased dependence upon radio indicated by both the 1941 and the current surveys, of course, be attributed to the war and the sharpened appetite for spot news which it induced. In any case, our question: "What do you depend upon most for your news—newspapers, radio, magazines, people?" produced these responses:

<table>
<thead>
<tr>
<th>No. of Mentions</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Radio</td>
<td>56.0%</td>
</tr>
<tr>
<td>Newspapers</td>
<td>38.6%</td>
</tr>
<tr>
<td>Magazines</td>
<td>8.0%</td>
</tr>
<tr>
<td>People</td>
<td>1.2%</td>
</tr>
<tr>
<td>No Answer</td>
<td>0.4%</td>
</tr>
</tbody>
</table>

Total Mentions: 100.0%

Although this question was aimed to invite a single answer, more than half of the respondents gave multiple answers, indicating that a sizable segment of the radio audience is clearly conscious of its dependence upon more than one medium for news:

<table>
<thead>
<tr>
<th>No. of Mentions</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Radio</td>
<td>40.5</td>
</tr>
<tr>
<td>Newspapers</td>
<td>26.0</td>
</tr>
<tr>
<td>Magazines</td>
<td>9.5</td>
</tr>
<tr>
<td>People</td>
<td>1.9</td>
</tr>
<tr>
<td>No Answer</td>
<td>6.5</td>
</tr>
</tbody>
</table>

Total Mentions: 100.0%

WIBB will make this market "easy pickings" for you! WIBB is the most-listened-to station in this section. We have the confidence and good-will of more than five million customers in Kansas and adjoining states. For almost two decades, we’ve been establishing their buying habits. We can do it for your product, too!

Easy Picking in Kansas

Huge corn pickers like these have made it easy for Kansas farmers to harvest one of the biggest, most profitable crops on record. These farm families and the agricultural communities which they support, are one of America’s most profitable markets.

WIBW IN TOPEKA
"The Voice of Kansas"

WIBW, Topeka
KCKK, Kansas City
COLUMBIA’S OUTLET FOR KANSAS

BROADCASTING • Broadcast Advertising

Page 26 • October 8, 1945
A radio station is known by the Companies it keeps

NU-ENAMEL
sells
Sells
SELLS
on the New
WJJD

Sales figures tell the story: 1943 sales were 100.3% ahead of 1942...1944 sales skyrocketed 82.48% ahead of 1943. And figures for 1945 are exceeding even these sensational records!

For many years now, Nu-Enamel has spent the major part of its Chicago advertising budget on the New WJJD. At many times, their intensive schedule has been exclusive with us. The sales figures, thus, are a pat on the back for Nu-Enamel and for us as well.

Better check your fall schedules right away, and call for availabilities. The New WJJD's 20,000 watts of solid SELLING power can help fatten sales figures for you.

We specialize in results!
‘Tropicalization’ Plan Will Aid Radio, Electronics Expansion in Tropic Areas

TROPICALIZATION, a system developed in the equipment manufacturing industry during the war to protect military goods from damage caused by high temperatures and excessive humidity, will aid peacetime expansion of radio and electronic facilities in tropical regions.

To extend the life of equipment by preventing corrosion, fungus damage, and other ravages under extreme climatic conditions, the RCA Victor Division of the Radio Corporation of America has organized a comprehensive program of tropicalization for equipment to be used in the tropics and placed it in operation in several of its plants.

Clifford Eddison, manager of RCA Victor’s Chemical Engineering Section, said steps toward solution of the problem included: (1) substitution of materials less sensitive to moisture, wherever possible, in place of those known to be sensitive; (2) redesigning of some equipment and component parts which were found to retain moisture; (3) development and use of water-resistant, fungus-proof coatings for equipment and parts, and (4) adoption of special packaging procedures.

In the selection of suitable fungicides, Mr. Eddison said, much experimental work was carried out by the U.S. Army Signal Corps and other services, as well as by industry, to reconcile numerous requirements.

Lacquers and varnishes having high moisture resistance and other desirable qualities, and containing admixtures of suitable fungicides, are now used by RCA Victor to treat all equipment shipped to the tropics. Coatings are applied by spraying, dipping, or brushing, according to the type of equipment.

Packaging methods vary to meet requirements for different types of equipment. One is the carton-barrier-carton system, in which the “barrier” consists of a thin metal foil of aluminum or lead, backed by a special paper which in turn is backed by scrim cloth. The equipment is packed in an inner carton which is then sealed in an envelope of the barrier material. Next come an outer carton, a water-proof bag, and finally a strong wooden case padded to resist mechanical shock.

CBS Promotion Contest

A STATION PROMOTION contest with cash awards totaling $25,000 is being conducted by CBS Sept. 16 to Nov. 17 to recognize and reward promotional activities of CBS affiliated stations. All CBS stations are eligible, and entries will be judged without regard to size of community or power of station. Judges will weigh ingenuity in use of promotional material and effectiveness with which stations reach both actual and potential audiences. Grand award of $15,000 goes to station with best all-round promotional effectiveness during contest. Second and third prizes are $5,000 and $2,000, with prizes of $1,000 each to stations for best use of guest-critic recordings, staff recorders, local announcements, newspaper advertising, posters, car cards, billboards, and movie trailers.

School of Air Expands

THE CBS “American School of the Air” program series has further expanded its audience with the Armed Forces Radio Service, which formerly carried only one School of the Air program, now carrying four transcribed programs weekly to servicemen overseas, and KXG San Francisco, shortwave station, rebroadcasting entire series starting Oct. 1 to Mexico, Central and South America. AFRS will carry “Story of America”, “March of Science”, “This Living World”, and “Tales From Far and Near”. KXG will carry these four programs, plus “Gateways to Music”. All programs are half-hour shows, and will be broadcast in entirety.

MUSIC has power—

WDAS is the only Philadelphia radio station featuring three hours of classical music every day

...In addition to the usual musical programs.

Philadelphia’s outstanding full-time independent station features classical music every morning from 10:45 to 12 Noon, and again in the evening from 10 to 11:45 P.M.

With “MUSIC” like this, it’s no wonder WDAS audiences have been loyal for more than twenty years.

Horse for Halsey

PLANS to present A. A. A. W. “Bull” Halsey with a white horse “Tucumcari” are originating from Tucumcari, New Mexico. Clyde Smith, KTIN Tucumcari, backed by Gen. John J. Dempsey, hopes to make the presentation on Navy Day, Oct. 27, at San Diego, Calif.
"Hey, Mr. Motorist!"

With this cheery greeting, the motorist is enticed to the curb, and unburdened of his views, if any, on the subject of safe driving. Daily, Monday through Friday, the roving KEX reporter interviews motorists at one of Portland's busy intersections, in the interest of the Portland Traffic Safety Commission.

"Hey, Mr. Motorist!" is new to the air... an educational program designed to help reduce the traffic-toll in Portland. KEX is happy to lend a hand in support of worthy civic movements such as this.

This is but one of the timely, well-planned public-service offerings of KEX... Portland, Oregon. They are integrated in a program-schedule which runs the gamut of the radio needs and preferences of the teeming Portland area. KEX's local and network productions enlist the attention, loosen the purse-strings, in one of the "Coast's" most impressive markets.
Elliott Roosevelt’s Financial Affairs Receive Further Probing by Congress

INDICATIONS are that the financial affairs of Brig. Gen. Elliott Roosevelt, former head of the Texas State Network, will become a political football in Congress, with the Democrats inclined to “forget” the general’s borrowed money and the Republicans bent on a complete expose.

Chairman Doughton (D-N.C.) of the House Ways and Means Committee last Monday, in a report to the House, supported the Bureau of Internal Revenue which held that John A. Hartford, head of the Atlantic & Pacific Tea Co., was entitled to a $186,000 tax deduction on his loan of $200,000 to Gen. Roosevelt. The loan was settled by Jesse Jones, former Secretary of Commerce, for $4,000.

Party Conflict

“The Committee do not feel justified in challenging the conclusion reached by the Bureau of Internal Revenue,” said the Committee majority report. Rep. Knutsen (R.-Minn.), ranking minority member of the Committee, signed a minority report taking sharp issue with the Democrats. Rep. Jenkins (R.-O.) took the floor Monday to denounce the major concurrence in the Internal Revenue Bureau’s stand. Quoting from the Treasury Dept’s investigation records, the minority report asked: “Why did Mr. Hartford act so heavily on the President’s approval of the alleged loan? Why was the obligation settled for two cents on a dollar just at the time the network began showing a profit?”

Excerpts from Mr. Hartford’s statements given internal revenue agents, also included in the minority dissent, quoted the A & P executive as saying he was given the impression that he and his brother, George L. Hartford, “had been earmarked for this loan” by President Roosevelt. He said, the testimony showed, he made the loan on the assurance of the late President that it was a “sound business proposition and a fine thing.”

Mr. Hartford denied there were any representations as to possible benefits to the A & P if the loan was made, but added that after President Roosevelt was “so enthusiastic about it, I felt that I was on the spot and I had to make a decision right then and there and I didn’t want to do anything to incur the enmity of the President.”

“Not Convincing”

From the report of A. Frederick Olsen, internal revenue agent, dated July 21, 1945, the minority opinion included this excerpt: “Hartford had made up his mind that he would do nothing to embarrass Elliott’s father. We do not believe that he should be criticized for his feeling in that respect. On the other hand there is a serious question of whether Elliott treated his creditors squarely. Elliott could have paid about 12 cents on the dollar to his creditors had there been a failure upon him en masse.” Rep. Jenkins declared that the “voluminous record, consisting of several hundred pages,” was not entirely convincing.

He said the majority of the Committee, “acting on party lines, decided to send the whole matter to the House,” and charged his colleagues failed to take a definite stand on the controversy.

Rep. Jenkins placed in the Congressional Record portions of testimony by former Secretary Jones in which the Texan said he was asked by the late President to straighten out Elliott’s financial affairs, inasmuch as Elliott had gone into the service. Mr. Jones told examiners he settled the Hartford loan for $4,000 and a $50,000 loan from David Baird, of New York, for $500. A third loan of $25,000, made by Judge Charles Harwood, New York, was not settled. Mr. Jones testified.

Unless the Republicans force the issue, no further action was contemplated in the House last week.

WOWO Fort Wayne, Ind., has resumed weekly distribution of special news bulletins to local principals, superintendents and school officials.

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

50,000 WATTS — NBC RALEIGH, N. C.

Free & Peters, Inc., National Representatives
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
Letters to the Editor

(Broadcasting will print "Letters to the Editor" of general interest which are not more than 500 words in length.)

EDITOR, Broadcasting:

There will be millions of advertising dollars spent by appliance and automobile dealers, the cost of which will be shared between the manufacturer and dealer in local medias. It's time for us in radio to stop beating our breasts and go out after this business which is going largely to the newspapers. The reason most manufacturers give when asked to share in dealers local radio advertising is, "We feel our network program is sufficient to take care of our local dealers." Strange they do not consider national magazine and newspaper campaigns in the same light, and in most cases, have prepared newspaper campaigns for use in local newspapers and for which they pay a proportionate share with the local dealer or dealers.

If radio will act as a whole, perhaps through the NAB, we can get quicker action which will result in a healthy business of which we are not rightfully getting our share.

L. W. Shapiro, Valley Broadcasting Co., WSTV Steubenville, O.
Sept. 28, 1945.

EDITOR, Broadcasting:

May I add a "God Bless You" to the note from Charlie Crutchfield of WBT concerning possible Daylight Saving Time schedules. I think everyone in the industry recognizes that this has been a headache in the past. It seems reasonable that radio has grown into a large enough child now that we can stand on our own feet and say whether or not we will accept Daylight Saving Time.

L. W. Shapiro, Valley Broadcasting Co., WSTV Steubenville, O.
Sept. 28, 1945.

EDITOR, Broadcasting:

Following is a letter to Mr. Crutchfield forwarded by him to the editor of Broadcasting:

I note with great interest your note to the editor in Broadcasting of Sept. 17. This time change headache has been semi-annual with us here for the past number of years, as before War Time this community did not have Daylight Saving Time, as did New York. Then after War Time was established, Ohio as you probably know went to Eastern Standard Time during the winter months. While we don't go through a change this fall, we will no doubt resume this headache next spring, if and when New York goes Daylight Saving Time and this community stays as it is.

Phill Wood
Business Manager
WFMY, Youngstown
Sept. 19, 1945.

EDITOR, Broadcasting:

The report on tonal preferences in your September 17th issue should start the industry thinking how much is spent to achieve even the quality we now enjoy. I wish the CBS study had encompassed lower as well as higher fidelity.

But the trend to higher fidelity is defensible. It assumes simply that radio's medium exists to reproduce sounds, not to create or modify them. The engineer who faithfully transmits studio speech and music to the public fulfills his responsibility. It is for someone else to answer if the public dislikes it.

Agreed that the medium is fast stepping beyond its passive role of slavish reproduction to become a genuinely creative instrument. It has opened an exciting artistic field. But in serious music electronic manipulation can be construed as tampering with the creative work of others.

The authors do not think that public preference for "medium" fidelity springs from habit. They point out that we enjoy full fidelity in conversation and in the concert hall. But I regard their alternative hypothesis that "a narrow tonal range is preferred because it sounds better" as a tautology and not an explanation.

Remember the struggle of the recording companies to introduce electrical transcription? No doubt to an entranced public, the old noise-makers "sounded better." Nor do we recognize that we concede to radio what we will not tolerate in real life—we cheerfully blindfold ourselves. This double standard has made radio's success. However, man can be the victim of a narrow-range radio habit and still enjoy full tone in ordinary, non-radio life. He expects different things from the two.

So I suggest we give the public higher fidelity. It will learn to appreciate it. To conduct a suitably controlled experiment in range preferences CBS should have called in people who have never been subjected to electronic reproduction—if such ivory-tower mortals can be found.

Tom Westenbaker
Assistant Manager,
Upstate Broadcasting Corp.
WBIZ Saranac Lake, N. Y.
Sept. 30, 1945.

(Continued on page 38)
Pictured above is the Pinkney Packing Company, one of Amarillo's local businesses. (Left) Two members of the Pinkney personnel looking over some champion 4-H beef.

**Amarillo’s Local Industries Assure**

**MARKET STABILITY**

Now, more than ever before, the stabilizing influence local industries exert has become a vital market factor. Amarillo has her full share of local industries. Immense wheat and mill elevators, refineries, tank manufacturing concerns, cotton-seed oil and cake companies, power plants, manufacturers of paints and varnish, and scores of others to be found on the local industry roster create large and regular industrial payrolls.

**KFDA Knows Its Audience**

That’s why KFDA’s programming is carefully keyed to local tastes. The combination of ABC programs and local presentations insures maximum listener response to your sales message. KFDA does “tell them and sell them.”

**KFDA**

*AN AFFILIATE OF THE AMERICAN BROADCASTING COMPANY*

---

**“MARKET-MAKERS”**

- Amarillo is the distribution center for Northwest Texas.
- All business barometers give the Amarillo market excellent post-war rating.
- Amarillo's wholesale volume was over $152,000,000 in 1943.
- Receipts in the Amarillo market area (1944) on oil and gas, cattle and wheat, were $325,000,000.

**KFDA**

*AMARILLO, TEXAS*

- JOHN E. PEARSON CO.
  National Representative

**NUNN STATIONS**

- KFDA, Amarillo, Tex.
- WLAP, Lexington, Ky.
- WNBC, Knoxville, Tenn.
- WCMR, Ashland, Ky.

Studio—

- Huntington, W. Va.

Owned and operated by GILMORE & NUNN and J. LINDSAY NUNN
WMBD Works Out Policy for Allotment Of Time for Controversial Questions

POLICY for guidance in selling time for discussion of controversial issues has been worked out by WMBD Peoria, Ill., in an effort to see that "all interests are treated with justice and equality."

Edgar L. Bill, president of Peoria Broadcasting Co., said WMBD will provide free or sell time, depending upon circumstances in each case, for discussion of public questions and controversial issues. Each request will be considered on the basis of subject's merit, contribution to public interest, degree of public interest, and status of applicant with regard to recognized law and policy enforcement agencies and public welfare.

Program material must be presented in talk or speech form only, by authorized representative of applicant, and must be submitted to station 48 hours in advance. Program time must run at least five minutes, and no product or service advertising will be permitted.

The one-time national advertising rate will apply and all such broadcasts must be identified according to regulations in Section 3.409, Communications Act of 1934. Time will be allotted "with due regard to all the other elements of balanced program scheduling."

Albert Lincoln Salt

ALBERT LINCOLN SALT, 80, retired president and chairman of the board of Graybar Electric Co., Inc., distributors for Western Electric Co., New York, died in the United Hospital, N. Y. Oct. 1.

CFCY Protests Serial Transfers

Day 'Soap Shows' Removed To Government Station CBA

TRANSFER of daytime serials of Lever Bros., Procter & Gamble, and Colgate-Palmolive-Peet from privately-owned CFCY Charlotte-town, P. E. I., to the government's CBA Sackville, N. B., resulted in a protest advertisement by CFCY in newspapers of the area. Said CFCY in the advertisements:

"The management of CFCY wishes to assure listeners that the removal of the daytime serial stories from CFCY was in no way due to CFCY action. The station was obliged to go on the Dominion network last year at the insistence of the CBC, which is the government corporation controlling all broadcasting in Canada. For the first year we were left with the daytime commercial shows.

"In this, the second year of the Dominion network operation, the CBC has, of Sept. 1, removed all daytime commercial shows from CFCY, causing us the loss of many thousands of dollars, and you, our listeners, the loss of many fine programs. The business we have lost through this change has been given to the CBC's own station in Sackville. We shall be glad to have a return of the business at any time."

Promised Replacements

Advertisements appeared over the signature of K. S. Rogers, owner of the station, and one of the pioneer Canadian broadcasters. CFCY operates with 5 kw, CBA with 50 kw. For some years after the building of CBA it went to advertisers at a nominal rate. Now it is a basic part of the CBC Trans-Canada network.

Dominion network stations, made up entirely of privately-owned stations except for the key station, CJBC Toronto, owned by the CBC, have been promised daytime commercial serials or commercial programs to replace the soap serials.

So far no daytime shows have been placed on the Dominion net, but it is understood that a number of inquiries for daytime sponsored acts are now under consideration, including a second daytime Procter & Gamble soap serial.

Reap your share of this GOLDEN CROP

There's more gold than ever before in Kansas' 1945 wheat crop. Third biggest in size, this year's $300,500,000 harvest broke records in dollar value. And with the war's end, Kansas and Oklahoma farmers are listening eagerly to KFH, Wichita, not only for up-to-the-minute farm and market news but for news of all manner of new products which their stored-up capital can buy.

Whatever you have to tell or sell to "the solid section", your message will yield a good harvest on that selling station, KFH.

Associated Files

ASSOCIATED BROADCASTING CORP. last Tuesday filed suit against American Broadcasting Co. in the Federal Court in Chicago, asking that American be enjoined from using the term "ABC Network" and also asking for damages sustained from American's current use of that identification. Suit is essentially a duplicate of that filed earlier in Grand Rapids which was dismissed when the court disclaimed jurisdiction.

KHF WICHITA

WICHITA IS A HOOPERATED CITY
CBS • 5000 WATTS DAY & NIGHT
CALL ANY PETRY OFFICE

That Solid Section

KANSAS OKLAHOMA WICHITA

OF KANSAS RICHEST MARKET

Page 34 • October 8, 1945

Broadcast Advertising
ELECTRONIC TELEVISION IS AN RCA DEVELOPMENT

This is the twelfth 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.

BUY MORE WAR BONDS

12. THE "LARGE-SCREEN" RECEIVER

RCA engineers designed, and RCA factories built, the first electronic home-television receivers. The pictures received were small, but wonder at the miracle of their transmission dominated the minds of the beholders. The latest type of RCA Victor home-television receiver, shown here in demonstration form, has a built-in, 16" x 21" screen, which permits comfortable viewing by a large group of people. The projection system that makes this possible uses "reflective" optics to attain much greater efficiency than ever before. This system was developed entirely by RCA engineers.

The Fountainhead of Modern Tube Development is RCA
WFIL Changes Policy On Free Time for Causes

JACK STECK, WFIL Philadelphia, program director, has reorganized the station's public service policy relating to free time granted to organizations for promotion of recognized causes.

The plan will limit the organizational's message to time prescribed by NAB for a comparable commercial show. It was put into operation because organizations seldom secured services of professional speakers and poor radio technique resulted in loss of listener interest and general lessening of effectiveness of the radio coverage.

Station explains that the new policy increases its service since professional assistance of WFIL program department will be given in addition to free time.

Queen for Day

OF MANY letters received from listeners to the Mutual Queen for a Day program, WMOH Hamilton, D. gave special attention to one from Mrs. Donald Diver, who submitted the name of her 14-year-old daughter, Barbara, as a candidate so Barbara could ride in an airplane. Since the program originates on the West Coast, there was little WMOH could do in connection with the program, but Don Isot, executive director, saw to it that Barbara was made the WMOH Queen for a Day. He arranged with Joe Hogan, operator of the Hamilton airport, to give Barbara a long airplane ride.

Hicks Says Patton's Position in Row Over Denazification Is Understandable

GEORGE HICKS, American Broadcasting Co. commentator, returned from two years overseas with a conviction that "you still have to do business with the Nazis in Germany"—and an equally strong feeling that the GI can lick his own postwar problems.

"I read about General Patton's latest row," he told interviewers in Chicago, where he took part in U. S. Steel's Theater Guild of the Air debut Sept. 30, his first commercial broadcast after he returned to the States. "I believe I can sympathize with his predicament," he added.

(Gen Patton was relieved of his 3rd Army command and of his post as administrator of Bavaria last week, following complaints that he kept Bavarian Nazis in office.)

"Just about 99 per cent of the Germans still living, not counting the aged, children, and those confined in insane asylums, are Nazis at heart or were members of the party simply because to do otherwise was to be liquidated or sent to a concentration camp," Mr. Hicks said. "Who can Patton get to help control the Germans but these former Nazis? They all protest that they were never Nazis at all, but he knows who and what they are."

To Mr. Hicks the big thing is not the trouble encountered in keeping the Germans in line but the fact that "there are still thousands of our boys overseas with a job to do. If people insist on thinking the war is a big production number it won't be long before they'll start forgetting about the few who are still holding on to a dirty, unwanted job, but a job that has to be done," he added.

"If I were to say anything to the American people it is this: The war will never be over until every American serviceman is back home. Getting them back is the biggest job facing America today."

He said in talking with scores of veterans and ex-servicemen since returning to the States he found almost identical reactions to civilian life: It's wonderful but who gave people the idea we have to put to bed? Let the GIs alone, he contended, and they'll lick their postwar problems the same way they did the Germans.

"It seems illogical that a man who can live under the terrible conditions of war, who has met and defeated a powerful enemy, should be treated like a baby by his friends and family. The discharged veteran has problems, certainly, but no greater than those he survived overseas."

Mr. Hicks said his own immediate plans, other than his assignment as commentator on the U. S. Steel program, are still indefinite.

"I learned a lot in two years overseas about what makes people tick. I think men who reported, either for press or radio, the story of the war will be able to do a great job on covering the home front. Certainly we can never go back to the hysteria most of us indulged in, in describing a lot of special events. We'll be calmer and able to be a lot more objective in our reporting. I think the American public will welcome the difference," he declared.

Community Sing

AMERICAN'S Ladies, Be Seated cooperative program, heard Mon., 3:30-4 p.m., started a daily community sing by audience Oct. 1, led by a housewife picked from the audience before broadcast. Prizes will be awarded weekly.
DISTRIBUTION ICE-BREAKER

Most of WSM's listeners never saw an ice-breaker. But they have given first place in their hearts for twenty years to an ice-breaker you can use, right now, in getting your goods moving at normal speed up the channels of distribution. WSM uses no dynamite... just a spearhead of human warmth. Strictly speaking, WSM is an ice-melter which blankets an area of five million people with a clear-channel, 50,000-watt friendliness that means smooth selling for our sponsors.

