DEAR SIR:

You ask, "Why should I use radio, particularly WOR?" You add, "Never mind statistics and station comparisons and things like that. I'll get around to them when it comes to the questions of specific time and program selection. Just sort of... Well, you must have some general reasons as to why you believe in WOR so much."

Here at WOR we, more than 300 of us, have, above all things, a deep faith in WOR's ability to generate action. It never really occurred to us how complacently this feeling is taken for granted here at WOR, until your question prompted us into putting it down on paper. The reason? Well, it seems to be a belief developed through years of consistent exposure to the speed and economy with which WOR makes people do things.

When WOR airs the speech of a politician, the song of a poet, the explanation of an economist, or a grocer's spot announcement, WOR knows that it's to provoke action, emotional or material, or both. Maybe this kind of thinking goes on in all media, We don't know. But we do know that it colors everything we do here at WOR, from program building to poising a mike for the most effective pickup.

But this desire to create resultful action would be a futile thing if it were not backed by "know-how". WOR has the know-how—an accumulative, and constantly maturing, trio of skills which are the products of almost a quarter of a century of specializing in the more effective and economical use of sound.

They are:

INGENUITY—the experience, equipment and brain-power to plan a program schedule that attracts more listeners for less, thus reducing your cost and creating more action.

THOROUGHNESS—WOR's carefully tailored distribution of its 50,000 watts which delivers what you have to say to the most densely populated area of homes with radios on the Eastern Seaboard.

IMAGINATION—WOR's constant desire to consider and effectively apply the new in both program thought and technique. This keeps the schedule elastic and exciting and makes it a more effective carrier for your message.

Most sincerely,

wor

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

member of the mutual broadcasting system
The Families Count

MEET OUR LISTENING FRIENDS, THE MAYERS—
PART OF YOUR CHICAGO CITY MARKET

FAMILY buying keys your market in the vast city of Chicago, just as it does in towns and farms throughout Midwest America. So let’s call on a thoroughly Chicago family, the Lewis Mayers of 5949 Lakewood on the North side.

Lewis drives with the inhalator squad of the fire department; on off days, he chauffeured an ambulance. Mrs. Mayer is kept busy at home with 4½-year-old Judy and the “reigning princess,” Nancy Susan. The Mayers have lived in the same house for 18 years, a comfortable flat in a pleasant residential neighborhood.

Family listening habits are much the same over the Midwest: the same policies of service and entertainment that hold farm families make for loyal city family listening. The Mayers have tuned in WLS regularly since headphone days in 1924. Julian Bentley and Ervin Lewis with news; Your Home and Mine; WLS Feature Foods, WLS National Barn Dance are all heard frequently by the Mayers.

Such regular listening for so many years makes listening friends; friends have confidence in their radio station and its advertisers. To know more about our city-town-farm market of over 14 million people, and how WLS will introduce your merchandise to these families of “old friends,” call a John Blair man today.

890 Kilocycles
50,000 Watts
American Affiliate

REPRESENTED BY
John Blair & Company

CHICAGO 7

MANAGEMENT AFFILIATED WITH KOY, PHOENIX, AND THE ARIZONA NETWORK, KOY PHOENIX • KTUC TUCSON • KSUN BISBEE-LOWELL-DOUGLAS
Bringing Philadelphians
news of a new Europe

Philadelphians are getting an intimate picture of peacetime Europe through the special broadcasts of Barbara Barnes over WPEN. Miss Barnes, artist, writer, lecturer and experienced traveler, is now studying conditions in various European countries for The Evening Bulletin, the largest evening newspaper in America. Like other expert observers on The Bulletin staff, she broadcasts exclusively over WPEN.

The program is another example of WPEN service in the Philadelphia listening area. Now owned and operated by The Bulletin, WPEN is bringing Philadelphians many new live-talent programs designed to meet their local needs and interests.

Listeners have been quick to respond. Every day more and more Philadelphians are turning their dials to 950 and WPEN.

WPEN
... the Station
for Philadelphians
And WPEN-FM—a PLUS value

NATIONAL REPRESENTATIVES
HEADLEY-REED COMPANY
New York • Chicago • Detroit • Atlanta
San Francisco • Los Angeles
Closed Circuit

NOW THAT Associated Press has exhausted its legal remedies in anti-trust proceedings brought by Dept. of Justice on membership, it wouldn't be surprising to see change in policy affecting radio clients of Press Assn., Inc., AP subsidiaey. There have been conversations looking toward station membership in cooperative news association, placing them on same level with newspapers.

HAVE YOU noticed MBS now has on the air four of the ten largest radio advertisers in the U. S.? As of Jan. 1, 1945, when the Kebak administration took over, none of the big 10 was represented. The four soon will become five, by the way.

CLAIM BY CBS last week that it has successfully broadcast high-frequency television in full color gave rise to speculation on start of "Color Era." Sources both within and outside the industry are reaffirming that all are racing against time to complete construction of first high-definition microwave TV transmitter. Columbia engineers hope to be on air soon with color by early spring.

AMERICAN is quietly auditioning programs for subscription to Republic Steel Corp., which will go on air if right kind of show can be found. Republic agency is Meldrum & Fewsmith, Cleveland.

EASTON WOOLLEY, NBC's manager of station relations, may get a vice-presidency soon. He succeeded William S. Hedger as department head when the veteran VP several months ago took over important new task of planning and development.

NOW ON terminal leave from Army, preparatory to final discharge, Col. William S. Paley returns to presidency of CBS Oct. 22 after more than three years of Government service. There's no confirmation, but it's still a good bet that Paley will be elected chairman of the board of CBS and turn over presidency to Paul W. Keeton, who has been executive head during entire time of Col. Paley's absence.

ENCENCEORED at his new headquarters at NAB, Judge Justin Miller is moving very deliberately on reorganization. He wants to get acquainted with personnel and functioning of departments before he undertakes additions, deletions or transfers.

IT'S REPORTED Col. Thomas H. A. Lewis, who left Young & Rubicam vice-presidency to become chief of Armed Forces Radio Service, soon will be released, with regular Army officer as successor. Col. Lewis was again requested to become vice-president of American (Blue), but that was when Chet LaRoche, his ex-'Y- & E colleague, was directing head.

ADD TO radio's personnel soon to leave Uncle Sam: Lt. Col. Jack W. Harris, radio and communications officer on Gen. MacArthur's staff. He hopes to return to civilian life shortly after (Continued on page 192)

BROADCASTING...at deadline

Upcoming

Oct. 15: FCC hearing on New York FM assignments. Room 6121 New Postoffice Bldg., 10:30 a.m.


Nov. 4-10: National Radio Week.

Business Briefly


MILK PRODUCERS CAMPAIGN — California milk producers have approved statewide advertising campaign to meet postwar problems of the industry. Producers voted assessment of $1 cent per pound on butter fat produced in October and May, anticipating $375,000 annual fund for campaign.

TEEN-TIMERS EXPANDS — Teen-Timers Inc., New York (Teen-Timers dresses and cosmetics) has appointed Buchanan & Co., New York, to handle its advertising, including Teen-Timers Show on NBC Saturdays. Plans include expansion of present network schedule and other media.


TUDOR CONSIDERS RADIO — Tudor Products, New York (Quicke waterless hand cleaner), has appointed Reiss Adv., New York, to handle its advertising. Radio is considered.

CONNOR-WALKER MERGER — merger of the Walker Adv. Agency, San Francisco, with the Connor Co., also of San Francisco, was announced by E. W. Conner, president of firm bearing his name. Shirley Walker becomes executive vice-president of new firm, which will have staff of 17.

PAY HIKES FOR GUILD — Radio Writers Guild salary differences with American, CBS, NBC and WQXR New York, have been settled in accordance with WLB General Order No. 40, effective Aug. 18, which denotes that if employer and employee were in agreement there is no further necessity for WLB approval. CBS shortwave, dramatic and continuity writers; NBC dramatic, continuity and news writers; American and WQXR dramatic and continuity writers, all Guild members, receive pay increases retroactive to November 1944.

BROADCASTING • Broadcast Advertising
Business Leaders plan for Louisville!

☆ B. F. Avery & Sons Co. plans . . .

As the oldest farm implement manufacturer in the United States, we believe we are facing at the present time the greatest opportunity we have ever had.

Prior to the war we concentrated our efforts in the South doing an annual business of from $2,500,000 to $3,000,000 through our ten branches. We were employing at that time approximately 500 people.

We are now in the process of spending $1,500,000 on complete modernization of our machinery, machine tools and the enlargement of several of our buildings.

Our present plan calls for an increase of 200 employees and by this time next year we expect to be employing 1,000 people.

At the first of the year we plan to introduce a small tractor to our present large tractor line and when we are able to get into full production we expect to triple our tractor output.

We now have approximately 126 dealers with 90 additional dealer applicants in the South. We are invading the Middlewest market through the steadily increasing number of Montgomery Ward farm stores.

Our estimated volume for 1946 is $7,000,000.

We have greater confidence in the era to come than we have had in any of those we have passed through since our beginning in 1826.

PHILIP H. NOLAND, President

☆ Sears, Roebuck & Co. plans . . .

I am happy to announce that we are very optimistic about the future here. As a matter of fact, we have already planned for a rather extensive expansion program for the Louisville area.

Our plans for an enlarged Department Store at 8th and Broadway are already completed and we hope to get under way with this expansion just as soon as restrictions are lifted.

This enlargement will just about double the space of our present store and just about double the selling space and service facilities in our Service Station.

This means that we will have to add substantially to our payroll and of course in this set-up we will provide one of the best and most complete stores in this area.

So I reiterate what I said in the beginning, we approach the future very optimistically.

J. T. GRIFFIN, General Manager
KOIL

G es Basic ABC

NOVEMBER 1.

NEW SHOWS for Omaha—greater audiences for Omaha advertisers. That’s what happens when KOIL goes basic ABC, November 1.

NEW DATA FILE

You’ll get complete facts of this important network change soon in KOIL’s new, simplified data file. It will be sent to all buyers and agencies. This handy new guide to the profitable Omaha market also will be available through our representatives, Edward Petry Co., Inc.

Cash in on KOIL’s Advancement by network Change by using KOIL to reach the Omaha market.

KOIL

Gordon Gray, General Manager

Represented by Edward Petry Co., Inc.

CBS in Omaha

5000 Watts . . . 1210 Kilocycles

Gordon Gray, General Manager

Page 6 • October 15, 1945

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HOLLYWOOD BUREAU

1500 North Vine, Los Angeles 1140
David O’Kane, Manager; Marta Winkle.

TORONTO BUREAU

417 Harbour Commission Bldg., England 0799
James Montagne, Manager.

Copyright 1945 by Broadcasting Publications Inc.

SUBSCRIPTION PRICE, $3.00 PER YEAR; $4.00 PER COPY
Mr. Hooper Reports...

WRC

First Choice

Of Washington Listeners

First Choice of Morning Listeners
6 A.M. to 12 Noon—Monday thru Friday

First Choice of Afternoon Listeners
12 Noon to 6 P.M.—Monday thru Friday

First Choice of Evening Listeners
6 to 10:30 P.M.—Monday thru Friday

First Choice of Sunday Afternoon Listeners
12 Noon to 6 P.M.—Sundays

During the 14 1/2 hours that Mr. Hooper measures Washington’s listening habits, you’ll find WRC the preferred station. And for the other 4 1/2 hours that WRC is on the air, other authoritative surveys prove our continuing leadership. For example—over 30% of the audience wakes up with Bill Herson’s daily 6 to 9 a.m. “Timekeeper” program. At 11:30 p.m. Richard Harkness signs off his nightly commentary with as much as 49% of the audience. From 6 a.m. on... all day long—all night long—WRC retains a firm FIRST as Washington’s preferred station. With advertisers, agencies and listeners—today, as for the past 23 years—WRC is undisputedly Washington’s FIRST CHOICE.

* A report on your listener to either WRC or NBC Spot Sales will bring detailed evidence of WRC’s position in this mass scale of market.

Now Promoting the NBC Parade of Stars

First in Washington

WRC

Represented by NBC Spot Sales

Hooper Station Listening Index, July-August, 1945.
THERE'S NOTHING
PERSONAL ABOUT THIS DIARY

...or the facts it reveals about Northwest radio listening

This isn’t an ordinary diary. It’s a very impersonal journal kept for us by a very impartial company called Industrial Surveys. They’ve made friends with representative people in every part of the vast Northwest WCCO covers—placed logbooks beside all kinds of radios from consoles to crystal sets. Listeners cooperatively record every twist of their radio dials—turn in a wide-open picture of their listening habits authentic enough to catch any radio advertiser’s eye.

Take the CBS Listener Diary for Spring 1945. Listeners in the 123 day-and-night primary counties served by WCCO noted such an overwhelming preference for WCCO via their program books that it almost astounded us.

<table>
<thead>
<tr>
<th>HERE'S HOW THEY LISTEN:</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>WCCO</strong> is first in 126 out of 132 morning quarter-hours (M-S, 6 am-9 am; M-F 9 am-12 Noon)</td>
</tr>
<tr>
<td><strong>WCCO</strong> is first in 100 out of 120 afternoon quarter-hours (M-F, 12 Noon-6 pm)</td>
</tr>
<tr>
<td><strong>WCCO</strong> is first in 162 out of 168 evening quarter-hours (S-S, 6 pm-Midnight)</td>
</tr>
<tr>
<td><strong>WCCO</strong> is first in 42 out of 44 Sunday quarter-hours (7 am-6 pm)</td>
</tr>
<tr>
<td><strong>WCCO</strong> is first in 26 out of 36 Saturday quarter-hours (9 am-6 pm)</td>
</tr>
<tr>
<td>Or, day and night, every day in the week, WCCO leads in more than nine out of every ten quarter-hours of broadcast time.</td>
</tr>
</tbody>
</table>

Convincing as these figures are, they can’t begin to tell the whole story of Northwest listening. A story written in our Diary by the people who make and break your sales records—radio listeners themselves. You can hear the rest of it by calling us or Radio Sales.

“Good Neighbor to the Northwest”
My Impression of Europe

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

By CLAIR R. McCOLLOUGH
General Manager, Mason-Dixon Radio Group

EUROPE needs a sturdy replica of the "American System of Broadcasting", Federal Communications Commission and all. This might not be the cure for all its apparent ills, but it would certainly be a tremendous step in the right direction. How are people and nations ever to become really free and learn to live in peace and intelligent understanding with one another, if the spoken word by radio is to be continued as a government-power monopoly? Is there a concrete instance on record where any principal country on the European continent over any reasonable period of time ever used radio broadcasting for any reason other than furthering the interests of a few and the ultimate abuse of its people? I believe not.

The only radio broadcasting system on the European continent today that has the respect and trust of anyone and everyone is that of the American Forces Network and it is certainly not a secret that AFN is principally a United States Army operation. Go one step further and you have the complete picture.

Who conceived, created, and operates AFN for the Army? The answer is obvious, American broadcasters trained in the "American system of broadcasting" and now serving in the armed forces. Any object in enlarging upon the subject beyond this point would be en-

(Continued on page 82)

Sellers of Sales

STRAIGHT out of high school, William G. Rowe — better known as Bill — started his career in advertising. He was graduated in 1925 from Kansas City High School, an Ellis Plan degree holder, and a Townsend student. The same year he went to Loomis Potts and Potts & Turnbull, Kansas City.

There, from 1925 to 1932 he got the basics of advertising — research, production, copy and client service. In 1933 to 1935 he was with Remington-Rand doing selling. The next two years were also a good background for an agency career. He joined Hall Brothers Greeting Card Co. in the advertising department. Then came an offer to return to agency work.

Since 1937 he has been with Carter Advertising Agency, Kansas City. At the time he joined Carter as production manager, it was Carter-Owens Agency. He rose from production manager, then account executive, and now is senior account executive, vice-president and assistant manager.

His principal radio account is Helzberg's Diamonds, which he handles among others for KCKN Kansas City.

Active in civic affairs, Bill is a member of the Advertising & Sales Executives Club, the Metro Club, and Toastmasters Club of Kansas City.

He was born in New York July 19, 1908. He is married, and has one daughter, five years old.

Interested in architecture, Bill is at present using all his spare time studying a new home soon to be built. He has been planning it for a long time, but now with building restrictions and materials easing up, the blueprints are really beginning to materialize.
The hopes and plans, resources and accomplishments, troubles and triumphs of typical Southwestern towns in the KVOO area are portrayed every Sunday in a human interest half hour broadcast "Main Street Speaks" which has been a public service feature of KVOO for almost a year. In the picture, Ken Miller, KVOO News Editor and Moderator on the program, discusses with citizens of Antlers, Oklahoma, plans for the rebuilding of their town which had been almost entirely destroyed by a tornado a day or two before. "Main Street Speaks" is another of the outstanding KVOO programs which opens KVOO microphones to those who have something to say for the good of their fellow men. It furthers KVOO's policy to operate in the "public interest, convenience and necessity" to provide broadcasting "of the People, by the People, for the People."
"Singers always have a favorite critic...mine is a PRESTO RECORDING!"

"I know of no better check on my work than hearing it with my own ears," says Morton Downey of the famed tenor voice. "That's why I have each of my Coca-Cola programs transcribed. I feel that a Presto Recording—with its fine, clear reproduction and fidelity to musical tones—gives me a reliable basis for improvement."

Presto sound recording and transcription equipment is used by major broadcasting stations from coast to coast. Schools, colleges and business organizations, too, depend on Presto to help train students and personnel. A Presto Recorder is easy to operate. It stands up under hard usage. In short, it's a precision instrument designed to produce consistently superior results. Write for complete information.

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

WORLD'S LARGEST MANUFACTURER OF INSTANTANEOUS SOUND RECORDING EQUIPMENT AND DISCS
Pitching In

With its aggressive audience-building promotion, WAGA is constantly "pitching in" to produce the maximum response to your programs.

This audience-building includes 24-sheet posters, ear cards, daily newspaper advertising, publicity announcements, and dealer tie-ins, etc.

For your 1946 list investigate WAGA ... the most progressive station in the South's most responsive market.

WAGA
ATLANTA

5000 Watts on 590 Ke. American Broadcasting Company. Represented by Headsley-Reed.
"Maybe he never wore a coon-skin cap, but he is a pioneer!"

Back in May, 1932, when we first hung out our shingle, station-representation was a brand-new idea. Before that there had been time brokers, and a few stations had maintained sales offices in big advertising centers. But the whole system was clumsy and inefficient, and both agencies and stations had one heck of a time in trying to develop spot-broadcasting business.

We're proud to have been pioneers, but prouder still to feel that even now we are continuing to set the pace for the easier, more resultful use of spot broadcasting. And now with Peace restored, we bet that's going to mean even more than it has before.

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

EXCLUSIVE REPRESENTATIVES:
WJZ-Wbeb . BUFFALO
WWJNY . CINCINNATI
EDJ-WDJ . DULUTH
WTDO-WDJ . PARM
WISH-WANG . INDIANAPOLIS
WJFF-WHKO . GRAND RAPIDS
KMMO . KANSAS CITY
WMAT . LOUISVILLE
WWCH . MINNEAPOLIS-ST. PAUL
WNBR . PHILADELPHIA
KZQ . ST. LOUIS
WJAU . SYRACUSE
WBSN . IOWA
WQO . DES MOINES
WOC . Davenport
WAMA . Sherwood
SCENIC:
WCBM . BALTIMORE
WGGG . CHICAGO
WITF . COLUMBUS
WJFP . BALTIMORE
WFBAL . BOSTON
SOUTHWEST:
KOB . ALBUQUERQUE
KERN . BROWNSVILLE
KEXK . CORPUS CHRISTI
KLT . HOUSTON
KOMA . OKLAHOMA CITY
KFRU . TULSA
KGIN . PACIFIC COAST
KQIN . PORTLAND
KISO . SEATTLE
and WRIGHT-SCHOFIELD, Inc.
Color Television Here, Kesten Tells FCC

Shift to High Band Urged at Rules
Hearings

By JACK LEVY

(TV Applications on page 93)

DECLARING flatly that full-color television in the higher frequencies is already an accomplished fact and was successfully demonstrated in 525-line pictures across the New York skyline only the past Wednesday, Paul W. Kesten, CBS executive vice-president, proposed to the FCC last week that programming schedules be gradually stepped up as set ownership is expanded.

Appearing before the Commission hearings, held Thursday and Friday, on rules and regulations and standards for commercial service, Mr. Kesten offered a formula as a temporary solution to the problem of channel scarcity and as an incentive to quality programs, pending a shift upstairs to the high frequencies.

Sharing the spotlight with the CBS testimony was a plan offered by the Television Broadcasters Assn., which would, through the use of directional antenna installations, make more channels available for metropolitan centers and assure the possible location of full power stations in every major market area considered by the Commission.

The TBA plan, offered by William A. Roberts, counsel, and described by Dr. T. T. Goldsmith Jr., research director for Allen B. Du- mont Labs Inc., and William S. Dutter, NBC allocation engineer, was given support by industry representatives, including Niles Trammell, NBC president, and Mark Woods, president of the American Broadcasting Co.

Of significance in connection with the CBS testimony on its color process were disclosures made by Dr. Peter Goldmark under questioning by Commissioner E. K. Jett. Dr. Goldmark revealed that:

1. While the video process is electronic, color is transmitted through use of the mechanical "flywheel" system utilizing a three-color blade.

2. A 30 kw transmitter was employed to beam the signal from the Chrysler Bldg. tower to the CBS studios on 485 mc.

3. A 1 kw video transmitter using the ultra-high band is equivalent in output to a 30 kw transmitter on the lower band.

It is expected the FCC will make every effort to revise its rules and allocations governing lower band television within two or three weeks. The TBA proposal, it was thought, would be given most serious consideration in view of the admitted desire for more than four full-time assignments in the larger centers, particularly New York, which would be increased to seven. Adoption of some variation of the proposal is considered likely.

Cost $3,191,000 Yearly

Although the testimony centered mainly on objections to the present allocations and the 42-hour rule, the Commission heard considerable criticism of the proposed regulations regarding limitation of station ownership by a single licensee, the rule limiting time of network agreements with affiliates, the requirement that announcement be made of mechanical reproductions used in television, and the provision calling for "time sharing" of frequencies.

Mr. Kesten told the Commission that Rule No. 1, requiring six hours per day of television programming, "would virtually serve notice on prospective licensees that they'd better stay out of television for quite a while unless they have millions of dollars to earmark for it at once."

Based on the experience of CBS, he estimated it would cost a minimum of $6,101,000 a year to do 42 hours a week of programming. This means less than $1500 an hour for studios, lights, cameras, engineers, camera men and all other personnel including the performance itself. "No appreciable amount of this sum could be recovered from advertising revenue during the first year or two of operation," he said, "because the audience, even under optimistic estimates, will not be large enough."

The alternative of sharing wavelengths, he contended, would be equally discouraging. Few broadcasters would want to carry television until an audience has been built only to find they could not expand into other hours of the day when that time arrived. The choice of six hours of programming to an audience not yet created or losing half one's license to a newcomer at a later date would seem to many, he said, "an impossible choice" and would retard rather than advance the development of the medium.

Mr. Kesten therefore proposed that until television set ownership has reached 10% of the homes in the area only one hour of broad-

(Continued on page 95)
Celler Would Make Utility of Radio

Introduces New Bill Furthering Control By Commission

By BILL BAILEY

RADIO would become a virtual public utility, with the FCC exercising rigid control over prices, business practices and station sale prices under provisions of a bill (HR-1814) to amend the Communications Act, introduced last week by Rep. Emanuel Celler (D-N.Y.).

Security would be unknown to the broadcaster, inasmuch as Rep. Celler proposes to open the door to all comers and complainers at renewal periods. He would give the Commission full power to take a license from an operating broadcaster and give it to a newcomer who might agree to sell less time.

To 'Protect' Radio

Rep. Celler said his bill is designed to "protect radio from over-commercialization" and declared that the "excessive use" of future FM and existing stations "for commercial advertising purposes must be curbed so that in fair measure the listening public can find in radio a greater intellectual maturity."

Couched in language which follows closely the philosophy of Commissioner C. J. Durst, a lengthy statement explaining his bill was released by Rep. Celler.

Failure of the FCC to accede to demands voiced in a letter Aug. 7 to FCC Chairman Paul A. Porter [Broadcasting, Aug. 12], plus a doubt created by the Celler-Avco decision [Broadcasting, Sept. 10], led to the introduction of the Celler Bill. It was referred by Speaker Rayburn to the Interstate and Foreign Commerce Committee of which Rep. Clarence P. Lea (D-Cal.) is chairman.

Chairman Porter in August acknowledged receipt of Rep. Celler's letter which outlined the congressmen's demands of the Commission. When the Celler-Avco decision was handed down, Mr. Porter sent copies of the majority and dissenting opinions to Rep. Celler without comment.

More Authority to FCC

The FCC "felt it had not acted in a manner consonant with the public interest in permitting the transfer" of the Crosley Corp. to Avco, said Rep. Celler's statement. "The majority opinion based its decision on a lack of Congressional authority to do otherwise."

He indicated he hoped to give the FCC that authority.

Declaring that "radio is in danger of being consumed by the profit fever," the New York representative wrote into his bill a provision authorizing the FCC to designate definite percentages of daily time for sustaining programs. He charged that "programs of cultural and educational value, particularly regional needs, have been insufficiently developed."

He noted that only 19 of 136 network stations carried Invitation to Learning, while 60 stations broadcast, and 79 "rejected" National Radio Pulpit. Of 183 stations that might have carried the Chicago Roundtable, 84 rejected it. He added, "Labor for Victory," the only labor program carried on any of the major networks, was rejected by 104 out of 139 stations, the statement said.

Rep. Celler's bill would authorize the FCC to fix station sale prices not more than double the depreciated cost value of the tangible broadcast property.

All licenses renewed would be advertised in the community served by a station and anyone would be permitted to file a complaint or file for the station's frequency. The FCC to determine whether to renew the license or give it to somebody else at each renewal period. In this connection the bill provides that "the finding of public interest shall be made on the record." The FCC could also make broadcast matter unless the Commission finds that excessive use of the station has not been made and who will have no further control for commercial advertising purposes."

A uniform system of accounts would be prescribed, with "any and all financial reports filed with the Commission subject to open public inspection. His amendment to the Communications Act is identical in part with Sec. 303 relating to telephone and telegraph companies. "Certainly what applies to these public utilities should likewise apply to radio," he declared.

Despite the rigid Government regulations, the FCC could undertake new business practices, provided in the bill.

(Continued on page 85)

GURNEY COMMENTS ON CELLER'S BILL

SEN. CHAN GURNEY (R-S.D.), who resigned three weeks ago from the Senate Interstate Commerce Committee to accept an appointment to the Foreign Relations Committee, plans to keep an eye on any radio legislation that is introduced on the floor.

"I'm still interested in any radio legislation that comes up," said the former head of WNAX Yankeetown, S.D., a broadcast leader in politics. Commenting on the bill introduced last week by Rep. Celler (D-N.Y.) (story this page), Sen. Gurney said: "Why doesn't Congress stop in the wind," he asked.

He referred to a provision limiting the sale of prices of stations to double the depreciated value of tangible assets.

Sen. Wallace H. White Jr. (R-Me.), Minority Leader and ranking Minority member of the Interstate Commerce Committee, has asked Gurney to become his successor on Sen. Gurney on the Committee.

Congressional Probes of FCC, Broadcasting Seem Imminent

CONGRESSIONAL investigations of both the FCC and broadcasting appeared near last week as committees of the Senate and House began preliminary inquiries.

On the House side, FCC Chairman Paul A. Porter was closeted on Wednesday with the Special Committee to Study & Survey Problems of Small Business Enterprises. It is understood that the probe, headed by Sen. James E. Murray (D-Mont.), wanted to know how the FM allocations will affect the small businessman and also how what provisions were made for frequencies for servicemen.

Spearheaded by Sen. Glen M. Taylor (D-Maha.), himself a former radio entertainer, the investigation was prompted by complaints that the FCC has reserved no channels for servicemen and that by time most of them return to civilian life all the choice FM frequencies in the new band will be assigned.

Committee to Get Report

Tom McBroen, chief investigator, said he would lay the results of preliminary work before the Committee this week for determination. He indicated that the entire broadcasting field may be studied by the Committee. Complaints have been heard from broadcasters, according to Committee members, that the FM allocations might tend to favor large corporations, thus creating monopolies.

On the House side, the Committee on Un-American Activities was preparing a thorough probe of broadcasting, according to members. Ernie Adamson, chief counsel, has requested scripts used in August and September by seven eastern commentators and by a guest speaker on the Eversharp Phil Baker program on CBS.

Letters requesting the scripts were addressed to the general counsel of WOR WHN WMCA and WABC New York. Specific scripts sought were those of Cecil Brown, heard on Mutual; Johannes Steel and Sidney Weider, WOR; Sid and Sid, WMCA; Sidney M. Gallier, WJZ, whose contract expires in November [CLOSED CIRCUIT, Oct. 7]; Raymond Swing, American; J. Raymond Walsh, WHN; and Ad Van der Horst. Adamson also asked CBS to forward a copy of the Eversharp program script of Sept. 30.

The mere fact that scripts of specific commentators and programs have been requested doesn't mean that any of the stations or personalities are necessarily under suspicion, investigators asserted. It was learned, however, that when the Committee completes its probe of the motion picture industry, attention will be turned to radio.

The Un-American Committee (formerly the Dies Committee), is headed by Rep. John S. Wood (D-Ga.), who succeeds Rep. Edward J. Hart (D-N.J.). A former member of House Select Committee to Investigate the FCC, Mr. Hart resigned as head of the Un-American Committee several months ago because of ill health.

Members of the Committee, now a permanent organization, are: the House, are, besides Chairman Wood, Reps. Rankin (Miss.); Peterson (Pla.); J. W. Robinson (Ula), Murdock (Ariz.); Bonner (N.C.); Democrats, and Thomas (N. J.), Mundt (S. D.) and Landis (Ind.), Republicans.

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BROADCASTING • Broadcast Advertising
Coy Raps Refusal of Byrnes Speech

Exclusivity is Protested In Letter Addressed To Miller

EXCLUSIVE broadcast on CBS of the Oct. 5 radio talk by Secretary of State James F. Byrnes, making “Government a silent partner to violation of freedom of the air,” was protested last Thursday by Wayne Coy, vice-president of WINX Washington, in a letter to Justin Miller, NAB president.

Mr. Coy explained that another network was offered the speech after CBS had accepted, but refused to carry it unless on an exclusive basis. Thereupon the State Dept. contacted no other networks or stations, he said, and CBS was given exclusive rights.

WINX protested to the State Dept. - unsuccessfully, he added.

“This vital public report became the private property of a small minority of the nation’s outlets,” Mr. Coy wrote. “A message which should have reached every citizen reached only a minority. And radio stations, other than affiliates of CBS, who may have wanted to render a service to their listeners, as in the case of WINX, found it impossible to do so. Why? Because of the network policy of exclusivity which the Secretary of State, or his aides, were forced to recognize in order to get a network audience.

GOVERNMENT allocation of priorities to departments and offices desiring free radio time should be dropped with end of the war, in the opinion of a majority of the NAB Program Managers Committee, which met Oct. 11-12 in the Statler Hotel, Washington.

Program managers held the session in connection with a conference called by the Radio Section, War Finance Division, Treasury Dept., at which plans for station selection in the Victory Loan drive Oct. 29-Dec. 8 were presented (see separate story on page 26).

Though general station and network approval has been indicated in the past with the OWI’s wartime allocation idea, the committee took a different slant. Sense of members in general was that the pre-war catch-as-catch-can setup should be restored. Thus stations themselves would take all U. S. requests for time, select those they want, and insert them into their schedules as they see fit.

