More Live Talent Musical Programs

More live talent musical programs originate with KLZ than with any other Denver station. Music meant many things to many people, so KLZ provides music to please all corners, from the cowboy songs of the "Texas Kid", right to the horn-styled classics played by a studio orchestra, and with organ moods, popular and dance music, solos, singing groups and instrumental music, in between.

KLZ produces Denver's only live dance show and has the talent and know-how to produce any kind of show with or without music. KLZ is now producing more shows than any other Denver station because more advertisers, local and national, are buying more time on KLZ than on any other Denver station.
Meet these Wisconsin Folks

THE WALTER PUNZELS ARE A GOOD FARM FAMILY...

AND LONG-TIME LISTENING FRIENDS OF WLS

THE ONLY red, hip-roofed barn in Busseyville, Wisconsin, marks the Walter E. Punzel farm. Near or in the barn, you're likely to see Walter with his 40 Holsteins or his champion Poland China hogs.

Dean, 18 years old, and Helen, who is 12, may be grooming their five Holstein calves for a 4-H cattle showing; Mrs. Punzel will be feeding her 500 White Leghorns. Or—all the family may be enjoying Dinner Bell Time, WLS Feature Foods, Julian Bentley's news, or Dr. Holland's Morning Devotions.

The Punzels, who did their first WLS listening in the headphone days of 1924, enjoy modern rural living. They have electricity, car, tractor, central heating, telephone, radio. They count as almost personal friends the WLS entertainers they see each year at state and county fairs.

Through four midwestern states, you will find many families like the Punzels—some on farms, others in town and city. They're hardworking folk, living comfortably and wisely, preparing for better living in future years. And so many of these families are listening friends of WLS that we receive a million letters a year plus active response at counter and cash register; day-by-day proof of a friendly, receptive audience for your message.

A John Blair man can help you arrange to talk to our listening friends in Midwest America.

890 KILOCYCLES
50,000 WATTS
AMERICAN AFFILIATE

REPRESENTED BY
John Blair & Company

CHICAGO 7
RESIDENT salesmen . . . ready to go! Ready to sell your products and services throughout New England's rich, six-state area.

Not one or two high-powered men — but 23 local, friendly salesmen who enjoy the confidence and esteem of every family in every market throughout New England.

Yankee's "home-town", home-managed local stations guarantee you local acceptance. This is the kind of acceptance that produces results — the kind of coverage which delivers the full impact of your selling.

Dollar-for-dollar, The Yankee Network is by far your best buy in New England!

Acceptance is THE YANKEE NETWORK'S Foundation

THE YANKEE NETWORK, INC.
Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON 15, MASS.
Represented Nationally by EDWARD PETRY & CO., INC.
**BROADCASTING... at deadline**

**Closed Circuit**

RADIO INSIDERS are watching closely developments incident to Nov. 19 Bermuda conference of empire nations with U. S. on worldwide communications. While conference ostensibly would settle only cable and wireless rates and tariffs, overall radio allocations probably inevitably would be discussed, even if informally, preparatory to forthcoming international telecommunications conference almost certain to be called in our hemisphere next year.

TENTATIVE date for conference of North American nations to consider an interim agreement on standard broadcast allocations (NARRA) has been Jan. 15 in Washington. Invitations expected to go out this week from State Dept. to Canada, Cuba, Haiti, Mexico and Dominican Republic on Cuban proposal for use of assignments on 14 additional channels [BROADCASTING, Oct. 8].

**BARN DANCE** type program will hit MBS soon under sponsorship of Ralston Purina Co. Saturday afternoon hour stint is earmarked. Network reported to have lined up top talent group in American folkloric field for years on another network. Agency is Gardner Adv., St. Louis.

**WONDER** whether radio was discussed when Elsey Roberts, publisher of St. Louis Star-Times and owner of KXOK St. Louis and KFRI Columbia, spent 15 minutes with the Chief Executive?

**THERE** is a good chance that the first actions on FM applications will be taken this week by the FCC. A husky batch of radio chief, to be in shape for review at meeting held late Friday. Best guess is that many will be designated for hearing but that some grants will be made. Whatever action is taken will be outside Area 1 as the Commission cannot act on applications in this region until it has decided on the assignments to be made in New York City and has completed its engineering examination of the CBS plan of allocations.

**WITH HIS airport bill out of way, Chairman Clarence F. Lea (D-Cal.), of the House Interstate & Foreign Commerce Committee, expects to dig in on radio promptly. He has standard 15-hour-on-air communications headed by Rep. Bulwinkle (D-N.C.). Committee probably won’t act on Celler Bill, which would make radio public utility [BROADCASTING, Oct. 15], until it formulates plans on kind of legislation, if any, which should be enacted.

**THERE’LL be new general manager for WSAI Cincinnati within next couple of weeks. Howard Lane, Marshall Field’s radio chief, is casing Cincinnati operation and interviewing people. Art Harre, WJFD manager, has been (Continued on page 86)

**Upcoming**

Nov. 4-10: National Radio Week.
Nov. 10: Citizens Radio Anniversary testimonial lunch, Hotel Roosevelt, New York.

**Business Briefly**

DREFT ON 50 • Procter & Gamble Co., Cincinnati (Dreft) using 10 spots weekly on 50 stations, 52 weeks. Agency, Dancer-Fitzgerald-Sample, Chicago.

ZYMOLE CONSIDERS • Consolidated Royal Chemical Corp., Chicago (Zymole Trokeys) to Melamed-Hobbs, Minneapolis-Chicago, Louis Melamed account executive. Radio considered.

CHICK BREAKS • Chick Bed Co., Cedar Rapids (chicken floor litter) Nov. 5 starts six chain breaks weekly, 13 weeks, on WLS Chicago. Agency, Campbell-Sanford, Cleveland.


**Bulletins**

J. HAROLD RYAN, former NAB president, was re-elected president of BMI for another year at a board meeting Friday, at which all other officers and directors were also re-elected af. And in Nov., new NAB president, was made a director.

EDWARD J. NOBLE, chairman of the board of American Broadcast Co., has purchased stock holdings of Time Inc. and Chester J. LaRoche, each owning approximately 12½ percent. Mr. LaRoche resigned as vice-chairman of the board and director, and Roy Larson, president of Time Inc., resigned as director. Price for stock was not disclosed. When Mr. LaRoche acquired Time Inc. acquired its Dec. 1943, the price was reported at $400,000 each. Mr. Noble is now practically sole owner, 97 or 98½, except for small block owned by Mark Woods, president, and possibly a few other shares.

**Wasmer Resells KHQ to Chronicle Co.**

SPOKANE CHRONICLE CO., publisher of the Chronicle (evening), Spokane Review (morning) and Spokesman-Review (Sunday), has purchased KHQ Spokane. NBC outlet from Louis Wasmer under a revised transaction to be filed with the FCC this week.

The sale, subject to customary FCC approval, is a substitute for the transaction consummated earlier this year by Mr. Wasmer with Straus & Blosser, Chicago investment bankers. Except for substitution of the purchaser, the sale is precisely the same—$500,000 before adjustments. The overall purchase, including liquid assets of Louis Wasmer Inc., amounting to $450,000, entails $1,000,000.

The Chronicle Co., one of the foremost newspaper operations in the Northwest, is headed by W. H. Cowles Jr., president and general manager. He is a distant relative of Gardner Jr. and John Cowles, heads of the Cowles Broadcasting Co. and the Cowles Publications. There is no business connection between the two Cowles families.

Mr. Wasmer originally had negotiated with the Chicago investment house for sale of KHQ as a result of the FCC’s “dupoly” regulations. He also owns KGA in Spokane, Blue outlet, and plans to devote his entire energies to that station. The transaction with the investment bankers was complicated by the requirement of Securities & Exchange Commission as well as FCC approval [BROADCASTING, April 9, 1949]. It is reported Straus & Blosser voluntarily relinquished their arrangement and Chronicle Co. picked up the transaction.

Counsel for Mr. Wasmer, Fisher & Wayland of Washington, D. C., will file with FCC this week a petition for leave to amend the application now pending for the KHQ transfer and for removal of the original application from the hearing docket. Judge John C. Kendall of Portland, is resident counsel for Mr. Wasmer. Kirkland, Fleming, Green, Martin & Ellis, Chicago and Washington law firm, represents the purchaser through Louis G. Caldwell and Reed T. Rollo, Washington members of firm.

The amended application would substitute the Spokane Chronicle Co. for Straus & Blosser and thus simplify the transfer. The investment company had been unable to close the ultimate proposed purchasers because of necessity of clearing through SEC.

It also was reported that Arthur L. Bright, general manager and part owner of KFPY Spokane, would become manager of the station. He originally had figured in the Straus & Blosser transaction and was to have become both manager and minority stockholder. Mr. Bright recently sold his one-third interest in KFPY to Queen City Broadcasting Co. Balance of the station was acquired by Ed Crane, owner of KGIR Butte, and John C. Wheeler, Los Angeles attorney and son of Sen. Wheeler (D-Mont.)

Under customary Commission procedure, the petition for leave to amend the application and substitute the purchaser will be acted upon promptly—probably this week.
Single wing . . . double wing . . . "T" formation . . . a team can know them all. But . . . unless the basic fundamentals of low charging and hard blocking are deeply engrained, the most intricate "mousetraps" and deceptive "cross-checks" go for naught.

And in radio . . . .

Prime markets . . . lush buying power . . . vast primary area . . . a station may have them all. But . . . unless the right program format is developed to appeal to the most people, a station cannot command the intense listener loyalty which characterizes these stations.

 REPRESENTED NATIONALLY BY

EDWARD PETRY & CO., INC.

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

THE TEXAS QUALITY AND YANKEE NETWORKS
The fame of Washington apples is world-wide, but the Pacific Northwest ranks just as high in the production of many other soft fruits... pears... peaches... plums... cherries... apricots... all grown in tremendous quantities, of superb quality. Fruit growers, packers, canners, and shippers form a great market of prosperous, progressive consumers, alert to new ideas and with money to purchase merchandise they desire and need.

KIRO is the only 50,000 watt station in this rich market... it brings Columbia Programs to Seattle and the Pacific Northwest.
The Radio Daily Survey of postwar opportunities rates only sixteen cities as A-1 prospects, and Nashville is one of them! Only one Tennessee city has an A-1 postwar rating and that is Nashville! So don't overlook Nashville and the rich Middle-Tennessee market in making your postwar plans. In the area served by WSIX, with its popular AMERICAN and MUTUAL programs, are more than a million potential buyers for your product.
goes quizzin’

...and brings back a bell-ringing Boston show

Little escapes WEEI’s man-about-Boston, Fred Garrigus. New Englanders never know where he’ll pop up—and when he does it’s anybody’s guess just what is likely to happen next.

Mike in hand, Fred coaxes sleepy commuters out of their morning fog in South Station... turns the Statler hotel lobby into a free-for-all forum... referees shoppers at a bargain basement sale. In one day’s quizzin’ he may cover a dog show, college prom and four-alarm fire. Or, as they say up here in Boston, “Where there’s a crowd, there’s usually Garrigus!”

The fun all started when those ingenious WEEI producers said to themselves: Why take pot-luck interviewing people at a fixed place at a fixed time? Why not let the amiable Mr. Garrigus talk to people everywhere—record the goings-on—charge it with a strong current of WEEI-personality—and give Boston radio listeners a highspot local show?

Garrigus Goes Quizzin’ does that. With laughs. Fred is a remarkably glib ad-libber. He’s been quizzin’ for 10 years, has written a best-selling book on the subject and is a network interview-expert.

We gave Fred ten minutes (5:45-5:55 P.M., Mon. thru Fri.) and he’s already taken in miles of Boston. If you want to cover the same territory on a straight-selling route—just call us or Radio Sales. Garrigus Goes Quizzin’ is available!
Durham

North Carolina’s third largest city. (1940 U. S. Census) City-county are one compact unit with present estimated population of 100,000.

tobacco

Durham makes 25% of all the nation’s cigarettes. Add up 94 other steady industries, rich surrounding farm land and famed

Duke

University and you can see what a grand market this is. To control it, one station does the job at surprising low rates.

WDNC

Owned By
Durham Herald-Sun Papers

Represented by Howard H. Wilson Co.

Page 10 • October 22, 1945

My Impression of Europe

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

By JUSTIN MILLER
President, National Association of Broadcasters

My impressions of radio broadcasting in Europe are set against a panoramic background of people, places and events.

The over-all recollection is of a splendidly organized trip; the quiet effectiveness of Col. Ed Kirby, radio-public relations man par excellence; the usual inconveniences of travel reduced to a minimum; air travel, the smoothest as well as the fastest transportation available to man; alert and intelligent Army men, who met us, briefed us, guided us and sent us again on our way; friendly, cooperative officials of other nations as well as in our own embassies; beautiful countryside, the lush grain fields, orchards and gardens of England, the flowering trees and shrubs of France, the heather-covered hills of Germany, and the warm brown plains of Italy; the terrible devastation in the cities of Germany, the faces of the German people, sullenly correct; of the French and Italian people, tired and spent, hoping for

Mr. Miller

our understanding and assistance in regaining their rightful places

(Continued on page 69)

Sellers of Sales

Because he liked dogs, Dave Dole, associate radio and television director of Henri, Hurst & McDonald, Chicago, barked his way into radio.

It began in 1932 at WTCN Minneapolis, where he was handling sound effects. Somebody needed a “talking dog” and Dave came through with a vocal bow-wow that had all the kids trying to eat their way into Minneapolis radio.