THE STATION THAT HAS KEPT OPEN THE ROAD TO POSTWAR SELLING

HARRY STONE, Gen. Mgr.
EDW. PETRY & CO., Natl. Reps.
The Swing is to WHB in Kansas

Total Range Preferences for Classical Music

Cross-Section Listeners

<table>
<thead>
<tr>
<th>Range</th>
<th>Preference</th>
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<tbody>
<tr>
<td>Narrow</td>
<td>38%</td>
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<tr>
<td>Medium</td>
<td>43%</td>
</tr>
<tr>
<td>Wide</td>
<td>21%</td>
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</tbody>
</table>

Professional Musicians

<table>
<thead>
<tr>
<th>Range</th>
<th>Preference</th>
</tr>
</thead>
<tbody>
<tr>
<td>Narrow</td>
<td>28%</td>
</tr>
<tr>
<td>Medium</td>
<td>52%</td>
</tr>
<tr>
<td>Wide</td>
<td>10%</td>
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</tbody>
</table>

Editor, Broadcasting:
I have been reading with much interest Broadcasting Magazine of September 17th.
Am I hopelessly confused or is the diagram at the bottom of page 32 all wrong? The caption reads "Narrow versus Medium, Medium versus Wide, Narrow versus Wide". Yet the index to the graph shows dots used for "Medium" and a broad cross-hatch for "Wide". If this is correct, the statement at the end of the paragraph at the head of the second column that professional musicians favor a narrow range is incorrect. The graph shows that 38% prefer the wide range and only 7% of the medium.

Robert T. Bellaire
ROBERT T. BELLAIRE, former American correspondent in the Far East, died in Tokyo Sept. 30 as a result of a jeep accident. At the outbreak of the war he was manager of the Tokyo Bureau of UP, and was later interned by the Japanese. Repatriated on the Gripsholm, he was frequently heard on American preceding the Japanese surrender, and was to have continued his commentaries for that network from Japan, where he was representing Collier's Magazine.

Picture of an Advertiser Listening to Its Commercial on WNA

BASIC-AMERICAN IN BRIDGEPORT, CONN.

Concentrated Audience in the Nation's 59th Market

Bridgeport is one way to plan direct advertising in the booming poster period. 216,621 people in the Bridgeport metropolitan area spent 790,000 in 1940 retail sales. The Chamber of Commerce says 50% more is expected in post-war. Here's real sales potential every-tomorrow on WNA.

AVAILABLE IN COMBINATION WITH WATR, WATERBURY
REPRESENTED BY RAMEAU
Music Is Again Accented on WBIG

Margaret Banks, Music Director
WBIG, Greensboro, North Carolina

To augment the outstanding array of musical programs carried over the station through its affiliation with the Columbia network, Radio Station WBIG in Greensboro, North Carolina, through the station music director, Margaret Banks, has planned for the coming fall, winter and spring seasons a processed schedule of musical programs. Every local program going out over the WBIG air lanes will be personally supervised by her. No detail will be too small—the briefest transcribed interlude will be of ranking importance. The one thing Margaret has kept uppermost in her mind as she has diligently worked for months is that the vast audience in the Magic Circle area will receive enjoyment and pleasure out of each and every note of music played.

Highlight of musical activities at the station is the WBIG Concert Ensemble which is active again after a six-weeks vacation. The Ensemble is featured in a five-week program, "Restful Music", under the sponsorship of W. H. Andrews, Jr. The program comes just at the twilight of day, 7:00 o'clock, when the quarter-hour interval of care-seeking music brings relaxation and contentment. Recent addition to the group is Norma Lee Eskey, Woman's College music major from Richmond, who by an exquisite touch lends to the program a memorable singing quality from the strings of her violin.

The Greensboro Euterpe Club, one of the South's oldest musical organizations, has outlined a diversified schedule that promises to be one of the club's best. The Euterpe Club programs will be heard over WBIG every second and fourth Wednesday of the month. Miss Clarene, Carl Anderson, soprano, is in charge of the October program, on one of which she will sing. November's program is under the direction of Mrs. John Medearis. Leroy Wilt will feature the Greensboro College Glee Club in seasonal music during the December programs. January's programs will be presented by Mark Hoffman, dean of music at Greensboro College.

Hoffman's programs of piano interpretations are one of the most looked-forward-to in the Euterpe schedule. A newcomer to Greensboro, Mrs. John S. Urbans, takes over in February, followed in March by Lorne Grant. The April programs will be under the supervision of Mrs. V. H. Higgins and Miss Jane Hess, contralto, has charge of the programs in May.

The Civic Club of the Air, heard Monday, Wednesday and Friday at 10:15 a.m., continues to hold the interest of the Magic Circle listeners as it has for the past five years. Announcements of civic appeal are aired with the musical portion of the program presented by Margaret Banks at the solovox. Any type of music is likely to be heard on the Civicit Club program, with popular current tunes being featured.

A program of long-standing on WBIG is the "Golden Quarter Hour" presented every Monday, Wednesday and Friday morning at 11:45. For fifteen years the Duke Power Company of Greensboro has brought to the WBIG audience the best selections to be obtained in both new and old tunes. This year the same high standards are being observed for the program and name bands will continue to be heard. "The Golden Quarter Hour" has been one of the largest followings of any program of its type on the station.

To add spice to the listening, the Southern Baking Company offers "Southern Varieties" every weekday at 1:30 p.m. A different type of music is played every day, ranging from waltzes to hillbilly and folk music.

For the tobacco growers and other rural residents Margaret has planned a mid-day program, Monday through Fridays at 1:15 p.m., of more mountain, folk and hillbilly music, presented under the sponsorship of Webster's and Planters' Warehouse in Madison.

Memories of yesterday are brought back to the mother-and-father audience on Thursday evenings at 8:00 o'clock, when the "Songs of the Day Nineties" parade is repeated by WBIG. A mellowing, set to music, the scene just past.

The original arrangements and instrumental work of 1900 selections are presented on Monday mornings at 10:00 on the "Music Hall Varieties" show. The "Music Hall" orchestra and male chorus, featuring John Barton, basso, are heard in selections of "Too Much Mustard," and "Lassus Trombone."

"Theater of the Air," a preview of Columbia and local programs which are to be heard that day and the following one, has a varied selection of music devoted mainly to the popular type. This is a Monday through Friday, 11:00 a.m. feature.

End-of-the-day music is heard every night at 11:30 on "NEATH THE SOUTHERN MOON," rated as WBIG's outstanding local program. Memory tunes by male quartets: soft blended voices of choirs; sweet, flowing strains of the strings—everything is drawn into an uninterrupted half-hour of musical gems for relaxation—music to dream by, to read by, to divert one's mind from the cares of the day.

In making out the program schedule for the coming months, Margaret has not overlooked the wealth of talent to be found in the institutions of higher education located in the Magic Circle area. There are more than a dozen colleges located within the fifty mile radius and all are offered the facilities of the station, as are the grammar and high schools.

Among the schools heard regularly over WBIG are Woman's College of the University of North Carolina, second largest girls' school in the nation; Greensboro College, Elon College, Guilford College and two Negro establishments, Bennett College and the Agriculture and Technical College.

And the music department received many citations for its morale-building efforts during the war. "Music In War," a stirring article written by Margaret Banks, appeared in the Congressional Record, and similar articles have been published in a number of national magazines. With the advent of peace the tempo of music at the station has been changed to keep attuned to the times.

Continuing her vital interest in the music of the station Margaret has recently announced a scholarship to be awarded by WBIG for the study of music. Any girl living within the Magic Circle is eligible for the one-thousand dollar scholarship, to be used anywhere in the United States. Applications will be reviewed by five members of the Euterpe Club, who will make the final decision, based primarily upon the applicant's ability.

A completely diversified schedule was Margaret's aim in planning the music for WBIG and the outlook is a season that will linger for a long time in the minds of the audience of WBIG.


[Advertisement]
NEW FIRM FORMED
BY A. KUDNER STAFF
JAMES H. S. ELLIS, representing
the staff, and Mrs. Arthur Kudner,
representing the estate of the late
Arthur Kudner, announced the
business of Arthur Kudner Inc.
will be carried on by Kudner
Agency Inc., a new company
formed by the staff for this
purpose.

Initial stockholders, who also
will be members of the board
of directors, James H. S. Ellis, president;
Hayward M. Anderson, Samuel D.
Fuson, Schuyler Kudner, Edward
J. Owens, Robert D. Stewart, vice-
president; Blackwell Smith, sec-
retary-treasurer; G. C. Christensen
and Shafto Dene.

A substantial block of stock is
being held for future issuance to
present and future staff members.
Agency will continue in same
headquarters in Rockefeller Center,
New York, as well as same offices
in Detroit, San Francisco, Honolulu,
and Washington, D. C.

Navy Anniversary
EMERSON DRUG CO. Voa Pop
program will be broadcast from the
U. S. Naval Academy at Annapolis
Oct. 8 on CBS, when it
joins celebration of academy's 100th
anniversary. On Oct. 10 Kay
Kyser and his College of Musical
Knowledge program sponsored by
Colgate-Palmolive-Peet Co., will
broadcast from the Naval Academy
at 10 p. m. on NBC.

WSAM GIVES TRIPLE
COVERAGE AT ONE COST

Statement of The Ownership, Man-
agement, Circulation, etc., Re-
quired by the Acts of Con-
gress of August 24, 1912, and
March 4, 1933

Of Broadcasting Combined With Broad-
casting Advertising, published weekly at
Washington, D. C., for October 8, 1945.
District of Columbia—

Before me, a notary public in and for
the District of Columbia personally appeared
Maurice Long, who has been duly sworn
according to law, deposes and says that he
is the business manager of Broadcasting
Combined With Broadcasting Advertising,
and that the following is, to the best of his
knowledge and belief, a true statement of
the ownership, management (and if a
daily paper, the circulation), etc., of the
above publication for the date shown
in the above caption, required by the Acts
of August 24, 1912, as amended by the Act
of March 4, 1933, emended in section 537,
Post Office Laws and Regulations:

1. That the names and addresses of the
publishers, editors, editorial directors, man-
ing editors, and business manager are:
Publisher and Editor—Maury Long, Washing-
ton, D. C.

2. That the owner is: (1) By itself, or (2) By a
corporation, the names and addresses of
all officers and the names and addresses of
all stockholders owning or holding 1 per cent or more of
the total amount of stock.

3. That the known bondholders, mortgagees,
and other security holders owning or holding 1 per cent or more of
the total amount of bonds, mortgages, or other
securities are: (If there are none so state)
None.

4. That the two paragraphs next above,
giving the names of the owners, stock-
holders, and security holders, if any, con-
tain not only the list of stockholders and
security holders as they appear upon the
books of the company but also, in cases
where the stockholder or security holder
appears upon the books of the company as trustee or in any other fiduciary relation,
the name of (the person or corporation for
whom such trustee is acting, is given; also
that the said two paragraphs contain state-
ments embracing affiant's full knowledge
and belief as to the circumstances and con-
ditions under which stockholders and se-
curity holders who do not appear upon the
books of the company as trustees, hold
stock and securities in a capacity other than
that of a bona fide owner; and this
affiant has no reason to believe that any
other person, association, or corporation
has any interest direct or indirect in the
said stock, bonds, or other securities than
as stated by him.

Maurice Long,
Sworn to and subscribed before me this
1st day of October, 1945.

Notary Public.

(MY commission expires October 15, 1948.)
Most people think of Louis XIV of France as one of the greatest spendthrifts of all time. Yet personal thrift was an actual habit with this monarch. When planning a lottery for his court, he wrote his Minister of Finance to buy the prizes in his own name, in order to “get the handsomest things at a reasonable price.”

To advertisers contemplating Baltimore as a rich, post-war market, WCBM offers intensive coverage, with an eye to thrift. A Baltimore habit accounts for this.

Since Baltimoreans know that they can depend on “1400 on the dial” for consistently fine radio entertainment, “listening to WCBM has become a habit in Baltimore.”
Once-In-A-Lifetime OPPORTUNITY for STATION MANAGER

An important network station, independently owned, on regional channel has a once-in-a-lifetime opportunity for a thoroughly experienced station manager. Station has high production standards, sales leadership and top audience ratings. Successful applicant will have the opportunity and responsibility of guiding station to even greater standing.

Every applicant’s background will be thoroughly investigated. Salary commensurate with ability. Write fully. Negotiations in strictest confidence.

Box 271, BROADCASTING
Which St. Louis Station?

During the five-day period, August 24th to 28th, while the St. Louis newspaper strike was in its second week, Edward G. Doody & Company, radio research bureau, asked 2,624 St. Louisans this question:

Which Radio Station Have You Been Listening to Most for News Broadcasts During the Newspaper Strike?

Of the 2,135 listeners who expressed a preference, the answers were:

KSD — 40.4%

STATION "B" — 28.1%
STATION "C" — 14.2%
STATION "D" — 10.1%
ALL OTHERS — 7.2%

At a time when RADIO was virtually the sole source of News in St. Louis, KSD's traditional thoroughness and reliability of news coverage—and KSD's policy of not permitting its news broadcasts to be interrupted by middle commercials—made possible this re-affirmation of KSD's position as the station which more St. Louis listeners prefer for the NEWS.

From August 16th to September 7th, when publication of St. Louis' three daily newspapers was suspended because of a Newspaper Carriers' strike, Radio Station KSD not only strived to provide as many regular newspaper services as it possibly could, but also endeavored to cover the news of the strike with the maximum thoroughness and impartiality. The degree of success which attended KSD's efforts in both respects is reflected in the survey results reprinted in the lower left-hand corner of this page, and in the letters reprinted above.
CO-ORDINATION

It is the skill of intelligently combining all factors involved in a successful performance that trademarks the "All-American."

In Fort Industry Company radio broadcasting it is the co-ordination of effort, starting with the dotted-line acceptance to the final push into homes of the nation, that puts "All-American" meaning into: "If it's a Fort Industry Station you can Bank on it!"

We have learned from experience that those who know us intimately recognize this skill of co-ordination as a tremendous factor in their success in Fort Industry markets. To those who do not, we would like to introduce "Broadcasting at its Best" in these important markets.

THE FORT INDUSTRY COMPANY

WSPD  5,000 Watts and NBC
      TOLEDO, OHIO

WGBS  10,000 Watts and American
      MIAMI, FLA.

WAGA  5,000 Watts and American
      ATLANTA, GA.

WWVA  50,000 Watts and Am
      WHEELING, WEST

WHIZ  250 Watts and NBC
      ZANESVILLE, OHIO

WMMN  5,000 Watts and Columbia
      FAIRMONT, WEST VA.

WLOK  250 Watts and NBC
      LIMA, OHIO


IF IT'S A FORT INDUSTRY STATION YOU CAN BANK


**Vitamin NAB**

A REVITALIZED NAB under its new president, Justin Miller, moved with swift certainty against mountainous problems last week.

Immediate action was taken by the Board toward developing an expanded Labor Department.

A plan for a series of news clinics was adopted.

Meetings were held with representatives of FMBI...meetings which should lead to abolition of the duo-association setup.

Indeed, the staid NAB, plodding along with Percheron purpose, suddenly broke into a colt-like canter.

There has not been as much action in organized broadcasting circles since Paul Porter became Chairman of the FCC and the Great Paper Flood burst the tides of the Commission licensing division.

Amidst this bustling activity, Justin Miller moved quietly and cautiously. He was listening—and learning. He has demonstrated insight and courage, but even more important, a quality of restraint which personifies the practiced jurist.

Of significance among the developments attending the Board meeting was the parley with representatives of FMBI. The NAB with more finesse than it has heretofore demonstrated indicated that it is not an Association of Amplitude Modulation Broadcasters. In fact, it does not modulate in any direction, up or down or back and forth. It is—and it always has been—a broadcasters' association, and that encompasses all forms and degrees of the art: AM, FM, TV, and derivatives thereof.

There is a basis now upon which FMBI can afford to dissolve its organization and unite with NAB. The latter probably should establish an FM department—yes, and a television department, also.

The decision to expand its labor department activities is a wise one. In the new forms of broadcasting which the future betides, problems of labor relations will be multiplied. An intelligent pattern for handling them should be established now.

There was a great deal of discussion about improving the public relations effort of the NAB, the spearhead operation of any association. Much more will be heard about this, and soon.

Judge Miller's scholarly inaugural address was received with attention. He marked carefully the pattern he would follow in leading the art to a fuller life of service by the American system. He had, in a letter, the blessing of President Truman, who wrote: "Past achievements (of broadcasters) further demonstrate that those who have developed the service to its present state are not content with merely maintaining the status quo."

It appears that the NAB is awakening. This is not intended as a reflection upon those who preceded Judge Miller, but a reflection in fact upon the membership which has stood at dead calm for too long on association matters. Judge Miller becomes the spark to rekindle enthusiasm. Let us hope that he has lasting qualities and will, under adversity and beyond the flush of inaugural impetus, keep burning brightly the will of the members to build for better days.

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**FCC Speed-Up**

RADIO'S GREATEST grapple is on. Government, broadcasting art and manufacturing industry are in the throes of allocation developments as they affect FM, television, facsimile.

The extent to which these services, which spring from the vacuum tube, will grow and thrive depends basically upon the allocations provided. There's the question of regulations.

FM allocations are all but fixed. The story of unlimited facilities and ample room for thousands of stations no longer fits. There will be more stations, of course, but the number will be limited in the larger markets. So there will be freer competition, but not free competition that was so fervently sought.

In television, at this stage, there will be very few facilities in the larger markets, so limited that the FCC proposes rules which would require time-sharing—only six hours a day is proposed. Yet secondary areas could get more facilities than they would ever need. This, the FCC says, will be only temporary.

The question naturally arises as to whether a station, operating only six hours daily, can support itself. Television will have to pass through a developmental stage of red ink, as did aural broadcasting. But the cost factors are considerably higher, not only as to basic equipment but in programming. The labor factor probably is the biggest single item.

There's no doubt about the effect of these factors upon prospective applicants. Many present-day licensees aren't as enthusiastic about getting into these new fields as they were. A good portion of them never were very anxious anyway. Then, the writing of stringent regulations to govern these services even before they are under way has dampened the ardor both of licensees and newcomers.

The FCC has a tough job in getting these new services started on the right foot. It is deplorably understaffed in both its engineering and legal departments. It is determined not to become the bottleneck.

But isn't the FCC making haste too quickly? Its mandate from Congress in the Communications Act is to encourage the wider and more effective use of radio. By throwing regulatory road-blocks in the paths of the new services it can hardly be encouraging new capital—or even old—into these fields.

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**Hit-and-Run**

JIMMY PETRILLO, the sour grape merchant, has pulled his hoodwink-Houdini act again.

Netted by the NABET victory over his AFM in the matter of platter-turner jurisdiction, he interrupted musical programs on NBC because two affiliates—WSMB New Orleans and WAPO Chattanooga—hadn't capitulated to local union demands. Then he disappeared.

It's time for Congress to blow the whistle on this concertmeister of the brass section.

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**Our Respects To—**

ALCUIN WILLIAMS LEHMAN

IN THE SPRING of 1929, A. W. Lehman, then assistant to the managing director of the Association of National Advertisers, was given the job of compiling available information about radio as an advertising medium. This assignment proved something of a stickler. While a number of advertisers had used radio with varying success, AI could find nothing that came under the head of basic statistics.

Then Eastman Kodak Co. passed on to other ANA members some figures from listening to its program, based on interviews conducted by Crossley Inc. Other sponsors engaged this research firm to make similar interviews for them and early the following year "The Advertiser Looks at Radio," written by Archibald Crossley and edited for the ANA by A. W. Lehman, was distributed to advertisers and agencies.

This volume, the first overall report on radio listening—dealing with such topics as potential audience, comparative popularity of networks, record broadcasting, best selection of programs, when people listen, measuring a program's effectiveness, broadcasting's accomplishments and its cost—clearly showed the need for a continuing audience measurement service. Crossley on March 1, 1930, began field work on the first industry study, working with an advisory committee of advertiser and agency research men called the Cooperative Analysis of Broadcasting, of which AI was secretary.

Four years later, when the CAB took over supervision and sale of the radio surveys, operating on a mutual basis as a membership organization, AI was appointed secretary and general manager, supervisory head of the entire CAB operation. Aften ten years in this post, on March 1, 1944, he was elected president of the CAB, a national position.

Looking back on 15 years of radio research, AI said recently that when the CAB was formed the national advertisers didn't know whether radio was a real medium of communication or just an expensively playing, lone alone whether it was a primary or a secondary advertising medium.

"These questions answered themselves as knowledge about radio became available," he declared. "I have come to think that the difference between whether any medium is primary or secondary depends on how much knowledge we have of it. If a medium slips behind in supplying that knowledge it tends to become a secondary medium. Today, as a result of the work of the CAB and other radio research (Continued on page 48)
KOIN Vitalizes a Vision

KOIN vice-president Arthur R. Kirkham confers with Pacific Northwest Trade Association leaders on this area's potential future. Broadcast participants (left to right): Kirkham, Frank E. McCaslin, president Portland Chamber of Commerce; John A. Laing, association director; and S. S. McKeen, Vancouver, B.C., president of the association. Seated with backs to camera (from left): Kemper Freeman, Seattle businessman and E. G. Rowebottom of Victoria, deputy minister of Trade and Commerce for British Columbia.

PEACE finds the Pacific Northwest ready, willing and able to cut loose and hit its postwar stride. Foreign trade looms large on the horizon. Our scenic-endowed playgrounds are destined to become the nation's No. 1 mecca for tourists. Abundant hydro-electric power beckons manufacturers. Lumber and agriculture are "solid".

UPON THE PEOPLE depends this future. "Where there is no vision, the people perish."

KOIN encourages Northwesterners to keep dreaming and reaching, planning and working for the Greater Pacific Northwest. The station's postwar development department is in good working order. This is exemplified by its detailed news-and-interviews coverage of the recent PACIFIC NORTHWEST TRADE ASSOCIATION meeting in Portland.

It takes an INFORMED community to insure a sound future
Respects

(Continued from page 36)
groups, we have a superabundance of knowledge about radio that makes it possibly the most primary of all media, despite the lack of "circulation" records such as are available in the publication field.

"Radio couldn't have an Audit Bureau of Circulation," he stated, "So it had to develop new research techniques. Pardoxically, radio has been so successful in supplying information that makes it easy for the advertiser to spend his money intelligently in radio that it has forced other media to follow its example."

In addition to his radio research activities, Al has played a prominent part in new research techniques for other media. In 1941 he was placed on the board of the ANA to open a joint headquarters for the CAB and the Advertising Research Foundation, of which he was then technical director and is now managing director. From the spring of 1941 to July 1944, Al was managing director of the Traffic Audit Bureau, a tripartite effort of the ANA, AAAA and Outdoor Advertising Assn. of America, continuing as technical consultant until January of this year.

Alcinon Williams Lehman—the first name is for the educator at Charlemagne's court for whom Al's father, a minister of the Dutch Reformed Church, had a great admiration; the second is his mother's maiden name—was born June 13, 1897, on East Steuben, N. Y. Following the first world war, in which he was stationed at Fort Ontario, Oswego, N. Y., where he recalls most vividly seven days duty "keeping the Canadians from invading the United States," Al entered New York U.'s School of Commerce. Following graduation in 1923 he spent several years in Germany and when he returned home he came to join the ANA staff in 1928. He left the chair store business flat.

Married to the former Adelina Perrotti, Al lives in midtown Manhattan. He is currently between hobbies, since the transportation situation has curtailed his landscape gardening experiments as a weekend farmer and he is too busy for tournament bridge. He is a member of the executive committee of the Market Research Council; chairman of the N. Y. U. School of Commerce Alumni Committee; the Employment of Returning Veterans, and a member of the Albany Society, American Marketing Assn. and Radio Executives Club.