Present temporary plan by which War Advertising Council handles allocations during the Victory Loan drive, with Treasury financing the undertaking, was viewed as satisfactory.

Feeling prevailed, however, that each station should determine importance of various U. S. messages, and fit them into its schedules.

Now, under discussion among U. S. agencies, War Advertising Council and media are proposals designed to continue a revised version of the wartime plan. Idea of these proposals is to avoid the logjam of prewar time requests that came from some two-score Federal agencies, all clamoring independently for program and announcement help from broadcasters. Media have expressed the opinion that the U. S. should continue to decide which of its messages are the most important.

An idea for a separate NAB program department, developed last March when the program managers group adopted a resolution suggesting its creation, was discussed. The subject was presented to the NAB Board of Directors at the May 15-16 meeting held in Omaha, with Harold Fair, WHO Des Moines, representing the committee.

Complete presentation of the subject was asked by the board at that time. The committee on Thursday named a subcommittee to draft a proposed recommendation by Dec. 1. If approved, this recommendation will be submitted to the board.

Members of the subcommittee are: Harold Fair, WHO Des Moines, chairman; Clarence L. Menser, NBC; Douglas Coulter, CBS; Ralph W. Hardy, KSL Salt Lake City; Eugene Carr, WHBC Canton; O. W. Slavitch, WMC Memphis (ex officio member).

Additional special bulletins for program managers were sought by the program committee. Named to do something about it were Howard R. Chamberlain, WLB Cincinnati, and Robert Atherton, WMC Memphis.

Taking part in the meeting, a joint session of the Executive Committee and the Program Managers Committee, was A. D. (Jes) Willard Jr., NAB executive vice-president. NAB President Justin Miller appeared for the Thursday luncheon meeting. Other guests at lunch were Lt. Dave Levy, chief, Radio Section, War Finance Division; Treasury; H. Quentin Cox, chairman, Signal Corps; Robert T. Barety, NAB director of Government relations; John Morgan Davis, NAB general counsel; Mrs. Lil Tavenner, of the Treasury division.

Attending the program meetings were:

Executive Committee—Henry W. Slavitch, WMC Memphis, chairman; Eugene Carr, WHBC Canton; O. W. Slavitch, WLB Cincinnati; Harold Fair, WHO Des Moines; Ralph W. Hardy, KSL Salt Lake City; Elliott Stewart, WIBX Utica; N. Y.; Clarence L. Menser, NBC; Roy Langham, CBS; A. D. Willard Jr.; Willard D. Egolf, NAB (committee secretary).

Board Liaison Member—J. Harold Ryan, WWV, Wheeling.

District Chairmen—John D. McNeil, WJZ New York; Jack Weldon, WDBJ Roanoke; Wilton E. Cobb, WMAZ Macon, Ga.; Robert Atherton, WMC Memphis; Robert Evans, WDBP Toledo; Willis F. Dunbar, WKZO Kalamazoo; Maurice P. Owens, WROK Rockford; Eugene T. Flaherty, KSCJ Sioux City, Ia.; Richard Day, WDBY Dallas; Mr. Hardy; Glen Shaw, KLX Oakland; Don McNamara, KFI Los Angeles.

PROGRAMMERS from NAB districts met in Washington Oct. 11-12 to discuss station problems and hear Treasury's Victory Bond plans. Seated (1 to 7): Eugene Carr, WHBC; Elliott Stewart, WIBX; Howard E. Chamberlain, WLB; A. D. Willard, Jr., NAB executive v-p; Justin Miller, NAB president; Henry W. Slavitch, WMC; Clarence L. Menser, NBC. Second row: Dr. Willis F. Dunbar, WKZO; Jack Weldon, WDBJ; Wilton E. Cobb, WMAZ; Robert Atherton, WMC; Robert Evans, WDBP; Harold Fair, WHO; Ralph W. Hardy, KSL; Roy Langham, CBS. Third row: John H. McNeil, WJZ; Maurice P. Owens, WROK Rockford; Eugene T. Flaherty, KSCJ; Richard Day, WDBY; Pete Teddie, WRR; Glen Shaw, KLX; Don McNamara, KFI.

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Alternate FM Allocations Proposed

Hearing Is Scheduled Before FCC This Morning

ALTERNATE allocations for New York's FM stations were proposed last week by CBS, NBC and WBAM. New York in briefs filed with the FCC in connection with hearings on protests of the three, scheduled for 10:30 a.m. today (Oct. 15) before the Commission, CBS, through Joseph H. Ream, vice-president and secretary, submitted to the alternate schedules.

Smokeless Tobacco

Russia, an alternate state, has not agreed to the Commission's plan. The FCC, in accordance with its policy to allow the alternative plan, submitted to the FCC, in accordance with its policy to allow the alternative plan, the possibility of providing a different plan which would be consistent with the FCC's decision.

Lack of Personnel Delays FCC Action on Applications

HAMPED by lack of personnel to prepare basic data for its examination, the FCC was unable to act last week on the huge backlog of applications it was expected to begin processing.

Despite overtime efforts of an overworked and understaffed staff to keep up with the flow of applications, it was learned that the preliminary reports required for consideration were not yet ready when the Commission met for its regular meeting last Wednesday.

So heavy has been the volume of applications for FM, AM, television and station expansion that the Commission is already more than three weeks behind in issuing its formal notices that the cases have been filed. Except that the applications have been counted according to category of service, the broadcast license section was unable to complete compilations on source, location and other skeleton information.

Last Monday, which was the last day for filing applications under the 60-day period designated under the Aug. 7 policy, the Commission received 106 applications, all but 15 of which are for new standard, FM, or television stations. This brought the total number of applications for new stations to 1,188, in addition to 188 for expansion of station facilities.

Pending supplementary appropriations by Congress to enable the Commission to obtain personnel, it was reported that Chairman Porter had requested the Army and Navy to assign engineers to the agency for handling the applications. The Commission, however, would not confirm the report.

Chairman Porter and Commissioners Jett and Denny appeared before the Bureau of the Budget at hearings last Tuesday and Wednesday to seek a heavy increase in funds to cover the requirements for broadcasting and for expansion of common carrier services. It was understood the Commission asked for a budget approximately double its present time expenditures.

It was expected that the Budget Bureau will transmit the request to the House Appropriations Committee this week, but that hearings will be held promptly.

Meanwhile, the Commission was hopeful holding several meetings this week in an endeavor to break the application bottleneck. It was considered likely that a substantial number of applications for changes in facilities would be granted but officials cautioned not to expect much.

A tentative list of applications for new standard stations and for change or expansion of facilities, received during the last three weeks, follows:

Selling Victory Bonds

SELLING VICTORY BONDS occupied these key figures in radio promotion of drive as they went over Treasury plans (1 to r): A. D. Willard Jr., NAB executive v-p; Lt. Dave Levy, Chief, Radio Section, War Finance Division, Treasury; H. Quentin Cox, Treasury Bond consultant; Justin Miller, NAB president; Henry W. Slavick, WMC, chairman, NAB Program Managers Committee.

Set Price Factors Are Given by OPA

Parts Manufacturers Expected To Ask for Higher Increases

PRICE INCREASE factors for radio components and parts, long awaited by the manufacturing industry, were released last Thursday by the Office of Price Administration but hopes of a good supply of sets for Christmas were wanting.

Parts manufacturers were understood to feel that the final factors, although averaging double the interim factors announced Aug. 31 (CLOSED CIRCUIT, Oct. 8), still were far less than necessary. OPA left the door open, however, for individual price adjustments and it appeared as if broadcasting went to press that most parts manufacturers would file petitions for higher increases.

Sliding Scale

In a new regulation to be issued shortly, OPA will authorize set manufacturers to increase prices 15% on sets sold to wholesalers for less than $11; 12% on sets sold for between $11-$30; 101/4% on those selling over $30. This distribution of increases is intended, said OPA, to encourage production of "relatively expensive sets".

Cabinet makers were given an increase of 18% over ceiling prices charged set manufacturers between July 1-Oct. 31, 1945. Increase factors on parts ranged very high, in comparison with interim factors announced in August. Greatest boost was for coils, 26.3%, whereas the interim factor was but 11%.

Manufacturers Blamed

OPA blamed parts manufacturers for the delay in final factors. On the other hand manufacturers charged that OPA has held up re-supply, conversion and production (BROADCASTING, Oct. 1).

"Despite repeated requests of the OPA for submission of cost data for use in computing the increase factors for radio parts, and despite assurances of representatives of the industry that such cost data would be supplied, cost data were not submitted to OPA as promised," said a news release accompanying the increase factors.

In contrast, the set manufacturers supplied the required data promptly, and OPA was able to fix legal increase factors without delay.

Virtually no cost data was supplied on variable condensors, parts (Continued on page 87)
Ian Ross MacFarlane
available six nights per week

This around-the-world, authoritative, dependable analyst of the news has six open night spots on his schedule, on the Associated Broadcasting Corporation network.

MacFarlane knows the veterans' problems. He has been in on the housing question for years. He knows the unemployment situation . . . he's been in on labor-management quarrels. His keen analysis has built audiences.

11 to 11:15 P. M. is the time. Call the Headley-Reed man or telephone Jake Embry at W-I-T-H, Lexington 7808, Baltimore.

WITH
BALTIMORE, MD.

Tom Tinsley, President
Represented Nationally by Headley-Reed
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WDOD Yields Under AFM Pressure

National Strike Threat ‘Forces’ Chattanooga To Capitulate

By RUFUS CRATER

OFFICIALS of WDOD Chattanooga announced last week they had yielded to ‘pressure’ and agreed to a two-year contract for seven musicians to whom they will pay “a very considerable sum” but whose music they will not use.

The agreement removes one more station from the list which James C. Petritto, president of American Federation of Musicians, has cited in pulling musicians off network shows, but disputes between two other CBS stations and one NBC affiliate were reported still in the negotiation stage.

Agreement With Local

“We felt compelled to enter into this contract,” Mr. Winger explained, “with a national strike of musicians was threatened which would have directly affected every station served by the Columbia Broadcasting System, and as was the case with the Chattanooga Musical Society, which was at the time still pending before the National War Labor Board, the proceeding having been instituted by the Chattanooga Musical Society and not by this station.”

When the Prudential show was cancelled, CBS inserted an adaptation of Charles Dickens' "The Signal Horse" and read a statement expressing regret that "as a result of action taken by the AFM, the Prudential Family Hour can not be broadcast this afternoon. The union has ordered its members not to partake in this network broadcast. There is no dispute of any kind between the Federation and the sponsors of the Family Hour, the Prudential Insurance Co., nor is there any disagreement between the union and CBS as to wages or working conditions of any of the network’s employees. On the contrary, we have been advised by the Federation that its action against the network is prompted by disputes with three independently owned radio stations which carry Columbus programs in Chattanooga, Tenn., Columbus, Ga., and Albany, Ga.”

CBS stations in Columbus and Albany are WRBL and WGFC, both owned by members of the J. W. Winfield family. They are reported to be negotiating with an AFM local late last week. Also negotiating was Chattanooga’s NBC station, WAPD, whose dispute with the FM local was cited by Mr. Petritto when musicians were called off Kitch Bandeau and Carnation Hour on NBC two weeks ago. WSMB New Orleans, which is licensee of the station, was also reported to be discussing the matter with WAPD, signed with the AFM local Oct. 4.

ILGWU Applies for Four FM Stations

New York, Philadelphia, Chattanooga and Boston Chosen

IN THE BELIEF that FM provides the opportunity to pioneer in new fields, the International Ladies Garment Workers Union last week formalized its intention of establishing two stations, one in New York, Philadelphia, Boston and Chattanooga, with the abundant resources of the ILGWU behind the enterprises until they are on their own.

At a well-attended news conference in the Willard Hotel in Washington, the Union disclosed that it filed applications for commercial channels with the FCC on Monday, along with some 150 others which were submitted under the 90-day period granted by the Commission in its Aug. 7 policy in preparation for postwar processing.

Frederick F. Umhey, executive secretary of the Union, amplying a statement announcing the program, told reporters that approximately $250,000 has been set aside for the construction of the stations and that another $200,000 would be borrowed to carry the enterprises during the initial operation.

He said the Union’s financial reports filed with the FCC showed assets of $7,514,000, with over $2,000,000 of these paid in 1944 by over 300,000 members.

Mr. Umhey emphasized that, although sponsored by the ILGWU, the stations will not be maintained through union subsidies. “They will sell time to an extent that will make them self-sustaining,” he said.

“From that point on, they will establish their own enterprises and will devote the bulk of their time to social, cultural and spiritual programs,” he said.

But his hope that “with a limited amount of advertising,” the stations can support themselves. “Otherwise,” he said, “we are not interested in the project as a commercial venture.” Commercial programs would comprise less than 50% of the station schedules, he asserted.

He explained that in anticipation of operations, ILGWU has organized four companies, each to be known as Unity Broadcasting Corp., to manage the stations. Each company will be locally owned and will be locally staffed and given full autonomy over its station. Mr. Umhey will be president of the New York station; Luigi Antonini, treasurer; and Harry Greenberg, secretary.

Samuel Otto, general manager of the Philadelphia Dreamers Jack Board, will be president of the Philadelphia station; Jacob Halpern, active in Boston ILGWU unions, will be president and treasurer of the Boston station. John Martin, regional director of ILGWU, will be president of the Chattanooga station, with

RMA ACTS TO MEET ASCAP FEE THREAT

RADIO Manufacturers Assn. board of directors, meeting in Rye, N. Y., Wednesday and Thursday, decided to take action to meet the ASCAP threat to collect fees for music carried on public address and sound systems. Report on the problem was submitted to the board by the FM-AM Division.

RMA board met jointly with the Canadian RMA. The two groups held several combined meetings and held separate business sessions.

U. S. RMA announced 22 new members, bringing the total to 273.

Plans for RMA participation in the 25th anniversary of radio were approved and RMA and NAB are working jointly on the project.

Transmitter Division submitted a report indicating that few new FM transmitters will be available in the near future for the new FM frequencies. Poll of manufacturer showed that transmitters in the 250 to 5,000-kw range will start to be manufactured in February and May next year from the plants of six manufacturers, with 10 kw transmitters appearing between June and August from three manufacturers.

No action was taken by the RMA board on the OPA price situation but the subject was discussed at length.

(Radio Broadcasting, October 15, 1945)
A WARY AMERICA, with purse well lined, has been promised a higher standard of living, wants it, and intends to have it. It will not go off half-cocked on an aimless buying spree. It will be more brand-conscious and quality-conscious than ever before.

Industry and business can make good on that promise, supply that demand. Productive capacity is more than adequate; distribution is the problem. In the catch-as-catch-can scramble for post-war markets, radio-time, well bought, stands out as a sure short-cut to quick and widespread acceptance of new products, and the rehabilitation of older lines.

Westinghouse Radio Stations, in this 25th year of broadcasting, are veterans in advertising and promotional techniques... are well equipped to serve you in this battle of distribution, in a period when time is of the essence. The six stations of Westinghouse, in six vital and important markets, Boston, Springfield, Philadelphia, Pittsburgh, Fort Wayne and Portland, should rate high in your sales-plans for the period just ahead. Our national representatives will help you; call on them.

WESTINGHOUSE RADIO STATIONS Inc
WBZ - WBZA - WOWO - KEK - KYW - KDKA

REPRESENTED NATIONALLY BY NBC SPOT SALES—EXCEPT KEK • KEK REPRESENTED NATIONALLY BY PAUL H. RAYNER CO.
Tulsa Station Promotes Main Street

By OLAF J. BUE
Associate Professor of Journalism
Montana State U.

HERE'S a blueprint for a promotion that not only makes friends of newspaper editors but actually puts them in harness with radio for the good of press, radio and public. Since December this program has been building friends for Tulsa's 50,000 w KVOO.

The idea germinated in the mind of Ken Miller, head of KVOO's news bureau. He was thinking about a public service program that would take into account the fact that some 90% of KVOO's listeners live on the farms and in the small towns of Oklahoma and neighboring states. "Why not," he thought, "let the small towns of the area tell their stories over KVOO once a week on a forum program?" W. B. Way, general manager of KVOO, liked the idea.

Small Town Story
A few days later ten leading small-town publishers were Mr. Way's guests at dinner. Mr. Miller presented his plan and asked them, as community leaders, to pick the men and handle the arrangements, each in his own community.

Unused to such seeming philanthropy, the editors had only one question: "How much will this cost us?"

Reassured there would be no cost to them or the towns they represented, that the station would come to them for the broadcasts, the editors seized upon the idea.

Public Service
At 12:30 p.m. December 31, Main Street Speaks hit the air, broadcast by remote control from the Pettit Theater in Hominy, 35 miles from Tulsa, "as a public service feature of KVOO, dedicated to a greater Southwest and a greater America."

Thus the program began and, save for two minor changes, it continues with mounting response. The hour has been moved up to 11:30 Sunday morning; and, for sake of convenience all around, the programs are now being recorded. Each program is preceded by a quarter-page advertisement in the newspaper of the originating town.

Newspapers invariably carry an advance news story as well as a follow-up, and occasionally some editorial comment. At least one editor not only praised the program editorially but also refused to accept payment for the space used to advertise the broadcast.

In arranging the programs, Mr. Miller makes an appointment with the next editor on his list and appears at the appointed time with an engineer and a wire-recorder. The editor has already made appointments with his townsman. They meet in the newspaper office, the Chamber of Commerce office, the City Hall, the county agent's office—almost anywhere—and they talk while the engineer sets up his equipment.

Not for Sale
Despite requests that sometimes sound much like demands, KVOO's forum is not for sale. The pay-off on this community service program comes through other channels.

Best proof of its popularity is, perhaps, the enthusiasm with which Newsman Ken Miller is greeted when he goes out to a new town to record another in this series. It was this writer's privilege to observe Mr. Miller and his small-town friends in action at Perry, Okla., and later at Tonkawa.

Sure, they know Ken Miller. Perhaps they haven't seen him before, but they know him and that program Main Street Speaks. They heard the broadcast from Beggs or Chandler or Collinsville or Broken Arrow. They know the joke about the cheese factory—a joke because, for a time, it seemed that every community wanted one.

Or perhaps they remember best that broadcast from Antlers, Okla. in April on the third day after a tornado had wiped out half of the town, killed 97 and injured 300 others.

Newspaper Comment
That was a broadcast to remember—the mayor, a congressman and other community leaders went on the air with plans for reconstruction of their town before the dust of wind-borne destruction had fully settled.

Another indication of acceptance is to be found in KVOO's waiting list. At this moment there are 20 towns waiting their turns.

Said a columnist in the Tulsa World, before the program was a month old: "Those Sunday after-dinner broadcasts, over KVOO, called Main Street Speaks, are a

(Continued on page 84)
Time for blasting sales curves upward is the kind of time Weed & Company stations offer and Weed men sell. Time buyers across the nation rely on Weed for help in spotting hot markets and influencing them through topnotch availabilities.

The Weed motto, "time will sell", is amply demonstrated by the continuing flow of contracts into sales-able stations that carry this meaningful line on their letterheads: "Nationally Represented by Weed & Company."

WEED AND COMPANY
RADIO STATION REPRESENTATIVES

NEW YORK · BOSTON · CHICAGO · DETROIT · SAN FRANCISCO · HOLLYWOOD
SCHLITZ SALUTES
WEMP’s 10th Anniversary

With a gala birthday party in its world-famous “Brown Bottle,” home of the beer that made Milwaukee famous, Schlitz salutes WEMP, an integral part of Milwaukee that in its ten years of service has helped keep it famous!

WEMP Milwaukee
Established October 15, 1935

AMERICAN BROADCASTING COMPANY

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

N. Y. Candidates Appeal by Radio

Most New York stations, except WNEW and WQXR, are selling time to political candidates for the city’s mayoralty campaign, and majority of stations already have full schedules lined up for various candidates and political parties.

Station WNEW, Oct. 15 through Nov. 5 is presenting twice-weekly half-hour broadcasts on a fee, sustaining basis, called People’s Choice, Monday 10-10:30 p.m. and Saturday, 9-9:30 p.m., during which statements of accredited candidates and parties are read by station announcers. Announcers are rotated to insure impartiality. During registration week, Oct. 8-13, WNEW featured spot announcements urging listeners to register in order to vote.

Free Time

WQXR, instead of selling time, is offering 15 minutes free to each candidate for mayor in New York. Broadcasts will be made between Oct. 22 and Nov. 3, and station will have seven such programs if all candidates accept offer.

WJZ has 57 broadcasts sold to parties and candidates, and has already presented several programs. Broadcasts will include 10 and 15 minute talks and a 55-minute broadcast on election eve, Nov. 5. Spot announcements are also contemplated.

WHOM, Oct. 15 through Nov. 5 is selling announcements and program time.

Total of 20 hours and 40 minutes have been scheduled for campaign on WMCA from Oct. 1 to Nov. 5. WABC has sold 6:30-6:45 p.m. period Oct. 12, 15, 19, 26, and Nov. 2, and sold a quarter-hour Oct. 5.

Three political commercial broadcasts on WOR have been scheduled during October.

WEVD is selling time to all parties in spot announcements, five-minute, and quarter-hour portions throughout the campaign.

WINS has sold about $7,000 in daily spots for one candidate and spots for another started Oct. 8 and continue daily through Nov. 2.

William O. Tilien, assistant manager of sales operation of local WEAF sales, said last week, “So far WEAF has been able to satisfy all requests for broadcasts on behalf of mayoralty candidates.” Station is selling program and announcement time, with first programs scheduled to start Oct. 14 and continue through election day, Nov. 5.

McNeill Five-Weekly

EFFECTIVE Oct. 29, American Broadcasting Co. Breakfast Club, with Don McNeil, will be heard on five weekly basis, dropping Saturday program for first time in 13 years.

SIXTY SECONDS to go, said Manager Alvin Pack at 5:59 a.m. Sept. 30 as he prepared to put KALL Salt Lake City on the air with first program. Ruth Erickson, operator, and Ruth Hale (Miss Revelle) started proceedings.

AP IS TAKING STEPS TO FULFILL DECISION

ASSOCIATED PRESS will take immediate steps to comply with a Supreme Court ruling that the news service must amend its by-laws on admission of new members.

Robert McLean, president, announced last week after the high court denied petition for rehearing.

Mr. McLean, publisher of the Philadelphia Bulletin, licensee of WPEN, said: “Prompt action will be taken to comply with the decision so that the court injunction may be lifted, since it is inconceivable that the world’s greatest news service shall operate permanently under restraint which threatens Government supervision of the channels of news.”

The Supreme Court held that AP’s by-laws with reference to new members violate the anti-trust statutes and that they must be amended. Neither the suit, brought by the Chicago Sun, nor the Supreme Court decision have any effect on the AP radio wire, which is a product of Press Assn., subsidiary of the parent organisation.

Four Stations Receive Safety Service Awards

MAYNARD H. COE, director of the farm division of the National Safety Council, presented the council’s Distinguished Service to Safety award to WKY Oklahoma City on a special broadcast over that station, 12:30 p.m. CST, Oct. 9.

The award was presented for “outstanding public service in . . . National Farm Safety Week, July 22-28, 1945.” Similar awards were presented last week by the council to WJR Detroit for its Farm Forum program; WOSU Columbus, Ohio State U. station, and WTIC Hartford.
Several changes are impending in Omaha broadcasting. The net result will be more and better programs for all listeners in this area. WOW congratulates the stations involved and wishes them unlimited success.

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

When you consider the Omaha Market, remember the equation above!
Radio Plans Complete for Loan Drive

Program Directors Hear Details at Meeting

COMPLETE plans for radio participation in the Victory Loan drive—Oct. 29-Dec. 9—were presented last Friday at a meeting of NAB program directors held at the Statler Hotel, Washington.

All details have been handled under a system that places packets and transcriptions in the hands of stations at least two weeks ahead of broadcast. This simplifies the problem of scheduling loan programs and announcements.

All material, transcribed and live, is sponsorable with the exception of one Bing Crosby record.

Prepared under direction of Lt. David Levy, chief of the War Finance Division's Radio Section, and H. Quentin Cox, consultant to the chief, the project includes complete packets and two booklets. The first booklet consists of a 70-page collection of background information on the loan with "reason why" copy, facts, suggestions and prepared speeches. The second provides material and suggestions for promotion campaigns.

NAB last week sent to stations a bulletin urging them to cooperate in the drive and listing material to be used. Bulletin was prepared by Arthur Stringer, secretary of the NAB Bond Committee. Mr. Stringer called on broadcasters to go the limit in promoting the $12,000,000,000 drive, last of the wartime bond-selling campaigns.

NAB will provide stations with "Telling the World" reports to be fulfilled. These reports provide the Treasury with the story of broadcast support. First such reports, used in the Seventh War Loan, showed that broadcasters and their advertisers had supplied 55½% of all promotion for the drive. Their efforts were valued at $255,515,742 in time.

Palmer Thompson, recently discharged as a first lieutenant in the Medical Administrative Corps, joined the Treasury's Radio Section Oct. 9. He has written several scripts for the Treasury Salutes series in the past. Formerly a fiction writer, announcer and producer, he was a radio writer for Young & Rubicam when he entered the service in 1942.

Among special features available to stations during the Victory Loan campaign will be mobile exhibits, special shows, bands and well-known personalities. In coastal cities certain naval craft will be available. Stations are urged to contact State War Finance Chairmen for schedules of such events. These chairmen also have speakers' handbooks.

Treasury material prepared for the drive includes the following transcriptions:

Eighteen-minute features, Diary of Personalities, done by Hollywood commentators. They are four minutes long with a minute for commercials.

Eighteen-minute musical programs, Sing for Victory, between three and four minutes, in series from Million Dollar and Millions series of 18 quarter-hour musical hits. Nationally famous singers take part, singing new songs by top composers and music by Mark Warrow. Story material selected from hundreds of case histories.

One transcription, Sports Personalities, with 18 one-minute messages.

One transcription, Industrial Leaders, with 18 one-minute messages.

Special record by Bing Crosby, "We've Got Another Bond to Buy," with John Scott Trotter orchestra, choir from Manhattan Service Training Station, Avalon, Cal. This record cannot be sponsored.

Two hits, With Georgia Gibbs on one side, Jerry Wayne on the other. Each has new Victory Bond lyrics and can be sponsored.

Two transcriptions for farm area stations with 36 optional half-minute announcements.

Kickoff program for drive will be broadcast Oct. 29. Departing from regular Treasury Salute format, it will be a musical cavalcade of the war and will include Secretary of the Treasury Fred M. Vinson and the National Director of War Finance Drive, Ted R. Gamble.

Treasury will send stations nine packets of live announcements. They will include a series for broadcast over network endorsements by celebrities, by combat casualties from hospitals; series for rural listeners near cities; messages for general use (largest of the packets); series for weather forecasters; series by farm market reporters; messages of special interest to farmers; 10-second station breaks.

In addition there will be transcriptions of optional announcements for farm area stations.

BEAUMONT HAS MONEY TO SPEND NOW—LATER!

SALT PLANT

DuPont Chemical Company's new 22 million dollar nylon salt plant, constructed near Orange, Texas, adds another important segment to KFDM's 583 million dollar effective buying income market—a permanent market, with permanent high incomes.

Yes, KFDM listeners have money to spend NOW and LATER!

KFDM

AMERICAN BROADCASTING CO, INC.

Taylor, Howe, Snowden

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BROADCASTING • Broadcast Advertising
This is IOWA
and so is THIS

...and you get BOTH on WMT

Wheat to meat... pens to plows... Iowa continues to go its busy way

... with a happy balance between agriculture and industry. This provides

a steady, diversified group of substantial consumers for all WMT advertisers:

who are looking for new markets to conquer. WMT is the most popular

station in Eastern Iowa because (1) WMT is Eastern Iowa's only CBS

station, (2) WMT has the largest daytime primary area of any station

in the state, at Iowa's best frequency—500 watts at 600 KC!

(We hope this is convincing enough so that you'll write for present-day availabilities)
Public Service
—is an effective means of evaluating the overall worth of a radio station to the community it serves—especially if that Public Service helps to develop strong, healthy and happy American boys.

August 29, 1945

Radio Station WWVA,
Wheeling, West Virginia.

Dear Friends:

We of the YMCA have approached WWVA for help in one way or another on many occasions.

Not only have you liberally donated program time, but, in many cases, have taken the trouble to talk over our work with us and make suggestions as to how we could do a better job.

As a direct result of this help more boys have learned to live healthy, happy lives by participation in “Y” programs.

For the help you have rendered our institution, we want to express our sincere appreciation.

Yours sincerely,

T. M. Robinson
Boys’ Work Secretary, YMCA

Ask a John Blair Man
Basic American Network

RCAF Radio Division Turned Out
3,000 Broadcasts During Its Existence

WARTIME operations of the Radio Division of the RCAF Public Relations came to an end in September after more than three years, originating approximately 5,000 broadcasts from all over the world. In addition, a corps of writers, directors, and artists produced documentary features for CBC, BBC, and BBC’s shortwave links with Africa, India, Australia, the U.S. and Latin America.

The division got its start early in 1942 when J. W. G. Clark, director-in-chief of public relations called on Andy McDermott, then Montreal manager of H. N. Stoulin & Co., station representatives, to take charge of RCAF radio public relations.

Prior to D-Day, the emphasis was on features such as Comrades in Arms, Headquarters Reports, Canadian Calendar, Eyes Front, Wings Abroad and others. Once the invasion of Europe commenced, the emphasis changed to straight news. The RCAF mobile field recording unit, reputedly the first field unit organized by any of the Allied armed services, followed the RCAF into Normandy. It ran up a total of nearly 1,000 network broadcasts from the field plus nearly 500 recordings broadcast by 95 Canadian stations.

Its broadcasts were heard by English-speaking audiences around the world through CBC, Mutual Broadcasting System, CBC and the state broadcasting systems of South Africa, India and the Antipodes.

F/L R. Mackness, now back with CBC in Vancouver, originally headed the field unit. His place was taken by F/L C. H. Hutchings, recently discharged from the Pacific Force in Canada, and latterly by P/O Warrick Williams. P/L Scott Reid, senior engineer, CKNX Wingham, and Sgt. Art Boulton are returning to civilian life. F/L Cooper Fairbairn, now with the CBC as overseas correspondent, was awarded the British Empire Medal for his brilliant field reporting.

Brawley Heads WCHS
Public Service Division

HARRY M. BRAWLEY, former principal of Chamberlain Junior High School, Charleston, W. Va., has been appointed diector of the new public service department of WCHS Charleston, to work primarily in adult and child education at present.

Mr. Brawley will maintain personal contact with WCHS and school heads, building the station’s educational program around the CBS American School of the Air. He received AB and MA degrees from West Virginia U. and engaged in further graduate studies there and at Duke U. He had been associated with Charleston schools since 1932, in an executive capacity since 1940.

Inauguration of the new department was announced Oct. 3 at a dinner for school principals. Robert Hudson, CBS supervisor of educational broadcasts, addressed the meeting.

CAPT. KOCH TO JOIN
MUTUAL AS ENGINEER

CAPT. J. Wesley Koch, formerly chief engineer of KFQ St. Joseph, where he designed and installed a complete new transmitting plant in 1942, was expected to join Mutual’s engineering staff on or about Oct. 15, upon discharge from the Signal Corps.

While an undergraduate at the U. of Nebraska, he designed and constructed special equipment for a wired-radio program distributing system operated by Program Service of Lincoln, Neb. In 1942 he entered the Signal Corps and was radio officer at Allied Force Headquarters in North Africa and Italy.