The 30-year-old radio executive didn’t stop with dogs, however. He can yowl, whoop, hee-haw, trumpet and, if the occasion calls for it, imitate a goldfish calling to its mate. This ability helped him land the Morrell & Co. “Red Heart” dog food account for Henri, Hurst & McDonald. Dave joined Henri, Hurst & McDonald in 1938 as the “talking dog” on the popular Bob Becker program sponsored by “Red Heart” and he is still growing, barking and whining as the sponsor’s famous canine today.

But he had a solid background as a sound technician and recording engineer before getting into the agency business, having spent four years (34-38) with Midwest Recordings Inc. This training plus intense interest in radio let the agency to turn over the Morrell account to him and eventually won a promotion to his present position as associate radio director and timebuyer.

Some of the accounts handled by his department are Skelly Oil’s sponsorship of Alex Freer and the news; Acme White Lead & Color Work’s Nick Carter; Mutual’s Ballard & Ballard’s Renfro Valley, a dance program originating at Renfro Valley, N. Y.

At present, Dave is concerned with the agency’s television programs. He has produced two novel video broadcasts for commercial sponsorship on t.v. in Chicago and hopes to improve the commercial side of TV.

When he puts on his hat at the end of the day he goes home to two hobbies, both closely related. His first is his two wire-haired terriers named appropriately e s o a g h, “Red” and “Heartie” after the Morrell package. His second is sculpture and his subjects are — you guessed it — dogs.

Dave was born in Minneapolis, Oct. 18, 1914. He married Katherine Turner, also of Minneapolis, and they have an apartment on the North Side. Dave is a charter member of the Chicago Radio Management Club and served as treasurer from 1943-44. If you really want to get on his good side just mention his secret ambition — to play “Asta” on the radio.

WILMINGTON DELAWARE

5000 WATTS day & night

NBC BASIC STATION

Represented by RAYMER

BROADCASTING • Broadcast Advertising
WE'VE KEPT THE BARS DOWN

A Clear road has been kept open through the War. And it is here for you to use in bringing your goods once more to this area of five million people. Your name, your goods, your ideas, may all be new and strange to them. But when the story goes out over our clear channel, on our 50,000 watts, these habitual WSM listeners will hear it, absorb it, act on it.

THE STATION WHOSE FRIENDS CAN BE YOUR FRIENDS

HARRY STONE, Gen. Mgr.
EDW. PETRY & CO., Natl. Reps.

50,000 WATTS
650 KILOCYCLES
CLEAR CHANNEL
N. B. C. Affiliate
IT'S NEVER A MATTER OF LUCK—

with SYLVANIA!

IT can never be a hit or miss proposition when it comes to radio tubes manufactured by Sylvania Electric.

Beginning with the raw materials that go to make Sylvania tubes, you'll find Sylvania chemical and metallurgical laboratories testing every part—experimenting to discover new and better materials—new alloys, new compounds for further improving Sylvania Radio Tubes.

With highly sensitive apparatus, measurements are made to determine power output, distortion, amplification, fidelity. Better, more faithful reproduction of your broadcasting programs is assured, when receivers are equipped with Sylvania tubes!

SYLVANIA ELECTRIC PRODUCTS INC., Emporium, Pa.

TAKE THE "LOCK-IN" TUBE

1. It is "locked" to socket—solidly.
2. It has short, direct connections—lower inductance leads and fewer welded joints.
3. Metal "Lock-In" locating lug—also acts as shield between pins.
4. No top cap connection—overhead wires eliminated.
A radio station is a lot of little things.

Little things like the way you can depend on catching the 8:12 bus by counting on the correctness of its time signals.

Like the way it helped save the business district in Cummins ville by staying on the air all night the time of the big river flood; and the way it helped avert a serious fuel gas shortage during the severe cold snap.

Like the demonstration of public interest when 2601 participants came to the studios to take part in 213 educational and religious broadcasts during the year.

Like the time it located the wounded soldier in an unknown hospital within ten minutes after broadcasting the appeal of an anxious and worried father; and the way it helped put the town over the top in the war bond drive by having the Boy Scouts deliver the bonds direct to the home.

Like the way the cowboys in the West and the Indians in the South and the Frenchmen in the North report hearing the signal; but more importantly the way the people in the great Ohio and Miami Valleys keep their dials tuned to 55.

Like the way it shows up in all the Hooper ratings.

BASIC CBS
550 K. C.

WKRC
CINCINNATI

The BIGGEST Show in Town
"No, Mr. Blunk, your wife may not sing on our program!"

- One of the wonderful things about spot broadcasting is the way it permits you to appeal to varying tastes in different parts of the country.

It takes almost a genius to please city slickers and farmers, northerners and southerners, easterners and westerners—all with one program. But when you give each section what it wants—well, you know the rest!

Free & Peters can tell you what top-notch local shows are available in all the markets we serve—can clear the time—can reduce your work and effort to the minimum. How about letting us go to bat for you? A telephone call puts us on your team!

FREE & PETERS, INC.
Pioneer Radio Station Representatives
Since May, 1932
Station Grants By FCC May Be Slow

1200 Applications Are Now Waiting For Action

By JACK LEVY

ALTHOUGH it has over 1,200 applications for new stations in every broadcast category before it, the FCC will probably be unable to grant more than a portion of this backlog by the end of the year. This prospect developed last week with the disclosure of the following developments:

1. It may be as much as a month before the applications received during the rush week preceding Oct. 8 (more than 400) can be checked and formally accepted for filing.

2. A large number of applications will have to be designated for hearings, including cases where frequencies are fewer than requested and where interference problems are involved.

3. Because of haste in preparing applications for submission within the deadline, many will be found defective and will be returned for correction.

4. The Commission cannot handle the applications without additional engineering personnel and even if the necessary appropriations are provided immediately—and it is more likely that Congress will not act for several weeks—it will still take some time to hire and train men for the work of processing.

5. Television applications cannot be touched until rules and regulations are adopted—a matter of two or three weeks. No grants can be made in districts where the number of applicants exceeds the number of channels until hearings have been held.

Hearings will have to be spaced so attorneys and engineering consultants, who represent numerous applicants, can be present. This will prevent the Commission from carrying out a plan which called for a heavy schedule for disposing of pending cases.

Recognition of these obstacles to speedy processing of applications, a prospect which events have proved to be without basis for fulfillment, has served to focus attention on the enormity of the problem confronting the Commission. Eagerness of broadcasters to expand their present operations, to get into FM and television, and to file their applications while the frequencies are still available has created a situation which has suddenly faced a government agency.

Down through the years, as the number of AM stations has grown to its present total of about 500, the facilities of the FCC or its predecessor agency, the Federal Radio Commission, have never been greatly burdened by new station applications. Over the last 22 years there have been less than 400 new stations built and in the 10-year period preceding 1937 there was actually a decrease in the number of stations operating.

Since the FCC was established in 1934 the largest number of new stations to take the air in a single year was 68 in 1940. With the war and restrictions on materials and manpower, the Commission staff was reduced as the processing of applications was minimized to the few new stations and expansions which were permitted.

The unexpected ending of the war in August found the Commission unprepared for the huge task confronting it. Unlike other industries, in which gradual reconversion could be scheduled after V-E Day, the plants producing radio and radar were occupied with heavy military orders almost until V-J Day which prevented the Commission from making definite plans for postwar operations. The 60-day "cooling off" period set on Aug. 7 was the most expedient action it could take under the circumstances. The Commission had not intended, however, to make wholesale grants after this period. It was merely a warning that wartime restrictions were to be dropped and that licensing would be resumed.

With the expiration of the 60-day period, the Commission had accumulated a total of 1,433 applications for new stations and expansions—enough work to keep its present staff occupied for 10 years. Not only has there been a record number of applicants for standard broadcast stations, but there are also two new services requiring the formulation of operating and engineering rules and allocations.

Expand Old Service

Paradoxically, the coming of a new service has stimulated expansion of an old one. The rise of FM has attracted interest in AM, especially where frequencies in the standard band are still available. The desire to develop a background

(Continued on page 70)
President’s Radio Car Contacts All World

Broadcasts Could Originate From Moving Train
By J. Frank Beatty

FROM his special train, rolling 60 miles an hour, President Truman can talk to any point in the world where telephone or radio facilities are available.

The story of the secret radio car built in 1942 for President Roosevelt was disclosed last week by Lt. Col. Dewitt Greer, Commanding Officer, White House Signal Detachment. Through this car, fondly called No. 1401, President Roosevelt was in constant touch with civil and military officials. And through No. 1401 President Truman on his last trip was able to contact any point in the world by an absolutely secret radiotelephone.

Radiotelephone in Plane

In a fortnight, if the job is finished in time, President Truman will have a radiotelephone in his plane on a swing through the Southwest, provided the trip is made by air as now considered.

Two-million words of highly secret war plans and other classified matter have been handled by the battery of transmitting and receiving apparatus crowded into a combination baggage-passerger car loaned by the Baltimore & Ohio Railroad when the idea was conceived in the spring of ’42.

Dewey Long, who handles White House transportation, first suggested the radio car idea. Col. Greer, as the President’s communications officer, quickly took it up and in May 1942 first tests were made on a run to Chicago. Those pioneer efforts were made with a 400-w two-frequency CW transmitter.

Operating the bug himself, Col. Greer contacted several Army stations and the Signal Corps station in Washington. The rolling setup worked, but service was not entirely reliable during the run. One difficulty—and it’s still an unconquered hazard—came from the tunnels. In spite of that, however, Col. Greer was pleased. President Roosevelt was delighted, and clamped down a secrecy ban that has just been lifted.

An inveterate traveler, the President had been almost out of contact with the world on his train trips, except through a broadcast receiver and the telegrams handled to his car at station stops.

After the first run Col. Greer began tinkering with the antennas. Here he had a few new problems to solve. First, the railroad wouldn’t allow anything more than 14% feet above the rails. Second, the installation must not be conspicuous.

The colonel continued his tests in the B&O freight yards in Washington, aided by one enlisted man, and he had a new antenna rigging on top of No. 1401 for the President’s next trip. All the way to New Orleans and back Col. Greer contacted Army stations, reaching as far as Fort Sam Houston, Texas. Results were 100% (except for the tunnels).

Not satisfied, he increased trans...

(Continued on page 72)

Nets Take Stand Against ‘Totalitarian’ Broadcasting

CBS claims it covers 95% of the country’s population and a speaker on its full network can do so. CBS objects to the idea of forcing all listeners to listen to one speech if they listen at all.

American’s attitude is similar. Except for President speeches or other rare occasions, American feels it isn’t good public service for all networks to carry the same program, along with many non-network stations. American also terms this a definite curtailment of freedom of listening and contrary to the principles of free radio.

A. A. Scheckler, Mutual director of special events, in a memo to Albert L. Warner, head of the WOL Washington newsroom, said the network is glad to make available to any station the broadcast by a high Government official of a vital message, provided the station arranges for its own lines to the MBS control room or nearest point of transmission. MBS leaves the matter of a credit line up to the station’s discretion.

(See related story page 71)

TWO major networks last week took definite stands against any tendency toward “totalitarian” broadcasting, by which they would be under pressure to join four-network hookups for speeches by Government officials (the President excepted, of course).

These reactions came from the sharp protest filed by Justin Miller, NAB president, by Wayne Coy, vice-president of WINX Washington and formerly special assistant to President Roosevelt [Broadcasting, Oct. 15], based on the inability of WINX to carry the Oct. 5 broadcast of Secretary of State James F. Byrnes. The speech was heard exclusively on CBS but is understood to have been offered to NBC after CBS had arranged to carry it.

A spokesman for CBS, explaining its stand, said it felt only the President rates a four-network hookup. CBS opposes effort by any other Government official to commandeer a four-network hookup, viewing it as a step toward totalitarian broadcasting.

AND now, Miss Jones, I’ll show you what we mean by pulse modulation!
New FM Allocations in

CBS Plan to Equalize Coverage Supported

At FCC Hearing

STRONG likelihood that an alternative plan of allocations for FM stations in northeastern U.S. will be adopted by the FCC appeared last week following a hearing to consider objections to proposed FM assignments in the New York metropolitan district.

A favorable reception was given by the Commission to a plan presented by CBS which would be under which licensees and permittees in New York would be given present-day broadcasting coverage that to those that provided under the FCC allocations. In addition, the average coverage of all stations in Area 1 would be increased by 240 square miles, or about 5%.

“Very Good”

“The plan looks very good,” K. Jett, engineer member of the Commission, told Broadcasting following the hearing. “There is reason to believe a large part of it will be accepted.” He explained that it would be necessary for the Commission’s engineering department to check the data presented by CBS, which includes 60 maps, before action can be taken. He was hopeful the assignment problem can be cleared up this week.

As described by Joseph H. Ream, CBS vice-president, and William B. Lodge, CBS director of engineering, the plan involves a plan of channel assignments which puts each of the three network licensees to New York on an identical basis as far as coverage is concerned, as is provided under the FCC plan, but reduces the variation of coverage between the various stations so that all serve areas almost equal in population.

Arranged to provide equality in physical facilities in each market insofar as possible, the plan, according to Mr. Ream, “avoids the prince-and-pooper result which has existed in broadcast competition and concentrates competition between stations in the field of programming. This should result in bringing the public a better program service.”

The CBS plan was supported by NAB, American Broadcasting Co., Bamberg Broadcasting Co., and Capt. W. G. H. Finch, engineer and inventor.

To Avoid Delay

A determination on the part of the Commission to avoid any further delays in establishing FM service was shown during the proceeding. When Henry W. Ladner, assistant general counsel for NAB, suggested that hearings be held to determine the final allocations, Chairman Paul Porter asked: “How is FM going to get started if we start holding hearings?”