If ever a city bulged with buying power, it's South Bend, Indiana!

South Bend bank deposits approach $110,000,000.00, 2½ times greater than the boom year 1928!

War Bonds held by South Bend citizens are well in excess of $132,000,000.00!

South Bend postal savings, more than $8,000,000.00, lead the entire state of Indiana.

Remember this, too—today, with taxes on a "pay-as-you-go" basis, South Bend's 250 million dollar backlog represents real NET buying power.

Our latest Hooper is convincing proof that the way to tap this bonanza is through WSBT. Send for a copy—

Fights for Vets

VETERANS at 30 military hospitals can now hear Friday night fight broadcasts from the ABC television tower, the WSBT Safety Center, Boston, is transmitting the bouts, including commercials, for the hospitals in the eastern time zones, under the supervision of E. Spang Jr., president of Gillette. Previously the boys were unable to hear the bouts because of the 10 o'clock "lights-out" order in hospitals. In addition to the broadcast on American, Gillette sponsors the bouts on WNET, NBC video station, and in September renewed for another 52 weeks. NBC, DuMont & CB have given almost all television sets to the hospitals in the area, so bouts also may be viewed via video. Agency is Mason Inc., New York.

OPENING LICENSE for Walka-Talka communications system has been issued by FCC to Paramount Pictures Inc., and device is being used in film location work at Pottsgrove, Pa.

COLUMBIA NETWORK

WSBT SOUTHBEND

960 KC 1000 WATTS

Paul H. Raymer Co., National Representatives

COLUMBIA NETWORK

ALLIED ARTS

JOHN BOODER has been named manager of the chain of retail radio and record stores operated by FM Broadcasting, Inc., of Westfield, N. J. He has been with Brush Electric Co. handling RCA retail contracts in New York state.


DARLTON KADELL, Hollywood announcer, who succeeded John Kennedy's position of AFRA executive secretary, has been elected president of the Los Angeles chapter of AFTRA, succeeding Ken Carpentier. Remaining members of the AFTRA executive committee include: GEORGINA BACUS, FRANK MARTIN, JAMES DOYLE, CARL BAILEY, first vice-president; JOHN KENNEDY, Second vice-president, recording secretary. New board members are HARRY WOLF, secretary, and members: CATHERINE LEWIS, WALLY MAHRE, PERRY SINGLETYN, PAUL CLEVER, FRANCES LANDFORD, SALLY SWEETLAND, Mr. Bailey, Mr. Martin, BILLY GOULD.

KFI Los Angeles has set up a special transcription and recording service department which is available to advertisers and talent belong. LYMANN SMITH is in charge as manager.

CHARLES C. FLORIDA, Jr., executive vice-president of the N. Y. U. School of Commerce Alumni Committee, is now executive vice-president of Charles C. Florida Jr. Inc., located in the Graybar Bldg., New York City.


KENNETH R. TOUB, former advertising manager of the Los Angeles Times, has joined the Staff of the Los Angeles Times. He was formerly employed by the Los Angeles Times.

FRANK H. JONES, who has resigned as manager of the Los Angeles Times, has joined Pen-Mar-Ken Associates, Inc., as advertising manager.

HARRY J. VINES has been elected vice-president of Zenith Radio Corp., New York, subsidiary of Zenith Radio Corp., Chicago. Mr. Vines has been general manager of the distributing firm.
Western Electric is taking orders NOW

Our wartime job as the nation's largest producer of communications and electronic devices is nearing completion and we're ready to take your order for equipment, at firm prices, without priorities or certificates. Some of the equipment listed is ready for immediate delivery, other items will be ready soon. Orders will be filled in the order in which they are received.

See your Graybar representative for the latest information on equipments in stock, and the delivery dates for other apparatus.

**AM TRANSMITTERS:** 250 Watt to 50 kw.

**FM TRANSMITTERS:** 1, 3, 10, 50 kw.

**SPEECH INPUT EQUIPMENT:** 23C, 25B and 22D.

**MICROPHONES:** 632A, 633A and 639A and B.

**PHASE MONITOR:** 2A.


**REPRODUCER:** 9A.

**SPEAKERS:** 750A, 751B, 753B and C, and others.

**TUBES:** Standard tubes for broadcasting and allied fields are currently available.

**ANTENNA EQUIPMENT:** Line branching, phasing and coupling equipment with accessories—1 kw to 50 kw.

**PLUS** Panels, receivers and attachments, rectifiers, and accessories.

*Buy all the Victory Bonds you can — and Keep all you Buy!*
SOMETHING NEW WILL BE ADDED!

And if the old garage can’t hold it—he’ll build another!

Right now Iowa farmers are buying everything they want and can legitimately obtain. As restrictions are lifted and other articles again become available, their purchasing power is going to surprise many a manufacturer.

The tip-off lies in the state’s average farm income. In ’43 it was $7,672, last year at least 20% more. And it’s still mounting. What it amounts to is a newly discovered market for luxury items!

So maybe you think such prosperity has caused Farmer Bill and his mates to go high-buck and develop new tastes? Not if you know Iowa. In radio, for instance, they still show their preference for KMA’s simple, wholesome entertainment programs and ample, authoritative farm-news broadcasts by favoring us with more than twice as much listener-mail as any nearby station receives. Doesn’t that prove that as a full-time farm station—the only one in these parts—we’re on the right track?

Write for KMA’s unusual story. Or call Free & Peters!
You don’t need to s-t-r-e-t-c-h your imagination to see Oklahoma Network’s Concentrated 7 Major Market Audience . . .

Yes, you reach a BIG segment of Oklahoma’s buying power through the 7 Oklahoma Network Stations—for approximately HALF THE COST of any two of Oklahoma’s highest-powered stations. If you can’t use all 7 stations, you can use as few as 3 on the network rate. Penetrate the markets having the best post-war permanent buying income . . . with the OKLAHOMA NETWORK . . . the stations which have dominance in their markets—most of them ALL OF THE TIME!

One Contract—One Contract—One Statement!

ASSURES YOU Audience IN THE RICHEST MARKETS IN OKLAHOMA

OKLAHOMA NETWORK

ROBERT D. ENOCH, MANAGING DIRECTOR, APCO TOWER, OKLAHOMA CITY 2, OKLAHOMA
HENRY MAYERS, agency partner. LEE RODDY, former writer-producer of "Window on Hollywood," has been added to radio department of The Maysers Co.

JACK SHARP, formerly in charge of radio commercials at Rithrauff & Ryan, Chicago, has joined Ernie Ludwig & Co., Chicago, as assistant and to do all around creative work.

LT. HARVEY SPIEGEL has returned to Wz, H. Weinstein & Co., New York, as assistant to the research director after 33 months overseas as B-23 pilot.

RICHARD F. SHEEHAN, formerly with J. W. Thompson Co. and JAMES L. BREUSLOV, formerly with Young & Rubicam, have joined the copy department of William Esty & Co., New York.

RICHARD EYLL, released from the Marines and former copywriter with Blackett, Jampie & Hummert and Lord & Thomas, New York, has joined the copy staff of Ted Bates Inc., New York.

WILLIAM STROSCH, associated with William Esty Co., New York, for five years, has been appointed vice-president of the agency.

TEN WEINER, former head of the OPA radio division, New York, will join Chernow Adv. Agency, New York, as director of radio, effective Nov. 1.

VERA EIKEL has resigned as administrative assistant to WALTER CRAGG, radio director of Benton & Bowles, New York.

FRANK WOOD, formerly with Penman, Neil Adv., Seattle, has joined R. W. Webster Adv., Los Angeles, as production manager.

LES CHITTY, radio time-buyer at Goodwin, Brown & Co., Toronto, and formerly of Montreal office of the agency, has been appointed media manager of the Toronto head-office of agency. He is succeeded by P. C. LOGAN, formerly of the Montreal office and recently released from RCAF.

REED ROLAND, formerly with National Dry Goods Co., has joined the foreign department of McCann-Erickson, New York.

NORMAN E. KRAFF has resigned as director of new products of food division of Russell C. Sage Co., Chicago.

ELIZABETH JORDAN, formerly with the music, production and commercial program department of NBC and Blue, has joined Advertising Research Foundation.

JOSEPH CESARE, with Rithrauff & Ryan for 13 years, has joined Hill Adv., New York, as vice-president.

COL. BYRAN HOUSTON, assistant to the director of War Dept. Bureau of Public Relations for Procurement, Washington, is to return to Young & Rubicam, New York, as vice-president and stockholder.

FRANK BOROND, formerly with Danner & Dorskind, New York, has joined Ellis Adv., New York, as vice-president and account executive.

CLARENCE S. LUND joined J. W. Thompson Co., Chicago, Oct. 1 as account representative of app'l & account secretary of firm.

JIM FONDA, released from the Army after being assigned to APHS for 2½ years, has rejoined radio division of Poole & Beidlin, Los Angeles.

GARTH MONTGOMERY, originator of the "Chiquita Banana" commercial jingle, and formerly radio copywriter at IBM, has been appointed radio publicity director for XRYW & Rivers, New York, and Cornell & Newell, New York, as radio copywriter.

JOHN CHRIST, released from the Navy as lieutenant, has rejoined the Hollywood radio distribution staff of J. W. Thompson Co.

HAL DAVIS, released from the Navy as publicist of RKO-7, has been appointed radio publicity director for XRYW & Rivers, New York, and Cornell & Newell, New York, as radio copywriter.

ROGER P. SMITH, former assistant advertising manager at Pratt & Whitney division of Niles-Bement-Pond, West Hartford, Conn., is now the new art director of XRYW & Rivers, New Haven.

Sgt. STEPHEN SMITH, account executive of Henry J. Kaufman & Assoc., Washington, D. C., now in the Army, has been awarded the Bronze (Continued on page 53)
NORMAN HARTFORD, who formerly conducted a sports program on KOFJ and KKEO Los Angeles, has joined production staff of Advertisers Production Agency, that city.

BENN KAUFMAN, former manager of the wholesale merchandising division of Scholten Distillers Corp., New York, has joined Lennen & Mitchell, New York, as account executive.

DANA JONES Co., Los Angeles agency, has moved to new offices at 756 S. Broadway. Telephone is Tucker 6131.

JACK HOLMES, for eight years radio editor of downtown Los Angeles newspapers, has joined production staff of Campbell-Ewalt Co., that city. His former duties have been taken over by Mrs. Holmes.

JENNISON B. PARKER, copy writer of The Mayent Co., Los Angeles agency, and Dorothy Sumner, former of Cleveland, were married Sept. 29.

JIM MORGAN, former San Francisco writer-producer, has joined Raymond R. Morgan Co., Hollywood agency, in similar capacity.

EXECUTIVE STAFF of the new advertising agency of Kastor, Farrell, Chelsey & Clifford Inc. is shown above (1 to r): W. S. Chelsey Jr., executive vice-president; C. E. J. Chelsey, vice-president; John Van Horson, vice-president and treasurer; H. Kastor Kahn, president; William Farrell, vice-president and secretary. The agency has headquarters in New York and radio production offices in Hollywood. Organization was announced by H. W. Kastor & Sons [BROADCASTING, Oct. 1].

placed by the agency in Colorado, New Mexico and Oklahoma, with substantial use of radio. Agency has been in business for a quarter-century.

LELAND SVANE, formerly advertising manager of Wessex Electric Heater Co., San Francisco, has joined Beaumont & Hofman, that city, as account executive.

KAL PESKIND has been made production manager of Robert F. Dennis Inc., Los Angeles agency NORMA SERVISE, who formerly handled that department, is now account executive.

EILEEN COCHRAN, media buyer of Robert F. Dennis Inc., Los Angeles agency, is to marry Jim George, recently discharged from Navy service, on Oct. 25.

HAL LAWRENCE has joined Wescott Adv., Los Angeles agency, as production manager succeeding KLINE LENTZ, resigned.

G. F. GLASSER, president of Glasser-Galley & Co., Los Angeles, is in New York for two weeks contacting agency clients on winter advertising plans.

TED DAHL, Los Angeles manager of Garfield & Guild Adv., has resigned to join Charles H. Mayne Co., Los Angeles, as account executive.

BASIL W. MATTHEWS has resigned from Benton & Bowles, New York, to join Sherman & Maguire, New York, in an executive capacity on Colgate-Palmolive- Peerless Co. account.

Packaged & Production Organization Announced

FORMATION of a new radio package and production company, James Stevenson Radio Productions, New York, has been announced by James Stevenson, former radio director of Gale Associates, New York, and George Silvers, formerly program creator and producer for Gale and prior to that producer-director and story editor for radio division of Associated Press. In addition to creating and selling package shows, company has set up a department to service out-of-town advertising agencies having no New York radio representation.

Esso Review

MARK WOODS, president of American, and A. Clark Bedford, executive vice-president of Standard Oil Co. of New Jersey, will participate Oct. 8 in special broadcast on WJZ New York, key station of American, commemorating 10th anniversary of the Esso Reporter on WJZ. To be broadcast following regular 6 p.m. Esso news cast, program will include resume of top events of the decade.

WPAY To CBS

WPAY Portsmouth, O., effective March 1, 1946, will join CBS. Now affiliated with Mutual, station is owned and operated by Scioto Broadcasting Co. and operates unlimited time with 250 w on 1490 kc.
promotion

promotional personnel

robert z. hall, photo editor and member of american western division promotion department, for the past two years, has been appointed west coast publicity director for kbc radio. he succeeds milton samuel, who resigned to become western pullman publicity manager of industrial service for young at ruthemme. this is the first west coast radio post for kbc.

marie h. naoulah, director of publicity relations for wbt radio, has been appointed regional vice-president and western publicity committee chairman of the rab association of women directors.

donald connolly, formerly of cbs radio sales department and now promotion manager of wbt charlotte, n. c., is father of a girl.

kroger campaign

poster-size (8x11) spiral bound promotion folder and idea outlines for extensive promotion campaign for carlton's "linda's first love," sponsored by kroger food companies, inc., cincinnati, has been prepared for distribution to stations by kroger food company, cincinnati, kroger agency.

certificates of award around wedding of "linda's" scheduled for oct. 3, 5, 13, 20, 27, and 30, and tickets to more than 7,000 kroger stores in 38 states, including special events.

bicycle rodeo

four-week safety campaign staged by wpot, augusta,Ga., in cooperation with the national safety council was supported by twice-daily 45-minute "safety awareness" programs, feature stories and interviews on other regular programs, spot ads and special announcements.

climax was bicycle rodeo in local stadium with seven contests and cash awards. local advertisers devoted commuters to campaign.

cornbread week

to promote new program under sponsorship of u.s. steel corp. in americana, wsqo-wnr-wvby-wtcl-wqcr-weep-wpli-aveq, sponsored and presented a week-long program featuring music from the u.s. army johnston city band and cornbread dishes.

wqxr ghx

pre-six-month subscription to wqxr's "new york new program booklet," will be sent to station by national sales manager, Montana broadcast council, to station by station.

pledge cards

four different pledge cards are being distributed by kgx portland, oreg., to those who have expressed an interest in entering veterans in army and navy hospitals. cards are to be used with kgx "remember our men" drive.

explains fm service

wfin has been broadcast in wapi bismarck radio station's opening announcements and announcing experimental operations in fm to be started by station via wapi.

market folder

personally addressed promotion letter was mailed to the president of missions of cincinnati city market has been distributed by ohio campaign (wikv-kvfr), cash incentive of $100 was used as trend example.

storms coverage

large newspaper radio had been prepared by ksgh muncie, Ind., for use in weather coverage of recent hurricane. photo layout of station made is included along with letters commenting on service.

wncx album

album of personalities heard over wncx ashville, N.C., has been prepared by station. importance of radio in the war is presented in pictorial stuffer.

program folder

folder and booklet were sent out last week by wncx new york for "listening to a story" campaign. new edition is weekly available every monday wncx. 5:15-5:30 p.m.

industrial survey

whas louisville and affiliated courier journal and louisville times have started their "five-point" campaign five industrial insight into pestering plans of lead.

sunea auction

sunea auction for westfall industrial firms. survey was started immediately after v-j day to report recovery problems and employment levels etc., exactly as well as through statements from executives. a 30-page workbook co-

revenue years 1900-1944 also has been prepared.

knea trade deal

los angeles daily news, in a two-way trade deal, has started twice-weekly quarter-hour news commentary featuring manchester porter, editor, publisher, an knea los angeles. exchange station has daily radio news and personal column in paper.

mutual conflict

sunea is sponsoring a contest to determine which station did the most effective promotion job on the network world series broadcast. trade news editors will act as judges.

reprint

c. e. hooper sent all subscribers with the sept. 30 network evening commercial program report reprints of the article describing the double hopper services from the sept. 17 issue of castro- casta.

religious folder

folder has been prepared by voice of prophecy, transcribed and five religious parts, demonstrating description of program features and organization. booklet is illustrated.

trade letter

bi-weekly trade letter starting oct., 1945, will be prepared by wpli-pl flatbush, n. y., for distribution to buyers and accounts managers. letter will give briefs on new and renewal business and programs.

newswaves

newswaves of wibi indianapolis are presenting three-minute news summaries at weekly meetings of seven business clubs.

wwj spoon

plastic spoon accompanies promotion piece distributed by wnw new orleans. theme used is "stir up sales in the deep south".

cards

cards bearing "don't you know the war is our business" are being distributed for posting to clients and friends by burton brown adv., chicago.

fair markets

kbg boise stations sponsored two booths at uo idaho south-western state fair to (primarily) show stereo records. photo of stars (stereooplays).

new cooder "radio and the classroom teacher," has been organized at springfield college, springfield, mass. its purpose is to improve education of american red cross information base. starting fall semester will include lectures by doris costel, assistant to the director of bbc radio service department, dr. merta rozen, one of the main educational psychologists, frederick cole, producer of nbc television shows, walker johnson, assistant professor of educational management after 89 forskett.

as an experiment, nbc publicity manager, sydney n. eise, has seen a plastic card of prof allen to investigators who the network usually services. use of cards were included, asking editor for their reaction as a guide to future planning.
Buy an hour in Spottstown
or 20-second chain breaks in Spottsville

Maybe you want that swell local show in Spottstown—an hour long once a week. Or maybe what you need is more frequency with chain breaks—hard-hitting commercials placed between leading network shows with peak audiences.

Spot Broadcasting gives you your choice.

And a John Blair Man has the facts, the figures and the "availabilities" in good markets and on good stations. With his help, Spot Broadcasting can be one of your most profitable investments. Call him in on any radio plan.
St. VAKE Inc., New York (denteur Publishing), expects to increase its sponsorship of military and religious programs to 100 stations by Jan. 1. Programs now are carried on KXIV, KFLK, KUTT, WMGB, WJLU, Staez also sponsors Rex Miller three weekly on full Don Lee network; full hour morning “WHN News” seven weekly on WHN New York, and the Henry Gladstone quarter-hour news period three weekly on WOR New York. Agency is Raymond Speer Co., New York.

EARLY & DANIEL Co., Cincinnati (Premium animal and poultry feeds), starting early in October resume “Strollin’ Ed McCollum” transcription broadcasts for 26 weeks on WFLA, WLW, WPIT, WBT, WCBS, WJAX, WOIO, WHAS, Charles Mishelson Radio Transcriptions, New York, produced, recorded, and Keeler & Stites, Cincinnati, is agency. WILLIAM ESTY Knoll, New York, has re- signed account of Lehn & Fink, New York (Hinds Creams), after eight years. Company sponsors “Blind Date” Friday on American. Agency will continue to handle show until new agency is appointed.

MISSION PA PRODUCTS, Los Ange-}


les (glazed fruits, candy), adding to southern California schedule on Oct. 29 starts daily participation in combined “Sunrise Salute” and “Housewives Protective League” programs on KNX Los Angeles, with 44 spots weekly on KNPR Hollywood contracts are for 13 weeks. Agency is Hillman-Shane-Greyer, Los Angeles.

MENEN Co., “Fun at Breakfast With Ford Bump” transmitted comedy series, 10 stations to list of 90 outlets, five week broadcast program five days in a week for five-minute periods at selected times between 7 and 8 a.m. Four new comedians have been added to the show. Agency is Duane Jones Co., New York.

NEW JERSEY CONFERENCE of Metho- dists, Church at 8501 S. 11th St., will sponsor an appropriation of $3,500 for new ventures into field of evangelism by radio. New Jersey Conference will join Philadelphia Conference in sponsoring 12 week series of Sunday afternoons religious programs this winter. Broadcasts will originate in Old St. George’s Church, Philadelphia.

RETAIL MERCHANTS ASSN., Petersburg, Va., has contracted with WSVV Petersburg for two programs daily to promote Petersburg and the shopping advantages of the city. To run for 52 weeks, programs are heard 12:30-12:45 p.m. and 1:30-1:45 p.m. WSVV, Petersburg, for 12 week sponsorship on WSVV of “Morning Mountain Music,” Monday through Friday, 9:30-10:00 p.m., Mrs. Showers, Petersburg, is sponsor.

ROBIN HOO HOUND MILLS, Mont- real (Robin Hood oats), has started weekly half-hour musical quiz show on CKYX Toronto. Account placed by Young & Rubicam, Montreal. J. H. Lating Agencies, Toronto (Rachelle Hormone cream), has started three-weekly spots for one year on CKYX through A. J. Deane & Co., Toronto. Prunier’s Ltd., Toronto (Pruinier’s table- lars), has signed spot and flash announce- ments six days weekly on CKYX through Mansen-Gold Adv., Minneapolis.

FOREMAN & CLARK, Los Angeles (chain clothing), to promote opening of its women’s specialty division, the Forelyn Shop, started four-week campaign Oct. 1 and is using daily participation in “Sunrise Salute” and “Housewives Protective League” on KNX Los Angeles; Ronny Mansfield on KFI Los Angeles and Frances Scully program on KECA Los Angeles. Agency is Bots- ford, Constantine & Gardner, Los An- geles.


JOHN EICHEL Brewing Co., New York (Elchiner’s beer), Sept. 28 started “Football Forecasters,” quarter-hour weekly program of football news, on WJZ, New York, Fri. 7-7:15 p.m. Program will replace American “Hourline Edition” on WJZ only. Agency is Geist- Marsan, Philadelphia.

FRED BENIOFF, San Francisco (Fur- rier), has signed 52 week contract with KYA San Francisco for Monday through Friday “Man on the Street” program. Placed by Ad Friel Adv., Oakland.

DELANEY JEWELERS, Oakland, Calif., has contracted with KGO San Francisco for Ira Blue sportscasts, Satur- day 1:45 p.m., through Ad Friel Adv., Oakland.

INTERSTATE CIRCUIT Inc., Dallas (movie chain), has added three quarter- hours weekly to schedule on WFAA Dallas, Tex., through Steel Adv., Houston. Iowa Canning Co., Cedar Rapids, has signed for six-month sponsorship on WFAA of quarter-hour “Music for Everyone,” through W. D. Lyon Co., Cedar Rapids.

BEAUMONT Co. St. Louis, (Four Way Cold Tote), signed for newsletter of Morgan Beatty news over WMAQ Chicago, Monday-Wednesday-Friday 1:45-2:00 p.m. (EST). Contract signed through Donahue & Co., New York.

MAPLE LEAF MILLING Co., Toronto (four), has started transcribed spot campaign on 21 Canadian stations. Ac- counted by Cockfield, Brown & Co., Toronto.

GENERAL DRY BATTERIES of Canada, Toronto, has started one-minute hock- ets, 26 Canadian stations. Agency is McGinn Adv., Toronto.

CANDY GIANT Assoc., Chicago (puddings), has started weekly half-hour “Fun Parade” on CKWV Vancouver for 13 weeks. Agency is Cockfield, Brown & Co., Toronto.