Mars Shift

MARS Inc., Chicago, Oct. 11 shifted Curtain Time on American network. Wednesday 8-8:30 p.m. (CST) to Thursday 9 p.m. American sustainer One Foot in Beaven shifts to Wednesday spot.

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IT'S IN THE AIR!!!

You can't see it, of course, but the air's full of WGN's new and returning line-up of autumn shows. Middle western listeners expect the finest in radio fare from WGN and they get it in this imposing array of talent.


It's true, you can't see them, but, like the invigorating breath of autumn itself, they're in the air!

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

CHICAGO II
ILLINOIS 50,000 Watts 520 Kilocycles

MUTUAL BROADCASTING SYSTEM

Eastern Sales Office: 320 East 42nd Street, New York 17, N. Y.
West Coast: Edward & Townend Co., Russ Building, San Francisco, Calif.
**WMAQ WILL TRY OUT SMALL RECORDERS**

GREATER COVERAGE of Chicago news is expected to result from the use of a portable film recorder, and the addition of a fulltime reporting, according to William Ray, news and special events director for WMAQ-NBC.

Sheldon W. Peterson is being assigned to fulltime coverage of major news sources in Chicago, in line with the increased interest in local news. WMAQ will make use of the film recorder whenever possible, particularly on "spot" news and special events. Only difficulty with the recorder, Mr. Ray pointed out, is that all such equipment is operated on AC current, while downtown Chicago's power is DC. This requires the use of an adapter, or mobile unit which weighs more than the recorder itself.

**YOU DO IT this way, insists Cliff Arquette, star of American Glamour, as he poke digit into film of Tom McDermott, Benton & Bowles producer. Onlooker is Gilbert A. Ralston, radio director of Procter & Gamble Co., sponsor.**

The WMAQ news room has made frequent use of the recorder, and recently was able to use it on the spot broadcasts of a downtown Chicago fire and processing of veterans at Fort Sheridan, Ill.

**Bob Hope, Baby Snooks, Radio Theater Head Hooper Ratings on West Coast**

BOB HOPE heads the list of most popular programs on the Pacific Coast during September, according to C. E. Hooper Inc., which rates him at 18.9. The Baby Snooks show, with a substitute broadcasting for Fannie Brice was second with 17.3, and Radio Theater third with 14.9.

Average evening audience rating for the period in the West Coast was 2.2, up 1.0 from the August report and up 0.1 from the September 1944 rating. Average evening set-in-use was 27.9, up 3.7 from August, down 1.7 from the year before. Average evening available audience was 73.8, up 4.5 since the last report, down 0.3 from a year ago.

Average daytime audience rating was 3.7, down 0.8 from the last report, down 0.1 from a year ago. Average daytime set-in-use was 14.8, down 3.4 from August, up 1.0 from a year ago. Average daytime available audience was 66.9, up 0.1 from the last report, and up 2.6 from a year ago.

Following Hope, Brice and Lux, the other programs comprising the First Fifteen were: Mr. District Attorney, 14.8; Vox Pop, 14.8; Truth or Consequences, 13.9; The Whistler, 13.9; People Are Funny, 13.7; Hildegard, 13.3; Great Gildersleeve, 13.2; You Top That?, 15.1; Kate Smith Sings, 13.1; Philco Vance, 13.0; Thin Man, 12.9; Judy Canova, 12.2.

**Canadian Ratings**

LEADING CANADIAN daytime programs for September, have been announced by the national rating service of Elliott-Haynes Ltd., Toronto research firm. The Happy Gang (Canadian origination) leads the English language daytime shows with a rating of 14.2 and sets in use rated at 22.6. Second is Big Sister, with a rating of 12.2, followed by Claire Wallace (Canadian origination), Ma Perkins, Road of Life, Lacy Lincoln (Canadian origination), Soldier's Wife (Canadian origination), Pepper Young's Family, Woman of America, and Breakfast Club.

The leading French-language daytime shows for September were Jenness Donee (Campbell soup) with a rating of 25.6 and sets in use at 39, followed by Quelles Nouvelles (Barnouin P.G.), Joyeux Trubodous (Cologate), La Rue Principale (Oxodol) and Grande Soeur (Rison).

**Auditions Year Old**

NBC's Welcome Home Auditions for servicemen and women interested in radio careers marked its first anniversary Oct. 9, having held a total of 4,756 interviews and 1,590 auditions for applicants representing all phases of radio. Plan is supervised by Kathryn Cole, who interviews and advises applicants, 500 of whom have passed their auditions, and makes recommendations for employment. Service was instituted by Clarence L. Menzer, NBC vice-president in charge of programs.

**Food Reports**

DOROTHY LEWIS, NAB coordinator of listener activity, will send releases for use by NAB stations and members of the Assn. of Women Directors of 425 stations in 100 different cities when she attends the World Union of Agricultural Organization Conference which opens in Quebec Oct. 16. Mrs. Lewis also will be mistress of ceremonies at an inaugural broadcast on CBS that day.
LIZABETH SCOTT, feminine lead in the Paramount picture, "You Came Along", signs the pledge to continue to entertain hospitalized veterans; at her elbow, KGW's Frank Coffin.

PATSY BAUMAN, one of the featured performers on KGW's "Remember Our Men" series of radio programs originating from veteran's hospitals in the Portland area, gives autographs to a group at the Portland Veterans hospital, after the show.

Bandleader Ray Herbeck holds his pledge card which has just been presented by Tom Swafford, KGW Production chief. "The idea is plenty OKAY," says Ray!

"Remember Our Men"

It is easy to forget, perhaps, but it is just as easy to remember, and besides there is a privilege and a duty. One is thinking of KGW's campaign for remembrance, and of the pledge of the station's staff artists to continue to entertain disabled service men in army and navy hospitals, for so long a time as the need exists. The pledge is fittingly simple, and we think it should here be repeated, for it is something that everybody might well take to heart:

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

One does not need to be a radio entertainer to adopt the spirit of this obligation, but it is hoped that all radio stations will join in the movement, and, indeed, the "Remember Our Men" campaign is effectively organized for that purpose. The war is over for you and your hours are filled with eventful interest—but it isn't over for the hospitalized veterans who has little to entertain himself with, save to lie there and read—if he can read—or lie there and think, or hobble about with four walls for his bounds. No, it isn't over for him. But he must not be allowed to suppose that he is forgotten.

—reprinted from the Portland Oregonian, September 15, 1945

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

ONE OF THE GREAT STATIONS OF THE NATION

KGW
Portland, Oregon

REPRESENTED NATIONALLY
BY EDWARD PETRY & CO., INC.

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Use of Channel Designations Is Urged
To Simplify Tuning on FM Receivers

EDITOR BROADCASTING:
Manufacturers will soon be putting FM receiving sets on the market and it is of considerable importance to broadcasters how FM frequencies are to be designated.

For instance, WTAG-FM has been assigned a frequency of 102.1 mc. The FCC has seen fit to designate this frequency as Channel 71. If the radio set dials are to be calibrated in frequencies, it is going to be difficult for the listener to remember a given frequency and to find it on the dial.

Mr. Hill

Virgil Evans, Applicant
For New Stations, Dies

Virgil Evans, former owner of WSFA Spartanburg, an applicant for two new stations in the south, died in Spartanburg Oct. 3 following a long illness. Mr. Evans was overseas with the Red Cross during the war while his applications for new stations in Marietta, Ga., and other southern points were pending. He formerly was identified with other stations in the south and had some background as a newspaperman and lawyer.

Mr. Evans sold WSFA to its present owners, Spartanburg Advertising Co., in 1940. At the time he was a member of the state legislature and publisher of a weekly newspaper in Spartanburg.

ATS Meeting

FIRST of 1945-46 season monthly meetings of the American Television Society was held Oct. 11 at the Salon Room of the Hotel Bar-bizon-Plaza, New York. Report on the initial panel meeting on programming and production, headed by Ed Sobel, NBC television producer, was presented.

School Radio Course

NBC University of the Air series, "Our Foreign Policy," has been chosen as basis for the first in a series of courses for education by radio sponsored by Massachusetts Department of Education, division of university extension. Under so-called "Massachusetts Plan" those taking courses are given full collegiate credit. Plan is supported by NBC, the World Peace Foundation and cooperating Westinghouse stations WBZ, WEZA Boston and Springfield. Dr. Leland M. Goodrich, professor of political science at Brown U. and director of the foundation, will lead 26-week semester. First broadcast was Oct. 13.

J. E. Willis, Manager

Gridcasts Added

WBNT New York, NBC video station, has added a Sunday afternoon schedule of professional football games in addition to its Saturday college football telecasts. Seven home games of the New York Giants will be broadcast. Sunday series started with Giants-Yankees game Oct. 14, with Bob Stanton, NBC announcer, describing action. Future games will be handled by Arthur Daley, sports columnist of New York Times.
News when listeners want it

TWO OF THE MOST CONVENIENTLY TIMED NEWS PROGRAMS ON THE AIR...

available LOCALLY at LOCAL COSTS

1. WORLD NEWS ROUND-UP
   Monday through Saturday, 8:00 to 8:15 A.M. EST. (Sundays 9:00 to 9:15 A.M.)

2. NEWS FROM NBC
   Monday through Saturday, 11:00 to 11:15 P.M. EST.

Other important live-talent NBC programs broadcast co-operatively include:

H. V. KALITENBORN
Monday, Wednesday, Friday
7:45 to 8:00 P.M. EST

MORGAN BEATTY
Monday through Friday
1:45 to 2:00 P.M. EST

HARKNESS OF WASHINGTON
Monday through Friday
11:15 to 11:30 P.M. EST

and now available for the first time

NEWS OF THE WORLD
Tuesday and Thursday
7:15 to 7:30 P.M. EST

Check your local NBC station for details or have your agency consult E. B. Lyford, NBC, N.Y.

NOW HEARD LOCALLY in a number of cities from coast to coast, these widely known network news programs are still available for local sponsorship on a low-cost co-operative basis in a number of other cities.

Both have large audiences built on the firmly established habits of listening to "World News Round-up" at the beginning of the day and hearing "News from NBC" before going to bed.

"World News Round-up" features early morning pickups from around the world—on-the-spot views of the change from war to peace in both the European continent and in the Pacific.

"News from NBC" is another widely sponsored co-operative program... especially edited and prepared as a late evening summary of all the day’s news from NBC’s own authoritative correspondents and the three leading press services.

News programs with wide appeal, plus ready-made audiences, are constantly building goodwill and sales volume for dozens of national and local products on NBC stations throughout the nation. Advertisers buy nationally known talent—yet pay only local costs.

National Broadcasting Company
America's No. 1 Network
Chambers Leaves Navy

COMDR. JOSEPH A. CHAMBERS, former technical supervisor of WITI Cincinnati and Croley radio operations, and for the last four years attached to the Navy Bureau of Aeronautics, last week went on terminal leave and will return to civilian life in December. After leaving Croley, Comdr. Chambers for eight years was a consulting radio engineer, as a partner in the firm of McNary & Chambers (now McNary & Wrathall. Comdr. Chambers has not announced his future plans, but it is expected he will return to the consulting field. He entered the Naval service shortly after Pearl Harbor.

DuMONT SIGNS WITH UNION ON TV TERMS

DuMONT LABS, last week signed a five-year contract with the Television Studio Broadcasting Employees Union of the International Alliance of Theatrical Stage Employees (Local 794) retroactive to May 17 when the union was first voted representative by the DuMont employees.

Contract contains 14 classifications. Studio assistants wage scales start at $41.00 with graduated increases, technicians starting salary is $72.50 to $98 for 40-hour five-day week. Employees formerly worked 48 hours. Contract also provides for 5% wage increase at the end of first year, 15% at the end of second and 10% at end of the third and fourth years.

First Nighter’, Back Oct. 20, Ready for Deluge of Scripts

PROSPECT of wading through scripts by the hundreds apparently doesn’t bother L. T. Wallace, president of Wallace-Ferry-Hanks Co., Chicago in the slightest.

For 15 years Mr. Wallace, whose agency is in charge of radio and other media for Compaêna's First Nighter and Grand Hotel programs.

First Nighter returns to the air over CBS on Oct. 20 after a year’s absence. One of the oldest radio dramas on the air, it is also the first network radio show to deliberately solicit material from its listeners. The formula has been consistently successful, with a list of well-known writers including Arch Oboler, Willis Cooper, Darrell and Leon Ware, Addison Simmons, Forrest Barnes and others among those who get their start in radio via The First Nighter.

Some of the best scripts, Mr. Wallace recalls, were submitted by amateurs who were and still are unknown. A crippled farm girl in Oregon, a pair of convicts doing time in Walla-Walla, an interlude recluses in the Canadian woods, and an aircraft mechanic at Los Angeles have all had scripts produced on the First Nighter program. Oddly enough, quite a few professional writers who have taken a crack at First Nighter scripts failed to make the grade.

One reason for this, Mr. Wallace admits, is the format of the program and plot restrictions. Because First Nighter is designed for "family audience" sophistication is out, as are sex, profanity, drunkeness (or even drinking), smoking by women, glorification of crime or criminals, and anything offensive to members of racial, political or religious groups. This means that about the only thing left to write about is love, and it better be honorable, too. Continuous surveys and considerable audience testing over 15 years show that the average American family which listens to First Nighter likes to be entertained in a wholesome manner.

"During the war years, almost every writer, even the professional ones, felt called on to write drama based on war and its grimmer aspects. We understood and appreciated their patriotism, but because of military restrictions and also the ignorance of civilian writers on military subjects, we could use very few of their contributions," Mr. Wallace reported.

"Also, with millions of men and women devoting their time to defense work, or in the service, a great many writers just didn’t have the time, interest or inclination, to write in the hope of winning the $100 offered by the Wallace agency for acceptable scripts."

With the war over, Mr. Wallace hopes amateur and professional writers alike will once more find new source material in the everyday adventures of civilian life.

"The scripts we are already receiving seem to bear this out," he says.

Scripts are read by a board of four members of the Wallace firm, and the authors are anonymous. Those they think have possibilities are returned with construction suggestions for improvement.

A Perfect PUNCH!

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) An excellent daytime Hoopearing. (2) Top shows of Both AMERICAN and MUTUAL Networks. (3) A very low unit cost for excellent coverage. In this great market-rated A-1 for postwar prospects—over a million potential buyers await your "Sunday Punch."

RepresenTed NATIONALLY BY
THE KATZ AGENCY, INC.

AMERICAN - MUTUAL

5000 WATTS - 980 K.C.

Page 36 • October 15, 1945
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
Knodel to Head Field National Sales; Free Takes Over F&P Office in Chicago

APPOINTMENT of J. W. (Bill) Knodel, vice-president and sales manager of Free & Peters Inc., as director of national sales of the broadcasting division of Field Enterprises Inc., effective Nov. 1, was announced last week by Howard Lane, general manager.

H. Preston Peters, president of the representation firm, announced that James L. Free, chairman of the board, will return to Chicago this week to resume direction of the office until Lt. Comdr. Belz Woodward is released from active duty in the Navy, expected toward the end of the year. Mr. Free, founder and first executive head of the firm, has been headquartersing in Los Angeles as president of Wright-Sonovox Inc.

Comdr. Woodward, on active duty for three years, is a vice-president and director of the organization and before the war was headquartered in New York. He is now commanding officer of the USS Wilmette, midshipmen’s training ship.

Mr. Knodel, associated with F&P eight years, for the past three years has been its vice-president and sales manager. In his new position he will supervise all national sales efforts for WSAI Cincinnati and WJJD Chicago, Field Enterprises stations, making his offices at 230 N. Michigan Ave. He is a member of the Services Managers Executive Committee of NAB, and prior to joining F&P in 1938 was for eight years with Hearst Newspapers Inc. in a national advertising capacity.

In announcing the appointment, Mr. Lane said it was part of the program of expansion planned by the Field radio stations. He said that Mr. Knodel’s experience in the advertising field fitted him admirably for the position.

Mr. Peters returned to executive direction of his organization July 1 after 15 months with OWI, largely in the Pacific and Far East.

Halsey on Hope Show
ADM. WILLIAM F. HALSEY will be guest on Lever Bros. Bob Hope Show Oct. 16, 10:10 p.m. on NBC when Hope goes to San Francisco to welcome Third Fleet back to U. S. Broadcast will be from USS Dakota.
Sweetest Market in the South

The Savannah Sugar Refining Corporation is a huge contributor to the prosperity of Savannah—another of the giant permanent industries that make this community’s industrial future radiant.

"Dixie Crystals" sugar is sold in tens of thousands of stores throughout the East and Middle West, bringing $25,000,000 into Savannah annually, and providing a yearly payroll exceeding $1,000,000.

Here’s another example of the industrial development that assures continued prosperity for one of the South’s fastest growing markets. Far-seeing advertisers who prefer the sweet to the bitter have found WSAV the sweetest medium for reaching this high-spot section of the new Industrial South.

WSAV "THE VOICE OF SAVANNAH"
LIBERTY NATIONAL BANK BUILDING • SAVANNAH, GEORGIA

Selling the New Savannah Seaboard Market
Ground Wave Range Is Extended By Added Height

By PAUL DILLON
Chief Engineer
WMIT Winston-Salem

FROM an engineering standpoint, FM entails the same basic considerations given to standard broadcasting. Practically, though, there are a number of marked differences.

The initial engineering step for any radio station is to select the most nearly ideal site for the transmitting equipment. This question of location, together with that of designing a suitable antenna, requires careful study and planning. The site for an AM transmitter is selected primarily with a view to obtaining high "ground wave" coverage, particularly in the directions of cities to be served. This is achieved by locating the transmitting plant so as to take advantage of the high soil conductivity of marshland areas and in some cases of water itself.

"Ground Wave"

At the frequencies in use for FM, transmission takes place because of this same "ground wave" which predominates for satisfactory AM reception. At these higher frequencies, however, there is ordinarily no reflected or "sky wave" to extend the coverage of a transmitting station or to fill in the areas of low signal strength.

The problem, then, is to construct the transmitting antenna high above the surrounding country so that the ground wave will reach as far as possible before it is shadowed by the curvature of the earth. Added antenna height will also lessen the adverse effects of mountains and tall buildings in the signal path.

Building an FM station in a high elevation location with it may constructional and operational problems, but it is felt that in the majority of cases it will not involve too great a hardship on the individual station operator.

One other point which is pertinent to coverage is the antenna itself. Because the sky wave does not play an important part in FM transmission, it is possible to build antennas having a radiated power in a horizontal direction of several times that of a simple radiating element. For example, an antenna having a power gain of four would give a 1000-watt transmitter the same effective output as a 4000-watt unit with a conventional antenna system.

Another factor which influences station planning and operation is the transmitting equipment. FM transmitters are more economical from the electric power consumption standpoint but are usually more complicated in construction than similar AM units. This does not mean an FM transmitter is apt to give more trouble or need servicing more frequently than ordinary, but only that the initial construction may preclude more careful design by the manufacturer.

The primary reason for this is the higher frequency of the FM bands. At FM frequencies, tolerances of machined parts and accuracies of electrical devices must be improved and provision must be made to counteract such effects as temperature and moisture changes.

FM transmitters and antenna systems are smaller than those for by all FM operators if the FCC requires for fidelity and noise characteristics are to be met. Too, a regular measurement routine will have to be followed if the FM station is to provide top quality service to its listening audience at all times.

From the engineering side of programming, several factors enter into FM operation. Transcriptions and recordings, if used, must be of good quality and must be kept free from dust and scratches. In studio work, proper microphone placement and room acoustics will become more important than with standard broadcasting.

For the past few years, broadcast operators have used what is called a "limiting amplifier" ahead of the transmitter proper. This device reduces the volume level of low passages in speech and music, and proportionately drops off the high peak levels. This scheme provides greater coverage and freedom from noise for the AM station, but will not be permissible with FM as it would be impossible to obtain faithful reproduction if the volume level of the program is artificially raised or lowered. This same method has also been used by transcription companies.

The technical staff required by an FM broadcaster should be about the same as that in the AM field. Initially, most FM operators will have to depend on an engineering staff that has had or no experience with FM equipment. In my opinion, this should not present too great a problem, as a qualified AM engineer or operator should present-day AM use. A three-kilowatt FM unit could possibly be built into a cabinet which would house only a one-kilowatt AM set. It does not appear at the present time that many FM antennas will be directional, but should such be the case, the directional elements probably could be mounted on one pole. This is in contrast to the multiple tower arrays now in use for standard broadcasting purposes.

Maintenance and operation of an FM transmitter is much the same as that of AM apparatus. To keep FM equipment in condition for high fidelity broadcasting will require slightly more technical attention. Instruments for checking distortion, noise level and the like, which are often dispensed with by standard stations, will be needed.

Mr. Dillon

(Continued on page 49)

"But WFDF Flint says tires are still scarce."
THANKS FOR
RADIO'S
GREATEST
PREVIEW!

THE BIGGEST SHOW IN TOWN

★ ACT I ★
THANKS... to the sponsors who graciously paraded their CBS top programs to make the greatest radio "showcase" of all time for 90 minutes in Carnegie Hall on September 16.

THANKS... to the agencies and producers and writers and directors who pitched in to make "an impossible job" an unsurpassed triumph of artistic teamwork.

and above all...

THANKS... to the artists themselves—the CBS headliners, who spread before America this Sunday afternoon the brilliance, substance, and infinite variety of the fall and winter program feast on the Columbia Network. And here they are:

NORMAN CORWIN (director)...HELEN HAYES...ARTUR RODZINSKI...THE ALDRICHES AND HOMER BROWN...
PHIL BAKER...NICK AND NORA CHARLES...PAUL McGrath...MILO BOULTON AND OSCAR BRADLEY...
BOB HAWK...JOHN DALY...EDWARD R. MURROW...TOM HOWARD, HARRY McNAUGHTON, GEORGE
SHELTON AND LULU McCONNELL...PATRICE MUNSEL...JACK SMITH...EARL WRIGHTSON...JAMES MELTON...
BERNARD HERRMANN...ANDRE KOSTELANETZ...AL GOODMAN...ARCHIE BLEYER...JEAN TENNYSON...JAN PEerce
CBS STATIONS REPORT
AUDIENCE RAVES!

CIRB, Toronto, Ont.
“One of CBS’ outstanding broadcasts.”

CKAC, Montreal, Quebec
“Good performance; one step ahead.”

KARM, Fresno, Calif.
“Outstanding performance.”

KDAI, Dulluth, Minn.
“Very good performance.”

KEYS, Corpus Christi, Texas
“Local response very good.”

KFAB, Lincoln, Neb.
“Excellent.”

KFB, Great Falls, Mont.
“Unquestioned appreciation.”

KHF, Wichita, Kansas
“Favorable, enthusiastic reception.”

KJPT, Spokane, Wash.
“Outstanding production.”

KGDM, Stockton, Calif.
“Greatly impressed and delighted.”

KIRO, Seattle, Wash.
“Finest comments from audience.”

KIRA, Little Rock, Ark.
“Keep up the good work.”

KJZ, Denver, Colo.
“Enthusiastic CBS ‘idea’.”

KMBK, Kansas City, Mo.
“Swell idea, wonderful show.”

KMOX, St. Louis, Mo.
“Think show excellent.”

KNX, Los Angeles, Calif.
“Super sampling of CBS’ 1945 schedule.”

KONE, Portland, Ore.
“Listener reaction…highly favorable.”

KOMA, Oklahoma City, Okla.
“Greatest network talent show ever.”

KQW, San Francisco, Calif.
“Public opinion ‘terrific’.”

KRDL, Dallas, Texas
“Best promotion in many a year.”

KROD, El Paso, Texas
“Our listener reaction very fine.”

KROY, Sacramento, Calif.
“Feather in hat of KROY and CBS.”

KSL, Salt Lake City, Utah
“Pleased to report fine reception.”

KSO, Des Moines, Iowa
“Tops in network promotion.”

KTBC, Austin, Texas
“The talk of the town.”

KTT, Tulsa, Okla.
“Most entertaining radio feature.”

KTVK, Yakima, Wash.
“Please accept congratulations.”

KVOR, Colorado Springs, Colo.
“Topped all other radio dials.”

KWIT, Wichita Falls, Texas
“Greatly enjoyed in this area.”

KWWJ, Shreveport, La.
“Congratulations on a terrific job.”

WABC, New York, N. Y.
“Wanted general acclaim.”

WABI, Bangor, Maine
“Many fine comments.”

WADC, Akron, Ohio
“Reaction…terrific, let’s have more like it.”

WAIR, Anderson, S. C.
“Favorable comment on many sides.”

WAPI, Birmingham, Ala.
“Local reaction complimentary.”

WBAR, Atlantic City, N. J.
“Reaction very favorable.”

WBBM, Chicago, Ill.
“Feel the show was marvelous.”

WBIR, Greensboro, N. C.
“Swell program.”

WBNS, Columbus, Ohio
“Magnificent show.”

WBRY, Waterbury, Conn.
“Greatest program of its type.”

WBT, Charlotte, N. C.
“Simply out of this world.”

WCAC, Baltimore, Md.
“Highly entertaining.”

WCAU, Philadelphia, Pa.
“A wonderful promotional idea.”

WCAU, listening, etc.
“Stark in the Afternoon” received … with acclaim.”

WCCO, Minneapolis, Minn.
“Everybody believes it was terrific.”

WCBS, Charleston, West Va.
“Reaction terrific, idea sensational.”

WCG, Meridian, Miss.
“Greatest afternoon show ever on radio.”

WCOT, Montgomery, Ala.
“Truly an outstanding show.”

WQCA, Charlotte, S. C.
“A perfectly fine piece of work.”

WDBJ, Roanoke, Va.
“Local reaction terrific.”

WBDO, Orlando, Fla.
“One of the best we have heard.”

WDCN, Durham, N. C.
“Think program was tops…”

WDRC, Hartford, Conn.
“Radio listeners, enthusiastic about this gala show.”

WEAO, Evansville, Ind.
“Numerous complimentary comments.”

WFRI, Syracuse, N. Y.
“A most outstanding production.”

WFVA, Manchester, N. H.
“Reaction of listeners excellent.”

WGAM, Portland, Maine
“All comments…most favorable.”

WGAR, Cleveland, Ohio
“Enthusiastic over results.”

WGBI, Scranton, Pa.
“A credit to the American way of broadcasting.”

WGST, Atlanta, Ga.
“Audience reaction in Atlanta excellent.”

WHAS, Louisville, Ky.
“Can’t afford to miss them.”

WHCU, Ithaca, N. Y.
“Even a newspaperman said, ‘This is the kind of show that lifts you right out of your seat!’ Expressions of congratulations.”

WHEC, Rochester, N. Y.
“Standout presentation.”

WHOP, Hopkinsville, Ky.
“Very…ideas…favorable reaction.”

WHP, Harrisburg, Pa.
“Exceptionally fine broadcast.”

WHUB, Cookeville, Tenn.
“Excellent listener response.”

WJSH, Milwaukee, Wis.
“Very enthusiastic reception.”

WJR, Detroit, Mich.
“Sunday roundup of talent was tops.”

WKGW, Buffalo, N. Y.
“Completely enthusiastic.”

WKIX, Columbia, S. C.
“Eclipsed all competing shows.”

WKMT, Kinston, N. C.
“Many favorable comments.”

WKRC, Cincinnati, Ohio
“One of greatest in network history.”

WKZO, Kalamazoo, Mich.
“Woods cannot adequately express enthusiasm of…listeners.”

WLAB, Nashville, Tenn.
“Everybody enthusiastic.”

WMAS, Springfield, Mass.
“Reaction in one vein—excellent.”

WMAZ, Macon, Ga.
“Columbia really carried the ball.”

WBMB, Peoria, Ill.
“Well received in Peoria.”

WMT, Cedar Rapids, Iowa
“One of the finest network promotion programs ever broadcast.”

WHBF, Binghamton, N. Y.
“Happy to have such a program.”

WOAM, Miami, Fla.
“Reaction excellent.”

WRER, Memphis, Tenn.
“Wonderful production.”

WSBT, South Bend, Ind.
“Unanimous opinion—great show.”

WSPS, Spartanburg, S. C.
“Above all, CBS First.”

“A wonderful promotion.”

WTAG, Green Bay, Wis.
“Listeners liked show.”

WTO, Washington, D. C.
“Caused more phone calls, all favorable, than any other program.”

WWG, New Orleans, La.
“Next door neighbor said terrific.”

WWNY, Watertown, N. Y.
“Public enthusiastic.”

This is CBS…the Columbia Broadcasting System

THE BIGGEST SHOW IN AMERICA
"STARS IN THE AFTERNOON"
With House James, a Katherine
Rahl, Jackie Kuhn, Ray Ives, Pa-
trice Munsel, Jack Smith, Earl
Wrightson, Paul McGrath, Bob
Hawk, Mr. Boulton, James Mel-
ton, Helen Hayes, Jean Tennyson,
Jan Peerce, Phil Baker, Arthur
Rodginski, Tom Howard, Lulu Mc-
Connell, Harry MacNab, Geor-
ge Shelton, Claudia Gilbert,
Los Tremayn, Ruth Gilbert, Bob
Sloane, Ann Shephard, John Daly,
Bess Myerson (Miss America), Ed
Mowdy, Ward R. Murrow; announcers,
Harry Marble Stewart Young,
Kermit Mordock, Art Gentry
Writers: Norman Corwin, Bob Sloane,
Ruth Howard, Peg Miller, Mill-
Lewis, Jay Jones
Coordinator-Producer: Corwin
Music: Bernard Herrmann (overall
conductor and coordinator), Al
Goodman, Archie Blyer, Andre
Kostelanetz
96 Mins.: Sun (16), 3 p.m.
WABC-CBS, N.Y.
CBS shook up a giant cocktail last
Sunday afternoon (16). It took
$100,000 worth of star-dusted talent,
added a thick 90-minute slice of top-
time, a dash of the brains of a
half-dozen writers and almost that
many musical directors in charge of
a 75-piece orchestra. Sensibly letting
Norman Corwin shake this
colossal concoction, the network came up with a
sensible showcase program, the first
of a pair.
Corwin had the good sense to in-
vent a very simple gimmick and let
the rest of the show ride itself. The
shingled Aldrich Family, the parlor of the "Aldrich
Family," there they were, Sam
Aldrich and mother, Henry and
Homer (who dropped in later), and
people were just visiting them.
The gang included samples of the cast of the most of the CBS
show, including "The Family Hour,"
the music of Andre Kostelanetz,
"Inner Sanctum," "Thanks to the
Yanks," "We, the People," "Texaco
Star Theatre," "The Textron Thea-
tre," "Great Moments in Music,"
"Take It or Leave It." (New York
Philharmonic-Symphony (whose per-
iod was given over to the show)
"It Pays to Be Ignorant," "The Thin
Man," "Reert to the Nation," and
Edward R. Murrow.
They did their little stunts, or took
no more than a verbal bow, and
walked off. But the very manner in
which the whole thing was done, with-
out commercials or reference to sp-
sors, put the emphasis where CBS
wanted it placed—on the talent.
There was enough fun in the pro-
cedings, enough samples of good
music, and some neatness to suit
the diet of many a Hopoated lis-
tener.
Outstanding in this daytime galaxy
were two CBS regulars, Helen Hayes
and Edward R. Murrow, and one
visitor, a guest on the show's mini-
aturant "Reert to the Nation." Latter
Myerson, the newest of Miss
America's gang, and other
wheels were well supplemented with musical abil-
ity (piano and clarinet), brains, and
acting talent.
Miss Hayes gave a reading of "Pe-
tition After Victory," from Corwin's
V.E. "On a Note of Triumph." It was
a fine reading, come with great sincerity.
It was: but was it warm, lacking the
fire which Martin Gabel gave it in the
original performance? Murrow was just a class by him-
self. He made a simple speech, in which he
pointed out his radio credits. It was an
honest statement by an honest man
(see reprint, in part, in this issue).
It's to the credit of CBS, and of all
the radio, that the net gets this man the
radio that the freedom to have his say.
It was a fitting punctuation to a show
which set out—and did—reflect a good
deal of what's good in radio, CBS or
any other net.
Next week's (23) showcase will be
unveiled at Hollywood, being given
by NBC, in a 90-minute program with
the same 90-minute segment. It's to
Bill Robinson taking up where Corwin
left off. CBS undertook a tough assign-
ment when it set out on this promo-
CARS.
AGAIN—THANKS FOR RADIO'S GREATEST PREVIEW!