Mr. Ladner suggested that programing be brought to the public’s attention by the following:

- NAB, RMA, Nets Meet
- East Likely
- NABC VIEWPOINT on FCC allocations for FM in New York was given by Henry W. Ladner, NABC assistant general counsel.
- “programming ought to be taken into consideration in the allocation of frequencies, whereupon Commission Charles Denny inquired as to how the FCC could discriminate between networks.
- “By measuring the contribution each has made in the way of programs, he replied.
- "You mean, measure the length of the tail on the coonskin cap?” asked Chairman Porter.
- Commissioner Denny pointed out the Commission wanted to avoid complicated hearings and get FM started.
- Mr. Ladner thought the issue could be determined by informal conferences.
- Frank Scott, counsel for Bamberg Broadcasting Co., licensee of WBAI, pointing out that his company was one of the early pioneers of FM in New York, asked for 99.3 mc instead of 96.9 mc assigned by the Commission but said he would accept the CBS proposal as preferable to that of the FCC.

- He declared that 70% of the programs carried over WBAI have not obeyed the network and that the station is not owned or controlled by Mutual and should not be regarded as a network station. He said present plans do not provide for WBAI originating programs for an FM chain of stations.
- Herbert Bingham, counsel for Marcus Loew Booking Agency, said his client would prefer to remain on channel 97 instead of being
- (Continued on page 73)

Plans Drawn for National Radio Week

NAB, RMA, Nets Meet

In New York For

Check Up

FINAL plans for nationwide observance of National Radio Week Nov. 4-10 were drafted at a meeting of NAB, Radio Manufacturers Assn., and the networks, Oct. 18-19, at the Roosevelt Hotel, New York.

First time the combined interests had met for discussion of the week's events, the two-day gathering reviewed progress made by NAB and RMA, along with the networks' own plans. NAB was represented by the Public Relations Executive Committee and RMA by its Advertising Committee.

Tie-in With Loan Drive

Tie-in with the Treasury's Victory Loan Drive will feature observance of Radio Week, according to Willard D. Egelof, NAB Director of Public Relations, Lt. (jg) David Levy, chief, Radio Section, Treasury's War Finance Divi-sion, has urged that State war finance chairman and other drive officials appear on local stations during the week to deliver tributes to the jolly radio drive has done during the war, especially in promotion of the war finance program.

RMA last week mailed to all radio dealers in the United States packets of material for promotion of the week. NAB planned to mail the booklets to stations. Booklets suggest methods by which dealers can join with local stations in promotion efforts.

Entering the RMA booklet is a facsimile of President Truman’s July 3 letter to Broadcasting, in which the President called for maintenance of the American system of radio, with regulation by natural forces of competition, and saluted broadcasters for their efforts in the cause of freedom.

Terminating Mr. Truman’s message “a ringing challenge,” RMA point

ed out: “That broadcasting has been a tremendous force in the prosecution of the war, and will continue to serve the nation in whatever emergency may arise is, of course, widely known.”

“For broadcasting to have reached its present magnitude in such a short time, and to have become so potent and compelling a social force is not less than remarkable.”

“This anniversary year, therefore, provides a rare opportunity for the entire industry—receiving set manufacturers as well as broadcasters—to tell its own story.”

“RMA for many years has felt that recognition has been due the broadcasters for their service to the people, and that, it RMA, would be remiss if it did not devote time and effort to reminding

(Continued on page 77)

BOOTH SEEKING SIX MORE AM STATIONS

PLANNING expansion of operations in standard broadcasting, Booth Radio Stations Inc. filed applications for six FM stations in Michigan and Indiana. John L. Booth, head of the company, is the owner of WJLB and WLQU (FM) Detroit.

The applicant is not to be confused with the Booth newspapers in Michigan, which will not be connected with the operation of the stations. However, Mr. Booth holds a minority interest in the newspaper enterprise which he acquired by inheritance.

The allocation for stations in Flint, Grand Rapids, Kalamazoo, Lansing, Saginaw, and Logansport, Ind. All are for 1 kw power except the last which is for 100 w.

Estimated cost of the six stations, according to the applications, is $173,341. Plans call for network affiliations.

No question of multiple ownership is believed to be involved in the applications, as the FCC rules do not limit non-network ownership of stations in standard broadcasting, provided they are in different cities. Several companies now own seven or more stations.

RADIO manufacturing leaders of two nations met during the joint session of Radio Manufacturers Assn. and Canadian RMA at Rye, N. Y. Executives of two associations are (l to r): Stuart D. Brownlee, Canadian RMA executive secretary; R. M. Brophy (Rogers Majestic Ltd.), Canadian RMA president; R. C. Conger (Croley Corp. v-p), RMA president; Bond Geddes, RMA executive v-p.

October 22, 1945 • Page 17
Rep. Patterson’s Ire Aroused
By Script Inquiry; Fight Looms

A FIGHT in the House over requests for the same thing: Un-American Activities for scripts of seven commentators [BROADCASTING, Oct. 15] was threatened late last week as Rep. Ellis Patterson (D-Cal.) charged the committee's action resulted in the dismissal of three of the commentators.

He also announced he would circulate a petition to force a rule on H. Res. 58, introduced last spring by himself and Rep. Frank E. Hook (D-Mich.) to terminate the Un-American Activities Committee.

Patterson Statement

A statement released by Rep. Patterson’s office said: “Aroused by the latest attack on the Un-American Activities Committee, in causing three radio commentators to have been given notice by their sponsors since their scripts were subpoenaed, Rep. Ellis Patterson (D-Cal.) said in an interview: "Demanding these scripts from radio commentators is in complete violation of the principle of free speech. We are not intimating people by scrutinizing what they say, through such methods, we are curtailing and suppressing their right to think in the open.”

The new York Times quoted Rep. Murdock (D-Ariz.), member of the Committee, as deporning the release of the names of commentators whose scripts were requested. He said a general investigation had been approved by the Committee, but that he could see no point in mentioning names until some accusation was made.

A spokesman reported, contrary to Rep. Patterson’s charges, that no subpoenas were issued for any scripts. The Committee staff also denied that scripts had been requested of Mrs. W. Vandercook, Lisa Sergio or Frank Kingdon, although they pointed out that the Committee may ask the sponsors of all commentators to assure their scripts if necessary in its study of radio.

WCAM and WTNJ Are Denied Renewals; WCAP Is Reubked

FCC last week, in a 17-page decision, undercook to unravel the intricate problems facing three New Jersey time-sharers.

Unraveling the labyrinth of complications, it seems that three radio stations in New Jersey operating on the same frequency on a share-time basis were unable to agree among themselves upon a division of time. Two of the stations, therefore, asked to be allowed to share the time used by the third while the third asked for an unlimited time on the frequency and the assignment of a different frequency to the other two.

Consolidating the various renewal and modification applications of the three stations, the Commission started work on the problem back in 1940, held hearings in late 1943 and again in 1944, and has since received additional evidence on the case. Exploring the ramifications involved, the Commission, among other things discovered:

1. The first station, WCAM Camden, operated by the city of Camden, had transferred approximately 15 cents per hour to a company which was under no obligation to render a service public which would subject the licensee to complaints on which to interfere with the selection of programs. The contract between the station and the company has since become the sub-

(Continued on page 75)
IOWA IS THE NATION'S FIRST FARM MARKET—

and WHO's Farm Service Programming HELPS TO KEEP IT THAT!

The State of Iowa containing only 1.3% of the land in the U. S. (but containing 25% of all the Nation's Grade A farm land) produces more than 10% of all America's food supply. Iowa is the FIRST state in the production of

- Corn (18% of U. S. total)
- Hogs (20% of U. S. total)
- Livestock
- Eggs
- Poultry
- Oats

Iowa is also FIRST in the number of both horses and tractors used, value of farms, total value of farm property. Iowa's total farm income in 1944 was $1,479,181,000.

The cash income of the average Iowa farmer is the highest in the Midwest—second highest in the Nation. The Iowa farmer is tops in his trade. Compare these figures for 1944:

- Iowa farmers averaged $7,562
- Illinois farmers “ 5,870
- Nebraska farmers “ 5,633
- Minnesota farmers “ 4,292
- Missouri farmers “ 2,952

WHO IS PREFERRED 6 to 1 BY IOWA FARMERS!

As shown by the Iowa Radio Audience Survey, 62.9% of Iowa's farmers "listen most" (daytime) to WHO—as compared with 11.4% for the next station.

This overwhelming preference with Iowa farmers is a result of spectacular Farm Service Programming which aims at far more than mere entertainment of WHO's rural listeners. WHO helps Iowa farmers to be better and more prosperous business men. "The Corn Belt Farm Hour", broadcast every Saturday noon, plus 24 other special farm service programs every week—the famed Corn Belt Plowing Match, the Radio Corn Festival, the Master Pork Producers’ Project, the Radio Farm Institute, the National Tall Corn Sweepstakes—all contribute to Iowa farming as well as to WHO's preference by Iowa farmers.

TO SUM IT UP . . .

Iowa is America's first farm market. WHO has played an important part in the increase of Iowa farm crops from $643,077,000 in 1939 to more than double that figure in 1944. And that is why WHO is the preferred radio station for 62.9% of Iowa's rural people.

WHO for Iowa PLUS

Des Moines . . . 50,000 Watts
B. J. Palmer, President    J. O. Maland, Manager
FREE & PETERS, Inc., National Representatives
Petrillo, Net Heads Discuss FM Music

AFM Claims Contracts Bar Duplication Of Programs

SUMMONED by a telegram asserting that the dual broadcasting of musical programs on FM as well as standard transmitters is a direct violation of their contracts with the American Federation of Musicians, representatives of the four major networks met last Wednesday afternoon in the office of James R. Pettrillo, AFM president.

After a thorough discussion of FM's past, present and probable future and its effect on employment of musicians, the meeting adjourned with Mr. Pettrillo stating that he would consider what he had been told and would let the network executives hear from him then. Meeting was described as completing a friendly session, devoid of demands, threats or ultimatums.

Net Representatives

NBC was represented by Niles Trammell, president, and Frank E. Mullen, vice-president and general manager; American by Joseph Mc-

Donald, counsel, and John H. Norton, Jr., station relations manager; Mutual by Robert D. Swezey, vice-president and general manager, and Theodore C. Streibe, executive vice-president; CBS by Frank R. White, vice-president and treasurer.

Mr. Pettrillo reviewed former discussions of FM between the union and the broadcasters, including his participation in this type of broadcast- ing put on by NBC at the midwinter meeting of the AFM international executive board in Chicago a year ago and the station's protest a year ago over the duplication of network musical programs on FM stations operated by the owners of standard affiliate stations. A meeting of the AFM districts last month concluded that the duplication of broadcasts would be permitted as a favor to affiliates and as an aid to future development of FM broadcasting.

They pointed out that at present most FM receivers are combination sets also able to tune in standard broadcasts, so that FM listeners were not additional listeners but mere followers of the standard audience. They explained that the advertisers whose programs are broadcast by both FM and AM make no extra payments to the networks for this service and that the networks do not pay the stations, so there is no additional revenue from it at present. Therefore, they argued, there would be no additional payments to musicians or other performers.

Source of Employment

The radio delegation described FM as a source of increased employment for musicians as it develops, citing the eventual increase in the number of stations this new medium will enable the eventual employment of musicians by each of these new stations. Wage scales, they said, should be set when this development has occurred and should be prescribed in accordance with the income of FM stations at that time.

3 Stations Nearing Union Agreement

WAPO, WRBL, WGPC Are Reported in Negotiations

THREE MORE stations whose disputes with local unions of American Federation of Musicians have threatened the entire CBS and NBC networks were reported to be nearing agreements with AFM locals in last week.

R. G. Patterson, manager of WAPO Chattanooga, NBC outlet, said an agreement calling for a "25 to 30%" increase in pay for six staff musicians had been reached by the station and the local and was expected to be signed Monday or today (Oct. 22).

Two CBS outlets, in Georgia, WRBL Columbus and WGPC Albany, were reported by spokesmen to have reached a "general, tentative agreement" with the local. But both union and management spokesmen said that the contract had been formulated and that negotiations were continuing.

Both WRBL and WGPC are owned by members of the J. W. Wood Family, and the union is understood to be demanding employment of one musician; it was on this point that the "tentative agreement" was said to have been reached. The station has had no union contract heretofore, spokesmen reported.

Mr. Patterson said WAPO has been operating with the services of only one of its six staff musicians: a pianist who said he was used half an hour a week. The old contract expired Aug. 31.

Contracts with WAPO WRBL, and WGPC would take away the last stations of those which AFM cited when it pulled musicians off Wilt Broadcasting and Carnation Hour on NBC Sept. 30 and Oct. 1 and Prudential Family Hour on CBS Oct. 7. Two others on the WSP, New Orleans, and WDOD Chattanooga, have signed contracts [Broadcasting, Oct. 8, 15].

Also 25% in salary, would diversify the compensations, but the FCC had denied licensee's petition for rehearing in which the reorganization was set forth.

Two applications for the facilities of WOKO have been filed since the Commission announced its decision last May [Broadcasting, April 2]. A few weeks ago Fort Orange Radio Co., composed of Albany businessmen, filed for 1450 ke with 500 w nights and 1 kw days [Broadcasting, Sept. 3]. A forint ago Fort Orange Radio Co., composed of Albany and Troy businessmen and women, filed for the same facilities, but seeking power of 5 kw [Broadcasting, Oct. 13].