GROCERY STORE PRODUCTION SALES Co., New York, to promote Cream of Wheat, Oct. 1 starting (Continued on page 57)

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**Sponsors**

*Continued from page 56*

Weekly quarter-hour newscast on KQO San Francisco. Account is handled by James Fairbanks Co., New York. Rose Bros., San Francisco (clothing), is sponsoring a "speaking of Sports" Friday 9:15-10 p.m.; on KGO. Agency is Follett, Cone & Belding, Chicago (American Seashore Seed & Plant Co.), Los Angeles (garden seeds) has signed for sponsorship.

Neville Gillespie’s "Garden Guide" Saturday 11:15-12 a.m. on KGO. Agency is Steiner, Milner & Elsas, Los Angeles.

**UNITED FRUIT Co., New York (bananas), Sept. 21 started "Make Believe Ballroom" on WNEW New York. Fri., 6:30-7:45 p.m. for 5 weeks. Spot announcements have been used three weekly on WNEW since January. Company also sponsors spots, chain breaks, and participations on 15 stations, including Canadian station EBDQ, N.V.

**LYMAN AGENCIES, Toronto (Fellow's syrup), has started six-weekly spots on a number of Canadian stations. Agency is Ronalds Adv., Toronto.

**FURINA MILK, Woodstock, Ont. (Purola products), is using spots six days weekly on a number of Canadian stations. Account placed by James Fairbanks Co., Toronto.

**WHITE LILY, N.W. V., N.Y. (Pea-mint and Choos), has started spots on a number of Canadian stations, through Baker Adv., Toronto.

**MORRIS ROSENBEG Co., Los Angeles (Rose pearls), has appointed The Meyers Co., Los Angeles, to handle advertising. Radio will continue to be used.

**BONCOURT LABS., Glendale, Calif. (vitamin), is using a schedule of two to seven transcribed spots weekly on KRTU KVRE OR, KFVD. Other stations will be added. Agency is Barton A. Sibbens Adv., Los Angeles.

**GEORGE WASHINGTON Coffee Refining Co., Morris Plains, N.J., Oct. 1 started a scheduled of nine spots per week on WJZ, WOR, WCBS, WOR, for 12 weeks through Ruthrauff & Ryan, New York.

**SECK & KADE Inc., New York (Persian lamb), has used a five-week quarterly hour-transcribed program on KMPX Hollywood for 16 weeks through Erwin, Wasey & Co., New York.

**KING JEWELRY Co., Los Angeles (retail jewelry), has started weekly half-hour audience participation program in The Bond Walk on KNX Hollywood Contract is for 54 weeks. Agency is Raymond Residence Adv., Los Angeles.

**FIREFIGHT TIRE & RUBBER Co., Akron, Ohio, has signed Admiral of the Fleet Chester W. Nimitz and Admiral Harold Gregory Zook in Washington Oct., 30 and presented on NBC’s television station in San Francisco.

**SMITH BROS., Poughkeepsie, N.Y. (cottage doughnuts), Oct. 1 started placing series of 20 dramatized spots coast-to-coast in Canada for 10 weeks. Broadcast plans renewals until March 31 if these continue. French language dixies are being placed in Quebec market. Agency is Harry E. Foster Agencies, Toronto.

**WEINREICH BROS. Co., New York (Marville pearls), is using spots on WQXR New York. "Great Names in Montage," Wed., 9:15-10:30 p.m. Scripts of programs being made available by firm to department and jewelry stores for use in local radio advertising.

**SEARS ROEBUCK & Co., Los Angeles, in 16-week Shop-By-Chair radio campaign, Oct. 4 started using heavy schedule of day and night spots in local and network announcements on five Los Angeles area stations. WINS, KFWB, KECA, KHJ. Others will be added. Agency is The Meyers Co., Los Angeles.

**OKLAHOMA GAS & ELECTRIC Co., Oklahoma City, has started a 10-spot 26-week program, features 26-piece vaudeville company WERTWY D. TREMACO Inc., Cleveland and Toronto (construction and maintenance equipment), has used two transcribed spots per week in the " bothered radio spots. PACI, as advertising manager and O. BIRDFEEDERS, Inc., Atlanta, Ga., is sponsoring a six-monthly morning magazine show on WABR, WABC, WOR, Atlanta. Davisson Paxon Co., local department store, is sponsoring series of 10-minute sports programs preceding Georgia Tech football games each Saturday on WGST.

**KELLY-KAR Co., Los Angeles (used cars), has added five-week cycle California radio schedule, Sept. 21 started sponsoring three-weeks local spot cut-in on H. V. Kallenborn on KFI Los Angeles and "The Old Corral," five times per week on KFWB Los Angeles. Agency is The Whole Co., Los Angeles.

**MANNING INC., Los Angeles (Pacific Coast restaurant chain), promoting opening of new local coffee shop in a 20-week campaign which started Oct. 1 and is using schedule of daily announcements on KNX, KFAC, KMEX. Agency is Knollin Adv., Los Angeles.

**ROHEMANN DISTRIBUTING Co., Los Angeles (Acme beer), Sept. 30 started American Professional League football games from Gilmore Stadium on KXMR Hollywood Contract is for 14 weeks. Firm in addition is using transcribed national programs and spots on 17 southern California and Arizona stations. Agency is Bridgwater, Van Nor- den & Staff, Los Angeles.

**CONSOLIDATED ROYAL CHEMICAL Co., Chicago (Pan-Glit), Oct. 1 started daily transcribed quar- ters, 5:00-5:01 a.m., on KMOX Pasadena. Cal., for 26 weeks. Conducted by O'Brien, Larson & McMahon, Chicago.

**HOFFMAN CANDY Co., Los Angeles (Hoffman's candies), has been characterized by radio and newspaper during the war. Oct. 8 started schedule which includes daily participations, Canadian "Houseswives Protective League" and "Now Is The Time" radio programs on KNX Hollywood; three-weekly partici- pations on WJZ, KMOX, and WOR; KFWB Los Angeles; three-week spot announcements on WABR Hollywood. Contracts are for 13 weeks. The Meyers Co., Los Angeles, has acquired.

**TEXAS WAX & PRODUCTS Co., San Francisco, has appointed Garfield & Guild Adv., that city, to handle advertising. Media selection will result from current survey being made by agency.


**UNITED WALLPAPER Inc., Chicago, has appointed MALCOLM LUND as ad- vertising director. Formerly with Pennyman & Parker Pen Co., Lund assumed several national accounts for WBP and WPA in Washington. He will also serve as advertising manager for Trunz Inc., a United Wallpaper subsidiary. Company also appointed JOHN STANGL as former sales manager of American-Martelia Co., as assistant to Mr. Lund.

**MARTIN JEWELERS, Chicago, Oct. 15 started quarter-hour radio program daily on WVON Chicago. First 15 weeks was placed by Rocklin Haff & Assoc., Chicago.


**BEN HUR Products Inc., Los Angeles (coffee), through Foo, Cone & Belding.

In addition to contests and stunts, feature blitz built around individual commercials. Additional sponsors include Triangle Publications, Philadelphia (Daily Telegraph) through Smith, Brill & McCrory, Hollywood, Esquire Inc. (Coronet Magazine) through Schwimmer & Scott, Chicago; Crosby Productions, Hollywood (motion pictures); through Ruthrauff & Ryan, Los Angeles; Bonquet Labs., Glendale, Cal. (vitamins), through Barton A. Sibbens Adv., Los Angeles.

**BARKER BROS., Los Angeles (home furnishings), Oct. 1 started three-weekly quarter-hour "Backgrounds for Living," on KNX Hollywood. Contract is for 52 weeks. Edgar Harrison Wil- liam, director of home advisory bureau for that firm, conducts series which originates from studio in Los Angeles store, Agency is Mays & Bennett, Los Angeles.

**FUBA, Inc., Philadelphia, has named Lewis & Glucksman, Philadelphia, as agency.

**BEAUMONT Labs., St. Louis (4-Way cold tablets), Oct. 1 started half-minute daily announcements through WJYN Chicago, 16, 1946, on WNEW New York, totaling 10 spots weekly. Company also reports.

*Continued on page 58*

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**"IF IT WERE RABBIT, YOU'D SOON KNOW IT!"**

Customers don't come back for shoddy merchandise. Nor does a local advertiser abandon a station that doesn't sell his goods!

So WDAY is especially proud of the many local sponsors it has held for a decade or more; some much more. Take Hoeenck's Fur Store. For twelve years its five-days-a-week program has run without a break. And Hoeenck's is only one of eighteen "locals" who have been with WDAY, steadily, from ten to twenty-three years!

What's your deduction from that?
announcements on New York stations WOR, WJZ, WINS, WMCA in addition to spots, quarter-hourly transmitted programs and five-minute newscasts on 50 stations throughout the country. Agency is Donahue & Coe, New York.


BAYSIDE NATIONAL BANK, Bayside, L. I. (1 start, 3 starts participated in Pat Barnes program on WEAP New York, Monday through Saturday 7:05 a.m. Contract for 32 weeks placed through S. Duane Lyon, New York.

SCHILLER-DUBROW, New York (Schillers women’s apparel), has joined HERBERT CHARON Co., New York, to handle advertising account in planning spot campaign about Jan. 1.

FLORENCE SMITH-VENTURE, formerly with Earl Newsom & Co., has joined S. B. Penick Co., New York (drugs and chemicals), as advertising manager.

TERRY BLANE PRODUCTS Co., New York (Crestone Liquid Creme Shampoo), has appointed Paris & Pearl, New York, to handle campaign which is said to include participation programs and spots.

SAFETY STORES, Vancouver (national chain grocers), has started drama serial “Aunt Mary” five weekly on CJOR Vancouver. Account is placed by J. Walter Thompson Ltd., Montreal.

CPL. CHARLES WOODS, former newspaper, editor of WOR New York, WCCU Philadelphia and WLS Chicago, last week was assigned to the jubilee relations office of McGuire General Hospital, Richmond, Va., where he edits McGuire solders publication.

LEE BLANE has been named to handle news, sports and special events for WMMT Columbus, Miss., and the Mid South Network.

DON PRYOR, CBS correspondent, returned from Singapore, where he was assigned to the jubilee relations office of McGuire General Hospital, Richmond, Va., where he edits McGuire solders publication.

BILL HERBERT, CBS correspondent, has returned from overseas assignment to Vancouver, after serving with Canadian forces in France, Holland, and Germany, and at CBS overseas headquarters, London.

DALE MORGEN, special events announce, with Cowies organization for 10 years, has transferred from WHOR New York to WOL Washington.

MARGARET SHARPE, former feature writer for Boston Tribune, is now a reporter with news bureau of KPRK Kansas City.

JOSEPH WOOD, former feature writer for Tulsa Daily World, has been named news editor of WJKW New York.

KATHERINE KERRY, formerly feature writer on the 108th Hometowners Hour on NBC Pacific stations and at one time public relations and promotional director of World of Tomorrow, has signed with the CPD network. Her duties will include a variety of assignments for the CPD Network.

ELMER DAVIS, commentator on CBS’ “Red Skelton Show,” was drafted by President Roosevelt to serve as head of the OWI. He will be available for broadcasting after his return from a Florida vacation, according to reports of his friends. The New York Times. Thomson L. Stuk & Co., New York.

EDWARD R. MURROW, CBS European news chief, is now a reporter with news bureau of KYW Philadelphia.

LUCY H. EDSON, former newscaster at KSD St. Louis, has joined the faculty of the University of North Carolina to instruct series of radio courses including news, continuity, programming and production.

WILSON (Bud) FOSTER, NBC war correspondent, and more recently news announcer of KBAO San Francisco, has been shifted to NBC Hollywood to handle special events under NBC World War II and later news teams. He will also be teamed with JOHN STORM on daily “Okef News” on NBC Pacific stations.

H. V. KALTENBORN, NBC commentator, has written a book entitled “World War II,” which is being offered free to listeners who write for copies at local stations. Book will also be marketed leading to World War II and later news teams. By permission of the United Nations to outsize promotion. Future publications, KALTENBORN will be Monday through Friday, 7:45-8 p.m. sponsored by Pure Oil Co., Chicago.

JOHN HENRY, known as the “flying sports commentator” of KVOO Tulsa, Okla., has flown an estimated 5,000 miles the past six months to cover sports events and gather material for his weekly column. He has covered as many as three football games in different locations during Friday night-Saturday night period.

MARTHA ELLIOTT FIELD, reporter, has been assigned to news reports to KOMA Tulsa, Okla.

LEONARD L. COLBY, director of public relations for Kalamazoo’s “Gazette,” has been named sports editor of the Chicago Sun-Times for promotion to WRKO Kalamazoo.

CHARLES MAILEY, released from the Army, has returned to the KGOA Pittsburgh bulletin.

American Shifts Men

NEWEST ASSIGNMENTS for CBS’ World War II correspondent’s have been announced by Richard L. Tobin, director of news for American. They are: Arthur Feldman, Los Angeles; James Long, Pariz; Ed Johnson, Brooklyn; Ann Stringer, Rome; Robert Sturdevant, Stockholm; Ned Nordness, Oslo; Charles Foltz, Madrid; Joseph Newman, Buenos Aires; L. Sauer Jr., Shanghai; David Brent, Manilla; Mike Peng, Chungking; Frederick B. Opper and Lawrence Magbo, Japan; William King, Paris; Hans Matt, Philadelphia; Dickson Browne, Sydney; and Janet Flanner covering the Nuremburg trials assisting H. R. Bownik, and Ignace Bennett.

A SERIOUS on radio commentators conducted by the Catholic Church’s “The Catholic Church” in October, 1945, will be studied for the common men in New York City proper.”
World’s fastest, most flexible, most accurate system for point-to-point and broadcast communication

finch faxogram

This illustrates Finch broadcast communication receiving

This illustrates Finch point-to-point communication

finch

FIRST IN FACSIMILE

FINCH TELECOMMUNICATIONS, INC., PASSAIC, N. J. 10 EAST 40th STREET, NEW YORK CITY
BUFFALO'S GREATEST REGIONAL COVERAGE

PROGRAMS

Five-weekly noontime half-hour variety program started by KTVY Philadelphia, "Lunch Time With A Punch Line", presents Clarence Fulmer, and other members of the comedy and talent team of Joe Carney and Jack Davis. Aired with informal approach, program is scheduled to be open by the public audience.

WIXS Forum
WEAKLY round table discussion program started on WIXS Washington by Betty Watson is called "Call to Action" and features half-hour forum on topics of the moment. Often originating from the place of action, such as first discussion on atomic bomb control by legislatives, representatives from US state Radio Gallery, half-hour Tuesday afternoon program is conducted with counsel of a nine-year-old war correspondent Miss Watson, a former war correspondent, covered action in Norway and Greece. She also was held prisoner in Berlin.

Second Cycle
SECOND transcription series of 27 dramatic adaptations of children's books produced by the Junior Leagues of America to promote tolerance and understanding among children 9-12 years old, will be completed Oct. 15. Called "Books Bring Adventure", series will be used in schools, libraries, junior leagues and other organizations throughout the country. First series was produced last October.

Canadian Variety Show
PREPARED in England for Canadian listeners is a new Sunday variety program "Dominion Special" aired on CBC Dominion network. Program includes visits to towns and villages in England where Canadians were stationed during the war. Discussion on problems in the country, First series was produced last October.

Personality Study
SCIENTIFIC character analysis is featured on "Let's Get Acquainted", new program started on WGN Chicago. Aired Monday, Wednesday and Friday as early afternoon quarter-hour program. Program includes personal quiz and questions and answers on psychology submitted by listeners.

Youth Program
PARENT-TEACHERS ASSN. and four high schools of Tulsa, Okla., participate in new KOME Tulsa program, "Youth Looks Life", started Oct. 3 and to be aired throughout school year to help combat juvenile delinquency.

Question Series
DESIGNED to answer questions of citizens regarding the army discharge system, two new programs have been started by WOJO Ft. Wayne. "Q & A Answer Man" and "Your Veteran" are presented weekly.

School Series
FIVE-MINUTE series following CBS "School of the Air" program has been started by WWNC Asheville, N.C., in which 20 western North Carolina schools participate. Scripts are written by student groups and acted by students.

Aid to Servicemen
IN COOPERATION with New York Daily mirror and Skouras Theatres. "This Is Our Cause" program, broadcast Sat. 9-9:30 a.m. on WOR New York, is presented to help servicemen locate lost members of their families. Daily Mirror prints weekly list and photographs of persons sought and 65 Skouras Theatres in New York area feature weekly trailers calling attention to WOR broadcasts. Archdale Jones is conductor of series, which has been on WOR since January 1944 as "Where Are They Now?"

Other Americas
DESCRIPTIVE JOURNEYS in and about Latin America are featured on new weekly WBOC network series "The Other Americas", conducted by Allan Anderson, chief of the Latin-American section of Canadian Articulation Information Board. He recently returned from a trip to nine South American countries.

Rutgers Forum
WEAKLY broadcasts of "Rutgers University Forum" direct from Rutgers University, New Brunswick, N.J., started Oct. 1 on WAAT Newark. Faculty members and distinguished guests discuss news Wed. 8:30-9 P.M. throughout the year.

New Products
PACKAGES show entitled "J's New—and True!" designed to tell about tomorrow's products, how today's and new products and processes are being studied for sponsorship by ADE. Association, New York.

Student Round Table
ROUND table discussion on current events for students 9 to 13 years started Oct. 6 by WQX New York. Titled "New York Times Youth Forum", half-hour unchained program features participation by four pupils.

Swing Session
DESIGNED for younger set, weekly half-hour Saturday morning show "Swing Teen Time" has started on KECA Hollywood. Peter Stone, teen-ager, is M.C.

Air City Council
CHML Hamilton, Ont., plans to broadcast regular sessions of the Hamilton City Council at an early date.

Cues From "Blister"
A "Blister," new device enabling Program Director Homer Fickett to give performers their cues from a location only several feet from the microphone on U.S. Steel Corp.'s Theaters Guild of the Air, has been constructed by Frank Marx, director of general engineering for American, and Ben Adler, facilities engineer for network. First trial on Sept. 20, the device is a station, soundproof glass enclosure built where the orchestra pit is generally located and is connected with control room by inter-communication line. Program director gives all on-stage cues from the blister.

BPAT Patterson sponsors a baseball team composed of teen-age boys which last week won the championship of the Patterson Recreation League. Station sponsors a basketball team for boys, both teams sponsored in conjunction with a North Jersey movement to help combat juvenile delinquency.
NBC's Newest Mile-a-Minute Recorded Musical . .

The Art Van Damme Quintet with Louise Carlyle . . . accent on Rhythm and Song

NOW READY . . . an NBC Recorded Musical "seething" with rhythm out of this world . . . romance . . . song. It has everything you want for a spectacular quarter-hour musical to broadcast in your own town exclusively.

It has ART VAN DAMME, whose irresistible swing style and sensational accordion interpretations were first brought to light when the late Ben Bernic hired him as featured soloist with the Maestro's orchestra and today is known the country over as "the man who gets a rocking beat from an accordion."

It has A VERSATILE COMPANY OF MUSICIANS . . . each a master of his particular instrument—drums, guitar, bass and vibes.

It has the warm, vibrant songs of LOUISE CARLYLE . . . featured singer on a nation-wide network program . . . whose voice and stylized interpretations of popular songs are familiar to millions of listeners.

Put them all together . . . add your favorite jazz classics, memory tunes, hit tunes . . . the GIFTED DIRECTION AND PRODUCTION OF NBC RADIO-RECORDING DIVISION . . . and you have a show which can step up listening traffic and sell! Send for your audition record today.

*To help you build up a greater listening audience for this show, NBC Radio-Recording Division supplies an exclusive promotion kit containing Broadcast . . . Press . . . Display and Direct-Mail Promotion Aids.

NBC RADIO-RECORDING DIVISION
AMERICA'S NUMBER ONE SOURCE OF RECORDED PROGRAMS

RCA Bldg., Radio City, New York • Chicago • Washington • Hollywood • San Francisco
Service Front
(Continued from page 21)

Simms' willingness to serve in the maintenance and servicing of delicate critical radio equipment, and his high regard for the number of hours of broadcast time lost during repairs, led to his promotion to the rank of 1st Lt. and assignment to a overseas station.

Major Eckhouse

ROBERT D. ECKHOUSE, formerly in radio production in New York, and New Jersey has been promoted to the rank of Maj. in the Public Relations Branch, Army headquarters in Rome. He has also been awarded the Bronze Star for meritorious conduct and service in a campaign zone. He will return to New York area.

Quan Gets Majority

VICTOR QUAN, chief of the technical production section of AFN, Los Angeles, and before entering military service superintendent of C. P. McGregor Co., Hollywood, has been promoted to major.

WAVE on the Waves

Cpl. WALTER KANER, formerly director of publicity and special events of WLIR New York, is directing a continuous all-day round of radio programs on board the ship to the Philippines. A "floating radio station" WAVE is being used for radio programs to the GIs." WAVE, with apologies to WAVE Louisville, Ky., has been set up and draws its listeners from all parts of the world, including the GIs on board the ship.

Serwin Promoted in AFN

Sgt. JAY E. SERWIN, former announcer with WLAW Lawrence, Mass., has been named program director of the American Forces Network station at Reims. He is the youngest service man to hold such a position in AFN.

Part of 'Big Wave'

"AN ISLAND-MERRY' family station at Pacific Headquarters of AFN, Honolulu, last week reported on its status as part of the 'Big Wave', saying it was received throughout the Pacific. Included in the group of commercial radio men was one (not bothering with military rank) "now that the war's over".

Cpl. Wiseman, WJW Detroit; Al Buntington, WBAL Baltimore; Ed Truman, Cowles Broadcasting stations, and our correspondent; Bob Mitchell, CBS short-wave; Bob Eisenbach, WEAF New York; Jimmy Schell, WATT Atlanta; Bob Sammons, WABC New York; Ken Corliss, WJR Detroit.

CONGRATULATIONS on a job well done go to Maj. Alvin M. Joseph Jr., USMCR, combat correspondent, as Brig. Gen. Robert L. Deming, Marine Corps Public Relations Branch, presents him with a Bronze Star, for heroic action against the enemy on Guam. Maj. Joseph was in charge of the news and special events with WOR-Mutual and later, OWI before joining the Corp.

SEP BUYS RIGHTS TO BUTCHER BOOK

CAPT. HARRY C. BUTCHER'S new book, "Three Years With Eisenhower," will be completed in about six weeks, with publication by the year's end by Simon & Schuster. Capt. Butcher, who was Naval aide to Gen. Eisenhower for three years, has the status of consultant to CBS, having resigned his Washington vice presidency. He has not announced his plans following completion of the book, but he is expected to return to radio.

Simultaneously, the Saturday Evening Post announced last week that it will purchase magazine rights to the war diary for $75,000—which it believed the highest price ever paid for such a work. The Post will run a series of articles from the diary, which was kept on microfilm, in the summer of 1945.

and 1946 YEARBOOK Number

Page 62 • October 8, 1945

BROADCASTING • Broadcast Advertising
SURE AS SHOOTIN'...

590

means Coverage!

WOW needs only 5000 watts to deliver a 2½ millivolt signal 100 miles.

AT 590 KC.

WOW, due to its nearly ideal frequency of 590 kilocycles, used with 5,000 watts, CAN be HEARD clearly within a one hundred mile radius³ of its transmitter. WOW is LISTENED to because it is a basic NBC station, furnishing the top radio entertainment of the day, supported by first-class local features and NEWS. These are reasons why WOW gives you the BIGGEST AUDIENCE an advertising dollar will buy in the Omaha trade territory.

AT 1100 KC.

90,000 WATTS WOULD BE NEEDED

IT'S A FACT

The chart above, based on computations by competent radio engineers, shows how much MORE power is needed to lay down a 2½* millivolt signal 100 miles at frequencies higher than 590 kilocycles. The frequencies shown are approximately those of other full-time stations in the Omaha area.

*WOW's ½-millivolt contour actually reaches out nearly 200 miles!
News

(Continued from page 28)

the interpretative function of commentary is valued by radio audiences and is considered almost as important as the broadcasting of straight news.