THE BIGGEST SHOW IN TOWN

★ ACT 2 →
CBS HOLLYWOOD STARS IN SECOND SENSATIONAL PREVIEW BROADCAST!

THANKS...to the sponsors who “showcased” their CBS top Hollywood programs at the CBS Vine Street Playhouse on September 23.

THANKS...to the great agencies, producers, writers, directors who combined their skills and talents
to present this magnificent 90-minute preview.

and especially,

THANKS...to the artists themselves—the CBS headliners—who gave America’s listeners this superb
foretaste of the brilliant programs “coming up” on CBS. Thanks to—

WILLIAM N. ROBSON (producer and director)... LIONEL BARRYMORE, AGNES MOOREHEAD ... FRANK SINATRA ...
GENE AUTRY ... JIMMY DURANTE, GARRY MOORE, ELVIA ALLMAN ... JOAN DAVIS, ANDY RUSSELL, HARRY VON ZELL,
VERNA FELTON, SHIRLEY MITCHELL ... OZZIE NELSON, HARRIET HILLIARD, JOEL DAVIS ... NELSON EDDY, ROBERT
ARMBRUSTER ... GINNY SIMMS ... LUX RADIO THEATRE, DON AMECE, CLAUDETTE COLBERT ... JACK CARSON...
PENNY SINGLETON, ARTHUR LAKE, HANLEY STAFFORD ... MARLIN HURT ... REGINALD GARDINER, EDWARD
ARNOLD, DEL SHARBUt ... ANN SOTHERN ... JEAN HERSHOLT ... WILBUR HATCH, THE SCREEN GUILD ORCHESTRA

33 SPONSORS PREVIEW THEIR 1945-1946 SEASON:
"THE BIGGEST ALL-STAR SHOW IN AMERICA"
CBS STATIONS REPORT
MILLIONS THRILLED AGAIN!

CKAC, Montreal, Quebec
"Outstanding, number of phone
demanding more."

KARM, Fresno, Calif.
"Outstanding reaction."

KDAL, Duluth, Minn.
"Outstanding radio entertainment in
every way."

KEYS, Corpus Christi, Texas
"Swell."

KFAB, Lincoln, Neb.
"Nothing but compliments."

KFBB, Great Falls, Mont.
"A bang-up show."

KFTY, Spokane, Wash.
"Good reaction."

KGBS, Harlingen, Texas
"What a program!"

KGMJ, Stockton, Calif.
"Listened to and enjoyed."

KGLD, Mason City, Iowa
"Well received."

KGYD, Missoula, Mont.
"Completely enthusiastic."

KLZ, Denver, Colo.
"A great show."

KMBC, Kansas City, Mo.
"A colossal party...a wonderful
showcase."

KNX, Los Angeles, Calif.
"Reaction...universally enthusiastic."

KOIN, Portland, Ore.
"Response...highly flattering."

KOMA, Oklahoma City, Okla.
"High praise...for the super double
bill."

KOMA, Rapid City, S. D.
"Greatest promotion in industry's
history."

KQV, Phoeninx, Ariz.
"Was most enthusiastic and satisfac-
tory."

KQW, San Francisco, Calif.
"Robson gets the nod."

KSL, Salt Lake City, Utah
"Unexcelled radio...a brilliant
production."

KTBC, Austin, Texas
"Well received by KTBC listeners.
Wonderful promotion."

KTSB, San Antonio, Tex.
"These shows were swell, elegant."

KTUC, Tucson, Ariz.
"Gives the rest of the boys something
to shoot at."

KUL, Tulsa, Okla.
"A real radio show...fast moving,
clever and perfect timing."

KTVW, Yakima, Wash.
"Really did a job."

KWIT, Wichita Falls, Texas
"Great enjoyment and interest."

KWKR, Shreveport, La.
"Swell broadcast."

WABC, Akron, Ohio
"Marvelous entertainment."

WAPI, Birmingham, Ala.
"The biggest show in town turned
out exactly that!"

WBAB, Atlantic City, N. J.
"CBS has done a fine job."

WBAM, Chicago, Ill.
"Show one of the finest of its kind."

WBIG, Greensboro, N. C.
"Well liked. Enjoyable."

WBRH, Waterbury, Conn.
"Unanimous agreement that show
was tops."

WCAO, Baltimore, Md.
"Calls to station expressed appreci-
ation...stressed ingenuity."

WCAU, Philadelphia, Pa.
"Reaction excellent."

WCAZ, Burlington, Vt.
"Received with acclaim."

WCCO, Minneapolis, Minn.
"...General reaction good."

WCHS, Charleston, W. Va.
"We've had a lot of fine comments."

WSCC, Charleston, S. C.
"Thoroughly enjoyed by all."

WDBJ, Roanoke, Va.
"...Received as well as first."

WDOB, Orlando, Fla.
"Do not have sufficient Hollywood
adjectives to express opinion."

WDOC, Durham, N. C.
"A sensation... 'Tops is the word."

WDWS, Champaign, Ill.
"Best...heard in a long time."

WEAO, Evansville, Ind.
"Program was tops."

WFRA, Manchester, N. H.
"Congratulations on fine showman-
ship."

WGAM, Portland, Maine
"Outstanding radio enthusiasm."

WGAR, Cleveland, O.
"Ought to be an annual thing."

WGRT, Scranton, Pa.
"A credit to the network."

WGST, Atlanta, Ga.
"Excellent!"

WHAS, Louisville, Ky.
"Best promotion program for the
season."

WHCU, Ithaca, N. Y.
"Listener and station reaction very
good."

WHEC, Rochester, N. Y.
"Another top production."

WHUB, Cookeville, Tenn.
"Substantial CBS as 'The Biggest
Show in Town."

WKIX, Columbia, S. C.
"Beyond question and Sinatra made
listening history."

WKRC, Cincinnati, Ohio
"Listener comment...more than
favorable."

WKZO, Kalamazoo, Mich.
"CBS has delivered another knock-
out punch."

WLAC, Nashville, Tenn.
"Great show...great contribution."

WNAS, Springfield, Mass.
"Listener reaction tops."

WNMS, Uniontown, Pa.
"The finest we have ever had."

WQNN, Fairmont, W. Va.
"Another first for CBS."

WMT, Cedar Rapids, Iowa
"Another great show."

WNB, Binghamton, N. Y.
"Terrific show."

WGAM, Miami, Fla.
"Excellent promotion and entertain-
ment."

WRBL, Columbus, Ga.
"Received wide acclaim."

WRSY, Richmond, Va.
"Congratulations on a great show."

WSAU, Wausau, Wls.
"Congratulations."

WSFA, Spartanburg, S. C.
"Tremendous listener loyalty."

WTAD, Quincy, Ill.
"Terrific."

"Excellently done...supreme bit of
promotion."

WTAG, Green Bay, Wis.
"We liked Sunday's show."

WTOP, Washington, D.C.
"Show well liked...Durante out-
standing."

WWI, New Orleans, La.
"Wonderful."

WWNC, Asheville, N. C.
"Delighted with direction and perfor-
manace."

WWNY, Watertown, N. Y.
"For in excellence with first broad-
cast."

This is CBS...the Columbia Broadcasting System

THE BIGGEST SHOW IN AMERICA
THE PROOF OF THE PUDDING...

STARS IN THE AFTERNOON, according to the Hooper measurements of the program of September 16, showed the following gains over the same period on the next preceding measured Sunday (Sept. 2, 1945):

Sets-In-Use UP 6%
CBS Rating UP 57%
Share-Of-Audience UP 47%

NOTE: Hooper did not measure the second performance of "Stars in the Afternoon" on September 23, but with normal listening on the increase, and evidence of the vast listener-delight that greeted the September 16 program, it is reasonable to assume that "Act 2" of this brilliant preview was heard by an equally expanded audience.
FM
(Continued from page 40) certainly become familiar with the practical aspects of FM within six months.

Two minor characteristics with reference to FM transmission are the factors of high-frequency "pre-emphasis" for broadcasting and the vagaries of monitoring FM programs. In pre-emphasis, the biggest practical difficulty is that of training control operators to acoustically monitor the varying readings on the station monitor as contrasted to a volume indicator in the audio input circuits.

The effect of over-swing, or what the broadcast engineer would call "over modulation," is serious distortion. At the same time, if the operator keeps the volume setting too low, the program level in the listener's receiver will tend to change considerably from one type of program to another. Besides being most annoying to the listener, poor control operating limits the station's coverage area to a sub-normal value.

When monitoring FM programs on a high-quality receiver or station monitor, it is not unlikely that serious trouble will occur in the transmitter itself, while at the same time the monitor may not show a change in volume or in background noise. Because of limited action in the receiver it is entirely possible that a heavy electrical are in a tank or other high voltage circuit, or even an appreciable change in the amount of power fed to the antenna, would not affect the monitor speaker. Actually, this condition results mainly in the need for making equipment inspections at frequent intervals.

Marx to DuMont
ERNEST A. MARX, recently discharged from the Navy as a lieutenant commander, has been appointed head of the newly created Television Division of DuMont Labs, which will handle television receiving and transmitting equipment. Mr. Marx will be headquartered in Passaic, N. J.

Export Adv. V-P Sees Latin American Radio as Potent—and Cheap—Market


"RADIO is a very potent market for products in the Latin American countries," stated Robert H. Otto, vice-president of Export Adv. Agency, New York upon his return last week from a two-month trip of Latin America. "In spite of inflation, the buying power of the audience (composed mostly of the lower classes) has increased," he said.

As a result, time on most major Latin American stations is practically impossible to buy, Mr. Otto discovered. He also noted that at a number of stations in Latin America you can buy time for as little as $2 a quarter-hour. Stations, with the exception of those in Argentina, Mexico and Cuba, are about 15 years behind in programming, he said.

Progress

He admitted that rapid strides were being taken toward better programming. Present programs are largely canned music, he added, with commercials sandwiched between numbers on most of the smaller stations. Good dramatic shows are limited. Some of these stations defy timing and do not program quarter-hour shows, half-hour shows, etc. according to the clock but merely whenever they fit in with commercial announcements.

In spite of drawbacks of Latin American stations, the agency places much time for its 80 accounts in Argentina, Brazil, Chile, Peru, Ecuador, Colombia, Venezuela, Panama, Costa Rica, Guatemala, Trinidad and Mexico.

Agency handles Tangee Cosmetics, which sponsors a quarter-hour show, 3 times weekly on Radio Mundo, Buenos Aires; a half-hour program, once a week on Radio Belgrano, also Buenos Aires; a half-hour twice weekly of Augustine Lara, famous Mexican crooner, on XEW Mexico City, and quarter-hour shows on 28 other Latin American stations.

Other accounts, such as Alka Seltzer, sponsor programs and spot announcements on about 40 Latin American stations. Entire program scripts are written in Spanish, therefore eliminating the need for translation, in the New York office.

Export Adv. Agency has recently established an office in Buenos Aires managed by Jorge Nielsen, formerly a reporter and a member of the copy staff of Berg & Co., who has had over 16 years of advertising experience. Newest office will handle campaigns for U. S. Rubber Export Co., Tangee Cosmetics, Peggy Sage Nail Polish, and others.

RODGERS SETS UP CONSULTANT FIRM
JAMES W. RODGERS, identified with Rockford radio (WROK) and newspapers since 1928, has formalized a new financial consultant firm, specializing in radio and newspaper purchases, mergers and tax problems. Offices will be located in the First City Bank Building, Rockford, Ill.

Widely known as business representative for the late Ruth Hanna Simms for the last quarter of a century, Mr. Rodgers handled her extensive interests in Chicago, Washington and Wyoming. He also served as a member of the board of directors and treasurer of Rockford Broadcasters Inc. (WROK) and Rockford Consolidated Newspapers.

New Radio Relay Systems Exhibited by Signal Corps
TWO RADIO relay systems developed by RCA in collaboration with the Camp Cole Group, Signal Corps Agency were shown in California by the U. S. Army Signal Corps as part of a display of communication developments which will be applicable to civilian use in peacetime.

Operating on radio frequencies well above those used prewar, the RCA systems eliminate the need for wire circuits in long-distance telephone, transmitting the radio waves by automatic relay stations. One system, the AN/TRC-8, operates on FM and can carry four voice channels or four teletype channels on a single carrier. The other system, AN/TRC-5, provides eight simultaneous voice channels and operates on a time-division multiplex similar to the method demonstrated the week before by Federal Telephone & Radio Corp. [Broadcasting, Oct. 1].

Pick Nov. 22
EVERY STATE in the nation except Tennessee will celebrate Thanksgiving on Nov. 22 (fourth Thursday in the month) this year, in accordance with the Federal law. Assn. of National Advertisers reports after a survey of governors. Tennessee will celebrate Nov. 29.
...makes music for everyone

Probably the most democratic of all musical instruments, the carillon plays for everyone. Carillon concerts are always free, and often an entire city is the audience.

The first carillons were very simple instruments, consisting of from three to six small bells struck with small mallets. In the medieval monasteries, the bells were made larger and hung on racks. Still later, the bells were mounted in towers and played by ropes from below.

Grandfather of the music box

In the 18th Century, carillons were connected to lower clocks, and made to strike in a definite order. In Flanders, this idea was developed further by attaching iron nails in a wooden cylinder, which, when rotated, released the hammers to play a complete tune.

The art of bell-founding was perfected in the 16th Century, enabling the founder to cast a bell to any desired note, thus giving great impetus to carillon construction.

Carillon competition keen

At the beginning of the 16th Century, keen competition over carillons between Netherlandish and northern French towns sprang up. The second world war called a temporary halt to the contest, with the 32 bell set at Ghent holding the honors. In 1956, the largest of the 32 bells is more than eight feet in diameter and has a pitch of E below Middle C.

The range of the carillon is enormous. From shrill, brassy tones to earth-shaking booms, each bell has its own personality. Carillon music is transmitted most faithfully by:

VERTICAL CUT RECORDINGS!

Electrical Research Products Division of Western Electric Company

223 BROADWAY, NEW YORK 7, N. Y.

Page 30 • October 15, 1945

WPIK New Offices

WPIK Alexandria, Va. last week opened new business offices in the Sheraton Alexandria Hotel. In November, the station expects to begin operations from studios in the hotel, according to Howard B. Hayes, president of Potomac Broadcasting Corp.

EDGAR KOBK and eight editors of business publications, got together their views on "Reconversion and Jobs" in a special roundtable program on Mutual, Oct. 29, 8:30 p.m., in connection with Conference of Business Paper Editors.

JAMES W. RODGERS

FINANCIAL CONSULTANT

Experienced handling of Purchases, Mergers and Sales of Newspapers and Radio Properties

FOREST CITY BANK BLDG.

ROCKFORD, ILLINOIS

Associated with the late Ruth Hanna McCormick Simmons for a quarter of a century
American Broadcasting Company, Inc.
30 ROCKEFELLER PLAZA - CIRCLE 7.STO
NEW YORK 10. N.Y.

August 27, 1946

Mr. William M. O'Neill
President
Radio Station WJW
Cleveland, Ohio

Dear Bill:

This year we again polled all the advertising agencies
who have accounts on the ABC network and asked the account ex-
secutives what stations are doing the best job of merchandising
their network programs.

Stations were divided into four groups: those located
in cities of over $100,000, those located in cities between 100,000
and $50,000, those located in cities between 50,000 and 100,000,
and those located in cities of under 50,000.

I am very pleased to advise you that, as a result of
this poll, WJW has won the American Broadcasting Company annual
award as one of the four top stations in its group.

Sincerely,

Neil Kiggina
50,000-WATT THE GREAT LLEY

FOR THE ADVERTISER

L.B. Wilson
CINCINNATI
Celler Sold

OVER TO the left on this page is a commentary which applies with equal force to the bill introduced in the House last week by Rep. Emanuel Celler (D.-N.Y.). Mr. Celler, it seems, just swallowed the philosophy of Commissioner Cliff Durr (and of CIO).

Everything Mr. Durr has espoused as the radical left-wing member of the FCC is incorporated in Mr. Celler's proposed bill. The same jumbled figures are repeated; the same question that anything sponsored can't be put to public service. He even goes to the extreme of proposing "fixed percentages" of time to be allotted for non-commercials—something that Congress dumped overboard in 1933 when the educators sought to get 25% of radio time.

Then station transfers! Mr. Celler proposes that no transfer be approved if it exceeds double the depreciated cost value of the tangible property. That would mean that most stations probably couldn't be sold, but wouldn't have to be bought away, because most of them are already fully depreciated. If the depreciated value is zero, double it is the same.

Mr. Celler also would make stations public utilities—something the law says they are not. Like CIO he wants all renewals advertised in advance locally. Like Mr. Durr he wants the profit element wrung out of radio.

Certainly it's no accident that Mr. Durr should be making a series of barnstorming radio speeches while the CIO-NCPAC boosts an unprecedented lobbying foray, and Mr. Celler unburdens himself legislatively—all in the same anti-broadcasting vein.

RADIO officially celebrates its 25-year growth Nov. 3-10, National Radio Week. Stations will forward their act by planning independent observances in their own communities. National, as well as local, plans are clearing through the NAB Public Relations Committee, and NAB's, Willard D. Espo, "It's growing late now to make plans—but it isn't too late by a long sight."

Tandem Hookups

THE OLD bugaboo of four-network broadcasts bobbed up a few days ago on Secretary Byrnes' report to the nation following the London Conference. It was carried by CBS only. It had been offered other networks. The policy of carrying only Presidential broadcasts on all networks was invoked.

During the war there were exceptions to the Presidential network rule. We think it a mistake arbitrarily to invoke the rule of exclusive broadcasts in these times. Certainly the head of the American delegation to an epoch-making meeting called for the purpose of settling the peace is entitled to widest possible coverage in his report to the people—particularly when that report is reserved for the air.

It is not our argument that all networks should carry all speeches of all cabinet members whenever they seek the time. Each situation should be evaluated separately.

Our Respects To—

ALBERT LYMAN WARNER

THE PRESTIGE of radio as a news medium rose perceptibly when Albert Warner was named head of the newsroom of WOR's Washington station, WOR. Past president of both the Radio Correspondents Assn. and the White House Correspondents Assn., representing the top newsmen of both radio and press, Mr. Warner added to his standing during the war in becoming chief of the Army's War Intelligence Division.

On Sept. 15, Al Warner put aside his colonel's silver eagles to take over at WOR. "Al ready," said a station executive last week, "the change in that newsroom is tremendous. We feel we have the best man in his field."

Al Warner is probably the best-informed newswriter in Washington. He was Al's wartime job to present or pass on all information on overseas activities of the Army, among numerous other duties. Thus he was behind the scenes for every operation of the war. Working with the Office of Censorship, there was never a harmful slip, and at the same time, the public was informed of developments at the first practical moment. His was the "Voice of the War Dept.", giving the official report of the week each Sunday on the Army Hour, in addition to a weekly 15-minute review broadcast to troops in every theater.

In a letter that Al wrote, "I have listened to you with pleasure and profit in the English Channel, in the Mediterranean and in the Pacific." Listeners usually heard calm, authoritative Al Warner "with pleasure and profit." His formula has always been: Here are the facts, here is the background, here are the individuals who participated; let these things speak for themselves.

His major interest has always been news. He was editor-in-chief of his school newspaper at Poly Prep, Brooklyn, N.Y., where he was born March 1, 1906. He held the same post with the paper at Amherst College, in Massachusetts, where he was tapped for Phi Beta Kappa and Delta Kappa Epsilon.

After almost a year with the Brooklyn Daily Eagle, Mr. Warner joined the staff of the New York Times. He became the Times' legislative correspondent and covered Albany politics during the last two years of Al Smith's governorship and the first two years of Franklin Roosevelt's.

At 25 Al Warner was entrusted by the Times to report on Al Smith's presidential campaign. During the country-wide tours, Jim Farley gave Warner the nickname "Truly" which stuck until he reached Washington.

In 1938 he shifted to the New York Herald Tribune in order to get to the Nation's Capital. Later he became chief of the bureau. As a (Continued on page 59)
CASE HISTORY

PATIENT               Radio Station "Rep" Business

COMPLAINT            "Doldrums of Passivity"

SYMPTOMS             ... Lack of personal contact.
                      ... Indifferent presentations.
                      ... Incomplete information.
                      ... Take it or leave it selling attitude.

DIAGNOSIS            Radio representatives are not keeping pace with the
                      technological and engineering advances made by the
                      industry during the war.

                      The SRO sign on Radio Spot Advertising has brought
                      to the representative business a feeling of apathy.

                      Now competition is returning. Competition between
                      stations—competition from other media.

                      Patient will take a turn for the worse unless given
                      injections of service geared for New-Day Action.

TREATMENT            "Aggressive Activity"

                      ... see that advertising agency and client receive
                      complete and specific data—careful attention to detail—
                      and personal follow-through after the order is obtained.
                      ... give radio stations, agencies and advertisers alike,
                      service geared to the new world at peace.

LEW AVERY SAYS... "It is our aim and objective—to
bring the business of station representation out of the
doldrums of passivity into the realm of aggressive activity."

LEWIS H. Avery INC.
Radio Station Representatives

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

533 No. Michigan Ave.
Chicago 1, Ill.
ANDover 4710

October 15, 1945 • Page 55
He put on the air the first news of the German breakthrough at Sedan which led to the conquest of France. When the Japs were negotiating at Washington prior to Pearl Harbor, Mr. Warner informed the New York OBS office that the closest watch must be kept. Dec. 7, he went on with a special broadcast warning of the intense seriousness of the situation. When the attack came, he was on the air at frequent intervals for 36 hours straight.

Answering a suggestion from the military that his services would be valuable, he was commissioned a major in July 1942, and subsequently rose to colonel. Col. Warner was about the only man in the War Dept. whose public remarks were reviewed only by himself. Either OWI or the War Dept.'s Review Branch looked over speeches from the Secretary of War on down. As Review Branch was his division, he reviewed his own.

Last summer, Col. Warner was on temporary duty in Europe in connection with the Army's cooperation on public relations with the authorities at the Potsdam conference and for other duties in Germany. He also toured ETO.

He married Harriette Weit Rowe of New Haven in 1929. They have two sons, Edwin Gaylord, Jr., and Albert Lyman Jr., Sr.

In 1938 he won the Sigma Delta Chi Award for the best radio news-writing of that year. He is a member of the Gridiron Club, National Press Club of Washington, in addition to the White House Correspondents Association, and Radio Correspondents Association.

Through public service program, "Main Street Speaks," on KUYO Tube, the small town of Tashkosh Ohio has new postwar industry. Town offered to give away 100 acres of land for telephone company to build new plant.
Folks turn first to—

WWL
NEW ORLEANS
A DEPARTMENT OF LOYOLA UNIVERSITY

THE GREATEST SELLING POWER IN THE SOUTH'S GREATEST CITY

50,000 Watts * Clear Channel * CBS Affiliate

Represented Nationally by The Katz Agency, Inc.
ROY BATTEAU has returned to his post at transmitter engineer of WCKY Cincinnati after 3½ years in Navy. He was chief petty officer.

LOUIS G. PAGENT JR., former chief industrial engineer for Emerson Radio & Phonograph Corp., New York, has been appointed manager of the production services department of that company.

PHIL KIRSHNER, W2AT Philadelphia engineer, is father of a girl.

CARL J. MEYERS, WGN Chicago chief engineer before entering the Navy in 1942, returned Oct. 1 as director of engineering for the station. Meyers and G. WILLIAM LANG, WGN chief engineer, will supervise activities in connection with the development of an FM network and conducting experiments in television and facsimile. Meyers first joined WGN on Oct. 1, 1925.

ELMER P. GERTSCH, for four years with Air Associates and 12 years as RCA section engineer, has been named manager of CAA division of Hoffman Radio Corp., Los Angeles (radio set and equipment manufacturer). New department will engineer equipment to CAA specifications.

FRANK SHANNON, former engineer of WCAO Philadelphia, has been promoted to assistant director in AAF. He is stationed in the South Pacific.

ROBERT C. RIGG, former assistant to the president of Emerson Radio & Phonograph Corp., New York, has been elected assistant secretary of the firm.

LT. COL. FREDERIC C. SHIBLEY Jr., former NBC Chicago studio engineer, has been awarded the Bronze Star and the Croix de Guerre for meritorious service while assigned in France as staff officer with the Signal Division, Supreme Headquarters, AEF. Col. Shibley assisted in supplying radio and radar equipment for AEF.

LESTER SACKS, engineer with WIBO Philadelphia before the war, has returned to the station. He has been radio operator in the Merchant Marine.

ROBERT HAYWARD of engineering staff of WCKY Oklahoma City is father of a boy born Oct. 1.

BILL WERDEN, engineer of WFMJ Youngstown, O., who left in October 1942 to serve in Merchant Marine as radio operator, has returned to the station.

W. H. SLOAT, formerly with CBS New York, has been appointed chief engineer of KPFO Riverside, Cal.

WESTERN Electric Co., New York, manufacturing and supply unit of the Bell Telephone System, is negotiating a lease for the government-owned radakemaker plant in Chicago to manufacture facilities of company's Hawthorne Works, Chicago. New location will assist W-E speed production of equipment urgently required by Bell System. Manufacturing operations are expected to start this year.

SOME types of small crystals processed by Crystal Research Labs, Hartford, Conn., are described in illustrated catalog prepared by the company. Booklet also shows in pictures the development of a crystal from raw quartz to finished product. Catalog lists following: "Crystals-engineered developments"; supercritical curved, spherical and flat crystals for all uses; minimum drift filter crystals for precise frequencies; 100 kc frequency standard crystals, and 200-500 kc (300 kc) crystals for high output and keying. Crystals for portable use in police and aircraft communications also are described. Available from 1000 to 8500 kc.

MORE "GARMENTS" than most people would want in a tropical wardrobe "clothes the RCA Victor electronic equipment in this Clayway view of a moisture-proof package designed for export to the Pacific. This kind of packaging, coupled with tropicalization of equipment and parts, can give longer life to radio and electronic equipment by protecting it against damage from fungus, corrosion and other effects of hot, humid climates.

HENRY SHIELDS, for three years in armed forces, has returned to the engineering staff of WDAY Fargo, N. D.

LT. ED HARRELL, released from the Navy where he taught radar, has returned to WRVA Richmond, Va., as transmitter operator. He had been on active duty since Feb. 27, 1941.

VOICE MODULATOR has been invented by WALTER GUSTAFSON, American equipment manufacturer, who specializes in creation of new sound effects. Called a "zombie voice," it reproduces voice of an actor in a weird tremolo and was used for first time Sept. 26 on American "David Harding—Counterspy" program.

ROBERT S. COE has joined engineering staff of WBOC Harford, Conn.

WILLIAM PETTY, formerly with the radio division of New York police department, has been appointed chief engineer of WNYC New York.

TED HITCHCOCK, Veteran of the Marines in the Pacific, has returned to WHTT Hartford, Conn., as engineer.

RESEARCH LABS of National Union Radio Corp., New York, have developed a new high vacuum gage capable of recording pressures well below one billionth of an atmosphere, making possible a new accuracy in "balancing uniform high vacuum.

BOB KEITH has rejoined CJCA Edmonton as operator following release from RCAF.

CLINTON PREWITT, with engineering staff of WCAE Pittsburgh before entering the Navy more than a year ago, has returned to the station. He was radar engineer for the Navy.

LEW FRYE is new member of engineering staff of WTOL Toledo, O.

ARTHUR FREED vice-president of Freed Radio Corp., New York, has accepted chairmanship of Radio & Allied Trades Division of the Joint Defense Appeal of the American Jewish Committee and Anti-Defamation League of B'Nai B'rith. SAMUEL B. BARAF of United Transformer Co. will serve as vice-chairman.

CITY BUSINESS CLUB of Philadelphia, comprising leaders in business and industry, cited WFIL Philadelphia for "Chief Engineer's Service" at a special luncheon in the Bellevue-Stratford Hotel, Philadelphia, last week.

WHEREAS school children of last year heard only vagueness of their school superintendent, voice of J. R. Overturf, Sacramento, California, exceeded expectations, personally welcomed some 20,000 students back to their classes. Addressed by Voice of Sacramento in cooperation with city school system, 15-minute address by Overturf from station studio was amplified in school auditoriums.
NBC Leadership in Western Montana Means Z-BAR

MONTANA Vacation Land

THIS PROSPEROUS AREA IS COVERED BY THE Z-BAR NETWORK

In Montana the buying power is concentrated in the southwest "pay dirt" territory with 30% of the population, 55% of the payroll. Petroleum refining is the leading industry, wheat the leading crop, and mineral output alone averages $60,000,000 annually. KPFA Helena, KGIR Butte, and KRBM Bozeman form the Z-Bar Net, named for a famous Montana cattle brand—and the Z-Bar Net blankets this rich market!

WESTERN DIVISION

HOLLYWOOD Sunset and Vine ★ SAN FRANCISCO Taylor and O'Farrell

Just one example: The Pay'n Save Super Market in Butte sold over a ton of cheese in a week's time with announcements only! This local firm now grosses over a million dollars annually... using radio exclusively. Strong local shows—plus top NBC Western Division programs—plus NBC transcontinentals... another "reason why" that again in this section NBC is the network most people listen to most.

RADIO TIME ON THE Z-BAR NET PAYS OFF
FRANK H. COOLEY, released from Army, has been appointed agricultural director of WWINA Louis ville, Ky. He has taught vocational agriculture in Kansas high schools and held night classes for adult farmers in addition to working with farm organizations including 4-H clubs, Future Farmers of America and Farm Bureau Federations.

BERNARD PERSIS, Dutch newscaster in CBS shortwave department, was chosen by33 best-known radio personality in the country to do a weekly commentary with his wife, KATHERINE KERRY, the Voice of News, who will also handle the news when Bud Johnson, who has joined WBNX.
YOU MAY BE ABLE TO MAKE GOLF'S "GRAND SLAM"*

BUT—you can't drive "outside" broadcasts into western Michigan!

Much as a sand-trap stops a hard-hit ball, so does the unusual fading around Western Michigan kill off "outside" radio waves—even those emanating from super-powered stations in not-distant Detroit and Chicago.

Sad, perhaps (for you—though fine for us!)—but there's only one way to reach most listeners in this big market, and that's by using local stations!

A perfect CBS combination—WKZO in Kalamazoo and WJEF in Grand Rapids—offers complete coverage of Western Michigan. Costs are entirely reasonable, and listenership very high. Let us give you all the facts—or ask Free & Peters!

* Bobby Jones did it in 1930 when he won the British Amateur, British Open, American Amateur, American Open.

WKZO
CBS—for Kalamazoo and Greater Western Michigan

WJEF
CBS—for Grand Rapids and Kent County

Both owned and operated by Fetzer Broadcasting Company

Free & Peters, Inc., Exclusive National Representatives

Broadcasting • Broadcast Advertising
BAYARD & ECCLESTON, Adv., Los Angeles, California.

JERG BAYARD, setting up his own agency.