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FCC Ignored Service, WOKO Argues

Plotkin Queried About Public Interest By Court

WHETHER concealed ownership can be interpreted by the FCC as not in the "public interest, convenience and necessity" is a question to be decided by the U. S. Court of Appeals for the District of Columbia in the Commission's denial to renew the license of WOKO Al-

bany, N. Y.

At argument before a three-justice panel of the Court last Thurs-

day, William J. Dempsey, counsel for WOKO Inc., the owners, contended that FCC did not take into consideration the 15 years of public service given the people of Albany by the corporation, Harry M. Plotkin, FCC assistant general counsel and chief of litigation, argued that the Commission was justified in denying the renewal because it developed after investigation that Sam Pickard, former Federal Communications Commissioner, owned a 24½% interest in WOKO Inc. that was not reported to the FCC.

First Radio for Two

Associate Justices E. Barrett Prettyman and Wilbur K. Miller, respectively, sat for the Court [Broadcasting, Oct. 1], on their first radio case with Chief Justice D. Lawrence Gruner. Questioning by both Justices Prettyman and Miller developed these facts:

1. That the Communications Act does not require the FCC to make a specific regulation requiring the listing of beneficial stockholders.

2. That the Commission contends one of the "basic elements" in judging whether a licensee can operate in the public interest, convenience or necessity is "a man's ability to tell the truth."

Mr. Dempsey argued that the only dispute at issue was whether Harold E. Smith, general manager, and 25½% owner of WOKO, knew in 1934 when Pickard stock was transferred on record to R. K. Phelps, Mr. Pickard's brother-in-law, that Mr. Phelps "was really a dummy." Mr. Dempsey contended that Mr. Pickard's interest, even in combination with any other stockholder, did not constitute control and therefore the Commission could not be concerned about it.

"The Commission didn't concern itself with the future operations of the station," he said. "They wanted to punish Smith and Pickard."

Mr. Plotkin told the Court that until 1937 or 38 the FCC asked licensee corporations for the names of stockholders of record. Since that time, however, Commission rules provide that the licensee corporations must state "who the record owner is and the beneficial owner."

Authorizes FCC

Justice Miller asked if the statute requires the Commission to determine the beneficial ownership. Mr. Plotkin said it does not require, but authorizes the Commission to make such determinations. The Commission has a good deal of latitude and discretion in the licensing of stations, he added. Mr. Plotkin told the Court the WOKO record showed a "misrepresentation as to the beneficial owner, not as to the owner of record." Justice Prettyman said: "The Act says public interest, convenience and necessity. How do you fit that into your argument?"

Mr. Plotkin cited Section 308(b) and 315(a) of the Act. He contended: "We say one of the basic elements is a man's ability to tell the truth." He contended that under the Communications Act the Commission is authorized to revoke a license in case of false state-

ments.

Commission counsel said WOKO Inc. could reorganize and file an application for the WOKO facilities "and we would have to consider it," but that WOKO had taken no such steps. Mr. Dempsey, in rebuttal, countered that WOKO had offered a reorganization plan whereby Mr. Pickard would be out, and Mr. Smith and Raymond M. Curtis,
It will be pretty again

Oh, sure, it's barren and bleak and all undressed... but the shape is there and leaves will make it beautiful once again.

That's just about the way smart manufacturers and alert advertisers are thinking about their own blighted markets. Territories that have been neglected... shorn of merchandise and sales attention.

They are puny skeletons now... maybe even ugly... but there's going to come a time!

And that's when you'll want an advertising medium that delivers. In radio, in the country's sixth largest city... an independent does the big job. W-I-T-H, in Baltimore, delivers more listeners-per-dollar-spent than any other station in this five-station town. Facts to prove it are available.

And if your job is setting up radio budgets, you owe it to yourself to see those facts.

W'I'T'H
Baltimore, Md.

Tom Tinsley, President  Represented Nationally by Headley-Reed
British Resume Prewar TV,
U.S. Advised to Follow Suit

BRITISH television is being resumed on prewar standards, with first test transmissions scheduled in the near future and public service to be started as soon as the return of video technical and program experts from the fighting services permits. William J. Haley, director general of the BBC, expressed these views in an address from London to the Monday luncheon meeting of the Television Institute held Monday and Tuesday at the Commodore Hotel, New York.

Two-day session, comprising panel meetings on programming, operations, production, management, advertising and merchandising, and roundtable seminars on directing, writing, producing, acting, education, special events, employment and retailing, was conducted under the auspices of Television magazine, and was attended by some 450 persons. Irwin Shane, editor and publisher, announced the Institute as the first of an annual series.

Mr. Haley pointed out that when it became clear that one of the problems that would face television after the war was whether it was to go on where it left off or whether there should be a delay while some even more highly developed system was perfected, the British Government appointed a committee to decide the problem. The committee’s unanimous decision, he said, was “to get television going for the public at the earliest possible time after the war.”

Mr. Haley continued: “If at some stage in our geographical progress we discover that the new and perfected system has become a practical proposition, then we will run the two systems in parallel, side by side. The owners of sets capable of receiving the present system will be given a guarantee of so many years service.”

Similar Guarantee in U.S.

A similar guarantee for American set-owners and broadcasters was asked at the Monday morning operations panel by its chairman, Dr. Alfred N. Goldsmith, consulting engineer. After a discussion of the studio and transmitting apparatus needed for television broadcasting, during which Howard L. Perdue of General Electric Co. reported that a 5 kw video set-up would cost $72,850 and a 50 kw station $268,500, plus the cost of buildings and installation, Dr. Goldsmith stated: “It is absolutely unfair to ask anyone to go into television broadcasting unless he is guaranteed ten years of operation without change in standards.”

James Lawrence Fly, former FCC chairman, speaking at the Monday luncheon, said that “with all deference to the BBC” the American system of broadcasting supported by advertising ”is the only one which can carry the load.” Hailing television as having the potential “which will overshadow all other media of advertising,” Mr. Fly declared that “only the generous support of American industry and advertising will create and maintain a national system of the quality we have a right to look forward to.”

In a detailed analysis of media costs presented at the Tuesday morning panel on advertising, Paul Rubbourn, president of Television Productions, showed that radio delivers a sales message at a cost of two-tenths of a cent per listener, magazines at three-tenths to four-tenths of a cent per reader, and newspapers at a cost of a half-cent per reader. Television today, he said, costs more than sound radio to produce, but he predicted that when television becomes a developed factor in advertising the production costs will be cut to only half again as much as sound radio.

Durbin Speaks

Charles J. Durbin, assistant director of advertising, U. S. Rubber Co., in a talk illustrated with slides, described the experience of his company in dramatizing their products on television, and Ray Nelson, vice-president, Charles M. Storm Co., related some of this agency’s experiments with this new advertising medium. Richard Manville, research consultant, chairman of the panel, pointed out that television will be a successful advertising medium when the advertiser begins to back a dollar plus for every dollar spent for television and urged the industry to start now to collect case histories on the effectiveness of all commercial video programs in making sales or pulling mail as a guide for the future.

Describing tests of “every sort of program fare possible” made by WABB, DuMont station in New York, Samuel H. Cuff, general manager, said that television, whether in New York or an isolated hamlet are “folks at home” who want friendly, sincere, honest unsophisticated entertainment.

At other speakers at the two-day Institute included: Richard Hubbell, production manager and television consultant of the Crosley Corp. broadcast division; Paul Allen, video film director of NBC; Harvey Marlowe, television consultant to American; Helen Rhodes, producer at WRGB, the GE station at Schenectady; Worthington

(Continued on page 88)
Greatest Construction Program in City's History Predicted

Steam shovels are gouging the earth and riveting machines are hammering out the first lively staccato in a Detroit building program which experts believe will surpass anything in the city's history. This program covers all types of building from new factories to new homes: from extensive additions on present buildings to complete remodelling jobs. Here are typical observations by authorities:

LEONARD P. REAUME, past president of the National Association of Real Estate Boards and the Detroit Real Estate Board, recently said: "With the business of war at an end Detroit industries have a colossal demand for their products. It will take years of the highest possible production to catch up on existing demands... Detroit is like an overgrown child, it needs everything."

WILLIS H. HALL, manager of the industrial department, the Detroit Board of Commerce said: "There are only 2,500 acres of industrial land available in Detroit, and over half of this is owned by industries planning new construction... As for the construction picture in general we haven't seen anything yet in this town compared to what is coming."

Another basic industry is just swinging into action and a new era of prosperity is dawning for Detroit as the great automobile industry gets into production on its first postwar, 6,000,000 car year. Raise your quotas and keep your sales sights trained on this market. And remember, WWJ, America's pioneer radio station, is the preferred station in Detroit.
Russian Domination of Radio Berlin Is Admitted by Eisenhowen in Report

SOVIET domination of Radio Berlin, which under Allied occupation terms was to have been controlled by the Allied Council, was admitted by Gen. Dwight D. Eisenhower in a report last week to the War Dept., on occupation progress.

The report confirmed the observations of the U.S. Broadcast Mission to ETO, which last August visited radio Berlin and found the station directed and manned by Russian Communists. This condition prevailed in spite of the fact that the station was located in the British sector of Berlin and despite the understanding that all four Allied powers would participate in its policy and technical control.

Berlin radio is "under Soviet censorship and Communist direction and has not to date been generally or freely available to political parties or leaders other than Communist," Gen. Eisenhower reported. "A crying need has been made for quasipartite control of Berlin radio, and other measures are being studied."

Gen. Eisenhower concluded that the Communist Party holds a majority of the strategic posts in the Berlin Magistrature and in administration of the Berlin municipalities. He added, however, that informal reports indicate that a fair and impartially supervised election in Berlin would not support the present Communist Party dominance.

The Broadcast Mission found that few, if any, Americans had been in the Berlin studios, former radio headquarters of the notorious Goebbels. Brig. Gen. Samuel Thomas told Broadcasting's correspondent during that visit that although he normally had a onefourth voice in the station's operation, he set foot inside the station for the first time on the coattails of the American group.

WPEN IS SUSTAINED BY APPEALS COURT

THIRD U. S. CIRCUIT COURT of Appeals in a unanimous opinion Oct. 12 rejected an appeal by sight and sound and religious groups seeking to compel WPEN Philadelphia, to sell them time on the air.

The decision sustained Federal Judge William H. Kirkpatrick, who in one of the first cases of its kind, last April refused to grant the plaintiffs a decree against the station owned by the Evening Bulletin.

The religious groups brought suit last Feb. 20 after WPEN announced it would cancel their "paying" contracts as of April 1 and instead grant "free time" to all religious groups.

Circuit Court decision, written by Judge John Biggs Jr., senior member, and concurred in by Judge L. Baxley and Judge Curtis L. Waller, held that the plaintiffs had failed to show cause for action and held that the station was free to make its own choice of programs, to give free time as it saw fit, and to allow free time on the same basis.

"A broadcasting station is not a public utility," the decision stated, "but a business that it must permit broadcasting by whomever comes to its microphone."

Suit was brought by Non-Secular Tabernacle; Pilsner Hour; Highway Mission Tabernacle and Young People's Church of the Air, all of Philadelphia; Rev. Carl McIntire, pastor of Bible Presbyterian Church, Collingswood, N. J.; the Wiley Mission and Wesleyan Methodist Church of Camden, and the Word of Life Fellowship of New York.

Bendix Flyers Escape

TWO BENDIX Radio Corp. flyers and an Army major, flying a plane used to test aviation radio and radar equipment, escaped serious injury when their plane crashed into the Potomac River at Washington on Oct. 18. Occupants were Geo. Blevin, C. N. Hopkins and Maj. Levi Dice.

Scores of powerful locomotives like this one operate in Utah on four trunk line railroads. Through state goes 70% of the nation's enormous east-west rail traffic.

Approximately 20,000 Utah residents work for the railroads. They receive over $50,000,000 a year in wages and salaries—nearly $1,000,000 a week. This spendable income is an important factor in Utah's business vitality.

Local Advertisers Know KDYL Brings Results

Railroad men and their families look to KDYL for their favorite network shows and for local features that sparkle with showmanship. Local and national firms know by experience that sales messages on this station bring results.

Ray to Make Survey

SURVEY to secure data for submission to FCC in its study of proposed rules and standards of good engineering practice for operation of industrial electronic heating equipment will be conducted by Garo W. Ray, consulting radio engineer, Bridgeport, Conn. The Society of Plastics Industry appointed the Ray organization to make a survey of radiations from presently used apparatus in industrial centers in order to get necessary measurement data on the plastics heating angle for FCC consideration.

In the UTAH MARKET

The POPULAR Station

SALT LAKE CITY
UTAH'S NBC STATION

National Representative: John Blair & Co.

Page 24 • October 22, 1945

Broadcasting • Broadcast Advertising
AT 10:15 P.M., NEW YORKERS WHO LIKE OLD TIME MUSIC SWING THEIR DIALS TO WOV . . .

EVER hear of a girl "hill billy" disc jockey? WOV has one in Rosalie Allen. And Rosalie does a great job of selling her fast-moving "Prairie Stars" program and the products and services of her sponsors to New York's tremendous radio audience. "Prairie Stars" is broadcast every evening at 10:15, Monday through Saturday. It's an appealing, entertaining, recorded show featuring hill billy tunes and American folk songs. A limited number of participating spots are available.

RALPH N. WEIL, General Manager
JOHN E. PEARSON CO., New York
It's Radio Listenin' Time
In Eastern Iowa—

and WMT is a MUST if you want to reach the 1,200,000 people within its 2.5 MV line!

Eastern Iowa offers advertisers a tremendous post-war audience that can be reached—and sold—with one tremendous sweep by WMT. For WMT leads every other Eastern Iowa station in popularity—both day and night—providing exclusive Columbia programs at Iowa's best frequency—600 KC with 5000 watts.