The potency of news as an audience builder is not news to broadcasters. Answers to the question—"When you turn on your radio to hear the news, do you usually tune to one particular station first?"—reveal the inclination of the overwhelming majority of listeners to think of a specific station as their preferred radio news source. Eighty-four per cent reported that they usually tune to a particular station for news. Fifteen per cent said they do not tune to a particular station, and 2.2 per cent gave no answer to this question. Collateral evidence secured in this investigation indicates that many listeners are keen enough to distinguish between the quality of a station's general programming and the quality of its news. Some stations whose overall programming is weak have nevertheless succeeded in impressing listeners with the quality of their news service.

Preferences

Although the conventional 15-minute news stanza is preferred by the majority of listeners (undoubtedly the result of conditioning), 24% vote for programs of more or less than 15 minutes' duration. Nineteen per cent say they prefer newscasts of less than 15 minutes, only 4% like more than 15 minutes. Replies to the question: "How long do you prefer newscasts to be?" were:

<table>
<thead>
<tr>
<th>Preference for Length of Newscasts</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>5 minutes or less</td>
<td>37.6%</td>
</tr>
<tr>
<td>10 minutes</td>
<td>21.6%</td>
</tr>
<tr>
<td>15 &quot;</td>
<td>7.6%</td>
</tr>
<tr>
<td>30 &quot;</td>
<td>4.3%</td>
</tr>
<tr>
<td>Don't Know</td>
<td>1.6%</td>
</tr>
<tr>
<td>No Answer</td>
<td>0.9%</td>
</tr>
<tr>
<td>Total</td>
<td>100.0%</td>
</tr>
</tbody>
</table>

Wor's end will unquestionably produce some slackening in the frequency of listening to news programs—how much which will be indicated by future studies.

Frequency of Listening to News

(By City Size)

<table>
<thead>
<tr>
<th>Listen 2 Times per Day or Less</th>
<th>Listen More Than 2 Times per Day</th>
</tr>
</thead>
<tbody>
<tr>
<td>Urban</td>
<td>Village</td>
</tr>
<tr>
<td>Farm</td>
<td>Total</td>
</tr>
</tbody>
</table>

TV Metallic Backgrounds

Found More Effective

CHET KULIESZA, technical supervisor of art and production at BBDO, New York, and Ted B. Grenier, chief engineer of Metropolitan Television Inc., New York, believe that they have found a simple solution for a television background problem that has baffled experts for years. It is that use of metallic backgrounds instead of usual flat grays results in black tones being blacker when televised, clarity of colored objects is improved, problem of back lighting is simplified, and less light is required for cameras.

Reflective silver background was used for what is believed to be the first time on the du Pont telecast Sept. 14 on WRGB Schenectady. Results, according to P. A. Long, in charge of BBDO television activities, were better than any achieved heretofore with flat gray backgrounds.

Many Applications Filed

For New Canada Outlets

ALL PARTS of Canada are represented in applications filed with the Canadian Broadcasting Corp. Board of Governors and Dept. of Transportation, Ottawa, for new stations. In western Canada these facilities are sought: Penticton, B.C., 250 w on 1450 kc, call letters CKOK; Dawson City, Yukon, 250 w, 1250 kc; Powell River, B.C., 250 w, 1400 kc; St. Boniface, Man., 1 kw, 1250 kc, call letters CKSB; Winnipeg, 250 w, 1230 kc, call letters CJOB.

In eastern Canada: St. John, N.B., 5 kw, 1470 kc with directional antenna; Oshawa, Ont., 100 w, 1240 kc (under consideration); Granby, Que., 250 w, 1450 kc, call letters CHEF, when CHLN Three Rivers increases power to 1 kw and moves to 550 kc; Sherbrooke, 250 w, 1240 kc; Riviere du Loup, 250 w, 1400 kc. Prospective licensees in most cases are businessmen or veterans.
On a gusty March day in 1931... when man's voice was beamed across the English Channel from an antenna less than an inch long and powered by a mere half-watt... Microwave was born.

This was the inauguration of a new technique in the art of communication... blazing the trail for modern, high fidelity television, FM transmission, pulse time modulation, plurality of currents on a common carrier, and certain other commercial applications for this technique.

Many of the scientists now at work in Federal laboratories participated in that triumph and helped in its development through the years. Now they are engaged in extending its application, opening vast and striking possibilities for the future of communications.

Pioneer in the field of microwave... a contributor to radio progress for more than 35 years... Federal stands for leadership in research, development and manufacture of equipment and components for every segment of the communications industry.
Radio Aid Asked On Food Problem
Truman, Anderson Meet with Media Representatives

RADIO aid in the United Nations effort to solve some of the world's acute food problems was sought Tuesday at conferences held by President Harry S. Truman and Secretary of Agriculture Clinton P. Anderson with media representatives.

The meetings were preliminary to the Oct. 26 United Nations conference in Quebec at which a Food and Agriculture Organization is to be organized, with delegates from all the nations slated for participation. These delegates will be of cabinet rank.

Representing broadcasting at the Tuesday meetings were Joss Willard, NAB vice-president; and William H. Lewis, NAB board member.

A. S. Clarke Aided in 'Fuse' Research

THOSE MINUTE productivity losses, considered by many as an electronic contribution second only in importance to the atomic bomb, explain the whereabouts during the war of A. S. "Red" Clarke, engineer and broadcaster.

Mr. Clarke, vice-president of the Virginia-Carolina Broadcasting Corp., which is preparing facilities and a network for facilities in Danville, Va., has worked since that time as an electronic consultant to the defense and development of the fuse — smallest and most intricate electronic assemblies ever conceived.

Early experimentation in which Mr. Clarke participated was under the auspices of the Ordnance Development Division of the National Bureau of Standards. After early patents were filed by this group, Mr. Clarke was transferred to the Office of Scientific Research and Development as a senior technical aide to the chief of Division 4 of the National Defense and Research Committee.

At the war's end he was manager of the electronic division of Bowne & Co., Bethesda, Md., supervising a pilot plant manufacturing proximity fuses. Mr. Clarke formerly was owner of WBTM Danville and was at one time associated with the engineering consultant firm, McNary and Wrenshall.

WJW has the recipe for results. Across the board, Monday thru Friday, WJW delivers more morning dialers per dollar in Cleveland ... up to 20% more than any other station.

View of Telemobile Interior

Forster OWL, OIAA Men Named to IIS Positions

TWO former Office of War Information officials and one from the Office of Inter-American Affairs have been added to the Inter-American Information Service of the State Dept. to handle international shortwave broadcasts, it was announced last week.

Charles Kline of Lewisburg, W. Va., with the OIAA the past four years and a former AP foreign correspondent, has been named chief of the Inter-American Branch. IIS, Templeton Peck of Pomona, Calif., with OWI since October 1941, is chief of the European Branch, and George E. Taylor, Seattle, OWI man since December 1942, has been appointed chief of the Far Eastern Branch.
You no longer have to be satisfied with mere planning for better market coverage! Johnson engineers are now ready to tackle your directional antenna problem and to get the Phasing Equipment you need into production. Phasing equipment by Johnson can be found successfully operating in more than 50 broadcast stations and is backed by over 20 years experience in the manufacture of radio transmitting equipment. All major components used in Johnson Phasing and Antenna coupling equipment are designed and manufactured by Johnson, assuring the best material and workmanship. The quality of the equipment is under control of Johnson engineers at all times. Shown at right is one of the Johnson installations designed to match existing equipment. A Johnson Phasing Unit can be made to exactly match your present equipment and thus become an integral part of your station. Orders for Phasing and Coupling equipment will enter production in the order received. Contact us without delay, directly or through your consulting engineer.

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

E. F. JOHNSON COMPANY, Waseca, Minn.
TWO AMPLIFIED ANSWERS TO AN ENGINEER'S DREAM

PARTICULARLY PERFECTED FOR PRE-EMPHASIZED DISC RECORDING

Two premium quality amplifiers, flat over the entire frequency range, have been particularly perfected for the requirements of high power at high frequencies as required for pre-emphasized disc recording. One 55 watts, the other 75 watts rated power provide a choice to suit individual needs. Each unit has plenty of reserve power for perfect pre-emphasized disc recording. Curves, specifications, and performance data will be sent immediately upon request.

ALTEC LANSING A255 AMPLIFIER
Power Output: 55 watts - Gain: 65 DB • Frequency Range: 20 to 20,000 cycles.

ALTEC LANSING 287F AMPLIFIER
Power Output: 75 watts - Gain: 75 DB • Frequency Range: 20 to 20,000 cycles; Uses 845 Type tubes.

ALTEC LANSING LIMITER AMPLIFIER
The new Altec Lansing 5 watts, 70 DB gain, A322 Limiter Amplifier for driving the above A255 and 287F amplifiers is also available. It effectively eliminates "thumping" and "monkey chatter" in radio broadcast work. Send today for complete details.

1210 TAFT BUILDING • HOLLYWOOD 28, CALIFORNIA
250 WEST 57 STREET • NEW YORK 19, N. Y.
IN CANADA: NORTHERN ELECTRIC COMPANY

MEMBERS of the Council on Journalism attending a Council meeting in Chicago are (l to r): A. A. Ahearn, general manager KABR Aberdeen, S. D.; Karl Kooner, managing director KMBC Kansas City; F. K. Baskett, Division of Journalism, Emory U., Atlanta; E. A. Vadeboncoeur, WSYR Syracuse, N. Y., chairman of NAB Radio News Committee; Charles L. Allen, Dept. of Journalism, Northwestern U., Evanston, Ill.; Fred L. Siebert, Dept. of Journalism, U. of Illinois, Urbana; Arthur Stigler, Promotion Director, NAB, Washington; William Ray, Director of News and Special Events, NBC Central Division; I. Keith Tyler, Director of Radio Education, Ohio State U., Columbus; Arthur W. Kirkham, vice-president of KOIN Portland, Ore.; H. Quentin Cox, KGW Portland, Ore., and War Finance Division, Treasury Dept., Washington; Mitchell V. Charnley, Dept. of Journalism, U. of Minnesota, Minneapolis.

N. Y. Listeners Like Classical Music Best

NEW YORK listeners prefer classical music to light music, according to increasing demands of listeners who have requested WQXR New York to add an hour of evening classical music to its schedule. Starting Oct. 1, station broadcasts "An Hour of Symphony", daily 11:05-12 midnight, in addition to an earlier period of symphonic music, "Symphony Hall", heard nightly at 8:05-9 p.m. The new program replaces an hour of light music which has been featured on WQXR for past seven years, and makes a total of two hours of classical music each night on the station.

Lutherans Rebroadcast Hour to Overseas Radio

ALREADY HEARD over 714 stations in the U. S., the Lutheran Hour will be rebroadcast over nine stations in Italy, 30 in Australia, one in Athens, and one in Lisbon. According to its director, Dr. Walter A. Maier, cost will approximate $1,000,000 a year and all broadcasts will be transcribed in Portuguese, Italian, German, Greek and Slovak.

Lutheran Laymen's League sponsors, recently purchased two new super-power outlets near the Mexican border, Dr. Maier said, and has opened offices in Buenos Aires and Rio de Janeiro. The League hopes to establish its own stations in Europe within a year, according to Dr. Maier.

NBC Talent Shows

FOURTH annual NBC Parades of Stars program was scheduled Sunday and Monday, Oct. 7 and 8, when network's top personalities united to bring two special broadcasts to listeners. Under direction of C. L. Mason, NBC vice-president in charge of programs, shows were scheduled Sunday, 5-6 p.m. and Monday 11-11:30 p.m. and were part of overall campaign of NBC advertising and promotion department.

Correction

IN REPORTING renewal of County Fair, sponsored by Borden Co., New York, 276 American stations, BROADCASTING on Sept. 24 erroneously stated that Allan Meltzer Inc., New York, was agency handling account. Karyon & Eckhardt, New York, is advertising agency: Allan Meltzer Inc. handles publicity.

HOTEL ROOSEVELT

good Carpenter, General Manager

MADISON AVENUE AT 45TH STREET • NEW YORK

CONVENIENCE in New York •

is the word for The Roosevelt. Just a step from Grand Central
is the word for The Roosevelt. Just a step from Grand Central
Airline Terminals—and midtown Manhattan's finest shops
and Airline Terminals—and midtown Manhattan's finest shops
and fine parks. Business and recreational areas. Typically Hilton-in
and fine parks. Business and recreational areas. Typically Hilton-in
service and hospitality. Rooms with Bath from $4.95.


Direct Enquiry to Grand Central Terminal • Broadcasting • Broadcast Advertising
FINCH Telecommunications Inc. has appointed the following members to its board of directors: CAPTAIN W. G. H. Finch, U.S.N.R., who has returned to the board after an absence which began before Pearl Harbor, when he resigned as president; Vincent Stanley, president of Gamewell Co., Newton Falls, Mass., and Herbert L. Petty, executive director of WHN New York.

during next few years; resultant jobs and unprecedented expansion in facilities and services; FM ("which many of us believe may well supplant the present broadcasting system") gives promise of some 2,000 to 3,000 new stations in next several years; capital expenditure of $500,000,000 if half the existing AM sets are replaced with FM receivers in next five years; another $1,500,000,000 for television sets; Bell System developing transcontinental coaxial cable at cost of $50,000,000; Western Union to use radio transmission.

He referred to predictions that within five years 157 key cities will have TV transmitters and sets will be sold at rate of 2,500,000 a year. War has advanced electronics a generation or more, he continued, and vast projects are planned in aviation, international telephone and telegraph, marine and other lines of communication. Bell alone plans $2,000,000,000 in construction.

On FCC's docket, he said, are 513 allocations for new FM stations, 129 for commercial TV stations, 265 for new AM stations and 147 for changes in existing AM stations. FCC staff expansion is planned, he said.

Ryan Voices Confidence

In turning over the NAB presidency to Justice Miller, retiring President Ryan voiced the "implicit confidence" broadcasters have in their new executive. He declared NAB fortunate in securing the services "during this important expansion period of so able a public servant as Mr. Justice Miller," and thanked broadcasters with "profound gratitude" for their "magnificent support."

Mr. Ryan presented an outline of broadcasting's achievements and problems, reviewing NAB growth. Limited by lack of air time, broadcasters must refuse much business not appropriate for the listener, Mr. Ryan said, often rejecting messages carried in printed media. Over-commercialization is another danger, he continued, but explained that some may be due to the heavy contribution toward the war effort (perhaps $700,000,000 by stations, networks and advertisers when final figures are tabulated).

Surest way to increase audience for public interest programs, Mr. Ryan said in citing a frequent radio experience, is to obtain a sponsor for the programs. "Every pro-

(Continued on page 70)
NAB Inaugural
(Continued from page 69)
grem on the air should be good enough so that some sponsor would be disposed to buy it," he suggested. "If it will not stand that test perhaps it is not good enough for a sustaining feature."
Mr. Ryan described radio’s growth as an advertising medium as “phenomenal.” In 1927 it did $8,300,000 of business with 7,000-000 sets in use, he recalled, compared to $391,000,000 of business last year with 60,000,000 sets. Radio in the postwar world will carry a considerable portion of the burden of providing jobs through promotion of distribution of goods, he concluded.

In his inaugural address President Miller, referring to the Congressional decree that makes broadcasting one of the most hazardous of all businesses, suggested that the time may be ripe “for all of us who are concerned, to sit down together and look for areas of agreement in an effort to clarify and reinterpret the law.” He reminded that radio must meet the challenge both of the balanced program and the balance sheet.

Looking into the future, President Miller reminded that mutual understanding, mutual respect and mutual confidence in each other will be required among peoples of the world as well as among our own people. Such results, he added, “can come only from unsullied opportunity to interpret and publish to the world the American way of life, of free, competitive enterprise operating under disciplined self-restraint; the American philosophy of government, by responsible leaders chosen by the people.

Mr. Miller referred to nauseating plug-uglies in the midst of a serious news commentary as poor taste as well as poor business “if the result is to prevent that broadcast from being heard at many a family fireside.”

Radio Executive in Middle
Speaking of “those with axes to grind, as well as persons seriously concerned with the importance of properly balanced programs for public consumption,” who make embarrassing demands for time, for changed regulations and for preferred treatment on the air, Mr. Miller said “the radio executive stands between the importunate, shortsighted advocates of this or that, on the one hand, and the general public on the other."

Guests at the head table were:
- Commissioner Charles R. Denny, FCC; A. D. Willard Jr., NAB; Commissioner E. K. Jett, FCC; Maj. Gen. Frank E. Stoner, chief, Army Communications Service;
- Glen Bannerman, president, CAB; William D. Hassett, secretary to President Truman; Harold Smith, Director of the Budget; Maj. Gen. Harry C. Ingles, Chief Signal Officer; Charles G. Ross, secretary to President Truman; Mark Woods, president, American net; Gen. Alexander A. Vandegrift, Commandant, USMC; Paul Kesten, executive v-p., CBS; Rep. Joseph W. Martin Jr., House minority leader;
- William S. Hedges, NBC, ex-president of NAB; Sen. Wallace H. White Jr., Senate minority leader; Alfred J. McCooker, WOR, ex-president of NAB; Attorney General Tom C. Clark;
- John Elmer, WCBM, ex-president of NAB; Mr. Justice Hugo Black; Chairman Paul A. Porter, FCC; President Justin Miller, NAB; Don S. Elias, WWNC, toastmaster; J. Harold Ryan, retiring president, NAB; Mr. Justice Stanley Reed; C. W. Myers, KOIN, ex-president of NAB; Fred M. Vinson, Secretary of the Treasury; Neville Mil.

MANAGERS of stations represented by Taylor-Howe-Snowden Radio Sales attended conference at Dallas. At luncheon were: Standing (1 to r) Jacques D’Armond, United Press; O. L. (Ted) Taylor, T-H-S; Alex Keese, T-H-S; Dufield Smith, Dept. of Commerce; Rush Hughes, Rush Hughes Radio Features; Tams Bixby, KXIC. Seated (left front to rear), George W. Johnson, KTSA; Clyde B. Melville, T-H-S; Ligon Smith, Business Music Inc.; DeWitt Landis, KPYO; Mrs. Margaret Driggs, T-H-S; Raymond Hollingsworth, KNC; Archie J. Taylor, KRGV. Right front to rear, Ted A. Workman, Glenn Advertising; Weldon Stamps, KADA; Paul Brune, KXIC; Ivan Head, KVSP; Helen Caldwell, KFDM; Robert D. Enock, KTOI; Oliva Bragg.

Scroll for Ryan
TRIBUTE to J. Harold Ryan, who retired Oct. 2 as interim NAB president, was paid in a resolution passed by the NAB Board of Directors at its Oct. 5 meeting. Spread on a scroll signed by President Justin Miller and board members, the resolution read:

The NAB in grateful recognition of his services to the industry presents this certificate to J. Harold Ryan. At great personal sacrifice he came to Washington in December 1940 and served more than three years as Assistant Director of the Office of Censorship in charge of radio. His splendid administrative direction of this activity contributed largely to the outstanding contribution which radio broadcasting made to the nation’s effort in time of war. Responding to the request of his fellow broadcasters he accepted the presidency of this association under circumstances demanding wise and constructive leadership. This obligation he has discharged in a distinguished manner reflecting great credit upon himself and the industry.

Local Station Granted By FCC for Oil City, Pa.
NEW LOCAL standard station for Oil City, Pa., was granted by the FCC last week with assignment of 250 w at 1340 ke to Kenneth Rennekamp. Station will be operated unlimited time except for hours now assigned WSAJ Grove City, Pa.

You Always Win!
... WSGN covers more of Alabama than any other station, tops them in listeners and costs less per sale.

... WSGN has the largest percentage of daytime listeners in the Birmingham area.

... Ten out of the Ten highest rated morning shows are on WSGN.

... WSGN’s morning rating in Birmingham is more than the combined rating of all other stations.

* C. E. Hooper Dec.-April 1945

WSGN
American Broadcasting Co.
THE BIRMINGHAM NEWS-AGE-HERALD STATION Represented Nationally by Headley-Reed Co.
Detroit to Attack Time Shift Headache

Standard Time Sought For Networks During Summer Months

FIRST organized effort of a major market city to attack the time-shift problem due next spring with local revivals of daylight time will be taken this week in Detroit. Management of network affiliate stations in Detroit will attend a meeting called by H. Allen Campbell, general manager of WXYZ.

Sentiment for similar meetings is mounting in other cities where the network shift to daylight saving conformance with New York's time has brought one of broadcasting's worst headaches—a headache that was greatest during the four-year period of war time.

Movement is growing to bring together all affected interests—networks, stations, advertisers and agencies. Still in the discussion stage, the idea is gaining support.

Revenue Loss

Many network affiliates are of the belief that the networks may pay more attention to station complaints about time change if affiliates become sufficiently vocal. Heavy loss of revenue is faced in many cases, and station executives are going into the matter.

Adherence to standard time by networks would solve the problem, it is suggested. Railroads have followed this plan, changing schedules accordingly.

Cooperation of trade associations in the time problem is expected to develop. An American program vice-president, proposes that NAB, Assn. of National Advertisers and American Assn. of Advertising Agencies should study the problem and form an integrated program.

The NAB board of directors at its Oct. 12 meeting went into the subject at considerable length. It is on record as favoring all efforts to attain uniformity in time.

The NAB staff was instructed to contact Federal agencies and Congressional leaders to inform them of the problems created by the spring shift to daylight saving.

Several bill affecting time still are pending in Congress since enactment of the measure repealing war time.

Statement by Mr. Samish on the time situation follows:

"We now are studying our broadcast schedule in the light of problems which have developed due to the ending of War Time and the return of Standard Time. This presents some difficulties because our schedule operates by the clock, and no immediate rescheduling is necessary.

"The return, in certain sections of the country, of Daylight Time next spring will be another matter. We believe that the ANA, NAB, and AAAA should study the problems as a whole and formulate an integrated program.

"Perhaps there should be some consideration given to the railroad technique of remaining on Standard Time, with adjustments in the various cities. It may prove more practical to have each network adjust its schedule individually, in order to best take care of the interests of the public and the programs. But in any case we should meet and discuss the problem."

Should Be Relieved

Phillips Carlin, MBS program vice-president, declared:

"Disadvantages accruing from changes in time give broadcasters a semi-annual headache which should be relieved. Were all urban communities to adhere to such prescribed time changes, making the shift to new time simultaneously, there would be no problems involved.

"However with the inclination on the part of various metropolitan centers to turn individualist on such occasions, a state of confusion arises in conflict in time of local programs with those of the networks, with John Q. Public the greatest loser of all. Although we in broadcasting can hope for and work toward ultimate solution of this problem, the local consideration with bearing upon it are so many and varied that the achievement of a time conformity throughout the nation cannot be enjoyed soon."

WAYLAND H. EVANS IS ACCIDENT VICTIM

WAYLAND H. EVANS, 45, president of Wayland Assoc., Chicago advertising agency, died accidentally Sept. 29 when he was struck during an alteration involving patrons in a Chicago cocktail lounge. Police said Mr. Evans and a party of friends were leaving the lounge when the accident occurred and were in no way involved in the argument. An inquest is to be held Oct. 10. Funeral services were held Saturday, Oct. 6. He is survived by his parents, his widow, Frances, and three children.

A meeting of the board of directors of the agency will be held Oct. 9 to elect a successor to Mr. Evans. He organized the agency which bears his name in 1928.

THIS BILL...

HALLICRAFTERS DIVIDEND

HALLICRAFTERS Co., Chicago, in meeting on Tuesday declared a 10 cents a share regular quarterly dividend on its common stock, payable November 15.
Joyner
(Continued from page 18)
golf—just as much as the lovers of symphony music enjoy the concert series of the Pittsburgh Symphony and the New Friends of Music concerts. All of them find a common understanding and enjoyment of FM for its almost total absence of noise and interference, and realism provided by its wide aural range.