BAYARD & ASSOCIATES at 690 S. Grand Ave. J. A. REED, Radford, of the present agency, will move his agency to 690 S. Broadway on Nov. 1.

EUGENE LARMORE is radio director of latter agency.

Harry H. HART, former chief of the Army, has joined S. Duan University, New York University as professor of public relations in Bendix & Bowles, New York.

IRVING WHITNEY, copy chief of Detroit & Co., New York, has been assigned assistant in charge of creative planning.

GERHARD BENZEL, assistant time buyer, has been promoted to chief time buyer for Detroit & Co.

WILLIAM C. DECKER remains director of time buying and station relations.

IRVING J. SHAW has formed the Shaw Adv. Agency, Philadelphia, to specialize in advertising and promotion. New organization is located at 1420 Walnut St.


HERB RINGOLD, who served in the public relations department of War Department, has returned to his former post as radio director of Philadelphia Press Ads., Philadelphia.

MRS. ROY PORTER, wife of NBC Paris correspondent and formerly with Press Associated, has been appointed head of the Paris office being opened by Abbott Knowles, New York.

JOHN E. VODICKA, former owner of his own agency in Miami Beach, Fla., has joined M. Hickerson Co., Miami Beach.

AUSTIN PETERSON, former Hollywood editor, Young & Rubicam, Los Angeles, has been appointed from the group.

BUD PAGANUCCI has shifted from New York to Hollywood as assistant to Thompson Co. writer on NBC-Kraft Music Hall.

RUSSELL TAYLOR, account executive of Robert F. Dennis Inc., Los Angeles agency, has been sent out of town on a secret mission to clear her mind. The lady returned from Hollywood.

R. D. CASEY, former military officer in the Army before he joined the company, has been given the public relations department of N. W. Ayer & Son, New York.

R. M. BERTHA, discharged from the Navy, has also re- joined the company and is awaiting assign- ment at Philadelphia office.

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"Standing room only" was the enthusiastic way New York's theatre audience responded to your special one night appearance in "Laffing Room Only." But there's nothing particularly astounding about that. For day after day—260 days a year—you pack in a radio audience that numbers thousands and thousands.

It's your warmth... your vitality... your apt comments on current events... the way you bring out the naturalness in your famous radio guests that makes such multitudes dial 660... at 1 p.m... ET. Monday through Friday, every week of the year!

There's the power that jam-packs your studio... draws truck loads of fan letters a year... is all but cause for the riot squad whenever you mention a product!

There's the alertness that gave you the biggest "scoop" of the San Francisco Conference, the first radar demonstration on the air, and sent you, the first woman columnist, to broadcast from post-war Europe.

Eight thousand broadcasts over a period of eleven triumphant years prove your success is no accident!

All of which goes to show what a bang-up job can be done... with a prodigious program like yours... on a top-notch station like ours!
Serving
The Third Largest Market
in the
Fourth Richest State

WCOL
COLUMBUS
The Listening Habit of Central Ohio

Represented by
THE HEADLEY-REED CO.

Add 1,500,000
WINTER VISITORS

TO THIS ALREADY, GREAT YEAR 'ROUND MARKET
... and that, Mister, is something!

WGO covers this rich and responsive market as completely as Miami's magic sun.

Every indication points to an all-time record 1945-46 season in the Miami area.

Charles C. Bevis Jr., released from the Navy and a conductor of the Night program department of NBC, has been appointed executive assistant to John F. Royal, ABC vice-president in charge of television. Others returned from the services include J. Harrison Hackett, out of Navy, now director of special features for television, and Norman E. (Dusty) Norgaard, manager of the department. Lister was with Commerce Corps.

Arnold Hartley, WOY New York program director, is father of a set. BLITZ FRANKS, released around service, and Verne Louden have joined WCLB, Salt Lake City announcing staff. Frank formerly was with WOYK, Boston.

Charles Roberts has been promoted to supervisor of all announcing at KLQ, Denver, from the post of PRT, Denver, who left radio to become a power rancher.

Richard R. Hull, television consultant and production manager, broadcasting division, Crosley Corp., Cincinnati, was named to be chairman of the opening session of Television Institute Oct. 14 at the Hotel Commodore, New York City. He also was on "Radio and Television Programming," a series of "Radio and Television Programming and Production" and "900 Years of Television." Carol McGovern, former home director of KTLA, Los Angeles, has been discharged from the first army under the point system and is due to return to radio announcing in December.

Don Gillis, program director of NBC program "General Motors Symphony of the Air," has composed "Symphony No. 5," describing wartime America. The symphony has its premiere on program No. 5, with performance by Dr. Frank Black and NBC Symphony orchestra, ADELAIDE HAWLEY, WMAK, New York, who was named Women's commentator for "General Motors Symphony of the Air," has been chosen for "Woman of the Day" by the Women's Club of women employed in the General Electric Co., Bridgeport, Conn., in recognition of work that has been done in radio and on the screen.

George W. (Dink) Olden, editorial cartoonist has joined the staff of CBS television station WCCO, New York. He produces descriptive animated cartoons used in studio DW series, in addition to cartoons, as well as styro, posters, charts and maps frequently used on WCCO shows.

William H. (Bud) Nelson, former NBC program director and producer-director of "Our Miss Brooks," has rejoined WCAU, Philadelphia. N. C. Betty Smith, former program director for WJZ, is now executive director of the Philadelphia Symphony Orchestra.

Raymond Dietrich, former program director with KBS, Baan, Indiana, is now full-time announcer for WMAK.

Dr. Frank Black, NBC general manager, and a conductor of the "General Motors Symphony of the Air," has completed the assignment of the vocal soloist, "The Dictator's Misbehavers." Play is scheduled for Broadway late this year.

Neil Morgan, director of programs and publicity for CBC, Toronto, has returned from two-month trip to Great Britain and European countries where Canadian troops are stationed. He went overseas for the rehabilitation of the CBC newsroom and the headquarters of the Canadian War Council.

Dick Halsted, chief announcer of CBS, Vancouver, has been moved to the production staff of CBC, Winnipeg to direct various CBC network programs.

Olive Foster, program director of WIND Chicago, has been granted a leave of absence because of poor health. Brooks Connolly, recently discharged from the Navy, has returned to his post as assistant program director.

John F. Royal, assistant producer of the "Tall, Dark, and Handsome," for the Tall, Dark, and Handsome.

RETURNED FROM ABROAD: three former announcers of WCAU Philadelphia were interviewed by Powers Gouraud (above), "Night Owls," Interviewees: Capt. Walter Shelden, Capt. John Franklin, Lt. George Thomas in the usual order.

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NORMAY CORWIN, CBS producer-writer, has written "United and Other Radio Plays," a book to be published after the first of the year by Harry Blau & Co.

FRANK BUTLER, released from the Navy, has rejoined announcing staff of WCCO Minneapolis.

LYNN WILLIAMS has returned to announcing duties of CBS, New Orleans. After three years in AAF, he was with WRNO, Los Angeles, KEBI El Paso, Tex., and WJEW Shreveport, La. In service he participated in several spearhead radio shows.

ALEX J. WIESEN, formerly with KOPW, Newton, Neb., and KIBS Hastings, Neb., is now continuity writer and announcer of KYAK, Anchorage, Alaska.

OLIVER THORNBURG, formerly of WACO Atlanta and WBBM Chicago, has been named program director of WMPS Daytona Beach, Fla. He succeeds CRYSTAL FALLER, now in charge of station production. JACOB RUBINS, European war veteran, is assistant to Thorneburg.

PERSTON L. TAYLOR, announcer and "Your Brother's Keeper" personality, has rejoined WRCU, Ithaca, N. Y., after 3½ years in the service. He managed a string of GI shows across the world. Normany, Belgium, Luxembourg and Germany and also was radio correspondent.

TIM O'SULLIVAN, discharged from military service Oct. 8 after three years' service in the Navy, is now with announcing staff of WULR, Fort Wayne, Ind. Fourth return to join WULR, he

(Continued on page 88)
heard in hawaii
the best in radio......over KGU!

Jack Benny
Chesterfield Supper Club
Bob Hope
Hildegarde's Raleigh Room
Charlie McCarthy
RCA Presents Tommy Dorsey
Hour of Charm
Dr. I.Q.
Voice of Firestone
NBC Symphony
Westinghouse Program
World Parade
Johnny Presents
College of Musical Knowledge
Kraft Music Hall
Abbott & Costello
Burns & Allen

Dinah Shore
Amos & Andy
Can You Top This
Judy Canova
National Barn Dance
Metropolitan Opera
Green Hornet
Fred Waring
Andrews Sisters
Lum & Abner
Spotlight Bands
Donny Kaye
Ma Perkins
Great Gildersleeve
Hymns of All Churches
Breakfast in Hollywood
Album of Familiar Music

Life Can Be Beautiful
Perry Mason
Fibber McGee & Molly
Man Called X
World's Most Honored Music
Mystery Theater
The Shadow
Voy Pop
Sunday Symphony Hour
Bob Burns
Dunninger
Sammy Kaye
Waltz Time
Eddie Cantor
One Man's Family
Great Moments in Music

In 23 years of continuous broadcasting service, KGU has brought the best programs and the biggest names in radio to the people of Hawaii. For continued public service and the very best in radio programming, Hawaii looks to KGU!

NBC IN THE PACIFIC SINCE 1931

Honolulu

KGU

Hawaii

750 KC
2500 W
Clear Channel

Affiliated with the HONOLULU ADVERTISER
Represented by THE KATZ AGENCY, INC.
Careful Aim is as Necessary in Successful Advertising as it is in the Field

How to Test Your Purchase of Radio Time

First, you want a market that is able to buy. Second, you want a medium that is able to reach and sell that market.

The Richmond market is permanent and stable with industrial plants that work steadily, peace-time or wartime. Richmond enjoyed the greatest industrial growth of any large American city of similar size during the pre-war decade.

The average buying power of a Richmond family is $2,140 nearly double that of the average family in the nation. WRNL has the listening ear of these people who have the money to spend. WRNL can do a selling job for you.

Affiliated with the American Broadcasting Company

KNSO
SIoux Falls, S. Dakota
1140 K C — 5000 WATTS
National Representatives
HOWARD H. WILSON CO.

KNOX BLANKEN, CBS New York 分 nover, has been added to Weper Bros. Pictures Inc. to do narration on "Theater of Broadcastings", a short subject dealing with Nation in America. FRANCES ROGERS is to take over the eight women's programs of WIP Philadelphia. She replaces JOYCE OWEN. WALT MACK, released from the Army, has returned to his former post as program director of WCAM Camden, N. J.

THOMAS RODGER, former of WQV Philadelphia, and DOUGLAS BROWN of WAFB Winston-Salem, N. C., have been added to the announcing staff of WIP Philadelphia.

ROY CONKLIN, traffic manager of WIP Philadelphia, has announced her engagement to Jack Dollery's daughter. PHOENICIA LLOYD, former announcer of WCAU Philadelphia, leaves for Europe this week to code on the Today Broad-

HELEN STARR KNOX, former continuity director of WDBM Chicago, has joined KPKO Phoenix as women's commentator.

HOLLY PEARCE resumes his position as the studio supervisor of WDBM Chicago after nearly two years in the Army. He served with the CBS in CBI.

CHARLES IRVING, American "Curtain Time" program and color commentator of "Coronet Quiet Quiz", has moved to New York. ANNE PELLEGRINI replaces him on "Curtain Time". Latter show has been canceled because of new rules on Boston Symphony.

Guild Discussions

FOLOWING meeting of the Radio Directors Guild and four major networks Oct. 9 before the New York Distribution Board, the guild appointed a negotiating committee which held individual discussions with networks during the week. Committee members are: Tony Leader, Ed By-
Our exclusive national representatives:

LEWIS H. AVERY, INC.

565 Fifth Avenue
New York City 17
Plaza 3-2622

333 N. Michigan Avenue
Chicago 1
ANdover 4710

WSAI
Cincinnati

WJJD
Chicago

The Marshall Field Stations
**Network Accounts**

**New Business**


SWEETS Corp., Hoboken, N. J., (Tootsie Roll), Oct. 8 started Dick Tracy, Sat., 7:30-8 p.m., on 38 American stations for 32 weeks. Agency: Ivey & Ellington, N. Y.


IMPERIAL OIL Ltd., Toronto (gasoline), Oct. 27 started Imperial Oil Hockey Broadcasts, 22 CBC Trans-Canada and 8 CBC French network stations. Sat., 9:05-10:30 p.m. Agency: MacMinn Adv., Toronto.

ROBIN HOOF FLOOR MILLS, Montreal (vegetables), Oct. 9 started Les Talents de Chez Nous on 8 CBC French network stations, Thurs., 8-9 p.m. Agency: Young & Rubicam, Toronto.


**Riverside**

JACKSONVILLE, FLORIDA

presents

"The New Jacksonville Story — From 8 To 8"

Based on the Summer, 1945, Hooper Audience Survey

**TIME**

**WPDQ**

<table>
<thead>
<tr>
<th>Time</th>
<th>Station A</th>
<th>Station B</th>
<th>Station C</th>
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</thead>
<tbody>
<tr>
<td>MORNING (8-noon)</td>
<td>39.8</td>
<td>12.7</td>
<td>34.3</td>
</tr>
<tr>
<td>AFTERNOON (noon-6 p.m.)</td>
<td>23.0</td>
<td>18.0</td>
<td>39.4</td>
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<tr>
<td>EARLY EVENING (6-6 p.m.)</td>
<td>22.8</td>
<td>20.4</td>
<td>41.5</td>
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**DOING AN OUTSTANDING JOB**

**FOR LISTENERS AND ADVERTISERS**

IN FLORIDA'S GREATEST CITY!

Your nearest Hollingbery man knows the full story

JACKSONVILLE BROADCASTING CORP.

ROBERT R. FEAGIN, GENERAL MANAGER

**CONCERT SERIES**

NEW SERIES of programs discussing forthcoming concerts of New York Symphony are sponsored on WQXR New York by Plaza Center of Music and Drama, New York. Broadcasts started Sept. 29 and Oct. 6, and will be aired Sundays, 3-4:30 p.m. through March 1946.

**School Quiz**

WITH entire weekend devoted and performed by school children of the 4th, 5th and 6th grades, "Chicago Times-Record Quiz Down on the Chicago" started on the Chicago station Oct. 13 as Saturday highlight. Originating from the Stevens Hotel, program has Mrs. Harriet B. Marsh, director of the Quiz Kids. Questions are confined to subjects studied in those grades.

**Submarine Salute**

NEW quarter-hour program, "Submarine Salute," is carried on WNW New Orleans, Tuesday and Thursday 1 p.m. Sponsored by local fried's Chicken Store. "Salute" is a local broadcast honored Capt. Joseph Williams, commander of submarine fleet now in Gulf area.

**Safety Series**

DRAWING material from files of Los Angeles Police, WOAC New York presents quarter-hour "Design for Death," has been repeated on WOR New York. Program is repeated in cooperation with northern unit of police department. Safety series is written and produced by Bill Holmes. Series is read by narrator.

**School Schedule**

TEN NEW YORK Board of Education series will start on WNYC New York during the week of Oct. 14 on subjects ranging from folklore of the world to the development of the elementary school pupil. Broadcasts will be aired daily. One will be Friday, originating in Brooklyn Technical High School.

**Dance Series**

SERIES of dance programs, "Choreo-tones," is presented on CBS television station WNEW New York as monthly quarter-hour feature. Centering on modern dance, shows are accompanied by narration and recorded music.

**WJNO Mailbag**

MONDAY through Friday 45-minute program started by WJNO West Palm Beach, Fla., for women audience, is "Dave Webber's Morning Mail Bag."

**WTIC-FM Plans**

A NEW 1,000-watt REL power frequency converter has been ordered by WTIC Hartford, Conn., and will make WTIC-FM, one of the first stations to operate on the new FM frequencies assigned by FCC, according to WTIC General Manager Paul W. Morency. Station plans to operate FM on temporary assignment of 86.6 mc beginning Jan. 1. Switch to this newly assigned frequency of 86.5 mc late in the spring. In the interim, WTIC-FM will also maintain program service on its old assigned FM frequency of 86.3 mc.

**Hooper to Speak**

C. E. HOOPER, president, C. E. Hooper Inc., will answer the question: "What is the future of Postwar Radio Audience Measurement?" Oct. 18 at the season's opening radio luncheon meeting of the American Marketing Assn. at the Plaza Hotel in New York. Lawrence Hubbard, research director, Duanne Jones Co., chairman of the radio group, will preside.
Gotta Be WLAV to Cover Grand Rapids

According to a survey of 16,493 Basic Calls to 5,143 listening homes - conducted by ROBERT S. CONLAN & ASSOCIATES

Here are some of the interesting facts in regard to competitive programs:
WLAV wins every hour daily 8:00 AM through 1:00 PM with an exception of 11:00-12:00 noon Saturday and 12:00-1:00 PM on Tuesday

MAY 1945
(AUDIENCE DOMINATION BY HOURS)

Of the 100 hours surveyed:
STATION - WLAV dominates 49 hours
STATION - B dominates 46 hours
STATION - C dominates 4 hours
STATION - D dominates 1 hour

All of which adds up to more listeners, more economically in the Grand Rapids area. A fact which means increased selling power for WLAV advertisers on a results-per-dollar basis.

1340 On Your Dial
AFFILIATED WITH
AMERICAN BROADCASTING CO.

WLAV
"The friendly neighbor station"

TELEPHONE 651461
6 FOUNTAIN ST N E.
GRAND RAPIDS, MICHIGAN
ON THE SERVICE FRONT

Need for Morale Boost Greater
With Occupation, Says AFRS

WHAT WILL happen to the most widespread "network" in the world
—the Armed Forces Radio Service
—now that the war is over?

When will the equipment and dozens of transmitters ranging from
25 w to 10,000 w be made available for sale to commercial broadasters?
And how is AFRS to continue with great numbers of its personnel
donning civvies?

The questions can be answered in one sentence, says AFRS. The
need for morale boosters is even greater with occupation forces than
with fighting troops. The war isn't over for hundreds of thousands of
GI's until every base is closed down.

There are now 161 AFRS stations in operation, throughout the
Pacific islands, Japan, China, Burma, India, and in Italy and Europe,
where AFRS is known as American Forces Network. In addition, there are
47 government and commercial stations sub-scribing to the service and 110
hospital outlets. In Japan and Germany, AFRS is expanding, rather
than decreasing facilities.

Latest available reports show but five stations closed down. The equip-
ment will be released and turned over to the Army-Navy Surplus
Property Disposal Board. These are probably 250 w to 1,000 w stations

CAPTURE OF WARSAW BUTCHER

AS SOON as correspondents were allowed to carry side arms for their
protection in Japan, two of them went out and captured a war criminal.
Correspondents were Clark Lee, INS, and Robert Brumby, Mutual. Criminal
was Joseph Albert Meissinger, a Nazi, reputed to have been
heavily armed. He bad boasted several times that he would shoot five
Americans and then kill himself rather than be taken alive. He was in
a hotel near Mt. Fujiyama when the two newsman entered, recognized
him and took him prisoner. Dramatic capture was caught by newseel
cameraman also on the spot, conveniently enough.

Shreveport, Louisiana

Stacks up!

among the 12 cities of
115,000 to 125,000 population

12th in population...

- 4th in Buying Income (thousands of dollars)
- 1st in Drug Sales
- 4th in Lumber, Building, Hardware Sales
- 9th in General Merchandise Sales
- 4th in Per Capita Income

The Nazi resigns himself to the correspondents' custody.

KWKH
CBS * 50,000 WATTS
The Shreveport Towne Station
Shreveport, Louisiana

Page 70 • October 15, 1945
For the Record...

CFRB SUPPLIES THE NEWS OF THE MOMENT, AT THE RIGHT MOMENT

Throughout the six years of war, this station stuck to its policy of being first with the news whenever possible, but never at the expense of authenticity. Authoritative newscasts were broadcast daily at regular intervals, carefully timed to suit the greatest number of people. And our capable staff of newscasters and commentators stood ready, during the history-making last days, to interrupt any programme, whenever a flash of vital importance came through. But this was done only when the item warranted such an extreme measure and every precaution was taken to ensure against the possibility of error.

FALSE REPORTS HAVE NO PLACE ON CFRB. We recognize the danger of haste in handling news...especially transcendant news at the time of world-shaking conflict. There is nothing more dangerous to a war-anxious world than a hair-trigger, scoop-conscious broadcaster. Knowing his company is averse to any public exploitation of mere speed is the best guarantee any newsmen can have that integrity comes first. And CFRB would rather lose an hour of time than an ounce of integrity in handling news. Let us repeat our credo: CFRB wants to be first with the news whenever it can and as often as it can but CFRB would rather be last, or never broadcast certain material at all, than to rush on the air with news that should not have been put out.

How well this policy has served our listeners will be remembered from the furor of false talk of peace with Japan, when there was no such furor over the CFRB microphones. We pledge, in peace as in war, CFRB will never let the sweep-second hand of a stop watch outweigh our grave responsibility to be accurate, first or last...but all the time!

CFRB
860 KC TORONTO
10,000 WATTS OF SELLING POWER

First for INFORMATION! First for ENTERTAINMENT! First for INSPIRATION!
Service Front
(Continued from page 70)
lie. Even then, equipment may not be in top shape because of the tropical conditions under which many of them were operating.

It will be a tough road ahead for APRS with so many of its men who have served long overseas, many with combat records, being charged. But the service will continue with replacements by low point men of the Army, Navy, Marine Corps and Coast Guard, all of which take part in the operations.

New Radio Device
WRAPS have been lifted from a new radio device which kept step with fast moving Allied armor in Europe. It is said to hold great possibilities for solving a lot of communication problems in a peace-time world.

In the San Francisco Presidio the Army Signal Corps is conducting exhaustive tests of four types of the equipment, a sort of radio octopus which can send and receive as many as eight voice signals or 96 telegraphic circuits simultaneously, and can detach one voice channel to take care of six tele-types at once.

Over its complicated mechanism it is possible to send and receive telephoto, television and teletype signals as well as ordinary voice. Its weight is around 300 pounds. Technically, it provides two-way communication impossible with older type of radio and telephonic equipment. It sends and receives a clear strong signal, and operates on a relay system that has reached as far as 175 miles in tests.

Newscaster McMahon
A FAVORITE newscaster of servicemen in ETO is a Navy man, S 3/c Charles A. McMahon, a radio veteran of 14 years in radio. His broadcasts are carried daily on American Forces Network stations throughout England and ETO. He has been program director of the Base Reporter with WCSC Charleston, S. C., newscaster with WCPO Cincinnati, KNOX Knoxville, WSPA Spartanburg, S. C., and new manager of WELI New Haven.

Maj. Sherman Returns
Maj. JOHN M. SHERMAN, technical director and chief engineer of WTCN Minneapolis, on leave, has been released from the Army where he served with headquarters, AAF as communications and radar officer of the rescue and survival branch in the office of the Assistant Chief of Air Staff Operations. He plans to return to WTCN.

Elson Airs Games
FIRST SPORTS assignment by Bob Elson since his discharge from the Navy as a lieutenant commander will be the description of the Chicago Blackhawks hockey games to be aired over WIND Chicago, starting Oct. 25. All games are captured by the Chicago Daily News and will be aired at 10 p.m. (CST).

Sgt. Hunter in Japan
Sgt. JAMES HUNTER, formerly with WPAT Paterson, has joined the staff of the first American broadcasting station ever operated in Japan. Sgt. Hunter's wife, Bertha Hunter, is a member of WPAT's office staff.

Fall Meeting
FUTURE of radar will be discussed by L. A. DuBridge of the Radiator Laboratory of Mass. Institute of Technology on Nov. 12 at the closing dinner session of the joint fall meeting of the Institute of Radio Engineers and the engineering department of the Radio Manufacturers Assn., to be held Nov. 13-14 at Sheraton Hotel, Rochester, N. Y. Tentative agenda includes papers on television developments, the radio proximity fuse, magnetic wire recording, and other developments which could not be publicly discussed during the war.

Sign American

Swift & Co., Chicago, has renewed 8:30-8:45 a.m. portion of American Breakfast Club on 191 stations. Contract for 52 weeks placed through J. Walter Thompson Co., Chicago.

ANA Meeting
ASSN. OF NATIONAL ADVERTISERS meets Nov. 18-20 at the Hotel Pennsylvania, New York, for 38th annual convention.
Who said the Engineer doesn't want good-looking equipment? Or who said the Manager doesn't give a hang for efficiency? People may have believed that once—but no more.

Which explains why the new GATES Equipment is all built for engineering efficiency plus modern, streamlined appearance. A GATES-equipped Station is a joy to work with—and a pleasure to see. You, too, will like the looks—and the operation—of the new GATES Transmitting Equipment. Write for details about it. And ask about the GATES Priority System for Prompt Post-War Delivery! Gates Radio Co., Quincy, Ill.

THE GATES TRANSCRIPTION TURNTABLE IS DESIGNED FOR EXCEPTIONAL PERFORMANCE

You get heavy, rugged construction without sacrificing precision performance, when you install this outstanding turntable, which gives you instantaneous speed change and "wow" free reproduction. This turntable is designed for hardest, most exacting use—combines harmonious, modern appearance with the best standards of performance.

PROGRESS REPORT

GATES is now in full production on civilian equipment and can make prompt delivery on many popular items.

GATES RADIO CO.
QUINCY, ILLINOIS

EXCLUSIVE MANUFACTURERS OF RADIO TRANSMITTING EQUIPMENT SINCE 1922
Peoria's Fast Growing Drug Firm

Has Long Depended on WMBD for Sales Influence

"The Sutliff & Case Bondwagon" first began over WMBD nine years ago. This musical program proved so effective sales-wise that it has been continued ever since... now more than 2,800 broadcasts without interruption. During this time, Sutliff & Case's business has increased nearly 50%... nine modern stores now serve Peoria.

Mr. J. B. Case, President, says: "Our consistent use of WMBD has contributed greatly to our steady growth... Peoria people listen and live with WMBD."

Page 74 • October 15, 1945
BEST WISHES are extended by John P. O'Rourke (I), president of Hathaway Baker, Inc., to Connie O'Bryant, Hathaway's new publicity director, who is conducting new "Yours for Life" program on WNAC Boston, sponsored by Hathaway for Life bread. Among her tasks are promoting the "Yours for Life" contest of WMGC, New York, and making sure that the "Yours for Life" program is heard on WNAC after 12:45 p.m. Hathaway is new to radio. Lulu's lomanin stung the Phillies. Pops is now taking the general sales manager.

secutive year on Oct. 18. Each week, a half-hour "Standard School Broadcast" on WNYC is broadcast. In the fall of 1928, Carl Kajack will conduct orchestras which interpret music featured on the weekly NBC "Symphony Hour," sponsored by State Oil Co. Adrain Michel has been program manager of the program since 1928. The program is broadcast on WNYC.

KAY DAUMIE, Chicago (Luster-Creme shampoo and general cosmetics), has appointed Bill Blackett & Co., Chicago, to handle advertising. Radio plans are said to be considered.

McKESSON & ROBBINS, Bridgeport (Calico tooth powder, Bax, Bax & Bax), has been awarded a contract with the United States government. The company will manufacture a special type of balsa wood for use in the construction of airplanes.

ZONITE Products Corp. (Lavex division) and the corporation's subsidiary, A. G. Barton & Co., have appointed Erwin, Wasey & Co., New York, to handle advertising. The company is said to be considering a major advertising campaign.

DON BENNETT, former advertising and service manager of Kalamazoo, Mi., and the executive vice-president of Shapero-Wilkins Inc., New York, has been appointed to the executive staff of Shapero-Wilkins Inc., New York.

RUBIN & BOHRMANN Brewing Co., New York, has named the executive vice-president of Shapero-Wilkins Inc., New York, to the executive staff of Shapero-Wilkins Inc., New York.

LAKE BANK & TRUST Co., Salt Lake City, has been announced as the exclusive advertising agency for the bank. The agency will handle all advertising for the bank.

WINTERHALL PHARMACAL Co., div. of Winterholl Co., New York, has appointed Erwin, Wasey & Co., New York, to handle advertising. The company is said to be considering a major advertising campaign.

HARDIN CO., New York, has been announced as the exclusive advertising agency for the bank. The agency will handle all advertising for the bank.

GORDON Co., New York has been announced as the exclusive advertising agency for the bank. The agency will handle all advertising for the bank.

LOUISVILLE'S WAVE (KY) - October 15, 1945 - Page 75

YOU WON'T GET TO FIRST BASE IN CENTERFIELD (KY) - October 15, 1945 - Page 75

Sure it's an important place to be covered—on the ball fields, but not by advertisers! WAVE believes in aiming always at home plate where scores are made: to hit, in Kentucky, the Louisville Trading Area, home of more industry, more prosperous people, more everything that's desirable, than the rest of the State combined! It takes power to play Centerfield with radio, and power costs money. We save it for you!
KANSAS CITY IS A KOZY MARKET

PORTER BLDG., KANSAS CITY, MO.

EVERETT L. DILLARD ELIZABETH WHITEHEAD
General Manager Station Director

Pioneer FM Station in the Kansas City Area

Ask for Rate Card

Sponsors

(Continued from page 75)

renewed two quarter-hour sponsored programs five-weekly on CRWX. through McDonnell, Edelman & Co., Vancouver, Lewis, New York, (hats), has added five announcements weekly on CRWX. Agency is Berman, Smith, Castleton & Pierce, New York.

OVRIEN & CO., San Jose, Cal. (candy, mfg.), has appointed Leon Livingston Adv., San Francisco, to handle advertising.

KORET of California, San Francisco (women's dresses), has appointed Abbott Kinimii Co., Los Angeles, to handle advertising.

WILLIAM L. SHINNICK, for two years on CNN overseas assignment, has been appointed advertising manager of Miller Bros. Coffee Inc., San Francisco. Prior to the war he was New York account executive of Benton & Bowles.

CLARK DONNIVY, advertising manager of Mutual Orange Distributors, Redlands, Cal., has been appointed sales manager of the organization's canned goods department. Firm has also moved advertising department to Los Angeles.

UNITED STATES Savings & Loan League, national association of savings and loan institutions, plans an advertising campaign through Puller & Smith & Ross, New York.

NEHI Corp., Columbus, Ga. (RC Cola), is sponsoring in cooperation with local bottlers all of the U. of Georgia football games over a network of 17 Georgia stations, WBR, Columbus is originating station. Special events staff of WATL, Atlanta handles games.

UTAH Oil Refining Co., Salt Lake City, has started Wednesday evening half-hour "Memorable Melodies" on KSL, Salt Lake City. Contract for 52 weeks placed by Radio Ad. Silt Lake City.

ALLSTATE INSURANCE Co., Chicago, began sponsorship Oct. 8 of a spot campaign.

DURING mid-period of recent All-Stars vs. Greenway Packers (football) game in Chicago, Thomas E. Wilson (l), chairman of the board of Wilson Co., and also of broadcast sponsor, Wilson Sporting Goods Co., chats with Johnny Neffle (r), sport commentator, while WGN Chicago Producer-Reporter Wood listens in. Game was heard nationally and broadcast overseas to WWII men.

How, Thomas Cassidy
Columbia Broadcasting System
New York City

Dear Tom:

They tell me you're promotion hoo for CBS, so I thought you'd be interested in something I ran across the other night while I was looking out our Promotion office here at WCHS, John-

up Smith, who edited the day after Pearl Harbor is back on the job and Margaret Ebline are really cooking things up for promotion of the CBS "Big-

net Shows in Town." These two are so enthusiastic they're even using sponsors of local events, amusement and talent for part of their show time to pro-
duce special promotiona-
al programs ... you've practically got a branch office here in Charleston, W. Va., but then, that's the way that department produces for everyone ... they really go all out.