Contact us at once for availabilities and market data.

Radio for Sales

RADIO ADVERTISING was cited by the Domestic Distribution Department Committee of the U. S. Chamber of Commerce last week as one means of building sales to new levels. In a report titled Distribution: A Key to High Employment, the committee also suggested improvement in quality of advertising by correcting "the frequent radio commercials", ads that are "objectionable" and other promotion and advertising "which attribute to all competitors faults true only of a few". Report was prepared for guidance of progressive distributors and distributing organizations in the task of finding markets for 50 to 50% more goods and services than ever before consumed in U. S.

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Contact us at once for availabilities and market data.

Radio for Sales

RADIO ADVERTISING was cited by the Domestic Distribution Department Committee of the U. S. Chamber of Commerce last week as one means of building sales to new levels. In a report titled Distribution: A Key to High Employment, the committee also suggested improvement in quality of advertising by correcting "the frequent radio commercials", ads that are "objectionable" and other promotion and advertising "which attribute to all competitors faults true only of a few". Report was prepared for guidance of progressive distributors and distributing organizations in the task of finding markets for 50 to 50% more goods and services than ever before consumed in U. S.
Gamble Brothers plans...

GAMBLE BROTHERS manufacture wood parts for factories throughout the country, who assemble these parts into furniture, pianos, radio cabinets, display fixtures, novelties and industrial equipment.

Prior to the war Gamble Brothers employed about 270 people. During the war this was reduced to around 205 people, due to the manpower shortage. In the postwar period the company plans to not only expand its activity in regular lines of manufacture but also to develop new products and put to commercial practice some of the new techniques and developments in wood that have come out of the war. For this purpose Gamble Brothers has divided its merchandising activities into three divisions: (1) Wood Parts Division, which will manufacture and sell all those products manufactured prior to the war. (2) Laminated Products Division, which will handle heavy laminated products, built up from wood into both curved and flat sections for marine use, structural use, tanks, and other purposes. These products are the result of much research and development work done by our company during the war for supplying heavy and long timbers for wooden ship construction, as well as for other war uses. This product is a new development in wood and permits the combining of many species, each for its particular mechanical properties, into structural members. By using new and special types of adhesives, materials so laminated will withstand the most adverse weather conditions and other conditions of use that can be imposed on it, for anything that will destroy the strength of a glue bond will actually destroy the wood fibers first. (3) Special Products Division, which will manufacture special products, which are completely fabricated and ready for customer use. This will include items such as laminated paddles, oars, and other products.

The three merchandising divisions of the company will be backed by research facilities for improving old products and developing new products made from wood.

Just as soon as we get into full production in all three divisions our number of employees will exceed our pre-war level.

C. D. DOSKER, President

Jeffersonville Boat and Machine Company plans...

OUR COMPANY has emerged from its war work a vastly expanded organization. Prior to 1941 our operations covered 13.3 acres and we employed approximately 800 people in our work of building and maintaining barges and tugboats. At the close of the war our operations covered 96.3 acres with facilities that will permit us to enter new fields of endeavor.

We quite naturally will continue to maintain and repair barges and rowboats for the parent organization, the American Barge Line Company and other river transportation companies. We have on our books orders for the construction of 50 new barges.

One of our new lines is the construction of machinery and at the present time we are in production on contracts for DuPont, Colgate and the Louisville Drying Machinery Company. In addition to this we are in a position for the first time to manufacture transportation equipment such as mine cars and railroad cars, for which there is a strong market. Among other postwar possibilities are water tanks, stoves, gas bottles, steel structures of all kinds and Marine and industrial repairs.

Of course, we don't expect to maintain our peak employment we reached during war contract work, but our present estimate calls for 2,700 employees, which is 44 times our pre-war level.

We are looking forward to years of good business.

PATRICK CALHOUN, President

No. 2 in a series of messages about plans for Louisville
Judicious Program Control Needed by FM

Advertisers Served Best by Pleasing The Listeners

By LESTER H. NAZGER
Vice-President
RadioOhio Inc., Columbus, O.

DUE TO THE FREEZE on receivers and the resulting limitations, we have not felt we could justify the sale of time. Therefore we have devoted our efforts to programming, engineering and promotion.

We have, with the cooperation of local merchants, experimented with a sales plan and have proposed a new sales method, as covered in our brochure on WELD and FM.

Our attitude toward the sale of time is one of wanting to correct some of the mistakes which many recognize in standard broadcasting. The competition in standard broadcasting has perhaps to a certain extent caused many broadcasters to relinquish the policies and controls which they normally would exercise. With the growth of broadcasting and its commercial success, it has been difficult to consider methods which might appear to be restrictive to this continued success.

We believe, however, that the increased number of broadcasting stations, resulting from FM, will provide the opportunity to try new methods. And we believe many AM operators, in addition to those not previously in broadcasting, will take advantage of their opportunities.

Study Public Opinion

As a pioneer in FM we have proven the technical merits of FM to our satisfaction. Therefore our conversion, in cooperation with others, depends upon what we have to offer in addition to an improved method of broadcasting. Our future leadership depends upon the service we provide and the degree of acceptance of this service by the public. It is therefore proper that we should study carefully the stated likes and dislikes of the public as applied to present broadcasting.

In considering these likes and dislikes it is apparent that we, as a broadcaster, must exercise a reasonable amount of control over our programs and service if we are to attain the success we foresee. Since sales and programs go hand in hand it is obvious that the control must start with the sales structure. For this reason we have proposed a sales plan as a suggested method of establishing this control and providing a more desirable and effective service for both the listener and the advertiser.

This proposed sales plan is not restrictive, but tends to maintain a better program balance and a better ratio between program and advertising content. The basis of the plan is the placement of programs within the overall schedule, as necessary to a pleasing service, and a control over the amount of commercial wardrobe. The commercial wardrobe control is not restrictive but encourages better and more effective continuity.

Please the Public

To please the public is to serve the advertiser; we should strive to accomplish this fact. A continuous sequence of programs of any given type over an extended period of the broadcaster's schedule results not only in a poorly balanced program schedule but renders less effective the service which should be available to the advertiser.

This means certain types of programs should be specified within the overall schedule. To do this the broadcaster, who is responsible for his program service, must exercise

(Continued on page 30)
WELL PLACED!

EXPERIENCE MAKES THE LEADER

WSPD’s 24 years of experience with every type of radio sales campaign, plus the top NBC shows, guarantee that your advertising over WSPD is well placed—at the head of the “what-to-hear” list of more than one and one-half million prosperous prospects in Northwestern Ohio and Southern Michigan.

JUST ASK KATZ

WSPD

TOLEDO, OHIO

IF IT'S A PIRT INDUSTRY STATION YOU CAN BANK ON IT

5,000 WATTS
FM Pioneers
(Continued from page 28)

the necessary amount of control. By the use of transcriptions and delayed broadcasts this program balance is entirely practical.

We believe the various program types should be provided in the correct ratio of listener preference, as shown by surveys. To provide a basic program schedule of any given type is automatically restrictive to broadcasting, and we should not select any particular type for criticism. For every person critical of dramatic programs there is probably one for popular music, another for classical music and another for news. The success of any broadcast service in a restricted field of programming is the result of an inadequate program balance on the part of others.

Look Into Future

It is natural that there should be objection to any sales plan which might appear to be restrictive. When business is good we stick to the beaten path, but we must look into the future. We must learn to live beyond to-day and tomorrow. We must recognize that the productive hours of our daily schedule are limited, affecting both sales and program planning.

We cannot sell the nonproductive hours and we cannot balance our program schedule by use of these hours. Therefore our commercial plans, rate and programming should reflect the restrictions of our daily schedule in terms of productive hours.

We find no logical basis for the contention that sponsorship has a bearing on the public service value of programs. Outstanding programs develop with sponsorship as a general rule, although the amount of sponsorship in some instances may be subject to question. It is the duty of the broadcaster to recognize this fact and to realize that there is room for improvement in the method of sponsorship. We believe better continuity, with less worry, may be the key to more effective advertising. This is a basic consideration in our proposed rate structure.

We, as others in broadcasting, are concerned about the criticism now leveled at our service. While we know much of it originates from encouragement on the part of other services, we are aware that some of the criticism is perhaps justified; thus competitive services have capitalized on it. Broadcasters should be anxious to determine the facts, ascertain the extent of this criticism, and take the corrective measures necessary.

A considerable amount of the compliments coming to WELD concern our pleasing schedule of music, of all types. It has often been stated that WELD's programming is a relief from that of other stations. Perhaps this is the discontented portion of the radio audience but we follow closely the preference of listeners as shown by our surveys.

It has been indicated to us that 74% of those interviewed believe that dramatic and serial types of programs are stressed too much, and 70% believe that music, of all types, is not being stressed enough. We must plan our program schedule upon these stated likes and dislikes, striving to provide a schedule with variety adequate to the pleasure of the overall audience.

Program Study

Every broadcaster should do a little more listening to his own program schedule. He probably hears but a limited number of programs. He is going to be more critical of his programs in the future. As such competition is likely to include a group of alert individuals who are very much program-minded. The head start he has can be lost very easily unless he has an open mind and is willing to work toward a balanced program schedule. He perhaps will be less inclined to permit an additional program once he has a musical program. He will add to the balance and quality of his program service. He will be more program-minded and he will place a greater value upon quality, production and showmanship.

There are those, now in broadcasting, who believe that the additional stations made possible by FM will be able to do all the work of existing programming. They plan to make their FM station a program satellite of their AM station. We do not agree, for we believe there is an opportunity to expand the total available audience, and that this can be the result of programming and showmanship.

If FM is a better system of broadcasting, as we have found it to be, then it is true that the AM station, with its program background, should take advantage of this experience and the acceptance of its existing program schedule. However, it should be willing to set aside an adequate amount of time to investigate the advantages of a balanced program schedule. If improvement is possible or necessary then the broadcaster should look upon FM as the opportunity he needs.

We believe the potentials of programming will be increased as the result of improved recording methods and the convenience and speed of transmission. In addition to syndicated types of programs, we believe there are many programs which merit greater broadcasts in the same area. An outstanding program normally heard in the evening justifies a morning or after-noon broadcast advertising.
MORNINGS, TOO... the Fastest Growing Audience in Indianapolis

- WIBC almost doubled its percentage of share of the morning listening audience in the period from December, 1944 to August, 1945.

This gain... 87%... is all the more impressive because "sets-in-use" increased more than 25% in the same period.

Here, again, in mornings as in afternoons, WIBC's new policies of better programming and greater participation in public affairs have resulted in substantial bonuses for advertisers. Ask any Blair man to give you all the reasons why WIBC is your best buy in Indianapolis.

<table>
<thead>
<tr>
<th>Cotton Percentage Record</th>
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<tbody>
<tr>
<td>WIBC .......................... 87% gain</td>
</tr>
<tr>
<td>Station B ....................... 40.2% gain</td>
</tr>
<tr>
<td>Station C ....................... 13.8% loss</td>
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<tr>
<td>Station D ....................... 20.1% loss</td>
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<table>
<thead>
<tr>
<th>WIBC Nooker Index (Mornings)</th>
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<tr>
<td>Average Dec.-Apr. ............ 10.7</td>
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<tr>
<td>April-May ..................... 11.6</td>
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<tr>
<td>May-June ..................... 14.3</td>
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<td>June-July ..................... 15.0</td>
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<tr>
<td>July-Aug. ..................... 20.0</td>
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Owned and Operated by the Indianapolis News
**On the Service Front**

**Navy Music School to Display Radio and Recording Facilities**

IT WILL be open house on Navy Day (Oct. 27) at the Navy School of Music, when the public will have a look at what is probably the finest "hand-made" radio and recording studios to date.

Across the Potomac from Washington, in Anacostia, the Navy has set up a complete broadcasting studio from which have originated the opening program for Associated network, the Mutual For Victory series, CBS' Bands to Battle, pick-ups for Columbia's School of the Air, NBC Victory Corps broadcasts, and many special entertainment and religious feature shows.

There are four outlets leading from the control booth in the auditorium via telephone lines to Washington network affiliates. A program can be fed to all simultaneously.

Largest operation of the studios is the recording lab which contributes to the Armed Forces Radio Service V-Discs; other AFPS music recordings, religious music for use of the Navy Chaplain Corps aboard ships, and makes records of the work of student Navy musicians for their use in further study. In addition, the concerts of the Navy School of Music Band, Symphony Orchestra, Chorus, and smaller music units, are recorded for the school's music library.

The Navy expects to continue the work of the recording lab following the "duration", using the recordings as a morale factor in the regular Navy.

Practically every piece of equipment, down to the dials on the mixing console, was made by a member of the School, many of them former electricians and engineers with musical ability.

Under the direction of Lt. James Thurmond, USN, director of the School, the new building, housing the broadcasting and recording facilities, was completed in January 1943. As much of the necessary equipment was unavailable then, the Navy musicians made their own.

The podium in the sound-proofed auditorium is a radio conductor's dream. Lights on the side of the stand, corresponding to lights over the control booth, and those in the recording lab, flash "Stop", "Stand-by", or "Record". A phone system enables the conductor to receive or make calls to or from the outside, to call anyone in the school, or to talk to the recording lab. A microphone is also included for a voice amplifier in large band rehearsals.

**Modern Facilities**

The recording lab, located above the auditorium, and overlooking it through a wide window, has a mixing console of 37 dials and 28 switches. There are three cutters, operating with a "limiter", a device which guards against damaging sounds getting in the recordings, acting within 700ths of a second.