At WTNT in Pittsburgh, the first FM station in Pennsylvania and one of the pioneer FM stations in the world, our plans were based primarily upon a program service which would bring to the listeners the full benefit of FM. With full confidence in FM’s future, we have remained mindful that it is an entirely new method of broadcasting, which gave our listeners an entirely new concept of radio entertainment—thus opening new and untried vistas in the all-important realm of programming.

As a pioneer in FM we believe entirely and completely in its future. We have proven to our own satisfaction that we are right and we are confident that with proper programming the public will find FM an improved system of broadcasting, justifying all of its claims.

RICHMOND STATION FORMALLY OPENED

WITH the fanfare of a Hollywood premiere, WLEE Richmond, Va., operating with 250 w on 1450 kc, was formally dedicated last Monday, by Thomas G. Tinsley, owner, to public service “as a part of the civic and industrial life of Richmond.”

More than 80 patrons, including some 20 New York timebuyers, city, state, and military officials, jammed the Mosque Richmond city auditorium, to witness a 2½-hour stage production. WLEE went on the air at 6 a.m. last Monday, with 72 local sponsors in addition to a full Mutual schedule.

Lewis G. Chevining, president of the Richmond Chamber of Commerce, declared WLEE would be a “real contribution to the city of Richmond” and was ready to “assume its responsibility in this community.” His paid tribute to President Tinsley, also owner of WBTW Baltimore and WLEE Richmond, general manager for 14 years, had been with WBWA Richmond.

Mayor William C. Herbert of Richmond commended Mr. Tinsley for his ability to build programs in keeping with the local community.

WLEE, with offices and five studios in the Broad-Glace Arcade in downtown Richmond, will be headed by Mr. Tinsley, with R. C. (Jack) Elmore, assistant, as vice-president. Mr. Abeloff announced his staff as follows: Norman Mannering, formerly of WMIB Richmond, L. C. Reed, Sampson Scott, USNR retired, and Leon P. Taylor, formerly of WHAT Philadelphia, sales department; Betty Shettle, formerly of WILW New York; Jim Cairns and formerly of WATX Newark, program director; Jim Fuld of WITH, chief engineer; Eleanor Morris, music director. Station uses AP radio wire new.

TIMEBUYERS TURNED TABLES on President Thomas G. Tinsley of WITH Baltimore and WLEE Richmond, Va., at dedication of WLEE last Monday night, presented their host with desk set. Mr. Tinsley had chartered an Eastern Airlines plane to fly group from New York to Richmond. Bottom row (1 to r.)—Roland Van Nostrand, Benton & Bowles; R. F. Willard, Emory, vice-president, WLEE; Mr. Tinsley; Irvin G. Abeloff, WLEE general manager; Frank Haas, Erwin, Wasey & Co.; Carlos Franco, Young & Rubicam; top row, same order, Fritz Snyder, Betty Powell, Blau Co.; Gordon Mills, Arthur Kudner Inc.; Vera Brennan, Duane Jones Co.; Jack Allison, Headley- Reed Co., WITH-WLEE representatives; Mary Dunleavy, Pedlar & Ryan; Chester Slaybaugh, Morse International; Gertrude Scanlan, BBDO; Frank Hayes, Headley-Reed; Linnea Nelson, J. Walter Thompson Co.; William C. Dekker, McCann-Erickson; Bea Gumbinner, Lawrence C. Gumbinner Adv. Agency; Frank Headley, Headley-Reed; Betty Barrett, Donahnue & Co.

another 4 channels with a power of from 500 w to 5 kw.

Cuban
(Continued from page 18)

For 25 years WDZ has programmed for the two major groups of people comprising this vast Central Illinois market—1,828,626 of them. They have money to spend. And the confidence they have in WDZ means volume sales for WDZ-advertised products. Your share is waiting.

NEW WDZ BROCHURE Now Ready

Solid facts about the WDZ market, boiled to essentials. A copy is yours for the asking.

HOWARD H. WISON COMPANY, Representatives

Page 72 • October 8, 1945
TV Channel Assignment List
Is Revised With 90 Changes

ASSIGNMENT of additional channels for commercial television in various metropolitan districts over the number previously designated and reductions in others were made last week by the FCC with the issuance of a revised table of tentative allocations.

The Commission said its original table contained "some typographical errors" which have been corrected in the new list, which also includes additional channels it was found possible to assign.

A comparison of the original and the corrected table reveals numerous changes in the number of channels assigned and the particular channels assigned for metropolitan districts. Altogether, 90 changes are indicated among the 140 districts listed.

Get Five Instead of Four
The following cities are given five instead of four channels: Denver, Memphis, Minneapolis-St. Paul, New Orleans, Salt Lake City, San Antonio, Spokane. The San Francisco-Oakland area gets 5.

Districts increased from three to four channels are Amarillo, Atlanta, Beaumont-Port Arthur, Corpus Christi, Davenport-Rock Island-Moline, Des Moines, El Paso, Fresno, Houston, Jackson, Jacksonville, Kansas City, Little Rock, Miami, Mobile, Nashville, Oklahoma City, Phoenix, Pueblo, Sacramento, San Diego, Savannah, vis-

Seattle, Shreveport, Springfield, Mo., Tampa, Tulsa, Waco, Wichita.

Increased from two to three channels are Fort Worth, Omaha-Council Bluffs, Portland, Me., Rochester. Given two instead of one are Wilmington-Salem, Montgomery, and Dayton, Terre Haute, which was previously assigned a community station, is also given a metropolitan channel and Charlotte, which has been assigned a community station, is also given three metropolitan stations.

Approximately 40 cities are given reductions in the number of channels assigned. Boston is cut from five to three. Reduced from four to three are Buffalo-Niagara, Charleston, W. Va., Cincinnati, Indianapolis, Milwaukee, Norfolk-Portsmouth-Newport News, Sioux City.

Decreased from three to two are Austin, Birmingham, Charleston, S. C., Dallas, Durham, Galveston, Saginaw-Bay City, Tacoma. Reduced from two to one are Topeka, Lincoln, and Columbus, Ga.

Metropolitan stations are eliminated from Canton, O., San Jose, and Wheeling. Community channels are taken away from Winston-Salem, Montgomery, Grand Rapids, Dayton, and Charlotte.

The Commission will hold hearings on Thursday to draft final rules and regulations and engineering standards for commercial tele-

TABLE SHOWING ALLOCATION OF TELEVISION CHANNELS TO METROPOLITAN DISTRICTS IN THE UNITED STATES

(Note: This table applies only to the 16 television channels available for commercial television. Additional applications may be filed for experimental television stations between 480 and 920 megacycles.)

<table>
<thead>
<tr>
<th>Metropolitan District (U.S. Census 1940)</th>
<th>Sales Rank</th>
<th>Population</th>
<th>Channel No. (Metropolitan)</th>
<th>Metropolitan Community</th>
</tr>
</thead>
<tbody>
<tr>
<td>iron</td>
<td>35</td>
<td>340,725</td>
<td>5</td>
<td>1</td>
</tr>
<tr>
<td>las Vegas</td>
<td>23</td>
<td>481,875</td>
<td>2, 4, 7, 9, 11</td>
<td>5</td>
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<tr>
<td>Des Moines</td>
<td>43</td>
<td>325,142</td>
<td></td>
<td>1</td>
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<tr>
<td>Houston</td>
<td>111</td>
<td>124,694</td>
<td>9</td>
<td>1</td>
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<tr>
<td>marlboro</td>
<td>136</td>
<td>118,606</td>
<td>4</td>
<td>1</td>
</tr>
<tr>
<td>Des Moines</td>
<td>353</td>
<td>442,984</td>
<td>2</td>
<td>4</td>
</tr>
<tr>
<td>Baltimore</td>
<td>136</td>
<td>187,698</td>
<td>4</td>
<td>1</td>
</tr>
<tr>
<td>Augusta</td>
<td>135</td>
<td>177,200</td>
<td>6</td>
<td>1</td>
</tr>
<tr>
<td>Austin</td>
<td>135</td>
<td>199,700</td>
<td>6, 9, 11</td>
<td>3</td>
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<tr>
<td>allentown</td>
<td>136</td>
<td>204,600</td>
<td>2, 7</td>
<td>3</td>
</tr>
<tr>
<td>erie</td>
<td>137</td>
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<td>137</td>
<td>2,057,585</td>
<td>9, 10</td>
<td>5</td>
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<td>138</td>
<td>216,501</td>
<td>6</td>
<td>1</td>
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<tr>
<td>sufla</td>
<td>14</td>
<td>857,719</td>
<td>9, 12</td>
<td>3</td>
</tr>
<tr>
<td>memphis</td>
<td>135</td>
<td>200,302</td>
<td>5</td>
<td>1</td>
</tr>
<tr>
<td>shreveport</td>
<td>135</td>
<td>173,219</td>
<td>9, 12</td>
<td>3</td>
</tr>
<tr>
<td>charleston, S. C.</td>
<td>138</td>
<td>94,771</td>
<td>9</td>
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<tr>
<td>harlingen, W. Va.</td>
<td>137</td>
<td>208,482</td>
<td>7, 11</td>
<td>3</td>
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<tr>
<td>harrisburg</td>
<td>99</td>
<td>132,968</td>
<td>5, 11, 12</td>
<td>5</td>
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<td>los angeles</td>
<td>76</td>
<td>101,215</td>
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<td>1</td>
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<td>12</td>
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<td>5</td>
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<td>137</td>
<td>1,214,943</td>
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<td>9, 11</td>
<td>3</td>
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<td>1</td>
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<tr>
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<td>135</td>
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<td>9, 12</td>
<td>3</td>
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<tr>
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<td>135</td>
<td>173,219</td>
<td>9, 12</td>
<td>3</td>
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<tr>
<td>lafayette</td>
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<td>9, 12</td>
<td>3</td>
</tr>
<tr>
<td>memphis, Tenn.</td>
<td>135</td>
<td>199,700</td>
<td>6, 9, 11</td>
<td>3</td>
</tr>
<tr>
<td>hattiesburg, Miss.</td>
<td>135</td>
<td>173,219</td>
<td>9, 12</td>
<td>3</td>
</tr>
<tr>
<td>myrtle beach</td>
<td>135</td>
<td>173,219</td>
<td>9, 12</td>
<td>3</td>
</tr>
<tr>
<td>birmingham, Ala.</td>
<td>135</td>
<td>173,219</td>
<td>9, 12</td>
<td>3</td>
</tr>
<tr>
<td>milwaukee</td>
<td>135</td>
<td>173,219</td>
<td>9, 12</td>
<td>3</td>
</tr>
<tr>
<td>fort worth</td>
<td>135</td>
<td>173,219</td>
<td>9, 12</td>
<td>3</td>
</tr>
<tr>
<td>omaha</td>
<td>135</td>
<td>173,219</td>
<td>9, 12</td>
<td>3</td>
</tr>
<tr>
<td>salt lake, Wash.</td>
<td>135</td>
<td>173,219</td>
<td>9, 12</td>
<td>3</td>
</tr>
<tr>
<td>seattle</td>
<td>135</td>
<td>173,219</td>
<td>9, 12</td>
<td>3</td>
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<tr>
<td>portland, Ore.</td>
<td>135</td>
<td>173,219</td>
<td>9, 12</td>
<td>3</td>
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<tr>
<td>sandy springs</td>
<td>135</td>
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<td>9, 12</td>
<td>3</td>
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<tr>
<td>oregon coast</td>
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<tr>
<td>los angeles</td>
<td>135</td>
<td>173,219</td>
<td>9, 12</td>
<td>3</td>
</tr>
</tbody>
</table>

(<Continued on page 75>)

No Shortage of Long Hair

Did you know that 62% of the radio public enjoys programs of serious music?

This figure was shown in a national survey among radio listeners six years ago. Today that percentage is even greater. The truth is that the average American is far more appreciative of so-called long hair music than is generally believed.

Until BMI entered the scene, the few of the outstanding works by our contemporary composers of serious music had been licensed to broadcasters. Today, however, BMI holds the exclusive performing rights to music by the members of the American Composer's Alliance.

This encouragement to modern composers is reflected in the increasing flow of distinguished music specifically designed for the enjoyment of radio listeners.

(Continued on page 75)
NAB Board

(Continued from page 16)

Washington; Gordon Gray, WSJS, WMIT-Winston-Salem, N. C. Representing NAB were Paul W. Morency, WTIQ-Hartford; Frank Stanton, CBD, and John Logan, WHFB-Rock Island; C. E. Arne Jr., NAB; Justin Miller, NAB; and J. Harold Ryan, NAB. They were unanimous. The following day an NAB proposal to FMBI for submission to the Oct. 20 Chicago meeting of FMBI at the Ambassador Hotel.

Desire for a unified trade association to cover all branches of broadcasting—FM, television—was expressed by NAB spokesmen. The question at issue was whether the basis by which NAB could best serve FM. NAB contended that FM is another form of broadcasting and not a different medium, therefore it has the same problems as AM.

On the other hand FMBI is still irked by the FCC's allocation of frequencies, feeling that it is entitled to more space in the portion of the spectrum under 100 mc. It feels that a merger with NAB should provide for a continued campaign for more FM channels.

FMBI-NAB Merger

Proposed to FMBI is an NAB administrative setup that would include an FM department as an integral part of the overall association. This department would be manned by board of directors, it was suggested, with three representing either AM or FM stations, three representing independents (FM) and a chairman. Mutual interest is shown by the fact that 85% of FMBI already is represented in NAB, with many of those belonging to both groups feeling that one association should handle all the interests. Many AM broadcasters foresee FM as the supplanter of AM, and they propose to be there pitching with an FM signal.

Mentioned during board sessions on a unified association was a proposal to look into television as another NAB department. Television Broadcasters Assn. was viewed as being the suitable engineer in operation, and it was felt that televisions, like FM, is merely another form of broadcasting.

Revised at the board's meeting was the proposal to award annual "Oscars" for meritorious service in the field of radio. Plan originally was suggested by a Hollywood publicity firm, and would be handled by Leslie C. Johnson and similar to the Academy of Motion Picture Arts & Sciences.

The board passed a resolution advising that a committee be named to determine the degree of interest and methods for handling a system of awards. Naming of committee is expected soon. Other angles of industry public relations were discussed but no definite action was taken.

Membership of the Broadcast Measurement Bureau board was completed with election by the NAB board of Joseph O. Maland, WHO Des Moines, for large stations and Robert T. Mason, WMRN Marion, O., for small stations. Both will serve three-year terms.

Hugel asked that FMBI president be directed to prepare a brochure explaining the value of BMB measurement data to small stations.

Mr. Feltis reported to the board that BMB now had signed 62% of U. S. operating commercial stations, or 546 in all. The list is broken down into large stations (46%), 235 medium stations (47%), and 299 small stations (58%). In addition there are 4 FM and one Canadian station, a total grand total of 559 subscribers.

NAB board was given a report on the BMB directors meeting Sept. 14 at which the measurement plan was officially designated as "BMB Index of Station Audience" in the network participation plan was approved and the terms "primary," "secondary," and "tertiary" were eliminated. Under the designation formula BMB will publish total audience figures and percentages, leaving to individual subscribers the mapping details. These will be subject to a Code of Practice to be finally adopted by the BMB board at a meeting next January.

President Miller was authorized by the board to name a committee to consider participation in the proposed Inter-American Assn. of Broadcasters, and to bring in a recommendation (see story page 18).

The board indicated willingness to comply with any feasible plan to assist the Government in effective use of the medium to promote U. S. activities. Nothing can be done until the Government itself sets up a plan to classify and allocate radio programs and announce for some 50 agencies interested in reaching the public.

Mr. Arney reported on a meeting of OWI, Treasurers and other officials, which he attended in an advisory capacity. Various methods of handling the U. S. radio allocation problem were discussed at this meeting of which present the OWI's Network Allocation Plan is being handled by War Advertising Council with Treasury funds. This project

Mason on FTC

LOWELL B. MASON of Illinois was named by President Truman last week to fill the late Charles H. March on the Federal Trade Commission. Nominated for a seven-year term Mr. Mason is son of former Senator William E. Mason and has had law offices in Chicago and Washington. His nomination was approved Fri. day by the Senate Interstate Commerce Committee.

Muller for Miller

THES MILLERS are having their day in court. Chairman Paul A. Porter of the FCC told the inaugural guests: Justin Miller succeeded J. Harold Ryan. Chairman, Mr. Ryan having succeeded Neville Miller. In turn, Wilbur Miller succeeded to one of the three vacancies on the U. S. Court of Appeals for the District of Columbia.

Miller ends Dec. 8 at the close of the Victory Loan drive.

At that time the whole situation will be in the air unless action is taken. Network allocation is a minor phase of the problem.

President Miller and Secretary-Treasurer Arney were instructed to study carefully all phases of the war veteran employment problem. Stations generally are aiding in relocation of veterans in their community and have the chance to hire additional help, as a rule, since full complements are employed now and veterans are returning to the stations they left.

Training program for broadcast employment is feasible at this time, but it was felt, since staffs are already filled but interest was shown in projects for training of veterans in other branches of electronics. The board went on record as favoring efforts to bring about uniformity in time and directed attention of appropriate agencies be directed to the problems created by varying times.

Report on BMI

BMI progress was reported by Sydney Kaye, v-p and counsel, and Merritt Tompkins, v-p and general attorney. More careful supervision by station managers of music was urged. Music committee was asked to consider ways by which broadcasters could be assisted in better utilizing music under performance rights contracts.

Next board meeting probably will be held in January.

Directors who attended the meeting, g with districts, were Paul W. Morency, WTIQ, District 1; Kolin Hager, WGY, 2; Campbell Arnoux, WTAI, 4; F. W. Borton, WQAM Miami, 5; Hoyt B. Wooten, WREC Memphis, 6; James E. Johnson, WLW, 7; John E. Peters, WKZO, 8; Leslie C. Johnson, WHFB, 9; John J. Gill Jr., WOW, 10; E. L. Hayek KATE, 11; William B. Way KYOO, 12; Martin B. Campbell WFAA, 13; Hugh B. Terry, KLZ 14; William B. Smillen, KIOM 15; William B. Ryan, KFI, 16; Harry R. Spence, KKBO, 17.

Directors-at-large, J. Leonair Reinsch, WSJ, and J. Harold Ryan WSPD, for large stations; T. A. M. Craven, WOL, and G. Richard Shafito, WIS, for medium stations; Matthew Bonebrake, KOAY, and Claire R. McCollough, WGAL, for small stations.

For network, Frank Stanton CBS; Frank M. Russell, NBC.

Page 74 • October 8, 1945
JOSEPH HENKIN DIES AFTER LONG ILLNESS

JOSEPH HENKIN, president and general manager of Sioux Falls Broadcast Assn., licensee of KELO and KSDO Sioux Falls, S. D., died last Wednesday morning in Sioux Falls after a prolonged illness.

He came to this country over 50 years ago and lived most of those years in South Dakota. In an editorial tribute in the Sioux Falls Daily Argus, the leader, the paper said of him, “With his death there is closed a career of accomplishment and service, and that of a great leader, of a man who was a great credit to the city of Sioux Falls.”

Mr. Henkin, with his son, Morton, and daughter, Ruth, owned 75% of Sioux Falls Broadcast Assn. Inc. Recently, the FCC, acting under the Wheeler regulations, ordered the company to dispose of either KELO or KEK (Broadcasting, Oct. 1). The Commission gave the company until March 26, 1946, to act on the decision.

Roberts Reelected Head, Chicago Managers Club

HARLOW ROBERTS, vice-president of Goodkind, Joice & Morgan, Chicago, was reelected president of the Chicago Radio Management Club at its Oct. 3 meeting.

Other officers elected for 1945-46 include: Margaret Wiley, vice-president; John Carey, treasurer; Hilly Sanders, secretary. Elected to serve on the Board of Directors were Kay Mamelly, Holman Faust, Mark Smith and Harvey Lillian.

The Club also approved a motion to petition the City's Council to revoke the local license granting day-saving time change in line with New York.

Ward Co. Accused

CHARGES that Montgomery Ward & Co., Chicago, has misrepresented the number of tubes contained in its radio receiving sets it sells and also the capacity of the sets for television reception are contained in a complaint issued by the Federal Trade Commission. The complaint charges the company in various statements represented its sets as being equipped with either six, seven, eight, nine, eleven or twelve active, fully functioning tubes and as being equipped for television. The FTC claims the sets are not equipped with designated number of necessary, fully functioning tubes and that sets are not wired for or capable of television reception. According to the complaint, the sets contain one or more nonfunctioning, tuning, or rectifier tube, and failing to function under any conditions of detection, amplification, and reception of radio signals.

(Continued on page 76)
TV Channel Assignments
(Continued from page 75)

| Metropolitan District (1940 Census) | Sales Rank | Population | Channel No. (Metropolitan) | Metro-
|------------------------------------|------------|------------|---------------------------|---------
| Tacoma                             | 74         | 156,018    | 4, 9                      | 2       |
| Tampa                              | 61         | 209,693    | 2, 4, 6, 7                | 4       |
| St. Petersburg                     | 116        | 83,770     | 6                         | 1       |
| Terre Haute                        | 115        | 316,174    | 7                         | 1       |
| Syracuse                           | 123        | 177,749    | 1, 9                      | 2       |
| Toledo                             | 60         | 200,000    | 6                         | 1       |
| Phoenix                            | 105        | 188,362    | 2, 6, 8, 10               | 4       |
| Utica                              | 68         | 197,128    | 6                         | 1       |
| Utica                              | 68         | 197,128    | 6                         | 1       |
| Waterford                          | 153        | 3,467,11   | 3, 6, 7, 11               | 2       |
| Washington                        | 12         | 907,816    | 6, 9, 11                  | 1       |
| Watertown                         | 120        | 67,059     | 3, 6, 7                   | 2       |
| Westfield                          | 81         | 346,394    | 6                         | 1       |
| Wyandotte                         | 86         | 127,388    | 2, 4, 6, 9                | 4       |
| Weymouth                          | 65         | 974,974    | 6                         | 1       |
| Westley                            | 124        | 109,633    | 6                         | 2       |
| Westmont                           | 60         | 386,194    | 6                         | 1       |
| Westport                           | 114        | 57,256     | 6                         | 1       |
| Youngstown                        | 55         | 372,428    | 11                        | 1       |

1 Community station may also be available in this city if a showing is made that such assignment would not make impossible the assignment of a station to another city which has a reasonable claim to the service.

* Assigning a station to Lancaster would require deletion of a station from either Reading, York, Easton, Pa., or Wilmington, Del. Moreover, such a station in Lancaster would be severely limited by interference.

**CONTRACT IS SIGNED BY NABET AND WOR**

FOLLOWING the conclusion of its contracts with American and NBC the week before, NABET last Thursday signed a renewal contract with WOR New York. New contract, which runs until Jan. 1, 1947, is reported to be virtually a duplicate of the one with the network, called for an eight-hour day and a scale from $57.50 for beginners to about $110 for engineers on the job more than six years, with extra pay for supervisors. WOR deal does not, however, have the year's back pay feature that is included in the network contracts, as WOR's contract expired only about a month ago.

Meanwhile, CBS engineers, members of the AFL union, IBEW, also secured increases from that network after the contract, which was not to expire until Oct. 1, 1946, was reopened at request of union. This was done in accordance with a clause permitting either party to have the contract reopened as of Oct. 1 for a wage adjustment. New contract calls for a scale ranging from $60 to $110 a week. Working conditions remain unchanged, but length of contract was extended six months, until April 1, 1947. New CBS deal also shortens the period between starting and maximum salary from six to five years.

**Keller Quits Govt.**

MAJ. JOSEPH E. KELLER, in Government service since May 1942, last week returned to private practice with the Washington law firm of Dr. Lohnes & Albertson. He has served as adviser on state border cases for the Office of Defense Transportation, as a retired Army officer. Maj. Keller, appointed consultant on the air by the late Joseph B. Eastman, former ODT director, on May 11, 1942, served in that capacity until going on active duty in January 1943. Following his return from Army service, he was named adviser to Col. Johnson, Mr. Eastman's successor. Formerly with the FCC Law Department, Maj. Keller had engaged in private law practice in Washington and Dayton.