Yrs.,
Algy

WCHS
Charleston, W. Va.

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Algy

WCHS
Charleston, W. Va.

GENERAL WAX INDUSTRIES, division of General Shoe Corp., Nashville (liquid and paste shoe polishes), has appointed Rutman & Reish to handle advertising. Chicago office of agency is planning a television show [BROAD-

LUCKY HEART LABS, Memphis (household insecticides), has appointed Goldman & Gross, Chicago, to handle advertising. Radio is said to be con-
sidered.

PONY EXPRESS STAGES, Salt Lake City (transportation). In four-week campaign ending Oct. 8 is using 24 spots weekly on KLAS Pasadena, Cal., Gilchrist Agency, Salt Lake City, has accounts. Michigan Bulb Co., Holland, Mich. (tulip bulbs), Oct. 1 started five-weekly "Harmony Homestead" on KLAS for 52 weeks. Agency is O'Neil, Larson & McAlpin, Chicago.

CHICAGO TITLE & TRUST Co., new to radio, begins sponsorship Oct. 13 of the Chicago Symphony Orchestra on WCFL, Chicago. To be heard Wednes-
day 8:30 p.m. (CST). program is expected to continue until mid-summer, according to sponsor's agency, Bertein & Co., Chicago. Orchestra is represented by W. Baggie Levin, Chicago. Program will be used to advertise guar-

ty division of the business.

HAROLD PROSKY has resigned from Leh & Fink Products Corp., New York, to join Michigan Chemical Corp., St. Louis, as director of sales and ad-

vertising for New York headquarters, to be opened soon.

POSTER-MILBURN Co., Buffalo, N. Y. (Doane's PILA), has started sponsorship of "Chicago, U. S. A." over WENR Chicago effective October 15 in Monday-

Wednesday-Friday 9:45-10 p.m. (CST) period. John Lyon wire-records interviews with Chicago people. Contract placed through Street & Finney, New York.

WCHS
Charleston, W. Va.

BROADCASTING • Broadcast Advertising
TOBACCO NET NAMES NEW SALES MANAGER

PHILIP F. WHITTEN of New York City, account executive of Mutual Broadcasting System since 1944, joined Tobacco Network Inc., Raleigh, N. C., Oct. 1 as general sales manager, according to Louis N. Howard, president of the regional network.

Mr. Whitten, a graduate of Amherst College, Mass., joined CBS as an account executive in 1939, leaving three years later to become sales manager of WINS New York. He later took a similar post with WHN New York and then opened his own advertising agency in New York in 1957. He re-entered the network business in 1942 as account executive of Blue Network.

He will make his headquarters at Tobacco Network's central office, Odd Fellows Building, Raleigh. The network has stations in Raleigh, Greenville, Wilson, Fayetteville, New Bern, and Goldsboro, N. C. Announcing Mr. Whitten's appointment, President Howard said "His ability will prove invaluable in servicing our present accounts and securing many important additional commitments. We look forward to a new era in regional advertising."

COL. JACK HARRIS RETURNS TO TOKYO

LT. COL. JACK HARRIS, radio and communications officer on Gen. MacArthur's staff who has been in the States on official business and leave, left Saturday (Oct. 13) to return to Tokyo, where he is in charge of Radio Tokyo. Before leaving Washington Col. Harris asked that program directors and station managers interested in home-town recordings of boys in occupied Japan get in touch with him.

"We are equipped to make anything from 6-minute interviews to full-quarter-hour programs," he said. With 21 studios at Radio Tokyo and a large staff of servicemen, formerly in radio, Col. Harris said his section plans to concentrate on quality rather than quantity. GI's are providing entertainment for Japanese listeners as well as our own troops in the occupied country, he explained.

Col. Harris requested that broadcasters interested in continuing programs from Japan write him air mail as follows: Lt. Col. Jack Harris, Public Relations Office, Advance Echelon, GHQ Army Forces, Pacific, Tokyo, Japan, care of Postmaster 500, San Francisco, Calif.

HOME ECONOMICS pupils at Okene, OGEA, public schools listen twice-weekly to Helen Dry's home service program on WAY Oklahoma City as part of class activity. Teacher quizzes class following each program. First program of series originated from classroom with Gov. Kerr participating.
Pyle Hits Pacific High Spots

WHEN Howard Pyle, program director of KEAR Phoenix, left Arizona June 1 for a Pacific tour, he didn't know what he was getting into. Some of the things he got into were:

First broadcaster to land at Atsugi, accompanying 11th Airborne Division; first to reach Yokohama and Yokosuka; among first correspondents to reach Tokyo; witnessed surrender on M definiti and capitulation of Gen. Yama shita at Baguio in Northern Luzon; accompanied Gen. Wainwright's home-bound party as only correspondent to cover return of hero to Washington.

Five Arizona Broadcasting Co. station managers heard his firsthand account of the Pacific tour, as correspondent for ABC and representing NBC. Listening to Pyle (at left) are (I to r), Harold Ritter, KYCA Prescott; Willard Shoerick, KWJE Globe; Dick Lewis, KTAR and ABC; Ray Smucker, KYUM Yuma; R. W. Williams, KVOA Tucson.

EXECUTIVE DUTIES CLARIFIED BY RCA

A BASIC organization chart has been set up to clarify the duties of the RCA Victor Division. According to Frank Polson, executive vice-president, a complete survey was made with a view to reorganize the company along product lines.

Chart shows president of RCA appoints Mr. Polson; J. C. Wilson, operating vice-president; accounts and finance, A. MacGillivray; director, law, J. H. McConnell; general attorney; public relations, W. S. Bumstead; sales division, J. S. West, director; all institutional advertising; education and training, F. H. Kilkpatrick, director; personnel, F. D. Wilson, director; manufacturing and operations, J. A. Milling, director; engineering, D. F. Schmit, director; tube division, L. W. Teegarden, general manager; engineering products division, M. Brunet, general manager; home instrument division, J. B. Elliott, general manager; record division, J. W. Murray, general manager.

WCAU'S $2,000,000 Radio, Television Center

WCAU BROADCASTING Co. will erect a radio and television center in Philadelphia, to be four stories high, occupy 2,000,000 cubic feet, and cost $2,000,000.

Dr. Leon Levy, station president, said it would not be ready for occupancy until 1947. George Daub has been appointed architect and will announce plans for proposed site next month. Proposals for the center were revealed when the station appealed to the Zoning Board of Adjustment for permission to erect a radio mast. Structures in the area are limited to 245 feet above street.

CBC Farm Meet

PROGRAMS on food and agriculture featured annual conference of CBC farm commentators at Toronto Oct. 1-3. Meetings were presided over by Harry Boyle, CBC farm broadcasts supervisor. Attending were Fergus Nutrie, assistant director, Toronto; A. Leach, British Columbia commentator; and Peter McDonald, script writer, Vancouver; P. W. Whittall and R. G. Knowles, prairie commentators, Winnipeg; Lamont Tilden, commentator, CBR, Montreal; Ron C. Fraser and Keith Morrow, commentators, Halifax.

Charles L. Thomson

CHARLES L. THOMSON, 88, account executive with WMCA New York since September 1941, died at his home in New York Oct. 7 following a brief illness. Prior to his affiliation with WMCA, Mr. Thomson was with the advertising department of the New York Sun.
Fulfilling the Tradition of Collins Quality Leadership

The 21A is a thoroughly developed 5 kw AM broadcast transmitter, and an excellent example of characteristically superior Collins engineering and construction.

Based on sound, well-proved principles of design, the 21A has been completely modernized within recent months. New components of improved design, with longer life and higher safety factors than were previously available, assure reliable continuous operation.

The response curve is flat, within ± ½ db. from 30 to 10,000 cycles. Reduced power to 1 kw is obtained by instantaneous lowering of plate voltages, permitting uninterrupted program transmission.

We will be glad to send you detailed information regarding the 21A, other Collins transmitters, the 12Y remote amplifier, the 12Z four channel remote amplifier and Collins high quality studio equipment. Collins Radio Company, Cedar Rapids, Iowa; 11 West 42nd Street, New York 18, N. Y.

The Collins 12Y Remote Amplifier

A one channel remote amplifier for unattended operation from a 115 volt a.c. power source, the 12Y provides the advantages of quick set-up, small size, light weight, high fidelity, simple operation, utmost reliability and low cost. It is practically hum free due to the removal of the isolation transformer, which is in the power cable.

FOR BROADCAST QUALITY, IT'S...
NEED COLOR TO SELL FASHIONS BY VIDEO

Fashion industry was urged to use television as an advertising medium but was warned that technical and artistic handicaps must be overcome before the fashion industry could expect a visible return, by Worthington Minor, manager of WCBW-CBS video station, at a luncheon given by the Fashion Group Inc., at the Hotel Biltmore, New York.

He pointed out that the industry should take slowly to promotion by television until such time as the public was more firmly established. "Critical problem in television fashions," he explained, "the color. Fashions and home furnishings in gray are robed of excitement and appeal and it is extremely difficult to promote good taste without color." However, be assured the group that considerable progress had been made with color video.

By the Way, Harry

"THE OUTSIDE world" must have a terrific faith in the power of Washington news commentators. Joe McCaffrey, CBS Washington newscaster, received these comments last week from a reader of his syndicated newspaper column on veterans: "The next time you talk to Mr. Truman please tell him about my son; he will be 18 in December and I don't want him to be drafted. Tell Harry that the draft should be cancelled—if no one is around to tell him. They are six votes in our family. Also I am sure I can get the 1-6 who live next door to vote for him—there are seven in their family but I don't think the grandfather will live until 1948."

FM-BI-NAB Merger Opposed by WABF

Hirschmann Says FM Growth Needs Separate Organization

Protest against "any design which will aim at the consistence of the FM service with the National Association of Broadcasters" is voiced by I. A. Hirschmann of WABF New York (FM) in a letter to FMBI, a copy of which he sent to the FCC.

"The interest in the expeditious development of frequency modulation calls for a separate organization which represents the FM operators and which will employ an aggressive program to concentrate on the development of the field of FM," Mr. Hirschmann declared.

He said his opposition to unifying with NAB, which he submitted in the name of WABF, "is not said in any way in derogation of the NAB.

However, he said, NAB "does not have as the mouthpiece for amplitude modulation broadcasters," He questioned whether NAB would recognize itself overnight and become a powerful factor in the furtherance of FM as an acknowledged improvement over the AM field." He said FM "can not at this time afford to throw its lot with any other broadcasting association. It will make progress in direct ratio to its ability to fit its way through to full recognition by the public of its acknowledged superior service. Any confusion of this issue among the broadcasters or the public will be a disservice to the art of broadcasting in the long run."

His letter to FMBI noted that a committee is "now studying the question of amalgamating in some form" and has been authorized to consider the "fostering of FMBI's policy through a single trade association."

FM-BI Meeting Oct. 19

Meeting of Frequency Modulators Executive Board of Directors will be held at 9:30 a.m. Oct. 19 at Ambassador East Hotel, Chicago, instead of Oct. 20 as originally scheduled. Principal topic will be a proposal submitted by NAB for a merging of the two trade associations (Broadcasting, Oct. 8). Under this plan NAB would have an integral FM department. FM-BI is interested in continuing the fight for more channels under 106 mc and NAB's promise on this battle may be deciding factor in FM-BI's decision.

RCA Magazine to S. A.

RCA International Division is publishing Spanish language magazine "Radio Mundial the first issue of which is now being distributed worldwide in Latin America. Quarterly publication is designed for Spanish-speaking people interested in broadcasting, radio communications and allied activities.

Radio at Quebec

FOUR radio correspondents have been accredited by the State Dept. as new's representatives at the first session of the Food & Agriculture Organization of the United Nations, opening Tuesday (Oct. 16) in Quebec City, Que. They are: Richard Hamer, NBC; Marshall Wells, farm editor, WJR Detroit; Sterling Fisher, NBC; Dorothy Lewis, NAB Coordinator of Listener Activity.

NO PRIORITY

IMMEDIATE SHIPMENT

George A. Starbird

MICROPHONE BOOMS

ADAPTORs Any of your microphones can be attached easily to this Boom without purchasing additional fittings. No tools are necessary because all the adapters are threaded in order that they can be screwed together. The fitting attached to the clevis on the end of the boom fits a 3/8 x 24 thread which is the thread for all W. E. Microphones. An adapter for microphones using 5/8 inch threads, one for 3/8 x 24 and a hook complete the adapters normally supplied.

CASTINGS All castings, except base and counterweight (cast iron), are strong aluminum alloy, aircraft quality heat treated and anodized.

TUBING All tubing, 18 gauge aluminum alloy finished by the Alumilite Process - a hard, oxide coating.

HANDWHEELS All hand wheels are knurled and polished aluminum alloy, 2 1/2 inches in diameter. Operated easily, will turn without muscle strain or injury to your hands.

CASTERS Three inch double ball bearing, rubber tired Darnell Casters.

COLOR All castings: black, grey, dark green. Baked enamel.

GUARANTEE Workmanship and materials fully guaranteed.
More than two years ago, an engineer of the Laboratories visited U.S.S. Boise, returned with a mysterious box which went into the Laboratories' vault. Now, victory opens the box and discloses a special kind of electron tube called a magnetron. It was part of a Radar which furnished data to aim U.S.S. Boise's guns during the night action off Savo Island on October 11-12, 1942. Because of the high frequency generated by this magnetron, the Radar was not detected by the enemy and the action was a complete surprise. Six Japanese warships were sent to the bottom of the sea.

This magnetron is a symbol of the Laboratories' enormous war program. Half of it was devoted to Radar, the other half gave birth to radio transmitters and receivers, sonar apparatus for the Navy, loudspeaker systems for ships and beach-heads, fire-control apparatus for anti-aircraft artillery. Coming months will unfold the story of these and many other contributions of the Laboratories to the victory of our arms.

Bell Telephone Laboratories' war work began before the war; until now, it claimed practically all our attention. With victory, we will go back to our regular job—helping to bring you the world's finest telephone service.
McCullough
(Continued from page 10)
tirely unnecessary were it not for the fact that judicial inquiry abroad brought to light the information that in all probability and at what was considered to be the right time, radio broadcasting as such in Germany, and inferentially in Italy, would be handed back to the then government in power. In heaven's name, why? Did not radio previously exist in those countries on a similar basis and look what a couple of sneak-pots (Hitler and Mussolini) did with it? What assurance do we have that the same thing will not happen again, if we set up a condition of similar circumstances?
Fire will get you ten from practically any American Army officer abroad that history will repeat itself reasonably soon unless some fairly precautionary moves are made at this time and the whole European situation monitored for the long pull.
Where is there a better place to start than with the proper use and distribution of radio facilities? Can you conceive of a better way to purchase insurance against a repetition of the tragedy we have just known than to start by introducing "free enterprise" into radio broadcasting in the countries we now occupy abroad? Why cannot radio be placed in the hands of those other than the government when we are ready to turn the facilities back to the people? Radio certainly could not end up again in any worse shape or in less trustworthy hands than it had been up to V-E Day. Is "free enterprise" radio not to be considered? Could not the American Army in their zones of influence screen out enough worthy Germans and Italians to make a real try?

Suggestions for Germany

Under the present system it is practically impossible to get any real participation from the German people in radio broadcasting. However, if the operation of low-powered stations in a number of communities were placed in the hands of responsible German people, a different story might soon exist.

Once the German people realized the project was on the level, they would be eager to participate and hence learn to guard their freedom of speech which they have long since lost and which may now be lost to them forever, unless we do something about it. Until freedom of speech becomes a real and living thing in Germany, there appears to be little hope of lasting peace in central Europe.

Allowing for a normal amount of ingenuity, initiative, and competition, free enterprise broadcasting, which is simply another name for free speech, should become so good and be such a novelty in Europe that it might easily draw other countries along similar paths.

Listener pressure has tipped many a radio scale. If it did, a lot of pushing around over there would stop and it would most certainly become considerably less expensive in many ways for the United States every twenty-five years or so. Space does not permit a full discussion of all sides of this subject at this time, but almost anyone returning from Europe today will tell you that they have a feeling that a bigger blow-off than any thus far is in the offing over there unless something permanent is done to restore the inherent rights of the every-man on the streets. The installation of the "American system of broadcasting" would certainly help.

R. S. The trip was a real education in more ways than one. Col. Ed. Kirby is the ace of efficiency. The Army and all the guys in it are tops for my money. Justin Miller will wear well in the broadcasting industry. I left home having four blood brothers and now I figure I have 15 more of some variety or other. We certainly all started and finished together. Speaking of home, it certainly looked good and, as of today, the "American system of broadcasting" looks even better.
THOUSANDS OF TESTIMONIALS

Thousands of testimonials are in the files at Hallicrafters. They are from members of the armed services all over the world. They tell how Hallicrafters-built communications equipment has performed dependably and brilliantly on all the battle fronts of the world. Many of these letters are signed by licensed amateurs who include their call letters with their signatures. A high percentage of the letters conclude with sentiments like these—we quote: "If a rig can take it like the HT-9 took it in the Australian jungles, it's the rig for my shack after the war" . . . "When I buy my communications equipment it will be Hallicrafters" . . . "After we have won this war and I can get a ham ticket there will not be the slightest doubt as to the equipment I will use . . . it will be Hallicrafters" . . . "Meeting Hallicrafters gear in the service was like seeing someone from home . . . I used to have one of your receivers at W7FNJ . . . hope to have more after the war" . . . "being an old ham myself I know what went into the 299 . . ." Thus does the voice of the amateur come pouring into Hallicrafters headquarters, providing information, guidance and further inspiration to Hallicrafters engineers. Amateurs will find in Hallicrafters peacetime output just the equipment they need—refined and developed in the fire of war and continuing to live up to the well earned reputation as "the radio man's radio."

hallicrafters RADIO

THE HALLICRAFTERS CO., MANUFACTURERS OF RADIO AND ELECTRONIC EQUIPMENT, CHICAGO 14, U. S. A.
GETTING UP HIGH

means LOWER COST

Getting that F.M. Antenna up high not only means more efficient area coverage—but it also means lower costs. Doubling the height of the antenna above ground is equivalent to doubling the transmitter power. Thus a 250 watt transmitter with a 200 foot tower would equal a 1000 watt transmitter with a 100 foot tower. That is real economy—both in initial transmitter cost and in power.

2 Wincharger Products will help you get better F.M. Broadcasting at lower costs: (1) A sturdy, economical Wincharger Tower to get your antenna high. (2) An efficient, low cost Wincharger F.M. Antenna. Pay full information write or wire us.

No. 305

STOP WATCHES
Now Available FROM STOCK

GALLET • GALCO • SECURITY TIMERS

Send for catalog showing complete line suitable for radio work

No Priority Necessary

M. J. STILLMAN CO., INC.
Established 1914


ATOMIC BROADCASTS
KRNT Makes Recordings in New Mexico Desert

FIRST BROADCASTS recorded at the crater in New Mexico caused by the first atomic bomb have been aired by KRNT Des Moines and fed to the American network. Seeking an idea to give a special "kicker" to the Victory Loan Drive beginning this month, George Creemans, KRNT special events director, and the station management hit upon the idea of recorded broadcasts from the crater and follow-up of auctions of jewels made from the glazed sands. War Dept. turned down the jewelry idea but approved the broadcasts.

Creemans flew to the Oscura basin in New Mexico, recorded four programs on a wire recorder, returned to Des Moines and did his shows. American requested them for a coast-to-coast network, Associated Press and the Des Moines newspapers carried stories and pre-broadcast announcements stirred interest among Iowa listeners. Phil Hoffman, Cowles Broadcasting Co. vice-president who approved the atomic crater junket, places strong emphasis on public service special events.

CJCA Edmonton is remodeling and acoustically treating three of its studios and two control rooms as part of reconstruction program.

AUTO-LITE SHIFTS

BERLIN, Tokyo and Hollywood were linked together Oct. 9th via shortwave during Everything for the Boys, sponsored by Auto-Lite Co., Tuesday 7:30-8 p.m. on NBC. A South Carolina service man in Japan, a Brooklyn GI in Germany and Dick Haymes and Helen Forrest in Hollywood participated. Newly titled The Dick Haymes show, program dropped overseas-pickup-format and moved to CBS Oct. 13, Saturday 8:30 p.m. Agency is Ruthrauff & Ryan, New York and Hollywood.

Tulsa

(Continued from page 22)

dandy idea. Small towns and rural folk, who feel that they are living in the back waters of the larger and more prosperous cities, get a chance to compare their good points and bad; they may profit by listening to each other's broadcasts and pick up an idea for home betterment, or for being grateful and appreciative for their own advantages. . . . There's something inspirational about these small towns."

"We feel," said the Claremore Progress, "that this was one of the finest pieces of publicity that this community has ever received . . ." To the philosophy of Ken Miller is the conviction that there's lots of room in radio for thoroughly spontaneous programs, unscripted and unrehearsed.

He has some notions too, about appropriate subject matter. He feels that there is a paucity of programs dealing with the unexpectacular every-day experiences and problems of the unexpectacular common man and his wife and kids.

He limits participants to six. He strives for the greatest possible diversity of interests and opinions. A typical Typical Man Street Speaks will include the mayor, a teacher, the president of the chamber of commerce, a farmer, a representative of the community's principal industry, and perhaps a plain taxpayer.

They chat for half an hour. Ken Miller has learned from experience that excessive preliminaries violate spontaneity. He doesn't want them to get "talked out". The signal is given and the recording begins.

From mental notes made during the preliminary conversation, Moderator Miller leads his friends through a highly informal, utterly unrehearsed half-hour and Typical Man Street Speaks.

ESPERANTO, universal language, will benefit shortwave radio by making it possible for wave listeners to understand immediately what is being said, according to Earle Tappen, Co memo- co-director of Pan-American Interlan- guage Assoc., who, with G. Alan Con- nor, director of the International Lan- guage Institute, New York, conducts a course in Esperanto on WQXR (FM sta- tion) New York, Friday, 7:30 p.m.

WHO

is "Listened-To Most" in
79 of Iowa's 99
Counties!

(90 counties, nighttime)

50,000 Watts - Des Moines

Free & Peters, Representatives

WINCHARGER
F.M. ANTENNAS ANTENNA TOWERS-VERTICAL RADIATORS

WINCHARGER CORP. SIOUX CITY, IOWA

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Celler
(Continued from page 16)

measure. Rep. Celler's statement denied he had any intention of fostering Government "ownership." "It most certainly is not my purpose to advocate in any way Government ownership of radio," he stated. "I was not truck with such Government ownership. The best example of such Government ownership is the British Broadcasting Company (sic) and American radio most emphatically does not suffer by comparison."

Private Operation

He declared the "sprightliness, the ingenuity, the variety and inventiveness of American broadcast cannot be matched by BBC." Rep. Celler expressed a firm conviction that radio operation "belongs in private industry" but that "private operation must be cognizant of its failings and help in remedying the them."

He paid tribute to the "various chains and other independent stations," saying "They have made excellent progress, but I am sure they will reach the ultimate in the improving of radio broadcast."

Both radio and the public, said Rep. Celler, "can profit from the passage of the bill I have offered."

Chairman Porter in August acknowledged receipt of Rep. Celler's letter, which outlined the congressmen's demands. When the Croley-Avco decision was handed down, Mr. Porter sent Rep. Celler copies of the majority and dissenting opinions.

Text of the Celler Bill follows:

A BILL

To amend the Communications Act of 1934, as amended.

Section 309(g) of the Communications Act of 1934, as amended, by adding at the end thereof the following:

"Before filing any application for renewal of a broadcast station license, a licensee shall cause to be published in at least three times, in a daily newspaper of general circulation, published in the same community in which such station is licensed, a notice of application for renewal in such form as the Commission shall prescribe, setting forth his intention to file a renewal application, the date on which the existing license expires, and a statement in the form prescribed by the Commission that the licensee seeking the same channel must file an application within that date in order to receive competitive consideration, and that anyone desiring to oppose the renewal must file his reasons with the Commission in writing at least thirty days before such date.

Section 3 of the Communications Act of 1934, as amended, by adding at the end thereof a new subsection, as follows:

"(b) With respect to grants to broadcast matters, 'public interest' includes the interest of all listeners within the service area of the broadcast station or stations concerned, and no finding of 'public interest' shall be made in any broadcast matter unless the Commission finds that the use of the station has not been made and will not be made for commercial advertising purposes."

Section 3 of the Communications Act of 1934, as amended, by inserting in lieu thereof a new subsection, as follows:

"(c) The Commission shall fix per centage (of such percentage) of which is commonly known as the broadcast licensee's subside time) to be allocated during such period to each broadcast type or kinds of non-profit programs for a particular type or kinds of the tangible broadcast property transferred or assigned."

ETHRIDGE IS NAMED TO POST IN BALKANS

MARK ETHRIDGE, vice-president and publisher of the Louisville Courier-Journal and Times and general manager of WHAS, was scheduled to arrive in Washington today (Oct. 15) to accept appointment as special envoy to study conditions in the Balkans. His appointment was announced last week by Secretary of State Byrnes.

After conferences at the State Dept. Mr. Ethridge will leave for his assignment. He will formulate recommendations. Mr. Byrnes for the future of the Balkan States. A former A.B. president, Mr. Ethridge was named in early 1941 by the late President Roosevelt to study radio with a view of recommending a national policy to the White House.

CJCH to 5 kw

CJCH Halifax is to increase power next spring from present 1 kw to 5 kw, having obtained permission from Dept. of Transport.

FCC to Issue Permits

For Radar Navigation

LIMITED number of experimental licenses for radio navigational devices will be issued under FCC policy announced Oct. 11. Policy covers only experimental Class 2 stations where it is clear facilities will be used to obtain data on needs of navigational services and in formulating regulations.

No licenses have yet been issued except for wartime experimental activities of the Government. Several bands above 25 mc are available for legal use, under the FCC's allocation. Specific radar channels have not yet been designated nor have rules promulgated. FCC makes clear that expenditures are incurred at risk of allocation charges.

BIG EARS
ON LITTLE PITCHERS MEAN
BIG AUDIENCES ON KCMO

Of five children's programs listed as favorites in a recent poll of listening habits in Kansas City schools, KCMO carries four. First, second, third and fifth choice went to children's programs on KCMO. That's a case where little pitchers have big ears and that means big audiences. If you have a product that calls for widespread recognition among youngsters, KCMO can and will reach them for you.

An important segment of daytime radio over KCMO, these children's programs point to a trend that's becoming more pronounced daily: KCMO, backed by availabilities and low cost per radio home, is the daytime radio buy in the greater Kansas City market. A call at your nearest John E. Pearson office will deliver KCMO daytime availabilities.

Represented by
JOHN E. PEARSON
CHICAGO NEW YORK KANSAS CITY

5000 WATTS
Basic Station
AMERICAN Broadcasting Co.

HOLLISTER QUARTZ OSCILLATORS SINCE 1927
HOLLISTER CRYSTAL CO.
Boulder, Colorado

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ILGWU
(Continued from page 30)
sands to see and hear, by merely turning a dial, where formerly only hundreds (after paying an admission price) could see and hear. FM will be one of the media which will enable the widest dissemination of culture, education, and art . . .

"FM gives radio broadcasting the great opportunity to become the local town meeting hall, the local musical hall, the local drama center. It will permit the ILGWU affiliates to give to the community at large what formerly was confined to the members. The moral and financial aid of the ILGWU will be at the disposal of the local applicants which will be the licensees and have control over station policy. These local groups will do an outstanding job in public service programming. . . ."

The Union informed the Commission it "will not attempt to see how much money it can net" from the operations, that it "knows and will honor the fact that the primary commodity it will use as a licensee are the air waves, which are a public commodity, owned by its listeners," and that it will use these air waves "for the primary purpose of bettering the lives of its listeners."

As an illustration of the program structure proposed for the various stations, the union exhibited the schedule tentatively planned for Chattanooga. Public service programs would include classical, semi-classical and folk, and dance music; hourly news bulletins, four 15-minute, and six 5-minute news programs daily; local forum; religious programs; gifted music student recitals.

The station’s daily schedule would include a program on health (live or transcribed); market reports; 5-minute calendar of events; municipal activities; school activities (emphasizing high school and adult education); home economics and child care; cultural discussion. Weekly programs would include local dramatic offerings; local band music; youth citizenship program; local sports news; stories and plays for children.

The principal idea of the project, the union stated, "is to build a close tie-up between each station and our union organization in the locality primarily responsible for its success and all civic and educational elements in that community."

A VARIETY of network attitudes toward labor unions as program sponsors was discovered by Broadcasting last week when it queried CBS, Mutual and NBC on the subject. Following an announcement of American that it had sold time to the CIO for a series of four broadcasts on its network.

American has decided that it will sell time for the discussions of controversial issues. NBC and CBS do not sell time for such discussions. Mutual has adopted no overall policy but will determine any requests from a union for the purchase of time on its individual merits.

Devoted to public issues relating to labor, with Philip Murray, CIO president, introducing guest speakers, the series on American will be broadcast on alternate Mondays, beginning Oct. 15. First broadcast will be 9-11:15 p.m., other three at 10-10:15 p.m.

In announcing sale of time for the discussion of controversial issues, Mark Wood, president of American, said: "We believe it is in keeping with the Federal Communications Act, as interpreted by the FCC, to sell time to labor unions. American proposes to continue to exercise its managerial discretion to insure well-rounded discussions of public affairs, both on a commercial and sustaining basis."

CBS Policy

CBS states that it will "continue its policy of equal treatment with no discrimination among advertisers and prospective advertisers on the network. Each advertiser will be expected to present programs of interest to the listening audience to confine his commercial message to 10% of the time of evening programs and 16% of daytime programs, and to restrict his use of his time on the air for the propagation of his views on controversial public questions."

Columbia has made available and will continue to make available, without charge, time on the air for bringing to the radio audience discussions of public questions, and believes that only by refusing to accept money for this public service is it possible to present balanced discussions of public issues by leading spokesmen. Mutual said that if a union were to approach it with a good program that seemed to be of general interest to the listening public there seems to be no reason that it should not be broadcast. The network is giving no hard and fast rules regarding the matter, it was said, and each case will be considered on its individual merits and merits. It is not NBC’s policy at present to sell time to unions for the discussion of controversial issues on the air," the network said. "It has long been NBC’s policy to grant free time to unions for the discussion of such issues as they may wish to bring before the public. Equal free time is granted to those with other viewpoints. This concurs with the American United program which is being carried by more than two-thirds of the stations on the NBC network and on which the two major labor unions, the CIO and Farm and Commerce groups."

American and Electronic Corp. of America last week gave explanations of the Nov. 30 termination of the broadcasts of William S. Gilmor on WJZ New York, key station of American under Electronic Corp. sponsorship, following the exclusive announcement of the break in the Oct. 8 Broadcasting.

Network announced that a new series, News of Tomorrow, will be designed to interest union leaders around the globe who will go into the 11-11:15 p.m. period on the network, seven nights a week, starting Dec. 3. Program will include five minutes of local news by individual stations followed by ten minutes of features and commentary, chiefly from overseas. In New York the new program will replace the Gilmor broadcast. The network said, following termination Nov. 20 of the one-year contract between Electronics Corp. and WJZ for the four-week commentary.

Company stated it had been "carefully considering our future advertising plans" and has "reached the conclusion that the large and loyal audience of Mr. William S. Gilmor could be more effectively and economically reached in the New York area through another outlet." Stating added that "the termination of WJZ anticipated our movement to another outlet and that negotiations for satisfactory time are now being concluded, with a definite announcement imminent.