At the turntables is a unit which "vacuums" off the chips made by the groovings. Pneumatic hoses draw the chips into glass jars partly filled with water, eliminating possibility of clogging the system.

Lab itself consists of two studios decorated by the musicians, a workshop, and a room which forms the terminal point of 31,000 feet of cable, each line operated from the switches and dials of the control console in the lab.

Jerry J. McCarthy, CMus., a graduate of the National Radio Institute in Washington, with 20 years in the regular Navy, is in charge of the lab. Mario J. Russo, Mus. 2/C, designed practically the entire working part of the equipment and helped build it. Orrison W. Hungerford, a Western Electric engineer, trained by DeForest.
"Special Consignment—November 1st Delivery"

A "whale" of a package of listeners... all wrapped, tied, and labeled... is ready for delivery to KFAB on November 1st. After this date, KFAB will be the only CBS station exclusively serving Metropolitan Omaha and Council Bluffs.

Here's what it means! KFAB will continue to serve the thousands of regular listening families in its vast territory. And... IN ADDITION... KFAB will now be the ONLY outlet for CBS shows in Omaha and Council Bluffs.

That's a mighty big parcel of listeners for one delivery... and it represents a tremendous amount of additional buying power. November 1st is the delivery date. With these facts in mind, you can now buy KFAB alone to do a selling job in this rich market.

"The BIG Farmer of the Central States"
FM Pioneers
(Continued from page 30)

noon repeat later in the week.

We do not believe those in FM will or should severely criticize AM broadcasting as a justification for their proposed operations. Broadcasting is an industry common to both AM and FM, and we may in due time find FM as the representative of this industry. Any condemnation today only tends to degrade a service and industry which we know and will reach greater heights.

We, and that includes broadcasters in general, both FM and AM, have the right, and perhaps the obligation, to discuss broadcasting as a service and then to take advantage of the opportunities which we believe exist. As any service, we should be willing to let the quality of the product and its degree of public acceptance be the final answer.

Powerful Airborne PA
In Operation in Pacific
"POLLY PROJECT" was responsible for the surrender of numerous Japs in isolated pockets of resistance throughout the Pacific; it has just been revealed. "Polly" is an airborne radio loudspeaker, 1,000 times more powerful than an ordinary PA, which blared forth news of the surrender from a Navy plane every day for two weeks.

A quick-order job, the equipment was ordered by the Navy on May 14 for delivery within 100 days. Bell Telephone Labs completed the design, and Western Electric manufactured the equipment, ready for shipment, just 77 days later. Loudspeaker is capable of making the human voice audible over an entire city from a height of 10,000 feet. Older "Polly" equipment "broadcast" to the Japs on Wotje, Saipan, Iwo Jima and Okinawa during the last stages of the war.

BRITISH SET MAKERS
ON PEACETIME WORK
BRITISH radio manufacturers have reverted to peacetime work for both home and export trade, after nearly six years of wartime control and service to Government, industry, and armed services.

Almost all controls on exporting goods have been relaxed.

Makers already have started a limited output and expect to increase it in both range and quantity. Among the first to get civilian manufacture under way was Ferranti Ltd. Others include Ambassador, which promised bulk supplies in November; Bush, which planned to have supplies on the market by middle or late October, and Murphy Radio, which has three sets coming into production.

New features in British radios include an all-glass radio valve, a product of Mullard Research Labs, designed to improve efficiency at higher frequencies.

Jansky Would Give
TV Channels to FM
Says 'Free Radio' Impossible
Under FCC Allocations

RADIO can never be "truly free" until sufficient FM channels are provided "within reason" to all who have technical ability, C. M. Jansky Jr., Washington consulting engineer, told the 61st annual meeting of the Inland Daily Press Assn. in Chicago last week.

Only by taking spectrum space from AM will FM can the FCC hope to develop a broadcasting medium which can be as free of regulation and restriction as today, the speakers platform and the American press today declared the speaker, a member of the firm, Jansky & Bailey, chairman of Panel 5, Radio Technical Planning Board and engineering consultant to the FM Broadcasters Inc.

"I have no intention of disparaging television," he asserted, but pointed out that there are many complex economic and engineering problems to be solved before AM can become a daily nationwide public service, whereas FM is ready to expand.

"The two-horned dilemma of AM broadcasting is a choice between more shared channels with more stations per channel, thereby limiting the area coverage for each station, and more cleared channels, each with a single station, thereby limiting the number of stations," he asserted. The trend, he added, is toward breaking down clear channels, providng more stations with less coverage from each.

Those problems do not confront FM because with "proper adjustments of antenna height and power, and geographic spacing, a single FM channel can accommodate hundreds of FM stations." On the basis of applications on file with the FCC, there are insufficient FM channels to accommodate all applicants in the east and that condition will extend to other parts of the country, he asserted.

"If the creation of a freely competitive broadcast industry by the expansion of the FM band is of prime importance, then from what service must space be taken?" he asked. "The answer is television."

New Rate Cards
NATIONAL rate card No. 16 and local rate card No. 12 have been prepared by WMPS Memphis. Both became effective Aug. 1, 1945.

CJFO Borel, Que., has changed corporate name from that of the owners. Henri Germain, Charles Prevost, to Radio Richelieu Ltd.
When are YOU going to get into the Television Picture?

Clients Now Regularly Sponsoring
NBC Television
- GILLETTE SAFETY RAZOR CO., INC.
RADIO CORPORATION OF AMERICA
FIESTONE TIRE AND RUBBER CO.
PAN AMERICAN WORLD AIRWAYS
ELGIN NATIONAL WATCH CO.
UNITED STATES RUBBER CO.
WALTHAM WATCH CO.
BULOVA WATCH CO.

IN LESS TIME THAN YOU PERHAPS SUSPECT. That's why there'll never be a better time than now—to gain a practical, working knowledge of this complicated sight medium. There'll never be a better time than now to equip yourself to make the most successful commercial use of television, to adapt your advertising skill and experience to this new medium.

Today it is still possible to learn how to adapt your advertising techniques to sight transmission—for only negligible expenditures.

We're ready to work with you—whenever you're ready to step into television. The same NBC program, production and technical expertness already winning trade and audience applause for NBC television is available to help you solve your video problems.

WNBT
NEW YORK Television Channel No. 1
NATIONAL BROADCASTING COMPANY
A SERVICE OF RADIO CORPORATION OF AMERICA
What does G mean?
• This symbol represents an important forward step in FM transmitter design

**Important?**

**Yes!**

In our opinion, this new development is the most important advance to date in 100-megacycle FM design

**RADIO CORPORATION OF AMERICA**

RCA VICTOR DIVISION • CAMDEN, N. J.

In Canada, RCA VICTOR COMPANY LIMITED, Montreal
**STERLING, KRIPPENE START L. A. AGENCY**

HENRY STERLING, formerly account executive of The McCarty Co., Los Angeles, and Ken Krippene, former CBS New York writer, have formed their own advertising agency under firm name of Sterling-Krippene Inc., and are established at 2412 W. Seventh St., Los Angeles. Telephone is Drexel 5128.

Mr. Sterling is president and general manager, with Mr. Krippene vice-president in charge of radio. Alice Boden is corporation secretary and assistant radio director. Raymond Polley, formerly of Production Service Inc., has joined the new agency as production manager.

In addition to other accounts, firm has been appointed to handle advertising of The Castle Co., Los Angeles (greeting cards, book plates), which in early March starts for 26 weeks, sponsoring the weekly quarter-hour transcribed *Vagabond's Castle*, on more than 20 stations in major markets.

Written and produced by Ken Krippene, program stars Don Blanding, author and poet.

**Pigeons of Peace**

AMONG first signs that radio is returning to peaceful habits occurred Saturday when NBC put on a remote broadcast of a flock of Chinese fluting pigeons brought to this country by James Howe, former war correspondent. Broadcast, from Howe's ranch in Walnut Creek, Cal., is perhaps not so esoteric as the network's never-to-be-forgotten singing mouse affair, but is definitely in the same tradition.

**Porter, Asch to Address Kentucky Broadcasters**

PAUL A. PORTER, FCC chairman, and Leonard L. Asch, president of Capitol Broadcasting Co., operators of WBCA (FM) Schenectady, will address the annual convention of Kentucky Broadcasters Assoc. at Louisville Oct. 24 and 25.

Mr. Porter's speech will deal with the radio industry. Mr. Asch plans to tell the story of the first independent FM commercial station, WBCA.

**Adrian M. Farley**

ADRIAN M. FARLEY, 57, vice-president and account executive of Albert Frank-Guenter Law, New York, died Monday night (Oct. 15) in Doctors Hospital, New York, having been stricken at his office in the afternoon. He had been associated with the agency for 15 years. Mr. Farley leaves a widow and a son and daughter.

**Helping Portia**

(Continued from page 22)

Miner, manager of television for CBS; William McGrath, television director of WNEW New York; Peter C. Goldmark, CBS director of engineering research and development; Herbert Taylor, director of DuMont transmitter equipment sales; Dave Arons, Gimbel Bros.; Dan Halpin, RCA Victor; Gerald O. Kaye, sales promotion manager, Bruno-New York; Stanley Kemper, video editor, Retail Home Furnishings; Thomas F. Joyce, sales manager, Raymond-Rosen Co.; Patricia Murray, video editor, Primeria Ink; Fred Railway television writer; Leo Hurwitz, video producer for CBS; Bob Emery, video producer for WGR New York; Bud Gamble, independent producer; Judy Dupuy, author; Louis Sposa, service director of WABD; Paul Mowrey, television director of American; Ronnie Oxford, NBC producer; Stuart Ned, actor; Barbara Engelhart, actress.

**Stock Reorganization**

AS A RESULT of a stock reorganization voted Oct. 16 by stockholders of Press Wireless Inc., New York, press, broadcasting, radio and other related fields may buy no-par common stock at $1.00 per share. Ownership of stock has been limited to newspapers, but now additional press, radio and allied agencies will have an opportunity to participate in Press Wireless world-wide expansion of communications facilities.

**War Crystal Progress**

DEVELOPMENT of the X-ray diffraction unit by which inexperienced labor can quickly be trained to mark orientation planes rapidly on quartz crystals will prove important in television development, according to Albert M. Orme, acting director of the WPB Safety & Technical Equipment Division, in a review of wartime technical progress.
PARATROOPERS COMING!

This was just one of 200 special events covered last year by Denver's station KOA.

When a paratroop raid on Denver's municipal airport signaled the opening of a Kiwanis-sponsored Red Cross Blood Donor drive, KOA was there. And so were KOA listeners all over the Rocky Mountain West.

As a matter of fact, KOA's shortwave pack and KOA's mobile unit don't get much rest. They've broadcast from Central City's famous Teller House, 8,560 feet up in the Rockies—governors of 18 states talked that day, all on one half-hour broadcast. They've broadcast from the 1,900-foot level of Cripple Creek's world-famed Portland mine. And Denver's Stock Show and Cheyenne's Frontier Days get annual coverage along with hundreds of other special events.

Yes, KOA gets about. And KOA listeners love it. That's why surveys show that for 200 miles in almost every direction, KOA's the station most people listen to most.

--- No wonder KOA's FIRST!

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

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

---

F I R S T  i n  D E N V E R
KO A
50,000 watts 850 KC

Represented by NBC SPOT SALES
COSMETIC EXPERTS who had a part in William H. Block Co.'s "Cosmetic Carnival" radio quiz shows in Indianapolis this month included the four shown above with Bert Julian of WISH Indianapolis, which carried the programs. Experts (l to r): Miss Bates of Prince Matchabelli, Miss Xenia of Dermetics, Miss Morehead of Elizabeth Arden, Miss Lawrence of Revlon.

WILLIAM H. BLOCK Co., Indianapolis, turned to radio to promote its "Cosmetic Carnival" this month, and found the cash register response was gratifying.

America's second highest (to Macy's) rating user of newspaper space, Block's staged a series of broadcasts from its sixth-floor public auditorium with Dorothy Huston, Midwest editor of Charm Magazine and 26 representatives of nationally known cosmetic manufacturers as the stars. They were brought to Indianapolis by Block's for the "Cosmetic Carnival," a twice-yearly event to promote better techniques in use of cosmetics.

The quiz programs were previewed on WFBM Indianapolis, Sept. 30, 12:15-12:30, in an interview of Miss Huston by Dorothy Darling, fashion coordinator at Block's. Two half-hour quiz shows followed on WISH Indianapolis, Oct. 1 and 3, at 2 p.m. Questions were supplied by Indianapolis women in response to newspaper promotion conducted by the store, and the answers came from the 26 representatives of cosmetic makers.

Idea of the "Cosmetic Carnival" has received national attention as a sure-fire merchandising plan. This month's quiz marked Block's first use of radio to sell the idea to the public, and it brought cosmetic sales to a new high despite bad weather. One cosmetic representative reported sales of more than $100 in 90-minute period following Oct. 3 broadcast.

Hereafter, Block's has brought the cosmetic representatives to Indianapolis to train its sales personnel. Use of radio gave the representatives an opportunity to discover first-hand the questions and demands of customers.