**RULES ON STATION TRANSFERS READIED**

PROPOSED rules to govern future transfers of stations are now under preparation by the FCC, but pending their adoption applicants may follow the procedure laid down in the Avco-Crosley decision, the Commission announced last week.

The Commission said that where the suggested procedure would be applicable consideration of transfers will be deferred. "However," it was stated, "the Commission recognizes that some applicants may be desirous of following the general principles of the procedures in that decision without awaiting the adoption of the final rules.

"Accordingly in many cases where applicants desire to follow such general procedure pending the adoption of formal rules, they may file a statement to that effect, supplementary to the application and include in such statement the details of specific procedure, within the framework of the announced procedure in the Crosley decision, which the applicants propose to follow."
Requests for More Time Will Be Acted On Later

FOREGOING action on requests for extensions of time to begin operations on the new FM frequencies, the FCC announced last week that its Oct. 15 hearing will be limited to objections filed concerning assignments. Action on the New York metropolitan district. In addition to protests received from CBS and NBC, the Commission disclosed, Bamberger Broadcasting Service Inc. has filed objection.

Requests from existing stations for additional time to make the changeover to the higher band will be acted on later, the Commission declared, when it is more fully informed on progress made by the various licensees toward converting their operations. A half dozen stations had advised they are unable to obtain equipment required to begin regular service on the Jan. 1 deadline.

Objections on Power

The Commission also acknowledged that it has received objections by some licensees to the power assigned their stations under the new frequencies and that these protests will be considered at a future date. Objections to power assignment were filed by Maj. Edwin H. Armstrong, licensee of WFMI Atlanta, N. J., and Zenith Radio Corp., licensee of WZZR Chicago.

Maj. Armstrong, through his counsel, Dow, Lohnes & Albertson, objected to the radiated power limitation of 5 kw assigned his station, declaring it would be impossible to serve New York City and surrounding area.

He said that the present radiated power of the station, which has been operating on a regular schedule since 1926, is between 100 and 125 kw. The “drastic reduction” in power, he declared, correspondingly decreases the service area. He added that his investment of well over $500,000 in the project would be in large part destroyed by the Commission’s action.

Zenith Claim

G. E. Gustafson, Zenith vice-president in charge of engineering, protested the reduction of power from 50 kw to 12 kw in connection with the change in frequency of WZZR from 45.1 mc to 98.5 mc. He said that comparative tests run by the Milwaukee Journal, in which Zenith participated, indicated that the operating frequency of WMFZ at 45.5 mc was an experimental station at 91 mc indicates that the service from WZZR will be “very seriously curtailed.”

Mr. Gustafson said that the results of the Journal tests, which have been conducted over a period of three months under careful conditions, shows that “the effect of transmissions on 100 mc as compared to 50 mc in terms of what the user of a radio receiver will get will be greatly increased, especially in the rural areas, and the 100 mc service will be much inferior.”

A request for a 30-day extension of time to file objection to its assignment was denied WCTR Paxton, Mass., which asked that it be permitted to submit evidence bearing on its assignment in the event the Commission’s action on FM applications by the Yankee Network in four New England cities makes it desirable.

The Commission informed the station that “if, as a result of action . . . with respect to particular Yankee Network FM applications, you desire to call additional facts to the Commission’s attention concerning the assignment to WCTR, this may be done by the filing of an appropriate application at that time. Hence, no postponement is necessary and your request for postponement is accordingly denied.”

Objection to the number of FM channels assigned to the New York metropolitan district was made to the Commission by E. I. Godofsky, former partner-owned of WLIB Brooklyn, who contends there should be as many FM stations in the area as there are AM.

Mr. Godofsky, who plans to enter FM, declared that the New York metropolitan area should include cities in northern New Jersey and other surrounding territory. If this were done, he points out, there would be six or more additional metropolitan channels assigned to the area.

‘Adventure’ Troubles

WGN Chicago has refused to comply with sponsor’s request to move Human Adventure to New York City, effective Oct. 14. St. George & Keyes, New York, agency for Reverse Copper & Brass, program sponsor, said that agreement had been made last year with U. of Chicago, program supervisors, that show could be moved on request but both WGN and university officials deny this. Program is owned by WGN and will continue to be presented as a public service feature, whether Reverse continues sponsorship or not, according to William McGuiness, WGN commercial manager. Agency, which notified show producers to announce program would be moved to New York after 10-10:30 p.m. (CWT) Oct. 3 broadcast, has threatened to drop show when contract expires unless switch is made.

Television Course

TELEVISION CLASSES for some 175 students are being held by NBC western division in its Hollywood studios with network engineers, representatives from 11 motion picture companies and electronic equipment manufacturers in attendance.

New Circuit for FM Sets Developed by RCA Labs.

A NEW radio circuit for FM receivers which makes it possible to build an FM set at a cost comparable to that of standard band receivers, was described last Wednesday by Stuart W. Seeley, manager of the industrial service division of RCA Labs., before the New York section of the Institute of Radio Engineers.

The new RCA circuit is insensitive to electrical interference of all kinds, Mr. Seeley said, and operates with equal effectiveness on strong and weak stations. Its incorporation into a receiver eliminates the need for additional tubes and parts to be added to a conventional FM set, he added. The new circuit would be embodied in future models of the FM receivers.

TBA Meet to Present Exhibit of Equipment

SECOND CONVENTION of Television Broadcasters Assn., New York, will be held in New York in March or April, 1946, highlighted by a wide display of television equipment, including receivers, cathode ray tube and parts. J. R. Popele, president, said plans are under way to enlarge the convention exhibitions to a general exhibit.

“Television will begin moving in a big way in 1946,” Mr. Popele said. “Instead of holding our convention in December as last year, the event has been moved back to spring, when television receivers will be ready in quantity for sale to the public. All of the latest models ready for distribution will be shown at the TBA convention.”

News With Truman

FOR THE first time the four major networks are represented individually on a Presidential tour. Scheduled to leave Washington Saturday with President Truman were Tris Coffin, CBS; Eyrson Rash, American; Bob McCormick, ABC, and William Hillman, MBS. The party goes first to Blytheville, Ark., then Caruthersville, Mo., winding up Oct. 10 at Gilbertsville, Ky. On Oct. 27 the President spoke over all networks at 1:30 p.m. (EWT) from Central Park, New York, in a Navy Day address. He’ll use the two-microphone system developed by E. Leonard Yench, director of the Cox stations (WIOD WSB WHIO) and radio adviser to the President. On Nov. 2 Mr. Truman speaks on all networks from St. Louis, N. C. Then visits Raleigh. Each network will send its own reporter on that trip. Hereto-fore radio has been covered on Presidential trips by the pool method.
MARKETING FORUM TO BE HELD IN N. Y.

Six Sessions Planned to Run From Oct. 22 to Nov. 26

FIRST national marketing forum under the joint sponsorship of the National Federation of Sales Executive and Advertising Federation of America and the auspices of the Sales Executives Club of America will be held in New York. Sessions begin Oct. 22 and run through Nov. 26.

First session, on Oct. 22 will be held at the Waldorf-Astoria, 10 a.m.-7 p.m., with the following speakers: Arthur A. Hool, director, dealer relations, Johns-Manville Corp.; Stanley A. Holme, general Electric Co.; Paul G. Hoffmann, president, Committee for Economic Development; Charles M. Isaac, chairman of Commerce of U.S., Jr.; Dr. Raymond Walch, director of research, CIO; Gene Flack, president, Sales Executives Club of New York; John Hancock Baruch-Hancock Report; Don G. Mitchell, vice-president, Sylvania.

At 9:30 p.m., Information Please through the courtesy of its sponsors, Socony-Vacuum Oil Co., willおか 새로운 응용을 위한 기회를 제공합니다. 1920년도 전망에 참석하는 25주년 기념식을 주최하게 되는 The Old Timers’ Night, will be held at Hotel Commodore, New York, according to Louis G. Paseent, general chairman of the executive committee. Other committee members are: George Lewis, L.T.&T., vice-chairman; Edward J. Content, WOR New York; treasurer; Ralph R. Batchel, Caldwell Cwments, Inc., secretary.

Mr. Paseent said the dinner will be followed by demonstrations of apparatus retrieved from museums and attics.

TREASURY TRANSCRIPTIONS

Three new broadcast features programmed by the network will be sent to stations for Victory Loan promotion. They are: "Sports Personality Speaks," presenting nation’s top sportscasters and figures; "Industrial Leaders Speak," featuring industrial leaders including Edgar Kobak, MBS president, and Niles Trammell, NBC president; and transcribed 30-second announcements especially for rural areas.

NAB WILL OBSERVE JOSKBE RADIO TEST

PROGRESS of the Joske department store radio test in San Antonio will be observed by a group representing the NAB during the week of Oct. 15. Group will be headed by Frank E. Pellegrin, who recently returned to his post as NAB Director of Broadcast Advertising after military service.

Project was started at the first of the year during regime of Lewis H. Avery, now head of his own representative firm. Mr. Avery will attend the inspection in an advisory capacity. Mr. Pellegrin will familiarize himself with details of the Joske broadcast campaign, a one-year project designed to develop most effective use of the medium in retailing.

The NAB party will include Ruth Borden, consultant at the Joske clinic, and Harold Fair, WHO Des Moines, program consultant.

PIONEER OPERATORS PLAN OLD TIMERS’ NIGHT NOV. 8

More than a thousand pioneer radio and television station operators were active in the field before broadcasting’s official birthday in 1920 will participate in the 25th anniversary celebration being staged by Old Timers’ Night at Hotel Commodore, New York, according to Louis G. Paseent, general chairman of the executive committee. Other committee members are: George Lewis, L.T.&T., vice-chairman; Edward J. Content, WOR New York, treasurer; Ralph R. Batchel, Caldwell Cwments, Inc., secretary.

Mr. Paseent said the dinner will be followed by demonstrations of apparatus retrieved from museums and attics.

Hughes Passes Reorganization Bill With 75% Cut In Fees

Reorganization of Government agencies, including FCC, was started on its way last Thursday when the House passed the Manasco Bill (HR-4129) 304-77. An amendment offered by Rep. Mays (R-Miss.), minority leader, calling on the President to reduce expenditures by 25% if possible was adopted by a narrow margin. Several other amendments were rejected.

Under the measure, now before the Senate, the Interstate Commerce Commission, Federal Communications Commission, and Federal Deposit Insurance Corporation, must submit separate plans on each.

TWO CHICAGO RADIO MAKERS EXPANDING

Construction on two new factories by Chicago radio manufacturers, each with a cost estimated at $1,200,000. Majestic Radio and Television Corp., Chicago, is building its plant on a 69-acre site near Elgin, at a cost of $800,000, to manufacture radio receivers, phono-recorders and allied products of radio and electronics, according to E. A. Tracey, president. The Sentinel Radio Corp., Chicago, began construction of its $700,000 plant in Evanston on Tuesday, Ernest Alschuler, Sentinel president, said production of new programs might be possible on a single shift schedule when the factory is completed.

CBO REPORT SHOWS OPERATING DEFICIT; COMMERCIAL BUSINESS UP FROM YEAR AGO

A net operating deficit of $58,475 for the fiscal year ending March 31, 1945, is shown in the annual report of the Canadian Broadcasting Corp., tabled in the House of Commons, Ottawa, Oct. 2. Operating surplus before deducting allowances for depreciation and obsolescence amounted to $196,061, depreciation allowances being 21% on buildings and 10% on equipment.

Revenue of the CBC was $5,498,397, up from $5,232,041 in the previous year. Revenue consisted of $3,783,452 from listener annual licenses, including $65,50, a slight drop from the 1944 amount due to wartime shortages for replacement of worn-out receivers: $1,639,159 from commercial broadcasting, an increase from $1,421,966 in 1944; $75,785 from miscellaneous earnings, up from $22,248 in 1944.

During the year fixed assets were increased by $550,000 with $1,000,000 being taken out of working capital, which was reduced to $1,055,000, the balance of the expenditures coming out of current revenue. Expenditure for the shortwave establishment at Sackville for the Canadian government was $1,000,000, and operation of the shortwave service cost $100,000 for the year.

CBC staff increased during the year from 815 to 220. During the year, 23 programs were broadcast, 16,647 hours of broadcasting, were broadcast on the CBC network, with 80.4% sustaining and 19.6% commercial. Eighty-five per cent of the 1,893 programs broadcast in 1944 were CBC origination, 8.9% were U.S. exchange programs, and 6.1% from the BBC.

Introduction during the year of a new transcontinental network, the Dominion Network, greatly contributed to CBC network mileage, which increased from 9,078 for the Trans-Canada and French networks to 12,594 network miles with addition of Dominion network.

PAUL E. NEWMAN CO., NEW COAST AGENCY

PAUL E. NEWMAN Co., a new West Coast agency, has been organized with three New York advertising men in key positions. Paul E. Newman is president; Robert E. Shaw, vice-president and art director, and John G. Schneider, vice-president and copy chief. Mr. Shaw and Mr. Schneider are also directors of the corporation.

The company has its offices at 639 South Spring Street, near the Stock Exchange office building, Los Angeles.

Mr. Newman’s career in advertising includes 18 years with Erwin, Wasey & Co., New York, of which he was a vice-president and one of three executive partners, and three years with Newell Emmett Co., New York. At Erwin, Wasey he was closely associated with the late Obie Winters.

Mr. Shaw, a former Californian, was with Wasey from 1930. Joining the Winters-Newell team at Erwin, Wasey, he was an art director. Later he moved to Young & Rubicam Inc. as an art director and then to the London office of the same top national accounts. He is a former advertising manager of Phelps-Terkel, Los Angeles, and an art director of Production Service Studios there.

Mr. Schneider worked on copy desks of Newell-Emmett Co. and Doherty, Clifford & Shenfield Inc.

SUCCESSFUL IDEAS ARE ALWAYS AT A PREMIUM

... and the Robbins Company has an outstanding reputation for producing ideas that result in resoundingly successful promotional programs.

Before the war Robbins had engineered promotion plans for many of America’s largest users of premiums... based on long years of knowing what will succeed and knowing how to make them succeed.

Today the ingenuity and skill of Robbins craftsmen are serving the government’s needs for military emblems — to the extent that Robbins is the country’s largest manufacturer of distinctive insignia for the Army, Navy, and Marine Corps.

Tomorrow, Robbins ideas in metal will spark your premium programs to new and greater heights, stimulating, appealing promotions designed for success! We will be glad to discuss your premium requirements with you now. Estimate requests submitted without obligation. Send for the new Robbins catalogue.

BROADCASTING • Broadcast Advertising

BROADCASTING • Broadcast Advertising
Hedges
(Continued from page 10)
ammunition, and men, to do the
immediate job in hand.
3. England is on the road to
recovery and they are willing to
keep on toiling and sweating to
achieve the peace time economy,
but they are determined to use the
power of the government to keep
people at work and out of bread-
lines.
4. France has been bereft of
most of its managerial strata and
hence has no spirit to get going
and very little know-how as to what
to do to achieve recovery.
5. The American 8th Air Force
did a magnificent job and hence
played one of the most important
roles of any unit in bringing vic-
tory to Europe.

Tribute to 8th
5. The RAF Bomber Command
can claim many laurels for bravery
and accomplishment, but my
impression was that they were
more wasteful of their brave men
than the 8th was because the 8th
believed implicitly in having live
heroes to do a job again and again.
6. The BBC will continue to pro-
vide the kind of service which it
believes good for the British lis-
tener, who may not be quite as
complacent in his acceptance of
BBC's offerings because of the
experience listeners have had with
American produced programs
during the war.
7. The BBC looks upon its over-
seas and North American services
as essential instruments in con-
tinuing the influence of Britain as an
empire.
8. The American Forces Network
in the ETO and the Allied Expedi-
tionary Station in the MTO have
done a great job in providing infor-
mation, education, and entertain-
ment to the American troops and,
as a result, American soldiers will
return to civilian life with their
taste for American radio un-
challenged.
9. It has done American radio a
tremendous amount of good to have
such emissaries as Bob Hope, Jack
Benny, Amos and Andy, Infor-
mation Please, Bing Crosby, and all
the other fine people who have gone
overseas to bring them both enter-
tainment and a renewed contact
with real American life.
10. The whole Army from the
top down is radio-minded.
11. So long as the United States
has a foothold in Europe, it is
important that all Europe be kept
informed of the American point of
view. Shortwave can do that only
partially and, therefore, it would
be highly desirable for the U. S.
Army Information Control Divi-
sion to keep control of the opera-
tions of Radio Luxembourg.

Cities Devastated
12. Poor London took a terrible
pasting in the blitz and later from
the V-1 buzz bombs and from the
devilish V-2 bombs, but it is con-
soling to know that there was retri-
bution for those who perpetrated
the attack. The devastation at
Hamburg, Berlin, and Frankfurt
was infinitely greater than that in
any part of England. In spite of
one's grim satisfaction in retri-
bution, Berlin is a very depressing
city.
13. Lt. Gen. Lucius Clay is the
right kind of a hard-boiled soldier
to make the Germans know we
mean business and the Russians to
appreciate our viewpoint.
14. The Festival of Music at
Salzburg seems more the mood of
the people than war. The Austrians
act more like liberated people than
recent enemies.
15. Hitler's chateau at Berches-
gaden and the Eagle's Nest on top
of a nearby peak, both set in a
scene of great beauty, should have
made the little rat humble instead
of so vainglorious. It was pleasant
to see what a satisfactory job was
done by our bombers at Berches-
gaden.
16. In the midst of terrific
bomb destruction, the great G
Farben building stands at Frank-
furt unscathed. It could be that
someone knew Gen. Eisenhower
would need such a large building
for headquarters.
17. UNRRA is doing a fine job
with displaced persons, particu-
larly because it is helping the DP's
to help themselves.
18. Gen. Eisenhower will make a
great Chief of Staff but thank
God that Gen. George Marshall,
as the Chief of Staff, had the wis-
dom to pick an Eisenhower to lead
the American forces and the Allied
Armies.

Healthy Germany
19. The Germans look very
healthy now, as should be expected,
because they stole their health from
all the rest of Europe and during
the war enjoyed a very high stand-
ard of living knowing no manpower
shortage because of the 6,000,000
to 7,000,000 slave laborers.
20. I am still wondering why
PRO established a station at Weis-
baden. It is like trying to cover
Washington from Pittsburgh while
the real story is still in another
city. The real story in Europe for
a long time to come will be in Ber-
lin, because that is where the great
powers come to a juncture and,
therefore, what is done in Berlin
will have much to do with the
peace of the world.
21. GI Heaven is on the Riviera.
22. Radio Monte Carlo may be
become one of the most important
stations in Europe.
23. The Army is busy corral-
ing all of Germany's foreign exchange
assets. A good example of this
operation was seen at the Reichs-
bank in Frankfurt where much of
the Nazi loot has been concentrated.
24. Military justice is admin-
istered by the military governments
with the most elaborate manifesta-
tion of fairness—perhaps far be-
ond the comprehension of the
accused.
25. The Battle of the Bulge is
something which Americans should
remember because it shows that
Baker's Dozen

WMAJ, new outlet for State College, Pa., finally has its hard-to-get 23-C speech input until the other day. Three of them in fact.

WMAJ manager wired BFM "Merry Christmas -- have these two C's, what am I?" He then added: "Happy New Year -- for God's sake, send back two collect."
NCPAC Asks 25% Limit on FM Channels for AMs, Newspapers

A PETITION urging Congress and the FCC "to grant no more than one-quarter of available FM channels to licensees of existing AM broadcasting stations and to newspapers," with the remaining three-quarters of the FM licenses going to newcomers, is being distributed by the National Citizens Political Action Committee as part of an eight-page folder marked "immediate action.

Petition, following a preamble "denouncing the failure of many American broadcasting stations to perform properly the public service to which they are pledged" and further "denouncing the excessive profits of many licensees," also asks Congress and the Commission to "prescribe in terms of hour and expenditure standards of public service programming for all broadcasting stations."

NCPAC would prohibit granting an FM license to an AM licensee without a public hearing. They would also prohibit license renewal of any station until the application has been advertised throughout the community and all who wish have been "afforded the opportunity to apply competitively for the same license or to submit evidence why such license should not be renewed.""\n
-- Strummin', Along with String-Town (Ky)?

If your fortune is entwined with those of that odd-ball community (via radio)---we suggest an unraveling job! Tie-up instead with the Louisville Trading Area where WAVE offers (at a low cost) more prosperity to all its listeners than can be found in the rest of the State combined! What's worth owning in Kentucky is no knotty problem. Dene up a neat package Louisville is what most advertisers really want!

LOUISVILLE'S WAVE 5000 WATTS VTS N. ABC FREE PETERS, INC. National Representatives

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WNEW Facilities Sought by Paulists

APPLICATION for facilities of WNEW New York was filed late last week with the FCC by the Missionary Society of St. Paul the Apostle (Paulist Fathers), New York, former licensee of WLW.

Filed by John J. Sirica, Washington attorney, application "represents a flat request that the Commission grant to the Paulists of Greater New York Broadcasting Corp., (licensee of WNEW) the license privileges... and assign that franchise to the Society." A public hearing "will furnish ample opportunity for such action by the Commission, it continued."

'Better Qualified'

The Paulist Fathers said the Society "does not contend that it should be favored by the Commission because it is a religious organization. It is sincerely interested that as a party, and without regard to its religious identity, it is far better qualified, from the standpoint of character, honest purpose, public interest, and otherwise, to render a public service through the operation of a radio station in New York City, than is the present licensee of WNEW."

Financial statements filed with the Commission show the Society's net worth on Dec. 31, 1944, to be $5,378,829.75, with total assets of $5,041,829.75. Applicant proposes to invest $295,000 in equipment and studies. The Washington engineering firm of May, Bond & Rothrock has been retained to handle technical phases.

In 1942 the Paulists sold WLWL to Mr. Bulova, who also acquired WPG Atlantic City and WOV New York. Mr. Bulova subsequently discontinued WLWL and WPG and exchanged facilities between WOV and WNEW. Mr. Bulova's present owner of WOV and WNEW, must dispose of one under the FCC duopoly regulation.

Cecil L. Berry

CECIL L. BERRY, 59, owner of CFGP Grande Prairie, Alta., died suddenly of a heart attack at Grande Prairie on Sept. 30. Well known for his geniality by Canadian broadcasters from all parts of Canada, he came into broadcasting about eight years ago, built CFGP in the Peace River country of northern Alberta. Prior to entering broadcasting he was with Cockshutt Plow Co., Brantford, Ont., farm machinery manufacturer. He was born in England.

Diathermy Rules

The FCC has announced it will soon begin consideration of proposed Rules and Regulations and Standards of Good Engineering Practice for Diathermy equipment and industrial apparatus utilizing radio frequency energy.
Production Men Needed in Video

Ruthrauff & Ryan Producer Sees Big Opportunities

NOW is the time to dig into the science of television because tomorrow—even if it’s five years away—stations will be looking for production men with ideas for television programming. That’s the opinion of Norman Hayne, producer of Smoke Dreams, Those Websters and several other Ruthrauff & Ryan shows in Chicago.

“When television production catches up with technical advances in the future, the industry is going to be crying for men with ideas. The man who has had radio experience and found time to work with little theater groups, or studied television from a technical and a studio production viewpoint is going to go places.”

A production man in television will be, as he believes, is going to be more important than he is today.

“Everything will depend on his ability to work out the ‘bugs’ in rehearsal because once the cameras start turning you’re on to the end. Even motion picture directors who can always cut a scene are going to find television an entirely different approach.

“I personally believe that men in radio, and particularly those who have worked with all types of programs, are going to find it easy to switch over to television,” Mr. Hayne said.