TOTAL WAR OUTPUT EXCEEDS 10 BILLIONS

TOTAL production of electronic and communication equipment in the five war years was $10,050,000,000, according to WPB Chairman J. A. Krug, reporting Oct. 9 on "Fifty-one Achievements and the Reconversion Outlook."

Mr. Krug reviewed technological progress during the war, including spectacular radio achievements, and the tremendous development of the electronics industry in process, control and inspection operations. Electronic and communication production increased 70 times between 1940 and 1944. Mr. Krug said, rising from $25,000,000,000 in the last half of 1940 to $3,700,000,000 in 1944.

Of the total output during the war years, $4,433,000,000 was radio, $3,719,000,000 radar and $2,507,000,000 other communica tion equipment.

WHAT A WALLOP
...this little station gives your message
IN THIS IMPORTANT BUYING LAKE AREA!

To more than 500,000 listeners in Northwestern Wisconsin and Upper Michigan, WMAM is the only station clearly audible at all times — a singular situation for which we thank ground mineralization. Located at 570 on the dial, WMAM delivers virtually 5000 watt coverage at 250 watt rated! A complete report with Hooper Surveys will give you further information on the "little station with the big wallop." Send for it and complete information.

WMAM
Marinette, Wis.
JOSEPH MACKEN: General Manager

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

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Broadcasting • Broadcast Advertising
Applications

(Continued from page 18)

This page contains a continued list of applications for various broadcasting licenses. It includes detailed information about broadcasting companies, their locations, and the frequencies at which they operate. The page is a part of a larger document focusing on broadcasting and radio stations. The content is structured in a way that lists radio stations, their locations, and the details of their operations, such as the frequency bands they use and their daytime and nighttime positions.

The text is a continuation of the previous page, maintaining a consistent format and style. It is clear and informative, providing readers with comprehensive details about the broadcasting landscape.

This page is a part of a larger publication that deals with broadcasting and radio stations, likely aimed at aficionados, industry professionals, or anyone interested in the radio and broadcasting sector.

The text is written in a way that is accessible and easy to read, ensuring that the information is conveyed in a clear and understandable manner. It provides a snapshot of the broadcasting landscape, offering insights into the operations and locations of various radio stations.
Applications
(Continued from page 87)

GRANT W. WATSON, 305 W. 6th Street, Monterey Bay Broadcasting Company, Santa Cruz, Cal., 500 kw, U, D; 35 kw, U, D; 1 kw, W. (Arthur H. Croghan, Santa Monica, Cal.)

THE STAR BROADCASTING COMPANY, Inc., Piscataway, N. J., 250 kw, U, D; 1 kw, W, D

NEBRASKA INDIAN BROADCASTING COMPANY, Inc., Fremont, Neb., 250 kw, U, D; 1 kw, W

The SOUTHWESTERN BROADCASTING COMPANY, Inc., Los Angeles, Cal., 500 kw, U, D; 1 kw, W

The Valley Electric Company, Inc., Houston, Texas, 500 kw, U, D; 1 kw, W; 1 kw, W, D; 1 kw, W

GEORGE J. VOLGER and JOHN R. RIDER, d/o, at, Ohio, 500 kw, U, D; 1 kw, W; 1 kw, W, D; 1 kw, W

H. H. NORMAN and RICHARD C. ARTHUR, d/o, at, A, D, as a Delaware-Broadcasting Company, d/o, at, Davenport, Iowa, 750 kw, U, D; 1 kw, W

BOSTON'S EXCLUSIVE AMERICAN OUTLET

WCP
A COWLES STATION
Represented nationally by the RKO Agency

The NATION'S MOST
MERCHANDISE-ABLE STATION

ST. LOUIS SNIAPSHOTS
HE HAS A MESSAGE AT THE

LEWIS K. RIVERS, Oak Park, Ill., 1400 kw, U, D

WILLIAM L. RIVERS, Portland, Oregon, 1400 kw, U, D

RALPH COCHRAN, Columbus, Ohio, 1500 kw, U, D

DONALD M. HARRIS, Fayetteville, Ark., 1500 kw, U, D

FREDERICK M. FOX, Springfield, Mass., 1500 kw, U, D

ELBERT K. SMITH, Phoenix, Ariz., 1500 kw, U, D

FREDERICK M. FOX, Springfield, Mass., 1500 kw, U, D

RICHARD FROST, Phoenix, Ariz., 1500 kw, U, D

SIXTEEN SOUNDS in New York state have received a special citation from the national headquarters of the American Legion Auxiliary for their important contribution to education, entertain-ment and inspiration of their communities, and in appreciation for courtesies and cooperation extended to the auxiliary*. Stations were WGY, Schenectady, WHK, Weedsport, WHTN, Watertown, WSY, Whalom, WHEC Rochester, WENY Elmira, WVEI, WRF, Buffalo, WKBW, Rochester, WNYB, Binghamton, WJTN Jamestown, WYSY Syracuse, WGNY Newberg, WHCU Ithaca.

LEGION CITATION

**SIXTEEN STATIONS in New York state have received a special citation from the national headquarters of the American Legion Auxiliary for their important contribution to education, entertain-ment and inspiration of their communities, and in appreciation for courtesies and cooperation extended to the auxiliary. Stations were WGY, Schenectady, WHK, Weedsport, WHTN, Watertown, WSY, Whalom, WHEC Rochester, WENY Elmira, WVEI, WRF, Buffalo, WKBW, Rochester, WNYB, Binghamton, WJTN Jamestown, WYSY Syracuse, WGNY Newberg, WHCU Ithaca.
CBC Grants CKEY New Net Privilege
Toronto Station May Solicit American Network Shows
By JAMES MONTAGNES
REVERSING a policy set some years ago of not allowing more than one station in a city to carry the same network show simultaneously, except war time drives and hockey broadcasts, Canadian Broadcasting Corp. has agreed to let CKEY continue to carry any of the CBC Dominion network programs advertisers request which are also carried on CJBC Toronto [BROAD-
CASTING, Sept. 24].

Whether other Canadian stations will demand the same right, or the CBC grant the request, is not known. The CBC unofficially feels it has not yet a precedent, rather made an exception in one particular case. But it is reported that already a similar request has been made in Montreal, where CRC is reported to have asked to be allowed to use the same sponsored show simultaneously as carried by CBF.

Explains 20 Programs
The CKEY agreement also allows the station to solicit any NBC, MBS and American net show, to carry it alone or jointly with CJBC. Many network shows are not piped into Toronto because CJBC hasn’t the time, since it is a CBC-owned station and has a certain amount of sustaining evening shows of national or regional importance to carry. CKEY expects to sell advertisers not able to find time on CJBC, planning to bring in 20 United States net shows every week. Contract with CBC allows CKEY to operate in this way until CJBC goes to 50 kw in 1946.

The agreement allows CKEY to be used at the advertiser’s request as the Toronto outlet of any Dominion network programs in preference to CJBC, the official key Dominion Network station. Already one program, Music America Loves Best, NBC-RCA Sunday afternoon show, has been transferred to CKEY from CJBC.

CHNS
HALIFAX NOVA SCOTIA
The Busiest Commercial Radio Station of the Maritimes
JOS. WEEDE & CO.
350 Madison Avenue, New York

New Slogan
STEVE WILLIS, general manager of WJNO West Palm Beach, was looking for a slogan for the WJNO pack war-time trade paper campaign. He came up with the slogan: “Where Dun & Bradstreet meet Hooper and Crosley.”

NETS ARE COVERING ARRIVAL OF FLEET
ARRIVAL of the Third Fleet in San Francisco Bay, Oct. 15, is being covered by network correspondents attached to the fleet and by on-the-spot descriptions. Captain D. D. Mooney speaking from the South Dakota on Feature Story, 4:45-5 p.m., and Grant Holcomb describes the scene from a Navy blimp.

Jack Mahon, MBS Pacific correspondent on the South Dakota, will give a round-up picture of its entry into San Francisco Bay at 2:45-3:30 p.m., and then network switches to Telegraph Hill in San Francisco for eyewitness account. Broadcast will also be made from a blimp over Redwood on the spot interviews are planned.

Norman Paige, American correspondent with fleet, speaks direct from one of warships, 2:30-
2:45 p.m., and network also presents broadcast from blimp.

Grocery Mgrs. Meet
GROCERY MGRS. of America, New York, will hold its 37th annual meeting Nov. 7 and 8 at the Waldorf-Astoria, New York.

‘Hometown’ Series
BROADCASTING industry this week starts its second year of direct service to overseas military personnel through the ‘Let’s Go to Town’ series conducted under direction of the NAB. In a message to stations, Arthur Stringer of the NAB points out that the millions still overseas need the hometown shows more than ever. NAB supplies a kit to stations producing the programs, which are distributed by Armed Forces Radio Service. Aluminum base acetates are supplied by NAB. Some 150 programs have been produced.

Church Group’s Kit
A RADIO kit designed to aid local groups throughout the United States in presenting vital issues on the United Nations Charter has been sent out by the United Council of Church Women in preparation for the annual observance of World Community Day, Nov. 2. Series of radio programs for local stations is included in kit, plus a script prepared by Luella Launin of the General Federation of Wom-

Church Efforts
STATIONS WSNJ Bridgeton, WAAT Newark, WTTN Trenton, and WPAT Paterson were recently cited by Mrs. Robert Cornelison, president of New Jersey Radio Council, for their commendable efforts and service to radio education. In an article in the New Jer-

Education Efforts
Farmers in this six-state area never had more money in their treasuries. They’re BUYING WIBW can make them ask for your product.

WIBW
The Voice of Kansas
in TOPEKA

INTERNET PROJECT IN 1946
HEMI project, carried out last summer, may be repeated in 1946 on a greatly expanded basis. Ten journalism teachers served internships at stations last summer, obtaining experience for effective teaching of radio journalism. They were reimbursed for living and maintenance costs, according to Arthur Stringer, NAB director of circulation and a member of the Council on Radio Journalism, joint-

Teachers and stations at which they studied were:

Everett W. Withers, Washington & Lee U., at WTCI Hartford;
Archie R. Harvey, U. of Idaho, at KIFI Los Angeles;
Frank E. Schooley, U. of Illinois, at WSYR Syracuse;
Fred M. Parris, Kansas State College, at WFAA Dallas;
Glen J. Due, Montana State U., at KDVO Twin Falls;
Robert Moshell, U. of Omaha, at WOW Omaha;
Elmer F. Beth, U. of Kansas, at KMBC Kansas City;
Willis C. Tucker, U. of Kentucky, at WAGV Cleveland;
Leonard J. Johnson and George Turnbull, both U. of Ore-

gon, at KOIN Portland.

CBS Video Course
GENERAL training course in television for directors of CBS audio programs, to be given in 12 Monday sessions from 10 a.m. to noon, starting Oct. 15 under direction of Worthington Miner, manager of CBS television, and with staff personnel of the CBS video station WCBS as instructors, was announced last week by Lawrence Lowman, vice-president in charge of television. Course will include camera techniques, personnel functions, control room techniques, lighting, sound, script construction, set up and direction and field tests.

RCA’s New Report
Foregoes Distributor Meeting
For Postwar Report
REPORT from RCA Victor management to home instrument distributors is first step in return to commercial activities and is designed to replace for the time being the conventional type of marketing meeting because of travel and hotel restriction.

Report consists of a large plastic-bound volume depicting AM and television sets and outlining FM plans that have been developed by Frank M.olson, RCA Victor executive vice-president. Nine receivers comprise the "klickoff" line.

INTERNET PROJECT Will Be Expanded
Journalism Teachers Receive Experience at Stations
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MONEY TO BURN
Farmers in this six-state area never had more money in their treasuries. They’re BUYING WIBW can make them ask for your product.
for electric phonographs, fixed and variable resistors, radio parts such as audio hardware, moulded parts, terminals, shields and switches, according to OPA. As a result, final increase factors were fixed 4.5 percentage points above the interim factors.

Set manufacturers last week were reported ready to start production as soon as parts are available. On the other hand, manufacturers were less optimistic. They felt it would take some time yet to file for individual increase factors, based on cost production. At any rate, War Production Board's estimates of August that 352 million sets would be produced by Christmas, is expected to be cut in half.

There appeared little likelihood that sufficient FM sets will be on the market by Jan. 1 to permit the transition from the old band (42-50 mc) to the new FM band (88-108 mc).

Meanwhile WELD Columbus, O., FM adjunct of WBNs, queried 36 set manufacturers as to when sufficient receivers will be on the market. Repliers, answering last week at the station, indicate that several manufacturers plan to go ahead with two-band receivers in spite of the FCC's threat to terminate FM in the present band immediately if two-band sets are made. Generally, however, manufacturers will make one-band sets, but they won't make deliveries until early next year.

Survey Results

Results of the WELD survey follow in brief:

General Electric Co.—Hope to have FM receivers available in January or February; prefer to build two-band sets.

Bendix Radio—Limited quantities in first quarter of 1946, only new-band sets.

Leor Radio Inc.—Both one and two-band sets ready early in 1946.

Howard Radio Co.—One-band sets only; delivery date not given.

Philco Corp.—Impossible to give any date at this time.

Watterson Corp.—New-band sets only, by April of 1946.

Noblett Shops Inc.—Production by January.

Farnsworth Telev. & Radio Corp.—One-band receivers, hope to have available early first quarter of 1946.

Zenith Radio Corp.—Too early to give definite information.

Stromberg-Carlson Co.—Two band sets, production starting in January with quantity deliveries in February.

Garod Radio Corp.—No FM receivers for six months.

RCA—Too early to say, hope to make ready early in February; one-band sets.

Meisinger—Production to start about Jan. 1.

Motorola—undetermined whether

STORY of the sale of WMCA New York to the national committee investigating it is told in great detail in the current issue (Oct. 13) of the Saturday Evening Post. Article is the first in a series on Thomas G. Corcoran titled "The Saga of Tommy the Cork", written by Alva Johnston.

According to Mr. Johnston, Mr. Corcoran, a friend of Edward Noble, tried desperately to keep the sale out of the hearings being conducted on the FCC by the Cox Committee, with Eugene L. Garey as the committee's counsel. Mr. Noble purchased WMCA from Donald Flamm. Through "personal government" indulged in by Mr. Corcoran during the New Deal's heyday, Mr. Johnston alleges that "a sort of curse... fell upon the latter man who tried to investigate the WMCA case and allied matters."

He claims that it was through Corcoran's clever politics that pressure was brought to bear upon Chairman Cox and Mr. Garey, eventually causing their resignations.

Mr. Johnston also says that "One day in 1938 Tommy telephoned to Commissioner T. A. M. Craven of the FCC, and told him that the President wanted the Commission to fire its general counsel, Hampson, and Garey, and put 32-year-old Dempsey in his place." Dempsey is William J. Dempsey of Dempsey & Koplovitz, "whose offices were shared by Tommy." That law firm later handled the WMCA purchase.

Mr. Dempsey was appointed the following day, the article continues; however, Mr. Craven voted against it, and later said he had no confidence that the President wanted the change.

The article also reports some of the "strong-arm" tactics, allegedly used by Dempsey and Corcoran to secure WMCA for Edward Noble.

Mr. Flamm now has a suit against Mr. Noble charging fraud. Hearing in New York Supreme Court is expected within a month.

BEVILLE IS NAMED TO BMB COMMITTEE

H. M. Beville, director of research of NBC, has been appointed to the technical research committee of Broadcast Measurement Bureau, completing the roster of this committee which acts as consultant to the BMB board and officers in research matters. Committee, headed by A. N. Halbert of Procter & Gamble Co., is composed of representatives of major advertising agencies, three of advertising agencies and three of broadcasting groups. In addition to Mr. Beville, includes Ed Evans, research director of American, and Barry Rumple, NBC research head. Committee will have its next meeting Oct. 22 at BMB headquarters in New York.

Compton Kills Rumor

REPORT that Chester J. LaRocca, vice-chairman of American who recently dropped his executive duties with the network [BROADCASTING, Sept. 24], is buying into Compton, has been spiked by an official inter-office memo to all Compton employees terming the report "groundless and untrue." Memo also points out that Richard Compton has been in England for six weeks and that any such change in company ownership during his absence is extremely unlikely.
Westinghouse and NAB Plan Meeting
to Discuss Resignation of Six Outlets

DIFFERENCES between Westinghouse Radio Stations Inc. and NAB, which led to resignation last week of the six Westinghouse outlets from the association, will be discussed at a meeting of the two groups to be held sometime this week.

Westinghouse action was the culmination of years of dissatisfaction with NAB operations, the company indicated. Owning six stations—WDY-Boston, WBZ-Boston, WFDK-Philadelphia, KDKA-Pittsburgh, WOWO-Fort Wayne, KEX-Portland—Westinghouse felt it had not been receiving from NAB the recognition an operation of this size deserved.

Westinghouse was further aggravated last spring by an NAB broadcast chronology in which the 1930 station affiliation controversy was not handled to its satisfaction. Then in the Sept. 3 issue of Time magazine appeared an article on the same controversy which further annoyed Westinghouse.

The company felt NAB’s handling of Radio’s 50th Anniversary was not fair, and NAB’s handling of the Time article was disrespectful to it.

Ex-president of NAB, J. Harold Ryan, wrote a letter correcting allegedly inaccurate statements in the magazine article, but this letter was not acknowledged nor was it published.

Westinghouse has two NAB committee chairmen—Leslie W. Joy, KEX, chairman of Public Relations Executive Committee; and John B. Conley, KEX, chairman of Committee on Office Forms and Practices.

No formal statement was issued by either NAB or Westinghouse preceding the meeting this week at which proposals for settlement of differences will be discussed.

Special Events Coverage

Being Planned by WBBM

WEBB-CBS Chicago hopes to be the first Chicago station to offer its audience a three-way coverage for special events, sports and news.

By April, according to J. L. Van Vollenhoven, station manager, WBBM will have in operation more than 1,000 ultra-high frequency technical television projectors, strategically located in Chicago schools and business centers, as well as duplicate coverage by wire-recorder and AM.

One of its first projects, now in the planning stage, will be video coverage of the Chicago Cubs 1946 baseball season. WBBM will also make use of its wire-recording equipment for interviews with coaches and players, and personalities, should an agreement be reached.

Arrangements have been made with Chicago Board of Education for video programs direct from classrooms as well as special broadcasts for classroom use. At least one show a day will be originated for the Chicago schools, it was reported.

All television programs will originate via portable transmitter, as the Chicago station does not believe studio programs to be practical at this date.

Kraft to Speak


Hollenbeck Show

DON HOLLENBECK, formerly NBC newscaster, on Oct. 22 starts work on the new 5 p.m. show on WJZ-F. He will appear on Saturdays, 7-7:15 a.m. on WJZ New York. Prior to his NBC affiliation Mr. Hollenbeck was national affairs editor of OWI in London.

MARCUs REPORT LAUDS RADIO ROLE

INCREDIBLE development of electronics during the war was an important factor in victory, General of the Army George C. Marshall, Chief of Staff, declared in his report to the Secretary of War, made public last week.

He mentioned new types of combat equipment such as electronic devices to locate enemy gun positions; direction of rockets to targets by electronic devices so that they were attracted to factories by the heat of their furnaces; radar bombsights and navigational aids.

Radar equipment developed in the United States and Great Britain was superior to that of Germany and Japan, he said, having greater range and accuracy.

McCormick to CAB

JEAN MCCORMICK, research statistician for Marshall of Chicago, and later with Crossley Inc., has joined the Cooperative Analysis of Broadcasting, as assistant to Jay Stanwick, executive editor of CAB Reports.

ASCAP Meet

SEMI-ANNUAL membership meeting of the American Society of Composers, Authors and Publishers will take place in New York at the Ritz-Carlton Hotel on Oct. 18.
Compensation Questionnaires To Be Mailed to All Broadcasters During Week

FCC THIS WEEK will send to all stations and networks its annual questionnaire covering employee's compensation based on the typical work week of Oct. 15. The questionnaires are to be returned by Nov. 15.

Computed annually by the Accounting Dept. of the FCC's Accounting Dept., the tabulations will show average weekly compensation for both full-time and part-time employees of networks and stations for the typical work week. Changes are contemplated in the questionnaire to cover regular time as well as overtime. The questionnaire covers employees by classes, broken down among executives in each department and non-executives in the various employee groups.

The weekly payroll in 1944, based on the Oct. 15 period, showed an aggregate of $1,615,126, or 18% above the preceding year.

ADVERTISING NEED RECOGNIZED BY OPA

OPA recognition that advertising will be more necessary than ever during the next few years is expressed in a letter from Price administering National Advertisers. Relying on a letter from Mr. Westfall, his attention to a published statement that OPA considered advertising unnecessary, Mr. Bowles wrote:

"Advertising will be more necessary than ever before in the next few years if we are going to develop the vast markets which will make a full production economy possible. There is no question about our ability to produce. The big job will be to develop markets and purchasing power to absorb the goods."

"It seems to me that sales and advertising departments in the next few years are going to be more important than they have ever been at any time."

M.J.B. Joins WCKY

MYRON J. BENNETT, whose M.J.B. shows were a favorite in St. Louis before he entered the service, has been released from the AAF, as captain. He has joined WCKY Cincinnati, and now has two programs daily on human interest stories, and items on civic enterprise. Mr. Bennett has been in radio since 1927.

Sumner Welles Signed

WJW Enterprises, newly organized subsidiary of WJW Cleveland for the production and distribution of syndicated radio programs, has signed a five-year contract with Sumner Welles, former Under-Secretary of State, for a weekly two-hour discussion of world affairs and the relationship of the United States to other nations. Series, to be distributed to stations in transcribed form, will be available for sponsorship by appropriate organizations, according to Brad Simpson, manager of WJW Enterprises.

Gimbels Will Test Television in Store

EXTENSIVE testing of instore television will be undertaken by Gimbels store in Philadelphia under arrangements made with RCA Victor Division of RCA, according to Arthur C. Kaufmann, store executive head.

Complete instore TV equipment is being installed and will be opened to the public Oct. 24. Test is designed to show power of television as a department store selling medium. Press conference held Thursday in New York was attended by Bernard Gimbels, president of Gimbels Brothers Inc., and Frank M. Folson, RCA Victor executive vice-president.

Theme of tests will be "Television Goes to Work". Gimbels hopes to apply a yardstick to the visual records of television, to determine whether television can provide a dramatic presentation to the store's customers. Installation in other Gimbels stores will be considered if test is successful.

First WGNB Commercial FM Music Show Slated

FIRST COMMERCIAL FM musical program debuts over WGNB Chicago, Oct. 17, 6-8:30 p.m. (CDST), when Hallcatters Co. songstress, offers high fidelity hour. With orchestra and vocals, program is believed to be fore-run of other commercial experiments, WGNB, WGN FM station.

While WGN executives conferred with agency and sponsor representatives in New York, WGN had broadcasts of Human Adventure, which switched from Wednesday to Sunday nights, 9 (EST), will not be carried over WGN originating station for next two weeks. Commercial commitments for Stars of Tomorrow, locally sponsored amateur program, prevent airing of Human Adventure at that time, station indicated.

Murder Is My Hobby, sustaining, was to debut over WGN Mutual, effective Sunday, Oct. 14, 4-4:30 p.m. (EST).

JUNIOR Radio Workshop conducted by KYW Philadelphia was featured in Sunday section of Philadelphia Inquirer last week. Considerable attention also was given to paper to recent script writing contest.

FM Farm Co-ops

WINDFALL of applications filed last Monday with the FCC included four for FM stations which would be operated by Ohio farm cooperatives "to serve Ohio farm people with production, marketing, and other pertinent information." The applications were filed by the Ohio Council of Farm Cooperatives which said the stations would be located to cover the entire state with regular broadcast service.

Nets Will Launch Bond Drive Oct. 28

Each Chain to Devote One Day To War Loan Promotion

FOUR MAJOR networks Oct. 28, at a time not yet set, will launch the Eighth War Loan Drive with special broadcasts, each network presenting its own show. In addition, each network has set aside a particular day for all broadcasts tying in with the campaign. American has set Oct. 29 as its day, all programs to be devoted to bond drives. Plans are underway for announcements, programs, and overseas pick-ups.

Starting Nov. 3, Mutual will present a series of Saturday night programs, Victory Loan Night, 8-30 p.m., through to the conclusion of the drive Dec. 8. Network will be broadcast from veteran's hospitals and present celebrities in entertainment field.

Oct. 28, Mutual will launch the drive from convalescent hospitals on East and West coasts with performances by hospitalized veterans, and also overseas pick-ups. Armistice Day, Nov. 11, Mutual plans to build entire schedule from 9 a.m. to 1 p.m. on this day on drive, and carry a special Mutual Victory Hour, 10-11 p.m., with an all-star cast. Tom Slater, manager of special features for network, is handling program plans, assisted by Capt. Robert Jennings, AAF, assigned to network by U. S. Treasury.

Thanksgiving Day, Nov. 22, will be CBS Victory Loan Day. Plugs and outstanding broadcasts are being planned.

NBC's theme for all programs Saturday, Dec. 8, officially designated as networks' day in the Victory Bond Drive, will be Peace Is Worth Paying For.

TCA Organized

TELEVISION CORP. of America, a new television firm, has been organized on the West Coast with home offices at Riverside, Calif., to engage in television program production and transmission. W. L. Gleeson, president of Broadcasting Corp. of America, heads the new organization.
KENWAY AMERICAN PROMOTION HEAD

IVOR KENWAY has been named director of advertising and promotion for American, effective immediately, succeeding Fred Smith, who resigned on Oct. 1. Mr. Kenway joined the network in January of 1944 as assistant to the executive vice-president, entering radio after 20 years with Reynolds Co., for whom he was director of advertising and promotion at the time of his resignation.

After six months of working on special assignments as assistant to the executive vice-president, Mr. Kenway spent another half-year in promotion work for the network's affiliates, spending much of that time in the field. In November, 1946, he transferred to the general network promotion department, with the job of coordinating the advertising and promotion of the network-owned stations, W2Z New York, WENR Chicago, KGOL San Francisco and KFEE Los Angeles. Since June of this year he has been associated with the network.

In his new position, Mr. Kenway will report directly to Mark Woods, American president. The two divisions of the advertising and promotion department will continue to be headed by E. J. (Mike) Huber as manager of advertising promotion, and Theodore Oehler, as manager of audience promotion, both reporting to Mr. Kenway.

In the Utah market, ROBERT SWEENEY, vice-president and general manager of Mutual and Tom Harmon, All-American football star and the star of his new show, spoke Thursday over a closed circuit to kick off the show which started Oct. 13 on 60 NBC stations, Saturday 7:45-8 p.m.

PALMER TO AMERICAN

T. B. (Deb) PALMER, manager of KGO San Francisco, has been appointed to the newly created position of American western division manager of technical operations. Headquartered in Hollywood, he takes over new assignment upon appointment to KGO. Before becoming KGO manager, Mr. Palmer was chief engineer of that station, and has been in radio for 25 years.

Mr. Kenway
Newspaper, Station Monopoly Case Heard

Stamford Hearing May Be Basis for FCC Policy

SHOULD the only newspaper in a city be permitted to own the only radio station? To formulate a policy on this question, the FCC last week heard testimony concerning the sale of WBSR Stamford to the Western Connecticut Broadcasting Co. and, particularly, the plans of the new owner to operate the two enterprises simultaneously, if the application for transfer is approved.

The Commission was told by Kingsley A. Gillespie, who holds a 51% interest in the new company and a 14% interest in the Stamford Advocate, of which he is publisher and general manager, that if the transfer of the station is approved he will operate it as a complete separate entity, competing with the newspaper for advertising and news coverage. Ownership of the Advocate is within the Gillespie family.

Other Papers Come In

Stephen R. Rintoul, who has been operating the station since 1941, testified he received several offers from outsiders but preferred to sell to Mr. Gillespie, a prominent and civic-minded citizen of Stamford, who assured him the facility would be operated independently of the newspaper and in the best interests of the community. Sale price was $161,000.

Replying to questions by Frank Scott, counsel for Western Connecticut, Mr. Gillespie gave testimony that the Advocate is the only newspaper published in the area other newspapers have a larger circulation. Using data of the Audit Bureau of Circulation and other evidence, he showed that the combined weekday circulation of New York and other Connecticut newspapers in Stamford and the Advocate aggregated approximately 16,000 as compared to 14,000 for the Advocate.

For the city and retail trading zone, he testified, the combined circulation of outside papers had about 34,000 as against 16,000 for the Advocate. Sunday circulation of the outside papers totaled 21,275 in Stamford and 50,275 in the city and retail trading zone. The Advocate does not publish a Sunday edition.

Mr. Gillespie added that New York papers give good coverage of news in Stamford, which is 33 miles away. He said about 2,600 people in Stamford and surrounding towns were commuting to New York last year, and that the number increases in winter. He cited the 1940 census figures for Stamford at 61,215 and for the city and retail trading zone at 112,000.

Asked how joint ownership of the newspaper and the station would affect the public interest, Mr. Gillespie expressed his conviction that the extent of circulation of outside papers and the intention to operate the two enterprises separately would mean more rather than less competition. He pointed out that New York stations have big audiences in the Stamford area.

Would Scoop ‘Advocate’

He said he plans to devote more programs to community activities, to give more time to municipal government, library and educational topics. He would sell less than half the station’s broadcast time and use more than half for sustaining. He would spend half his time at the station.

As to news, he would increase the station’s reportorial staff to provide coverage. He would retain the station’s UP service and the Advocate’s news service.

Mr. Gillespie said he thought “the station ought to scoop the newspaper” during its broadcast day. Under his operation, he asserted, there would be a sincere desire to prevent the opposite from happening.

Under questioning by J. Alfred Guest, Commission attorney, he, as owner of the station, said that the advertising and news staffs will be competitive with the Advocate.

“There will be no connection except my own,” he said.

To other questions, he replied:

“Do you intend to increase the number of newscasts from five to seven?”

That the station’s coverage of a news event would be in no way concerned with how the Advocate handled the same story.

That the station’s editorial policy would not necessarily be that of the Advocate (“I don’t think a station has the same need for editors as a newspaper”).

That he contemplates no agreements, oral or otherwise, with advertisers who use both station and newspaper.

That there will be no joint rates for advertising.

That he plans to enter FM and to build a new studio.

That he has given no thought to prohibitive advertising subsidies.

That he plans to relinquish his function as general manager of the Advocate.

The Advocate does not publish a Sunday edition.

Several Offers

Mr. Rintoul testified he acquired the station in 1941, lost money on it that year and in 1942, made a slight profit in 1943 and a substantial profit in 1944. He said he decided to sell the station in 1944 largely because of uncertainties over FM and other developments and of his ability to provide the funds involved.

He said he had never offered to sell the station but had received offers from Victor Kanuth, Lou Cowan and Victor Hugo Bidal. He also mentioned that a number of radio stations had an interest in the station.

With the expansion of FM stations, he had no desire to sell the station to outsiders.

Responding to questioning by Philip Louns, counsel, he said the primary reason he wanted to sell him to the station were that the offer was satisfactory, that the station would be operated independently of the newspaper, that he had been uncertain as to impending FM developments.

Questioned by Mr. Guest, he said his decision to sell might have been different” if he had not been interested in the Advocate.

Grant R. Wrathall, consulting engineer, Washington, gave testimony regarding coverage of New York stations in the Stamford service area.

With the agreement of counsel for the various parties, David Deiber, Commission examiner, announced that the record would be kept open for 10 days to admit documentary evidence.

Transfer of KYA Approved by FCC

Consent Also Given for Shift of KJRB to B. F. Fisher

CONSENT was granted by the FCC last week to the acquisition of control of KYA San Francisco by Mrs. Dorothy Thackery, owner of WNYT and principal owner of WLW Brooklyn, for an approximate sum of $424,976. Originally negotiated in first part of year [Broadcasting, May 21, 1944], transaction was on deal which includes purchase of KMTR Hollywood by Mrs. Thackery for nearly like amount. Application for latter transaction has not yet been filed.