Quiz idea is creation of E.H. Austerlitz, main floor merchandise manager, and Carl Swanson, Block's cosmetic buyer. George Madden, advertising director of Block's, supervised the production, which was written, cast and staged by Gwin Advertising Agency. Representatives of the following manufacturers participated:


Radio Outing

SOUTHERN CALIFORNIA Broadcasters Assn., Los Angeles, will hold an all-day outing at Oakmont Country Club, Oakmont, Cal., on Oct. 23. Golf tournament is planned for afternoon, to be followed by dinner attended by more than 100 members of the industry.
A radio station is known by the Companies it keeps

Consolidated Royal Chemical Corp.

sells

KRANK'S SHAVE KREEM

on the New

WJJD

Krank's Shave Kream, containing Diexon, is one of America's finest... and one of Chicago's local favorites. One good reason for Krank's command of this big market is its intensive local campaign, especially built for Chicago listening tastes and Chicago selling tasks. The New WJJD has carried an important part of this campaign since April, 1944. Thus, over the New WJJD, the Krank Shave Kream story is repeated to all Chicago many times daily... in spot announcements... in sports programs... and in Krank's own feature show, the favorite "Man in the Street," starring Chicago's top sportscaster, Jack Brickhouse. Results? Just look at the renewal record! With people who can watch results, the New WJJD, with its 20,000 watts of SELLING POWER, consistently rates as a best buy!

20,000 WATTS OF SELLING POWER

THE NEW

WJJD

1160 ON YOUR DIAL

CHICAGO

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

BROADCASTING • Broadcast Advertising

October 22, 1945 • Page 41
Big-scale farming requires big-scale methods. Hay-burning horsepower could never maintain Iowa's present huge rate of food-production.

Tractors, large and small, are among the costly items now being purchased by Iowa farmers as rapidly as they appear. What these men want or need and can get, they buy. Money is plentiful with them. In 1943, for instance, their average farm income was $7,672—last year was at least 20% more—and is still going up in 1945. Iowa farmers have struck it rich!

But despite their prosperity, Iowa farm people are still the plain, wholesome people to whom KMA's programs have always been aimed. They still want the type of entertainment we give them, featuring their own preferences in music, humor, news and farm news. They still want their authentic farm information to come from the lips of men whose accents are similar to theirs. With virtual Wall Street incomes, their favorite station remains KMA—a full-time farm station devoting hours daily to its own specialized productions. Their approval of our policy is shown in the letters they send us: more than twice as many as any other station in this area.

Let us tell you more of KMA's story; be the story of a station which hews to one proven line. Or call Free & Peters for information.

**KMA**
**AMERICAN BROADCASTING CO.**

The No. 1 Farm Station in the No. 1 Farm Market

152 COUNTIES AROUND SHENANDOAH, IOWA

**Dobbin's PENSIONED!**

**COMMERCIAL**

H. PRESTON PETERS, president of Free & Peters Inc., national radio station representative, and Virginia Club, Norfolk, daughter of A. B. THUR B. CHURCH, president of KMBC Kansas City, and Mrs. Church, is to be married Nov. 3 at Mission Hills Country Club, Kansas City.

JERRY STANLEY, former sales and merchandising advisor of Marshall Field & Co., Chicago, is now account executive of North Central Broadcasting System, St. Paul. Before joining Marshall Field, he headed Recorded Lectures Inc., Chicago, and before that was vice-president and general manager of Texas State Network.

A. LOUIS READ has returned to his post as commercial manager of WLW New Orleans after 50 days in Navy. Discharged Oct. 1 as lieutenant commander, he was public relations director for two years for the commander of the Caribbean Front. Vice Admiral Robert C. Griffin. Previously he was stationed in Washington, New York, and New Orleans.

GEORGE BAKER, member of advertising staff of Salt Lake Tribune, has 15 years of sales experience with the Salt Lake City account executive.

CAPT. JOHN PALMER, on terminal leave from the Army after four years overseas, has joined the sales staff of WMT Cedar Rapids.

JAMES C. COLE, former sales executive of WHEC Duluth, with releases from Army plans to enter West Coast radio.

HARRY GREENHURST, of sales department of KML Denver is father of a girl.

WILLIAM DAWSON of sales department of WJCB Portsmouth, N. H., is recovering from internal injuries received when he fell from his motorcycle and struck a car at Portsmouth Yacht Club.

JACK FLYNN, released from the Army and formerly with NBC Bluebird, is vice-president and general manager of WHN and WAND Cleveland.

HARRY WAINWRIGHT BERNAM, former of Spot Sales and WAFY Paterson, N. J., have joined Associated Broadcasting Corp., eastern division sales offices in New York.

FRANK DOUGHERTY, regional sales manager of Lannevin Co., Los Angeles (equipment) and prior to that with Consolidated Radio Artists, has joined National Broadcasting Corp., western division sales staff, as account executive, concentrating on participation package shows.

A NEW station license plate is affixed by Howard O. Peterson, I, upon assumption of salesmanship of KMA General Manager, R. W. Pendergrass. Owner is Mr. Peterson. His wife, previously看好旧版的白纸黑字英文文章，然后将内容转换为现代中文，最后用自然的方式呈现。
"Throw Your Voice Where It Will Do the Most Good!"

Leading Advertisers know that Detroit is the most responsive and fastest moving market in the world... and they pick WXYZ because this station completely covers the Detroit area... where there is a market with a billion dollar buying power.

Affiliated with the American Broadcasting Company, Inc.

WXYZ
(Key Station of the Michigan Radio Network)
Owned and Operated by the KING-TRENDLE BROADCASTING CORPORATION
1700 Stroh Building • Detroit 26, Michigan
Represented by the Paul H. Raymer Co.
in
means

MBA
business
Baltimore

* Fastest Growing Big City in the East
* Great Industrial Center
* Diversification Insures Progress
* Great Shipbuilding Center
* A Great Port with a Great Future

WBAL, Baltimore—50,000 Watts—NBC Network
One of America's Great Radio Stations

NATIONALLY REPRESENTED BY EDWARD PETRY & CO., INC.
FM Dial—1 to 100

FM WANTS to get started on the right foot. Manufacturers are designing combination models to cover the FM range. The listeners' most important contact with his receiver is the dial. The push-button technique unquestionably will be adapted for FM, but manufacturers, as yet, aren't saying just what their designs will be, probably for competitive reasons.

In the Oct. 15 BROADCASTING E. E. (Ted) Hill, managing director of WTAG Worcester, Mass., proposed that manufacturers adopt the channel-number system used by the FCC on their dials. Channels are numbered from 1 to 100—being 200 kc. apart. Listeners would find it most awkward to commit to memory the frequency assignments (ranging from 88.1 to 107.9 megacycles). But there would have little difficulty in memorizing numbers from 1 to 100.

We hope broadcasters will get behind Mr. Hill's very sensible suggestion and that the Radio Manufacturers Assoc. will recommend it strongly to its membership.

Their Fight, Too

FOR AS MANY years as radio is old, far-sighted broadcasters have sought vainly to convince their press brethren that the two media are in the same boat and that any threat to the freedom of either inevitably would affect both.

But radio has fought a lone fight. For years it navigated in hot water on the freedom issue, only to have the strongest segment of the press (those not in radio) eschew any fraternalization. Radio spokesmen pleaded with the press to join in because it was obvious that radio was the first line of defense in the threat to freedom of expression.

That was evident in the newspaper ownership issue, wherein the FCC looked into the desirability of newspaper ownership of stations. Yet only those newspapers identified with radio ownership took up the cudgels. Then came the Supreme Court decision of May 10, 1943, in which the FCC was given "control of the composition of that traffic," which could only be interpreted as program control. The newspapers generally disdainedfully refrained from comment or participation.

But misery evidently loves company.

Came the anti-trust suit against The Associated Press, finally decided on appeal by the Supreme Court throwing open AP service to practically all who want it. Newspapers howled. It was a precedent that threatened to impinge upon news freedom.

Kent Cooper, executive director of the AP, is and has been a forceful figure in the crusade for world-wide press freedom. In an address last week, he called attention to tendencies toward government control "of the radio, the press and the motion pictures."

We welcome, even at this late date, the recognition by a foremost figure in journalism, of radio's status as a news medium alongside the press. Mr. Cooper urged the public to demand of those in power that these freedoms be protected. He observed that as to radio "we have freedom of speech and the presses of the land through the medium of radio definitely channeled for regulation by a Government commission."

Mr. Cooper, then, isn't talking simply of "freedom of the press" but of freedom of all media of expression and communication—freedom of news.

President Truman stated it succinctly and forcefully last July in his letter to this journal when he cited radio as "a medium that by its very nature must be maintained as free as the press."

"Over Here"

THE BIG show is over. The boys are returning by the hundreds of thousands. Censorship is out, both military and civil. Reconversion is on (hang the strikes).

For radio, no more reports direct from the front. OWI allocations selling the war and patriotism are done. Back to normalcy.

That's the impulse. But is it the story?

There are still hundreds of thousands of men in arms in the erstwhile war theatres—occupation troops and military government men. They have the rough job. It's their task to clear up and police and protect.

They have folks back home too. Radio is their real link because it has the warmth and intimacy that only the voice can convey.

Army public relations men—practically all of them ex-broadcasters—are in the occupation areas. They are still producing those hometown recordings for performance over local stations. These were hot when the whining and whistling of battle was on. The tendency now may be to deemphasize them.

In this issue is a story of the radio public relations men in ETO written by one of them. Lt. Don Kearney, formerly of WAGE Syracuse, writes:

"The radio officers in Europe look with hope to the industry at home for—help—that the country not forget the GI's in Europe who won the war and now must stay in Germany to make that victory 'stick.'

The same prevails in the Pacific. So think again when you consider rescheduling those recordings from overseas.

Two Bells for Adano

MUCH IS WRITTEN and much is said about the power of radio. No more telling evidence of the medium's influence is available, however, than two dispatches issuing from Europe.

One recounted that William Joyce, alias Lord Haw Haw, had been sentenced to death. The other revealed that similar justice had been meted out to Jean Herold-Paquis, chief news commentator for the Paris radio during the German occupation.

These men were traitors to their own lands. They employed the microphone overtly, against the good of mankind. Their voices doubtless directed the steps of thousands along treacherous byways.

The obliteration from the world of men of goodwill will may attract little attention in the pages of history. But their deeds mark well the prophecy that freedom will expire in those lands where radio fails to serve as an instrument of the people.

WALTER LANIER BARBER

R

ED BARBER and the American Red Cross are practically synonymous. It is not only because Barber was chosen to serve as chairman of the Red Cross 1945 War Fund Drive in Greater New York. It goes back through those years he has broadcast the Brooklyn Dodgers baseball games over WHN.

Barber became associated with the Brooklyn Red Cross during the 1942 baseball season when his appeals brought in $7,500 of blood, or one-half the total amount collected by Brooklyn that summer. Since April 1942 his appeals on his baseball broadcasts for blood donors have been credited with getting more than 100,000 units of plasma.

For his part in helping the 1945 Red Cross War Fund Drive of New York exceed its quota by 1½ million dollars, Red was presented with a testimonial of appreciation Oct. 9 by six borough and chapter chairmen.

In announcing Red's appointment as chairman this year, Colby M. Chester, board chairman of the N. Y. Chapter, ARC, said: "Since the outbreak of the war, few men have rendered more devoted service to Red Cross."

Red has just completed his twelfth season of broadcasting baseball. In 1944 he served for the first time in the dual capacity of WHN sportscaster and Red Cross Chairman. Sport

ing News has rated him the nation's top sports announcer twice.

His radio career began in his sophomore year at the U. of Florida. Red was waiting tables and doing other odd jobs to meet expenses. A professor was scheduled to give a talk on animal husbandry over WRUF Gainesville, the University's station. At the last minute the professor offered Red a free meal if he'd read the talk. Barber did. The station manager liked the way this young chap performed, offered him a job at $100 a month.

Red wanted to finish school, but he didn't take the radio assignment at 75 cents an hour. His forte was sports. When the Cincinnati Reds trained at Tampa in the spring of 1934, Red met Powel Crosley Jr., president of the Crosley Corp., licensee of WLW (and then WSA1) and president of the Cincinnati Baseball Club. At his own expense Red took in the training season, became personally acquainted with every player.

He went to Cincinnati in March that year, took a job broadcasting the Reds' games and on opening day 1934 Red not only described his first major league game, but saw his first one. He clicked from the start. His homepun expressions and Southern accent won him friends.

(Continued on page 59)
New England...

HOME OF WBZ

WBZ has a business and mailing address... Boston, but, with its clear-as-a-bell 50,000-watt signal, it is a "home-town station" in communities throughout all New England. It reflects the pulsing life and cultural traditions of the eight-million typical, prosperous Americans living between the Canadian border and Martha's Vineyard.

Programs on WBZ are nicely adjusted to their needs, tastes, and preferences. WBZ supplies them with what they want... of entertainment, information, and public-service features... and in the proportions in which they want them.

High-calibre, locally originated programs vie with ranking network-shows on WBZ. Its musical, home-making, sports, and newscast-offerings make it an essential part of New England's home-life, as it has been for the past 24 years.

An impressive, diversified list of top-notch national, regional, spot, and local sponsors attests the worth of WBZ as a proved selling-force in New England. You, too, can use it to advantage in selling most of industrial and rural New England. Contact NBC Spot Sales for availabilities.

1. GREENVILLE, N. H. 2. HARRISON, ME. 3. PROVINCETOWN, MASS. 4. DURHAM, N. H. 5. IPSWICH, MASS.

Photographs from New England Council, Maine Development Commission, and Monadnock Region Association.

WESTINGHOUSE RADIO STATIONS Inc

KDKA • WOWO • KEX • KYW • WBZ • WBZA

REPRESENTED NATIONALLY BY NBC SPOT SALES—EXCEPT KEX
KEX REPRESENTED NATIONALLY BY PAUL H. RAYMER CO.
Show to Alaska
CRITERION RADIO FEATURES, Inc., Chicago production firm, has placed their transcribed feature Jimmy Evans Football Forecast on Alaskan stations KINY, Juneau and KTKN Ketchikan. Program (recorded in NBC’s Chicago studios) predicts football game winners, is rushed to Alaskan points for Friday broadcasts. Air expresed to station’s owner, Edwin A. Kraft in Seattle, recordings are transshipped by air. Now in its fourth week, program has always made deadline. Show is also aired on approximately 30 stations in the U. S.