Seek FM

WBGI Columbus and WELO Tupelo, Miss., owned by Maj. Birney Imes Jr., have filed applications with the FCC for new FM stations. Outlets announced last week, FM application also has been filed for proposed new Maj. Imes station in Meridian, Miss. WROX Clarksdale, Miss., owned by Birney Imes Sr., is also new FM applicant. WCB is adding new offices, studios and control room in Gilmer Hotel in expansion program.

Shows to Canada

FIRST U. S. network programs to enter Canada since CKEY Toronto was given right by CBS to seek NBC, American and MBS network business (BROADCASTING, Sept. 24) started early this month. American net program for Pharmaciaft (Fresh deodorant), Counter Spy, started Oct. 3, 10-10:30 p.m., on CKEY, through Young & Rubicam, Toronto, Gey Lombardo and orchestra started on CKEY Oct. 2, 9:30 p.m., for Larus & Bro. Co. (Edgeworth Tobacco), through Warwick & Legler, New York. Jack Cooke, owner of CKEY, expects to have a number of other U.S. net programs aired in Canada for first time under new set-up.
Available

Man Experienced in Production & Public Service

Four years background in local and network Production with major network affiliated stations. Directed all types programs—Drum, Musical, Audience Participation, Public Service. Used to responsibility of working with others. Location secondary importance to operations that will permit application of ability and experience. Age 23—single—sitter and dependable. Best references and details of experience and capacity by writing.

BOX 274 BROADCASTING

Classified Advertisements

Classified Advertisements

PAYABLE IN ADVANCE—Checks and money orders only—Minimum $1.00.

Situations Wanted

Help Wanted

Wanted—Veteran first class license holder with experience in handling various types of equipment. Will accept position in Rocky Mountain 1 kw outlet. State education and experience. Box 061, BROADCASTING.

WANTED—Licensed operator must be experienced and steady. Send your qualifications, education, accommodations and any recent small record photograph. Network station in Great Lakes area.

Wanted—Experienced studio control man for network station east coast. Send your qualifications, education and photo in first letter. Box 118, BROADCASTING.

Whatsoever became of those good dependable announces? The steady, reliable kind you could count on. We offer steady employment, comfortable accommodations, and good salaries. Announcement, references, photo with applications. Box 197, BROADCASTING.

Continuity writer-experienced. Good position with 2,000 watt midwest regional network station for college boy who can produce saleable commercial announcements. Good salary based on experience. Send sample scripts with first letter. Box 222, BROADCASTING.

Announcer—Wanted by progressive station in large southern city. Immediate opening for experienced man. $40 hour work week, starting salary $45.00 per week, potential for job. Box 226, BROADCASTING.

Announcer—Experienced in commercial record shows and special events. State complete experience and excess phonograph records. Box Shreveport, Louisiana.

Can use one or two extra announcers, also good continuity writer for spots and news scripts. Must have personality voice and be acceptable on the air. WLOF, Florence, S. C.

Help wanted—3 engineers holding first class license. Looking for position in midwest. Opportunity for advancement. Reply to Box 227, BROADCASTING.

Georgia Stations Need Announcer—Capable doing hang-up job of mat-on-phone. Excellent opportunity to get away with proper network. Make your own schedule, experience, salary expected. Box 266, White Plains, Georgia.

Need experienced newswoman to rewrite and present own news copy on air. High typewriter. Write back to details to Box 204, Wynn, New York.

First Class Operator—Wanted—Good wage, hours steady work. Must have license. KXEC, Rapid City, Montana.

Chief Engineer—Capable construction FM station, has knowledge laboratory test equipment, development work, and construction installation methods. Will work at high frequency equipment. WIBU, Perry, Florida.


Topographic announcer. 600 base 40 hours. Send complete details, copy of references immediately. Box 152, BROADCASTING.

Radio Construction

Men

Radio men who are interested in building radio broadcasting equipment can avail themselves of this to get into the post-war positions. Must be able to read schematics and do neat wiring but above all must be a good craftsman. Good wages in attractive middle-western city. Wire, phone or write.

Gates Radio Company

Quincy, Illinois

Phone 522

“...So I hope to get up in the morning!”

...Oh, I hope to get out of bed!

Nevertheless, I’ve been getting up at the break of dawn for a few years now. And I’m getting used to it. Perhaps you need a good morning drink that isn’t high in caffeine. And you’re looking for a new brand of coffee? I’d prefer a small one with enough character to keep me going.

I’ll be available October 15.

BOX 250, BROADCASTING

Available

December 1

General manager for network affiliate in southwestern city over 100,000. Six year record. Secures overall station business immediate pre-war years, 15 to 45 year old. Army as private, released as major. Married.

Age 38. Can supply key men for staff. Opportunity for $10,000 per year or better, required—basic salary and scale to performance.

BOX 261, BROADCASTING

Situations Wanted (Cont’d)

Announcer—Easy talking, easy going, dependable sound man. Three years experience in all phases of broadcasting. Can write, direct and produce. Box 263, BROADCASTING.

Oportunity! Want to head new and/orannonce department of southeastern radio station. Requirements: small town or miniature metropole; absolute job security; substantial salary; pleasant working conditions. Offer: Excellent background newspaper, radio news, announcing network special events, writing; excellent references; steady, youthful approach. Now employed major network known for latter. Objectives: Life time ambition to build metropolitan station. Two week notice. Box 272, BROADCASTING.

Television Engineer—Experienced in television engineering. Desires position requiring engineering department of television broadcasting organization. Box 270, BROADCASTING.

Executive engineer desires position as chief engineer of large station planning and for television operation, assumes full responsibility. Young and aggressive, well qualified. Excellent references. Well known with established engineering record. Past experience includes every phase of broadcasting engineering. All phases of stations, 1 to 50 kw, major network, operation design, installation, sign, college instruction, radio development, engineer. Salary $5,000 per year plus expenses. $7500 per year dependent on location. Will travel. Personal interview, box 227, BROADCASTING.

Station manager—Nine years broadcast experience in various locations and network promotion, sales production. Will invest. Box 224, BROADCASTING.

ATTENTION SERVICEMEN

To aid servicemen seeking radio jobs, BROADCASTING will accept situation wanted classified ads at no charge. Thirty words maximum. Two insertions. Sign name, rank and give address.

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BROADCASTING • Broadcast Advertising
Announcer-writer—Veteran, married, 3 years experience progressive stations with large quota organizations, 2 years Army, used in Army show bureau. Well connected commercially, specialty morning shows, desirable next position. Hs., Boston. Freson J. Tappin, 12 McKinley Avenue, Utica.

Will soon be available as station manager or assistant manager or other good commercial position. 2 years Progressive experience with large stations. Excellent production, copy writing, public relations experience. Also commercial voice. College background. University graduate. Four years Army Technical Communicative experience. Assigned phone license. Expect immediate return from Pacific. Address replies to: Major Milton Frankfurt Jr., 2700 Fillmore St., San Francisco, Calif.


Announcer-writer. Navy veteran, 36, married, eight years experience 8 and 50 kw stations. Vp program director berth, write continuity. Familiar all programs. Desires permanent connection with progressive station. Box 262, BROADCASTING.

Twelve years experience—Announcer-Engineer. First job day leave five. Out of navy ten weeks. Wish to accept personnel position in progressive station with good market. Married. Children. Box 363, BROADCASTING.

Program Director—Desires change. Plenty of sound experience, handling personnel, handling permanent connection with progressive station. Box 262, BROADCASTING.

Salesman-Assistant Manager—Wants single or partnership position, six years radio sales in top grade market. Desires position in large station. Box 265, BROADCASTING.

Radio Commercial Writer Available—Top and down commercial projects. Full time. Box 256, BROADCASTING.

Radio Writer—Commercials, continuity, scripts. Two years experience. Will work for free lance. Box 267, BROADCASTING.

Available—Agicultural program leader- ships analyst. Desires position in station and network operation. Sustain- ing commercial. Box 268, BROADCASTING.


Experienced Control Operator of 5 years. Familiar with all control and maintenance work desires permanent position in network or commercial. Wife and child. State your offer in first letter. Box 277, BROADCASTING.

Situations Wanted (Cont’d)

Continuity writer-commentator. Five years experience spot announcements. Desires position. Address: Monster, 283 8th St., Denver, Colorado.


Experienced announcer desires N.Y.C. station connection. Desires spots, news, and sales. Address: S. W. Television, Box 256, BROADCASTING.

Position wanted—Chief engineer, 135 kw, 500 kw, 1,000 kw, 2,000 kw. Background in radar. First phone license. Address: AM, FM or TV. Box 257, BROADCASTING.

Salesman—Twenty years old, unmarried, excellent educational, social background. College degree. Gain experience at network affiliates, seeks per- sonalized position for advancement. Box 258, BROADCASTING.

Naval officer, 10 years successful radio promotion, sales, publicity; direct mail. Write: General Manager, National Co., and agency. Available Nov. 25. Qualified take charge of full scale account. Box 260, BROADCASTING.

Announcer: 24, married, discharged. Ten years experience in radio. Desires commercial and ad lb. Experienced on Controls and at present in sales. BROADCASTING, Box 279.

Manager—Young man with five years experience in all parts of broadcasting. Desires management job as Manager in 250 watt station. Best commercial. Box 281, BROADCASTING.

For Sale

For sale: 1 kw Western Electric D-877F. Other equipment similar to 6-B, Box 238, BROADCASTING.


250 watt transmitter. Never used. Commercial spot data. Immerman equipment. 2.000.00. Box 290, BROADCASTING.

Wanted to Buy

Wanted—250 kw or 50 kw standard transmitter immediately. 300 feet self- supporting tower. Negotiable. Box 242, BROADCASTING.

Miscellaneous

Paris, France—Suitable for broadcasting. Desires temporary residence a few months during summer. Desires position with personnel. Box 250, BROADCASTING.

Cable for DOUGLAS, DUPLICATE STATION Radio, at 900 16th St., N. W., Washington 6, D. C.

WANTED—Combination Ad/Account executive. Desires work in the Midwest. Must have ambition and the hours to devote to it. Box 253, BROADCASTING.

For Sale

Paris, France—Suitable for broadcasting. Desires temporary residence a few months during the summer. Desires position with personnel. Box 250, BROADCASTING.

Cable for DOUGLAS, DUPLICATE STATION Radio, at 900 16th St., N. W., Washington 6, D. C.

WANTED—Combination Ad/Account executive. Desires work in the Midwest. Must have ambition and the hours to devote to it. Box 253, BROADCASTING.

Situations Wanted (Cont’d)

but had tried for about three months to negotiate an agreement "purely to avoid a national strike and for reasons of public interest" and have agreed to in principle if the inclusion of a 140 percent increase in total musicians' pay over what our original four staff musicians received.

Then, he said, the local insisted that they pay the $25 fee to July 1 and this demand was rejected.

In Chattanooga, R. G. Patterson, general manager of WAPX, NBC station, declined to discuss the status of the station's union relations "since negotiations are in progress" but said he hoped an agreement would be reached within a few days. The contract expired Aug. 12.

Differences bethem Chattanooga CBS station and WDDO, according to WDDO General Manager Earl Winger, resulted in the local appealing to the Regional War Labor Board in Atlanta when negotiations broke down. The contract of April 1. Mr. Winger said the Regional Board referred the case to WLL in Washington. WLL said the case was received in Washington Oct. 1. for further study and action.

Mr. Winger said the union asked for $17,000 for musicians in the new contract, compared to $12,000 in the old agreement. The station former over seven musicians. Mr. Winger said the station offered to hire "three or four as a show of good faith" although it did not need a staff band.

Columbus, Ga., is another city in which the AFM local union and the management of a CBS station, in this case the CBS outlet, WRLB, have failed to reach an agreement on terms of employment of musicians.

No Comment From PetriUo

Mr. PetriUo has been unavailable to press correspondents for some time and the staff at his New York headquarters expressed complete ignorance of the whole affair, referring all inquiries to NBC.

General belief in broadcasting circles is that despite local disputes, the union's real motive in pulling its men from the NBC programs was to express displeasure with the board of directors of NBC and American with NABE, giving the independent engineers' union control over the handling of transcripts and phonographs.

Mr. PetriUo has long sought the control of his company's programs.

He had threatened NBC and American with a series of wildcat strikes should they sign such a contract. The fact that NABE has not signed such a contract compels the nets to do so is believed to have no effect on Mr. PetriUo's decision to make good his threats.

This belief is strengthened by the occurrence of the first withdrawal of musicians from NBC only two days after the NABET contract was signed. His failure to take similar action against American is believed to be due to the fact that some of this network's affiliates are engaged in controversy with an AFM local and that to act without other provocation would make the union liable for penalty for breach of contract.

It is generally thought, however, that before long the union will find some excuse for ordering its members not to appear on one or more of the NBC networks. However, news of the Fitch attack became known Sunday, American executives spent an uneasy day for fear the union at the last moment would cancel the first broadcast of the Ford Sunday Evening series which was going on the net that night.

AAA CONTINUES SUPPORT OF WAC

AMERICAN ASSN. of Advertising Agencies will continue its support of the War Advertising Coun- cil into the postwar era, the AAA stated last week. Announcement was followed a board meeting at which it was voted to underwrite the entire share of advertising agencies in the Council's financing for its fiscal year beginning March 1, 1946. Similar action has been taken by the National Publishers Assn., magazine publishers organization.

No. 2's ad campaign meeting voted to contribute $4,527.30 to WAC in 1946, its share of about $30,000 contributed by the industry. Networks provide the rest of the sum.

Foulds Milling Spots

FOULDS MILLING Co., Libertyville, Ill., Oct. 31 begins sponsorship of approximately 10 spots weekly on WCKS Portland, Me., and WILB, Bangor, in addition to its spot campaign started last month on WJID Chicago and WRNL New Brunswick. Contract 25 weeks placed by Campbell Ewald, Chicago.
At Deadline...

MILES SIGNS 'QUEEN'; MAY SHARE WITH P&G

MUTUAL last week concluded negotiations with Miles Labs, with which on Oct. 23 will begin sponsoring a two-hour daily show to air over Alna- Selter. After the first of the year program may be sponsored alternately by Miles and Procter & Gamble Co., if conversations to be held by the companies and their agencies this week prove successful. If not, program will continue under Miles exclusive sponsorship. Series which started on Mutual in spring as sustainer is broadcast Monday through Friday 2:30-3 p.m.

FCC BOXSCORE: 557 FM, 312 AM, 132 TV

COUNT on applications for new stations filed with the FCC as Broadcast Week went to press late Friday was 1,001, of which 557 are for FM, 312 for AM, and 132 for television. An additional 175 are for changes in facilities. Broadcast section of the License Division reported applications “coming in by the yard” to get in under the 60-day period provided by the Aug. 7 policy for filing new and bringing pending cases up to date. Included in Friday report were requests by Yankee Network for FM stations in Boston, Bridgport and Providence and by E. D. Rivers for FM facility in Valdosta, Ga.

NEALE ADVANCED WITH DFS

MEDIA OPERATIONS of Dancer-Fitzgerald-Sample, Chicago, in both print and radio fields, heretofore handled separately, now headed by James Neale, radio media director of agency. Jack Snodgrass and Paul XIuvin also in direction in print media, Gene Fromherz and Les Schroeder remain under Mr. Neale in radio dept. Fred Klein, longtime buyer for General Mills and American Home Products before latter account was moved to New York, will advance to assistant account executive of Procter & Gamble, a new post. His successor has not been chosen. Mr. Neale joined DFS about five years ago from NBC, Chicago. Mr. Klein, formerly with American Broadcasting and NBC, Chicago, has been with agency two years.

NEGOTIATIONS DELAYED

INFORMAL conferences of the CBS white collar workers with the three unions—United Office & Professional Workers of America (CIO), the International Brotherhood of Electrical Workers (AFL) and the International Alliance of Theatrical & Stage Employees (AFL) as to which will represent them, have been suspended until the formal hearings scheduled in two or three weeks are held before the National Labor Relations Board.

Closed Circuit

(Continued from page 4)

picnic, with Mr. Reisch president and Mr. McIntosh secretary-treasurer.

REM:MEER Charles A Siepmann, the ex-BBC program expert, who conducted hush- hush internal investigations at FCC [Broadcasting, July 2]? Prominent Canadian broadcasters are still curious about his secrecy shrouded visits to government radio offices in Toronto during period of his FCC activity.

FIVE NETS CARRY NIMITZ ADDRESS

ADM. CHESTER W. NIMITZ' address before the joint session of Congress on Friday, 12:30 p.m. was carried by NBC, CBS, American, Mutual and Associated on coast-to-coast home networks.

NBC's Bob McCormick broadcast an eyewitness of the parade from a mobile unit operating along the parade route, with Don Fisher handling the Congressional broadcast. Mutual carried its special program on Sunday morning at 1:50.

American put Bakhauge on the air 1:11-11 from the House Radio Gallery. Covering the parade for American were: Harold Stepler, Tony Howard, Norman Weiss, Bryson Rash, James Gibson (in mobile transmitter unit), and Lee Dayton. Martin Agnewsky went on from the House Office Building.

Associated carried the ceremonies from 12:15 to 1:50 and the majority of the Nimitz dinner at 10:30 p.m. Reporting for the network were: Jim McGrath, Ian Ross, MacFarlane, Jack Ridge, Mike hunnicott, Tony Wake- man, Phil Roll, Norman Reed, Jack Lowe, and Mark Austed.

TRUMAN CITES McGRADY

PRESIDENT TRUMAN Thursday presented the Medal for Merit to Edward F. McGrady, RCA vice-president in charge of labor relations and a director of Agency, to the Secretary of War as consultant and advisor on labor problems. Citation lauded Mr. McGrady's services to the War Dept., including the strengthening of the bond of cooperation between organized labor and the Army, in setting and avoiding a large number of labor disputes that impeded, or threatened to impede the production of war materials; in promoting the maximum effort on the part of labor leaders and the rank and file of American labor in support of the war effort.

CLUB TO BE FIVE-WEEKLY

FOLLOWING the broadcast of Oct. 27 the Breakfast Club, 9-10 a.m. Monday through Saturday on American, will drop Saturday broadcast. Move is in accordance with agreement reached among Don McNeill, m.c. of program, network and sponsors, Swift & Co., for 9:30-10:45 segment on Philco Corp. for 9:30-10:10 period. First half-hour is sustaining.

VETS ASK FCC DELAY

PROTESTING recent FCC announcement FM channels will not be reserved for service men, American Veteran Committee urged Commission to withhold for at least six months majority of choice frequencies to enable man still in uniform and community groups preoccupied with war services to compete for licenses.

ELGIN HOLIDAYS

FOR FOURTH successive year Elgin National Watch Co., Elgin, Ill., will sponsor two-hour holiday shows on Thanksgiving and Christmas, from 4-6 p.m. on CBS. Don Ameche will again be m.c. of both programs. Edgar Bergen and Charlie McCarthy, Garry Moore and Jimmie Durante, Cass Daley and Frances Langford lined up for Thanksgiving. Agency, J. Walter Thompson Co., Chicago.

People

FRANK BARTON, formerly with Blaw Adv., New York, has been joined Benton & Bowles, New York, as manager of the radio department succeeding Charles Franklin, named public relations director and v.p. Walter Craig remains radio v.p.

DR. AUGUSTIN FRIGON, general manager of Canadian Broadcasting Corp., named a member of committee to direct Canadian Information Service, successor to Canadian Wartime Information Board.

MARTIN HOADE has returned to NBC New York as a news editor after three years with the 15th Air Force. He was first lieutenant, flew 63 missions as a bombardier and received the Air Medal with three Oak Leaf Clusters.

CHARLIE GOODMAN of Chicago sales dept., Mutual Midwest operations, appointed head of co-op sales in midwest office by Abe Hull, Mutual v.p., in charge of Midwest operations.

MAJOR HOWARD O. PETRELSON, released from Army as public relations officer, Seventh Service Command, Omaha, has been appointed sales manager of KMA Shenandoah, la., station manager Owen D. Sadler announced. Mr. Peterson was formerly with WOR Omaha in research, sales, and promotion.

COL. ED. KIRBY, chief of Army's Radio Branch, who will be discharged soon, is a radio firm owner by Jancy & Bailey, formerly in charge of Army's public relations office there. Maj. Bob Pollock, formerly WSB Atlanta, now in charge, shortly will be released.

WINX FM APPROVED

PURCHASE by WINX Broadcasting Co., Washington, D. C., of WIXO, developmental FM station owned by Jancy & Bailey, for $75,000 was approved by FCC. It is first development FM station to change hands. WINX is owned by Washington Post.

OPPOSES MERGING FMBI

I. A. HIRSCHMANN, vice-president, Metropolitan Television Inc., operator of FM station WABF New York, has written Walter J. Damm, president of FMBI, a letter of "vigorous protest against any design which will aim at the coalescence of FMBI with NAB." (See story page 16).

TO GO WITH FLEET

FIVE NET correspondents will be aboard ships of the Third Fleet as it steams into N. Y. Harbor sometime between the 18th and 22nd. Newsmen were flown to Panama Canal last Saturday to meet the Fleet there. Transmitter-equipped Missouri and Iowa are part of the group, with facilities at disposal of correspondents. They are also expected wire and film recorders will be on hand. Correspondents are: Fox Case and Gunnar Back, CBS; John McVane, NBC; Jack Reed, Yankee Net; Norman Paige, American.

SBC MEETS OCT. 22-23

NINTH ANNUAL meeting of School Broadcast- cast Conference will be held Oct. 22-23, Morris- son Hotel, Chicago. Purpose, according to Chairman George Jennings, acting director, Radio Conference, Chicago Board of Education: To follow radio industry and educators to investigate postwar future of educational radio. Speakers: Charles Brewer, BBC; Les Willard, NAB; Walter J. Damm, FMBI; Frank E. Hild, CBS.

BROADCAST • Broadcast Advertising
In 1922
a NEW MEDIUM
sold a NEW IDEA
... and made history!

In August, 1922, the late Mr. E. A. MacDougall, president of The Queensboro Corporation of New York, "sold" a new idea—the cooperatively-owned apartment building—in a new subdivision: Jackson Heights, Long Island. For $100, he bought 10 minutes of sponsored selling talk for Jackson Heights over WEAF, New York. Thus was born a new medium for selling—Radio—today's greatest mobilizer of public opinion and most effective developer of Sales.

In the DISTRIBUTION DECADE

Advertising Must Again Find New Ways to Sell!

Advertising's job in the Distribution Decade will be no routine chore. For to avoid disastrous unemployment, we as a nation will now have to consume at least 10% more than in prewar years!

That means the product of industry will have to be moved more quickly, more efficiently and more economically—from manufacturer to consumer. Advertising will have to make new markets; "sell" new ideas; speed consumption! For production itself will be no problem. We will have the manpower, the materials, the machinery and the money to produce beyond anything the world has ever known. But we are going to need ideas to put this vast industrial might to work!

Smart, far-seeing advertising men are planning to meet the Distribution Decade challenge—now. Here at the Nation's Station, we are, too. When the time comes, we'll have many interesting facts to give you about the great 4-State market that is WLW-land.

THE NATION'S MOST MERCHANDISE-ABLE STATION
Measuring “every bump on the landscape”—at 20,000 Feet!

A radio altimeter—that indicates the exact height above land or sea—is another RCA contribution to aviation.

Old style altimeters gave only the approximate height above sea level—did not warn of unexpected “off-course” mountains.

To perfect a better altimeter was one of science’s most baffling problems. So RCA developed an instrument so accurate it “measures every bump on the landscape” from the highest possible altitudes...so sensitive it can measure the height of a house at 300 feet!

This altimeter—actually a form of radar—directs radio waves from the airplane to earth and back again...tells the pilot exactly how far he is from the ground...warns of dangerously close clearance..."sees" through heaviest fog or snow.

All the radio altimeters used in Army, Navy and British aircraft were designed and first produced by RCA. This same pioneering research goes into every RCA product. So when you buy an RCA Victor radio, Victrola, or television receiver, you enjoy a unique pride of ownership. You know it is one of the finest instruments of its kind that science has yet achieved.