Separation of operating and ownership control, the Commission also has granted assignment of license of KJRB Seattle from Fisher’s Blend Station Inc. to Fisher’s Blend Station Inc., with B. F. Fisher as stockholder, for sum of $40 per share, plus an additional amount per share by which current assets exceed current liabilities. The station is rated 1,269 kW with 4,000 w daytime and 1,000 w nighttime.

Separation of KOMO and KJRB was preceded by switch of call letters or facilities [Broadcasting, April 24, 1944]. With Birt Fisher acquiring KJRB as 5,000 w American affiliate on 956 kc and Fisher’s Blend retaining KOMO as NBC outlet operating with 5,000 w on 1069 kc. As KOMO is slated for increase in power to 50,000 w toward expansion, KOMO has increased $3,886.51 for land and additional $10,735.29 as deposit on new buildings. If this amount is estimated $227,410.35 will be needed to operate KOMO as 5 kw outlet.

Until KOMO is able to acquire property and equipment needs of switch, station will share facilities temporarily with KJRB. Separation of operating staff will be effected immediately to extent feasible, application stated.

In addition, the Commission last week extended the date for hearing on license renewal applications of the stations, now set for Oct. 15, to Nov. 1.
casting be required, that only two hours be required until it has reached 20% and six hours until it has reached 30%, four hours until it has reached 40%, five hours until it has reached 50%, and six hours after it exceeds 50%.

He said the favoring of the proposal only as long as the inadequacy of channels in the low frequency band made it necessary, expressing confidence that "high frequency channels will permit a great increase in metropolitan stations." The "future use of the higher frequencies will ring the curtain down on the stage we are setting here," he said, disclosing that only last Wednesday he had seen 525-line television successfully broadcast and received with "superb clarity".

"Television pictures on the higher frequencies will be more graceful than those of the lower, but a fact, he said, apart from final propagation studies, "not 10 years, nor five years, nor even one year after the fact, but not more than two months after V-J Day."" Indicative of the public desire for color television, Mr. Kenten cited a survey by a department store chain which indicated that sets for this type of reception could be obtained for an additional 15% the sales would be 10 times as great.

When he was asked by Chairman Porter how he saw the prospects for returns from television programs, he replied: "We see them in color—red!"

"Further reflecting regarding programming, he said: "Ultimately, if there isn't a happier marriage between the television broadcaster and the advertising agency, the medium will be in very bad shape."

One to Ten

When Mr. Kenten declared it would be better to have one good television program broadcast than ten hours of "dull, lack-luster programs," Chairman Porter drew laughter from the audience with the question: "Would you apply that to standard broadcasting?"

Mr. Kenten got a round of laughter when he declared that while the industry was pessimistic on the time required for a better television, "CBS adopted the rule of saying as little as possible" until it could show results. Noting the audience response, he remarked that nevertheless "CBS has not issued a public statement on color television in seven months."

Goldmark Describes Tests

Dr. Goldmark described tests made by CBS of color television broadcasting last week and the type of equipment used. He said the results were "amazing" and that preparations are being made for color broadcasting. He said the pictures showed "excellent detail". Broadcasting was done on 485 mc over a distance of a quarter of a mile using a signal corresponding to 1/100 of a watt. If the distance had been 40 miles it would have required only 250 w, he calculated. While he said he did not want to make any predictions in view of the recency of the tests, he asked for the cooperation of the Commission on tests over the next four months so as to make sure the Commission would cooperate.

Joseph H. Ream, CBS vice-presi- dient testified in support of the Commission's proposal for allocation of low-definition, low-frequency channels "because we believe what the Commission does with respect to the 20-30 MHz Band is the basic pattern for allocation of high-definition, full-color television in the high frequencies."

He interpolated his prepared testi- mony to favor the TBA allocation plan if it provides more stations for the metropolitan centers without depriving the contigu- ous areas.

When opposed the rule preven- ting a network from owning a station in a town where the station is in a dominant position, pointing out that CBS was forced to sell off KBTV CBS only under this rule. If applied to television, he said, the rule would prohibit a net- work from pioneering in a town.

He also opposed the rule limiting ownership by a group to four stations, suggesting it might retard nationwide television as much as any other single factor.

Woods Differ

Differing with Mr. Kenten on the 6-hour rule, Mr. Woods said the great demand for frequencies between 44 and 216 mc makes it nec- essary that they be used 25% of the time. While it would impose difficulties for some companies in the beginning, he said, it would strengthen the channels of broadcasting and hasten the time when better pro- grams are provided and make possible commercial television on a sound basis.

Woods predicted that television must eventually go to the higher fre- quencies and declared that the sooner this is done, even with limited operating power, "the quicker we can provide a truly competitive television system with the attendant benefits to both the industry and the public.

Mr. Woods proposed that opera- tion in the 44-216 mc band be per- mitted for a temporary period, per- haps two years, after which the service be transferred to the 480- 880 mc band. This would allow time for grants be made during this time. Licenses would be required to carry on developmental work on the higher frequencies.

He proposed that the public be given adequate notice of the projected shift and that plans be formulated within the industry whereby purchasers of receivers could be assured of liberal trade-ins on sets equipped for the high band. He suggested that consideration be given to requiring licensees to operate commercially on both bands during the interim period. In addition he suggested that the present bands 5 and 6 (16-52 mc) be earmarked for future use by TBA.

Mr. Woods told the Commission American plans on filing applications for experimental wide-band television once four months were past.

"asked by Chairman Porter how long it would take to get equip- ment for television operation, Mr. Woods said the network would be able to start a station within a year after Jan. 1." Capt. W. C. Eddy, representing Balaban & Katz Corp., owners of Ambassador picture show in Chicago, said that because of the Monday rule on ground it would result in sacrificing quality which he re- garded as the most important fac- tor in television development.

Cap. Eddy, who was in charge of radar for the Navy in the Chi- cago district, said the experience of the military with radar during the war indicated that, in television development, he could be operated in the high frequencies.

TBA Proposal

The allocation plan proposed by TBA provides 59 more television stations than the FCC proposal. Cutting community channels from three to one, its proponents testified, it would permit 401 metropolitan power stations in 135 of the first 140 market districts of the U.S., compared to 342 in 120 districts under the then proposed plan. (See Dec. 20 and revised Oct. 3) [BROAD- CASTING, Sept. 24, Oct. 8]. Both plans call for community stations in practically all districts omitted in metropolitan assignments.

FCC's plan designates Channels No. 1, 12, and 13 as community channels; TBA's would set aside only Channel No. 1 for community coverage. Simple antenna directiv- ity in "a few" (48) cases, TBA said, would help provide competi- tive high power assignments in more markets.

Dr. Goldsmith explained that the FCC plan specifies 40 definite and 88 possible additional community channels, with the understand- ing, of course, that many other as- signments can be made in smaller communities than the 140 metro- politan districts listed. He said the TBA plan "primarily solves the metropolitan station assignments, while no exhaustive analysis as to assignment of community stations has been made."

Antenna Directivity

Regarding use of antenna direc- tivity, Mr. Woods presented a chart showing three kinds of directivity: a minor amount of directivity was indicated as a means of improving assignments in 14 cases; a simple dipole for fixed stations, and a dipole and ground sheet for 29 cases.

"The industry plan," said Dr. Goldsmith, "provides high power assignments in sparsely populated areas which can initiate and sustain a television service. It also supplies all of the smaller metropolitan districts with one or more stations. Further assignments may be made on community frequencies as well as on various modified metropolitan power assignments to establish thoroughly practical television industry."

City Plans

Mr. Roberts, outlining TBA's views, said "it is fully understand- able that every city would desire an allocation program" permitting it to seek television stations if it "wants it," but that "it is an un- fortunate fact that the reservation of frequencies for possible author- ization of such stations can not be accomplished without some dis- service to prospective television viewers in many of the same cities."

If the public is going to be hurt by having a channel allocated and left vacant," he declared, "then that's not in the public interest."

FCC Commissioner Jett replied that there has been no feeling that a channel would be left open indefinitely for the community to which it was assigned, "if the community didn't apply within a reason- able time."

Reviewing TBA's position on proposed rules, Mr. Roberts suggested a minimum of 28 hours of regular programs per week for television stations after six months' operation; instead of six hours per day as proposed by FCC. He said the six-hour daily minimum would be "beyond the practical and financial capacity of newly licensed stations." (Continued on page 98)
FM Hearing
(Continued from page 96)
might be required after a year's commercial operation.
TBA found no objection to FCC's multiple-ownership rule as written, but urged "the most liberal construction of its policy under this rule". It did object to submitting TV broadcasting to general broadcasting regulations, asserting that, unaltered, they "be unduly restrictive and largely inapplicable..." 

Urge Deferment

"It is the opinion of the Association," Mr. Roberts asserted, "that the Commission should defer final adoption of the rules applicable to stations engaged in network broadcasting, and leave such rules as may be adopted in a tentative status with provision for frequent review as the television industry develops."

TBA offered no suggestions to improve FCC's proposed regulation on use of common antenna sites, but foresaw some local problems.

The Association expressed concern with "any suggestion" that TV stations be required to announce the use of mechanical reproduction, "An affirmative prohibition of misleading or false announcements as to the use of film or live talent in television would constitute the maximum practicable regulation," TBA's counsel said.

In station identifications, TBA asked that the industry be allowed to use "the most logical "e" of either both visual or aural identification. Maximum, it said, should include both visual and aural announcement at beginning and end of broadcast day, and any announcements by either or both means so long as they don't interfere with enjoyment of program under way.

Help Solve Problem

Mr. Trammell said he was informed TBA had planned to "help solve the problem facing the Commission and the industry, by permitting a greater number of channels to be assigned to many of the major metropolitan areas without substantially depriving any of the smaller communities of the service provided under the Commission plan."

Under questioning by Chairman Porter, he said he thought New York should be granted more stations even at the expense of assignments to contiguous areas if necessary, because "to allocate stations as now many stations as possible in the major markets." He added, however, that he thought a way could be found to provide services in the major areas without depriv ing contiguous areas of facilities. (The TBA plan calls for seven stations in New York, the FCC plan for four.)

Mr. Trammell expressed belief the Commission might in the next few years be able to make television channels available below 400,000—possibly five or six, he said, from aviation interests, the army and navy.

He said that television, to be successful, needs from Government: (1) "an attitude of encouragement and sympathetic support" and 2) "maximum flexibility and minimum restriction in its development."

He did not object to FCC's proposal for a minimum of six hours' daily operation, saying NBC expected to cooperate when FCC grants its TV applications. "Time-sharing, however, he said would be unconomical and impractical for stations and dangerous to development of video network service."

Regarding multiple ownership he said licensees "should be issued by the Commission in such manner as to be accorded the public interest, convenience and necessity may require, and no fixed limit should be placed by the Commission on the number of stations which may be licensed to any one licensee."

NBC, he said, plans to operate regional networks and later link them together to form a national network. To do this, he continued, NBC will need to own key stations in New York and Washington as nucleus for an East Coast network; in Chicago and Cleveland for a Middle Western network; Los Angeles and San Francisco for a West Coast network; and in Denver as a base to start building a Rocky Mountain network which eventually will link the West Coast and Mid-

Dr. Allen B. DuMont, president of Allen B. DuMont Labs. Inc., proposed that the Commission give the industry and the public assurance that TV receiving sets will not be outmoded by changes of allocations. Commissioner Denny pointed out that the allocations and the hearings to formulate rules and regulations gave that assurance.

DuMont Disagrees

Dr. DuMont disagreed with Mr. Streibert's testimony as to the sale of sets under the TBA plan. Replying to a question by Harry Piotkin, assistant FCC general counsel, he said he thought more sets would be sold if there were only four stations in New York and other stations in contiguous areas.

Dr. DuMont anticipated that shortly after Jan. 1 the DuMont New York station, WABD, will carry programs originating in metropolitan centers by April its Washington station will carry programs originating in New York.

Leonard F. Cramer, DuMont vice-president, testified that DuMont experience in station operation and equipment production indicates that full service television stations must be confined to the large centers; (2) ownership and control of at least five well-coordinated stations is essential to development of a nationwide competitive service; (3) sufficient channels should be assigned the larger metropolitan centers, which can support the costly operation necessary to good programming.

Paul Raibourn, Television Productions Inc., testified that if Mr. Kent's rules for the cost of operation are accepted, a city of 500,000 could support only one television station. He approved the TBA plan and proposed that a lower minimum be set on hours and adjusted upward as conditions permit.

James Leaman, vice-president, Lancaster Television Corp., asked that his company, which plans to operate a station in Lancaster, be protected in the event of a shift to the high frequencies. He said he welcomed
TELEVISION TOWERS IN PARKS OPPOSED
POLICY on television transmitter towers in the District of Columbia will be taken up soon by the Joint Committee of Columbia Subcommittees on Fiscal Affairs. Proposals to take up legislation covering future towers was considered Thursday at a joint committee hearing, with Maj. Gen. Ulysses S. Grant 3d, National Capital Parks and Planning Commission chairman, opposing proposals by citizens that towers be placed in public parks rather than residential areas.

Television tower problem has been tossed all over the capital for several months, with the Board of Zoning Appeals having approved tower sites for Bamberg Broadcasting Co. and NBC. These sites face action by the District of Columbia Commission when applications for construction are filed.

Corwin Invitation
NORMAN CORWIN, foremost serious radio writer of CBS, will write and deliver the invocation at the annual New York Herald Tribune Forum on Oct. 29. It will be on the general theme of the Forum, The Responsibility of Victory.

WHO Transfer
APPLICATION FOR transfer of control was filed with FCC last week by Central Broadcasting Co., licensee of WHO Des Moines, for consent to reversion of June 1943 trust agreement under which station has been controlled by trusteeship (Broadcasting, Jan. 24, 1944). Reversion returns 4,596 shares (55.87%) to individual holders with David Daniel Palmer, vice-president and treasurer, majority president. Shift was occasioned by death of William M. Brandon, one of trustees. No money is involved.

NBC News Booklet
NBC has published "V," a 52-page news documentary, third of a series including "H Hour" released before D-Day, and "X," after V-E Day, recording the climactic events of World War II. Series was published and distributed by the NBC advertising and promotion departments under the supervision of Charles P. Hammond, director. With narrative, transcripts and appropriate illustrations, the final volume of the trilogy presents NBC's coverage of the final hours of the war.

News Conferences
NEW SERIES called Meet the Press started Oct. 5 on Mutual as an illustration of how press conferences are conducted, how reporters get their information, how they clear up confusion and produce facts, figures and down-to-earth truths. American Mercury Magazine collaborates with Mutual on the program, which features an expert on some general subject being interviewed by four newspapermen guests on each broadcast.
Help Wanted

Classified Advertisements

PAYOUT IN ADVANCE—Checks and money orders only—Minimum $1.00.
Situation Wanted 10c per word. All others, 15c per word. Count 3 words for blanking charge. Display rates on request. For reply re: Broadcasting 870 Nellson Blvd., Washington, D. C., 4, D.

Help Wanted (Cont'd)

Wanted first class operator, $52.00 forty-three hours week, WPAD, Pudasuck, Ken-nectu.

Need a man with first class license who can announce between spots, or write telling all to Duane L. Watts, General Manager, KRKO, Seattle, Washington.

Sound engineer for MUIZAK franchise operator in Dallas, Texas. Must be capable of installing and installing high fidelity electronic equipment. Write or wire Kip Levin, 113 Construction Building, Dallas, Texas.

Wanted—Commercial manager 250 watt station in excellent market with dust coast to coast network affiliation. Salary plus bonus. Box 292, BROADCASTING.

Announcer-writer wanted immediately to fill all around experienced men, including control operators. Experience, open opportunities to grow with new station. Rush complete details, salary require-ments and auditions due to WSSS, Petersburg, Virginia.

Wanted—Broadcasting technician to fill all around experienced men, including control operators. Experience, open opportunities to grow with new station. Rush complete details, salary require-ments and auditions due to WSSS, Petersburg, Virginia.

Wanted—A thoroughly experienced an-ouncer who wishes to return to a program director. Must be capable, steady, familiar with all aspects of radio and willing to secure 3rd class license. Rakest system. Apply 945, WWJ, Charlotte, North Carolina network local. Send transcript of radio and photo Box 292, BROADCASTING.

Young ladies—Experience in radio, copy writing and advertising desired. Must be of voice helpful but not essential. New addressee shows station opening shortly. Send full details, sample copy, photo, IMMEDIATELY. Box 292, BROADCASTING.

Two announcers wanted—One for regional NBC New station. Applicant must have 18 years of advertising and proven ability. He will be responsible for layout of all regional spots for progressive local station in New Eng-land. Must be experienced in talent, sales and sales management, but experienced man given prior con-sideration. Must be a full time NEF-6, required. Box 295, BROADCASTING.

Situation Wanted

Producer-engineer—Five years in broadcasting including 1½ years government broadcasting service overseas up to most rounded experience from high-leveled professional studio and market re-duction. Send complete information immediately. Box 295, BROADCASTING.

Veteran waiting November discharge desires position progressive metropolitan station. Six years experience in market reduction. First phone license, AM, FM or TV. Box 257, BROADCASTING.

Ex-Naval officer, 10 years successful radio promotion, sales, publicity: direct mail, trade paper advertising, mgf and agency. Available November 15. Qualified take charge Rogers. Public relations, Sept. Address Box 260, BROADCASTING.

We WANT A "STATION PERSONALIZER"—

- Some folks would call the spot "Program Director" which, perhaps, is what it actually amounts to.
- The man we want may not have starred on the stage—he may have written and produced famous network shows. He may not even have a scrap-book. But he knows how to use a radio station for sure! He knows the little tricks on average program director never thinks of which stamp a radio station. He works with and works by himself and he is not bigger than his mind. In short, we want a capable, down-to-earth experienced pro-gram developer who has worked his way up. If he's intelligent, resourceful, aggressive and appreciates the employer's problems well enough to be loyal. A thorough knowledge of mail-pull is a must. We offer an "extra" liberal sales compensation, first class facilities, personal service, club membership, etc. Apply to: "Station Personalizer." Box 260, BROADCASTING.

WANTED

Situation Wanted (Cont’d)

Man well known throughout the industri-al 15 years in radio. Successful back-ground in station representation, package programs, production, promotion, sales. Creative sales ability. Write 20A, 1469 Lexington Ave., New York.

Fireman, Ex-Marines. Served 3 years on Guam with newscasts wants chance to call newscasts on WACO. Address Roger Greer, 401 N. Chesters Ave., Plainfield, N. Y. Box 295, BROADCASTING.

Experienced engineer—Now available has FM experience—Recently discharged from National. Call WACO, FM, 9410, Dallas, Texas. Morton Kinsler, 172 Franklin Ave., Mineola, Long Island, N. Y.

Announcer—You are not experienced, you are just eager, eager. Although you're inexperienced, willing to learn, capable, intelligent, loyal. Do anywhere for modest salary, chance for advancement. Frank Gough, Motor Mechanic Mate, First Class. Box 164, Hampton Bay, Long Island, N. Y.

Armed Forces Radio Station WVTX is absolutely best station on Iwo Jima. No other station can make that claim—anywhere else. Proven exclusive market. Our 50 watts blankets three like the volcanic ash. Trade whole world for one-way ticket to St. Louis, 2d Lt. LE, Lawrence Tombs, Officer in Charge WVTX. Forman Street.

Veteran with one year's training at Cor-pus Christi, Waco WACO, desires position covering all phases of radio tech, desires an-ouncer's position with progressive sta-tion. Address R. E. Scott, 2710, City of Denver, Colorado. Box 295, BROADCASTING.

Radio time salesman—Two years experience, four years newspaper. All phases of selling newspaper. University educa-tion. Address—Robert L. Armstrong, 825 South Bishop Street, Corpus Christi, Texas, City area preferred. Gavin O'Rourke, 105 E. 26th Street, New York, N. Y.

Does your station need an experienced news writer, copy, rewrite? Let us cut out the middle man. Out of town, prefer N. Y. or N. J. Address—Robert L. Armstrong, 1730 Andrews Ave., Bronx, N. Y.


The honeycomb is over—Former disc-jockey seeks position as production man, copy-writer with station or agency. Four years station experience, Two years on-air experience. Experience with WACO, Armstrong, WACO, Armstrong, 1405 W. Bascher Ave., Chi-cago, Illinois.

Young radio sales executive several years experience. Thoroughly familiar in becoming assistant to general man-ager. Desires executive or position. Now earning $6000. Can be available immediately. Address current letter Box 218, BROADCASTING.

Salesman—Twenty-five years old, un-married, excellent education, background, excellent character. Desires permanent position with opportunity for advancement. Box 258, BROADCASTING.

The SCHOOL OF

RADIO TECHNIQUE

NEW YORK • CHICAGO

America's Oldest School Devoted Exclusively to Radio Broadcasting

Comprehensive Day and Evening Courses Radio Broadcasting taught by Network Professionals. Moderate rates.

For Full Details, Request Booklet B.

NEW YORK 20, N. Y.: RADIO CITY, R. B. O. Bldg.
CHICAGO 4, ILL.: 228 S. Wabash Avenue

BROADCASTING • Broadcast Advertising

Page 100 • October 15, 1945
Situations Wanted (Cont'd)

Advertising salesman—Commercial man.

Copywriter—Point discharged service woman. Experienced in radio advertising. Excellent references. Two years college. Box 300. BRODCASTING.


station manager, available for medium market. Thoroughly experienced in every phase of operation for 12 years. Commercial management, sales, engineering, and programming. Box 301, BRODCASTING.

vet. 7 years announcing experience, 2 years writing. Excellent voice. Full coverage of radio, television, and public address. Plenty of experience on personality shows. Mercury, etc. Box 303, BRODCASTING.

studio engineer—female. Trained at four major networks. Reliable, trustworthy, available for suitable station and salary. Excellent references. Box 305, BRODCASTING.

studio engineer—male. Member of National Electronic Contractors. Excellent public address, air shows. Good knowledge transmission, audio eyes. Very pleasant. Box 307, N.Y. C. Box 309, BRODCASTING.

western United States only—Managing editor; no selling. United States Government stationed in California with newspaper experience and public service management background. Age 33, married, and one child. Desires permanent position in broadcasting. Presently employed at general sales manager. Willing to move. Box 311, BRODCASTING.


sales promotion—just released from Air Forces, Army. Requires cash position dealing with background, 42 yrs. Boles, 155 Dix St, New York, N.Y.

technician, 8 years broadcasting, 2 years television. Marital status—single. Desirous of interesting commercial position. Excellent record in recording, voice-overs and sales. Willing to relocate with substantial Commercial employer. Excellent record in recording voice-overs and sales. Willing to relocate with substantial Commercial employer. Box 315, BRODCASTING.

Miscellaneous

Announcer's writers' & emcee's Comedy Catalogue, No. 22, Box 206, BRODCASTING.

SALESMAN

Leading New York station wants a hard-hitting aggressive salesman. $10,000 a year base. Apply wire Box 301, BRODCASTING.

SALESMAN

For sale—1 kw Western Electric D-1727 Transmitter converted to make it equal to 2 kw. Box 301, BRODCASTING.

250 watt transmitter. Never used. Complete. FCC data furnished for license application. $2,000.00. Box 254, BRODCASTING.

For sale—Collection of 400 popular records of broadcast quality. Victor, Columbia, Decca, etc. With many of the best orchestras of the last five years. Richard Stutter, salesman, 1300 S. Halsted St., Chicago, IL.

OPPORTUNITY

for ambitious, young man to break into radio as a salesman in the New York market. Straight commission. Box 311, BRODCASTING.

The Best for Bestor

THIS IS where he came in. . . . Waltz. Payner, engineer, at WOR New York, once played the saxophone with Don Bestor's Orchestra. Later gave up mu-

chine to become a radio engineer. Back at his di
calls after more than three years in the Army, Payne's first postwar assignment at WOR was to put Don Bestor's Orchestra on the air from the Hotel McAlpin.

Farnsworth Names Five To Managerial Positions

FAR NS WORTH Television & Ra-

tio Corp., Fort Wayne, last week announced the appointment of five men as part of the firm's postwar program. E. S. Needler, in the radio industry since 1929, and up to now junior partner for Farnsworth, has been appointed manager of the special sales products division, with headquarters in Fort Wayne. R. L. Coffax, assistant for this division in Chicago, is now general purchasing agent, with offices in Marion, Ind.

Credit manager of Farnsworth since 1938, A. E. Sibley has been named division manager of the company's east central territory, supervising sales and distribution in Ohio, New York, Pennsylvania and West Virginia. His headquarters will be in Pittsburgh. Taking his place in Fort Wayne as credit manager is Wilfred H. Bryant, new to the company. Replacing the late Col. W. J. Avery, executive manager is Frank Harris, who will handle export marketing for both Farnsworth and Capehart lines, working out of the Fort Wayne plant. He is returning to Farnsworth with over 20 years experience in exporting, 12 of which were spent with radio manufacturers.

St. Clair in Law Firm

LT. COL. ORLA ST. CLAIR, chief of the Special Planning Branch on staff of Chief Signal Officer, has returned to civilian life after 3½ years in the Signal Corps. On term

leave to Dec. 24, he has formed a law partnership with Carl I. Wheat, known as Wheat, May, Shannon & St. Clair, handling general practice. He also returns to general counselship of Globe Wireless.

HELP WANTED

New local station in Portland, Maine was announced. Charles R. McCauley, chief engineer, other others are expected to be named. Preferred Operator-announcer, straight announcer, who would like to work on the newest newswire station in the marketing center of Maine, the state with more lobsters, more moons, more pine woods, more lakes, more fishing and more fun than any other place in the country. Apply WJBG, Broadcasting Co., 203 Park Ave., New York City.

Engineer-Executive

15 years broadcasting experience in 13 years national network 8 years supervisory Nearly two years supervisory

Radio Sales Engineering

Desire administrative or executive position, broadcast engineering, or sales position, broadcast and television equipment. Top references.

Salary, $7,000

BOX 308, BRODCASTING

October 15, 1945 • Page 101
ABCD HEARING NOV. 7
ON INJUNCTION PETITION
HEARING on Associated Broadcasting Corp's
motion for temporary injunction against Ameri-
can Broadcasting Co. over use of "ABC" in
identifying network. Last week was set by U. S.
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tention that American's use of "ABC" con-
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signs filed earlier in Michigan but dismissed when
district declined jurisdiction.

MCDONALD TESTIMONIAL
ARCH MCDONALD, CBS Washington sports-
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Wednesday at Indian Spring Country Club
by civic and business leaders of Silver Spring.
Mr. Arch won the Sporting News award for the
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and Secretary of Treasury Fred M. Vinson
have accepted invitations to attend.

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FIRST Hollywood guest at WBBM-CBS pro-
duced "The Web", sponsored by Quaker Oats,
Fridays, will be Boris Karloff, Oct. 19,
and Joe E. Brown, Nov. 2. Program, handled
by Ruthrauff & Ryan, also uses well-known foot-
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IRE LECTURE COURSE
SERIES of six Friday lectures on radar, spon-
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begins Oct. 19 at Engineering Societies Bldg.,
33 West 39th St., New York. Speakers include
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GEORGE YOUNG PROMOTED
LT. GEORGE YOUNG, USNR, former engi-
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Closed Circuit
(Continued from page 4)
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Earle C. Anthony outlet.

CAPT. ARTHUR W. SCHARFELD, on leave
from the Washington law firm of Loucks &
Schall, will travel to the U.S. on leave, last
week after nearly two years overseas. He is
stationed at Munich in Allied Military Gover-
ment. Holder of the bronze star and three com-
bat stars, Capt. Scharfeld is eligible for inac-
tive status.

LESLIE R. SHOPE, formerly supervisor of sales
promotion for Equitable Life Assurance Society,
and recently returned from South Paci-
cific as a colonel, appointed advertising man-
ger.

PETER DONALD, m.e. of Colgate-Palmolive
Peet Can You Top This (NBC) and Border
County Fair (American), scheduled to discuss
"How to Put the Show in Showmanship" at
Direct Mail Roundtable luncheon Oct. 19 at
Roosevelt Hotel, New York.

JAY PALEY, uncle of CBS President Wil-
liam S. Paley and a large CBS stockholder,
has purchased the two-year-old bay colt "Imroch"
from H. D. Ulmer.

JOHN SWALLOW, former NBC program
manager in Hollywood, appointed Hollywood
production head for 1946 March of Dimes
Campaign.

ROYAL ARCH GUNNISON, MBS war cor-
respondent, will be guest speaker Oct. 17 at
celebrity luncheon of Advertising Club of
New York.

MARK WOODS, American president, slated
for business trip to Chicago Wednesday.

LT. COMDR. CHARLES (Nate) PUMPJAN,
former media director of Henri, Hurst & Mc-
Donald, Chicago, has returned to agency to
head merchandising after 3½ years in Navy.

DOL BRISSETTE, former musical director of
WTAG Worcester, named acting program-
production manager, succeeding David H.
Harris who joined WOL Washington.

RICHARD R. HILL, former Young & Rubi-
cam copywriter, now with copy department of
Henri, Hurst & McDonald, Chicago.

J. OREN (Buck) WEAVER, discharged from
airborne infantry as lieutenant colonel and
former news editor of WBBM Chicago before
entering service, returned to station as edu-
cational director, succeeding Bob Hoadley.

LUCIEN E. DUMONT, formerly of WHEB
Portsmouth, N. H., is now chief announcer at
WOP Boston, replacing Paul Swieler, who
moves to sales department.

IAN M. SMITH, on production staff of WCB
before joining RAF Ferry Command in 1942,
back in civilian clothes and named manager of
Detroit office of Kenyon & Eckhardt. He'll be
assistant director of Forte Sunday Morning
Hour, handled by agency.

LT. COMDR. FLOYD VAN ETTEN, former
sales traffic supervisor of NBC Chicago, re-
leased from Navy, today was to join American
central division as coordinator of sales activi-
ties.

W. E. DANFORD has resigned from the sales
department of Pet Milk Co. after 12 years to
join KMBK Kansas City sales staff, effective
today (Oct. 15).
Just a reminder of

The Texas
Rangers

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Discontinued

RADIATION PATTERN ¼-WAVE ANTENNA

This illustrates the approximate pattern of radiation from a conventional quarter-wave antenna. The signal intensity at one mile using 5 kW on WKY's frequency of 930 kc. with this type of antenna would be 418 MV/M. Only the power radiated along the horizontal has any practical use. High angle radiation is wasted.

PATTERN: FRANKLIN DOUBLE HALF-WAVE ANTENNA

WKY's new Franklin double half-wave vertical antenna makes more effective use of 5 kW. by squashing down skywaves and directing them along the horizontal. Signal intensity at one mile has been increased 58.5% to 664 MV/M. Power formerly wasted at high angles is now directed along the ground.

THE power which WKY, and every other station with standard antenna systems, formerly wasted in space is now being directed horizontally along the ground, intensifying its signal and pushing it out to thousands of additional listeners.

WKY's new 915-foot double half-wave Franklin antenna, now on the air, squashes down skywaves and intensifies the ground wave. Building this revolutionary antenna was a daring experiment involving the expenditure of nearly $250,000. But it works! It is, in fact, the most efficient antenna in AM broadcasting today.

Complete field and performance tests will soon be completed. They will show WKY's coverage greatly expanded and that WKY is more than ever the station which covers Oklahoma best.

WKY

Oklahoma City

5000 WATTS DAY AND NIGHT

NBC—930 Kilocycles

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