New Zealand Group Fights to Free Nation of Government Control of Radio
CAMPAIGN to free New Zealand commercial radio programming from Government control is being waged by Radio Advertisers Assn., Wellington, N. Z.

In a circular addressed to “all radio advertisers” the Association said:

“It is felt that if sufficient individual advertisers will write to the Minister of Broadcasting, urging that they be permitted to purchase in the open field as previously, the present department stranglehold on programs may be eliminated and the alarming decline of audience arrested.”

Asserting that ZB (commercial) stations in main centers once enjoyed a basic audience of no less than 75% of listeners but that this has dropped as low as 30 to 50%, the circular continued:

“It is believed that one of the principal reasons for this is the policy of the Government, introduced 12 months ago, which takes away from the advertiser the right to purchase his radio program from any available source and forces him to buy only from the Government, and also the offering to local advertisers of programs which have been previously broadcast by the YA (non-commercial) stations, thus reducing the commercial stations to the level of second-run movie theaters.

“The consequent reduction of audience is vital to all radio advertisers—including those who use spot announcements only—as the price paid for radio time was originally based upon a reasonable percentage of audience, and the ZB audience is steadily declining to the disadvantage of all advertisers.”

An accompanying circular sent by the Association to Government members of Parliament, asserted that the Government plan puts the entire selection of recorded programs for both commercial and non-commercial use in the hands of “only two individuals, members of the Broadcasting Service”. The old plan left selection of commercial programs “in the hands of literally dozens of individuals”.

“The most elementary knowledge of the entertainment business would establish that no two individuals could possibly select a sufficient variety of programs to cater for the requirements of all listeners,” the circular reasoned. It said “two Government officials could not be expected to be broad enough in their entertainment sense to cover all fields, particularly when investing public monies, as many programs purchased under the system are necessarily speculative.”

Result of the Government plan, the circular says, is to lead to the purchase of only those programs which are of a standard grade, thus depriving the advertiser, commercial broadcasting, and ultimately the listener, of interesting and varied programs. The Association called advertisers’ attention to newspaper ads it had scheduled as part of the campaign. It expressed hope that the circular to Government members, “plus the individual letters from advertisers, will result in the abandonment of the present inefficient method of exclusive Government purchase of programs.”

Chicago Conference
WBEM Chicago, and WGN Chicago (WGN’s frequency modulation sister station), will participate in the Ninth Annual School Broadcast Conference in Chicago Oct. 22-23, featuring displays, demonstrations and lectures on radio. Everett Halles, WBEM news chief, will lecture Oct. 22 on “Televising the News” and pupils of the Taft High School, Chicago, will participate in Tuesdays demonstration of local cut-ins on CBS’ American School of the Air show. There will also be an FM demonstration presented by WGNB.

WDAY SAID TO GO TO JOHNSON’S!

When a local advertiser uses one station five days a week for eleven years … that’s admissible evidence of satisfaction!

We think so, and we therefore cite with pride the record of our long association with Johnson’s for Shoes (Fargo). And Johnson’s is only one of eighteen “locals” who have been with WDAY, steadily, from ten to twenty-three years!

There’s no better recommendation than the loyal confidence of neighbors. WDAY has it!

WDAY, INC.
N. B. C.
FARGO, N. D.
970 Kilocycles . . . 5000 Watts
FREE & PETRAS, INC., NATIONAL REPRESENTATIVES

Watch the Time
TELEVISION TIME signals went on the air in Chicago for the first time last week when WBKB, the Balabon and Katz television studios, presented a visual “spot” for the Elgin Watch Co. Running about 90 seconds, the time signal break is presented each Friday at 8 p.m. (CST), between Joe Wilson’s Pigskin Predictions and Commonwealth Edison’s Telequinacas show. Since WBKB charges only for talent costs, no time charge was involved in the deal, placed through J. Walter Thompson Co., Chicago.

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

* C. L. HOOKER SUMMER 1947 INDEX 6 A.M. TO 6 P.M.
WESTERN ELECTRIC COMPANY, New York and New Jersey
RCA, Harrison and Jersey City, N. J.
HYATT BEARINGS DIVISION, GENERAL MOTORS, Harrison, N. J.
CHEVROLET and GENERAL MOTORS, Bloomfield, N. J.
CURTISS-WRIGHT CORPORATION, Caldwell and Clifton, N. J.
FEDERAL SHIPYARDS, Kearney, N. J.
EASTERN AIRCRAFT DIVISION, GENERAL MOTORS, Linden, N. J.
FORD MOTOR COMPANY, Edgewater, N. J.
GENERAL CABLE CORP., N. J.
I. BEMBERGER & CO., Newark, N. J.
R. J. GOERKE, Elizabeth, N. J.
LAWRENCE AERONAUTICAL CORP., Linden, N. J.
SIMMONS COMPANY, Elizabeth, N. J.
CIBA PHARMACEUTICAL COMPANY, Summit, N. J.
GENERAL ELECTRIC COMPANY, Bloomfield, N. J. and N. Y.
THE HOME STYLE LAUNDRY, Montclair, N. J.
HAMNER & COMPANY, Newark, N. J.
KREGG-NEWARK, Department Store
MERCK AND COMPANY, New Jersey
WESTINGHOUSE ELECTRIC, N. J.
PUR-O-LATOR PROD. INC., Newark, N. J.
LIONEL CORPORATION, Irvington, N. J.
AMERICAN STORES, N. J.
COLUMBIAN LAUNDRY, Newark, N. J.
ARMOUR & COMPANY, N. J.
HEARNS, Newark, N. J.
COLGATE-PALMOLIVE-PEET COMPANY, Jersey City, N. J.
ATLANTIC & PACIFIC TEA COMPANY, N. J.
WALTER KIDDE CORPORATION, N. J.
THOMAS A. EDISON INDUSTRIES, West Orange, N. J.

It was the hectic period of V-J Day celebration. Northern New Jersey's Industrial Giants HAD to get information to their workers in America's Fourth Largest Market... about time off... when to resume work... about emergency shift changes... about picking up pay envelopes. The problem, HOW TO DO IT BEST? Naturally, they called on WAAT-Newark to contact their people, because they know:

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

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

(National Representatives: Radio Advertising Co.)

"DOLLAR FOR DOLLAR NEW JERSEY'S BEST RADIO BUY"
by the score. He learned the characteris-
tics of every player. When he broadcast out-of-town games from Western Union reports, Red carried on a rapid-fire description of the players.

In Cincinnati, he was sponsored first by Ford dealers, later by Wheaties. General Manager Larry MacPhail of the Reds took a liking to the red-headed Southern boy who was making good. When Larry left the Reds to become head of the Brooklyn Dodgers, he sent for Red Barber. In 1939 Red went to New York and did the Dodgers games over WOR. In 1942 to switch to WHN.

Obviously, the "old red head" quickly endeared himself to the citi-
izens of Brooklyn. One year after his arrival, the Brooklyn Chamber of Commerce gave him its annual award for being "that young man who has made the largest civic con-
tributions to the betterment of Brooklyn."

Red's Old Gold Dodge-Cincin-
nati broadcast from Ebbetts Field, Brooklyn, over WHN on Sunday, Sept. 18, 1944, topped all previous WHN promotions with sales of over $325,000.

Co-worker on his WHN broad-
casts the last four years, Connie Desmond, calls him one of the "most helpful" reporters in the baseball broadcasting business.

Baseball is not Red's only stint. During the fall he broadcasts the New York Giants' professional football games over WHN. When he was with Crosley he did the Ohio State and Notre Dame games for WLB. He also does a sports com-
mentary for newscasts and makes records for the OWI overseas divi-
sion.

For eight consecutive years, 1935-43, Red did the World Series. His Southern accent comes natural, Red having been born Feb. 17, 1898, in Columbus, Miss.

During his college days he was seriously hurt in an automobile accident. In current catcher-bearers were taking him into a hospital he saw a beautiful young woman in white. "I thought for a minute I was in heaven," said Red. She was his nurse. Now she is Mrs. Barber. Red and his wife live in Scarsdale, N. Y., with their 7-year-old daugh-
ter, Sarah.

What he considers his greatest honor came early this year when the Sports Broadcasters Assn. chose him as the sports broadcaster "who has done most to bring credit and dignity to his profession in 1944." The only reported criticism of the red-head came from a Brook-
lyn fan who once denounced him as being "too fair".

NBC "Congressional Medal of Honor" program has been commended by Vivian D. Cordy, national adjutant of the Disabled American Veterans, in an over-the-air broadcast on the first issue of "What's New in Veteran News."
Time Buyers!

CALL ON "Spot" FOR NEW ANGLES

FEEL THE NEED OF A FRESH VIEWPOINT—a different slant? Why not let "Spot" help you tackle time problems? He can't promise to supply the exact time you had in mind—NBC time is too popular for that—but he can point out some mighty solid and interesting new angles on available time.

Call on "Spot" today for new angles on available time on one or all of NBC's key stations—stations which blanket 55% of the radio families in the U. S. with incomes 31.2% higher than the national average. Today with reconversion going full blast, farsighted buyers know . . . more than ever . . . the importance of catering to this huge audience in America's richest market.

NBC SPOT SALES

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

October 22, 1945 • Page 31
'Your Esso Reporter' Points To Successful 10 Years on Air

BACKGROUND and history of one of the most consistent and successful oil radio accounts—Standard Oil Co. of New Jersey, N. Y.—is described in an illustrated booklet using automotive terminology published by the company for local dealers. Success story of Your Esso Reporter was printed simultaneously with the 10th anniversary celebration from Oct. 7 to Oct. 28 of the company's sponsorship of the program, which will be commemorated by the presentation of silver plaques to the 10 stations that have carried the program for the last 10 years. [Broadcasting, Oct. 1]

Sponsorship of the program started in 1935 on 10 stations at the time the United Press inaugurated a special radio wire service. Five-minute news show is sponsored four times a day—five days a week and according to the booklet "has more time on the air and is on the air more times than any other single program." Company today has 38 stations in major markets carrying the program, reaching 91% of the radio homes in Esso's marketing area with primary coverage. During the war the company had little to sell because of rationing and didn't add any stations.

Teletype circuits connect all stations carrying the program to the radio department of Marschalk & Pratt, agency handling the account. Schedules of commercials are prepared individually for each broadcast area. Broadcast period varies from station to station, mostly following the general pattern of morning, noon, early evening and late night. Since marketing set-ups differ in different states, individual company marketing divisions frequently promote products not favored by other divisions.

Booklet proudly proclaims that the Esso Reporter tops the No. 1 network shows every week. Show, it is claimed, has ability to pull up to 1,144,000 people to their radios for one five-minute spot per day. One example of pulling power is that 3,762,965 glass tanks were sold by the dealers in less than two months after the tanks were mentioned on the air. Another drive pulled 2,646,000 requests for Esso War Map I and 3,829,000 for Esso War Map II.

Before the war, when the Reporter plugged the Harrisonburg Virginia Turkey festival, approximately 144,000 visitors showed up—at least 44,000 more than ever before.

Average commercial on the five-minute show runs about 35 seconds, unless a special government message is being given. Then it may run a few seconds longer. Commercials for past 10 years are kept in microfilm. Marschalk & Pratt officials estimate that now have about 9,000 feet of microfilm commercials. No individual commercial is ever used more than six times.

Bill Freeman, creative account executive of Marschalk & Pratt, estimates he has written about 8,000 of those commercials in 10 years. R. M. Grey, manager of the advertising sales promotion department of Standard Oil Co. of New Jersey, says: "We make frequent check-ups of the program's ability to produce tangible results and our files contain much direct evidence of having literally brought many thousands of potential customers into Esso stations.

"Time after time we have had impressive evidence of the program's power to move merchandise for our dealers—gasoline, tires, motor oil, oil burners and so on. Our dealers have felt the effect of the program so strongly that when items have been featured on the Reporter we have often cleaned them out of stock entirely. Needless to say, both we and our dealers thought these stocks were adequate, before scheduling commercials.

"We are convinced from our experiences with Your Esso Reporter that radio holds an essential place in a well-rounded advertising program like ours, which includes television, newspaper, outdoor, direct-by-mail, point of sale display, dealer promotion material, movies and trade papers."

Meet
ARLETH HAEBERLE
Purveyor of Glamour...
...at the kitchen sink!

Six days a week "AROUND THE TOWN WITH ARLETH HAEBERLE" is heard by more women than any other home-maker's program! Her Testing Bureau (organized before the war) is all set to go for new products now. Details and future participating availabilities on request.

The Great Minnesota (and Wisconsin) audience demands, deserves and GETS the best in radio!

IT'S SUPERMAN!
SUPERMAN of WKZO Kalamazoo is its chief announcer, Marion Stutes. In addition to announcing duties, taking eight hours a day, he has been carrying a normal load for three semesters at Kalamazoo College, where he is president of the student body on campus. After graduation next June, he plans to go to the U. of Mexico. He will doubtless fly up between classes for station breaks.
There Is An Audiodisc And An Audiodisc
For Every Recording Need

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

- RED LABEL tops all accepted quality standards for professional use. Double-sided in 6½”, 8”,
  10”, 12” and 16” diameters.
- SINGLE FACE RED LABEL brings new economy
to applications requiring but one side, 12” and
16” diameters.
- YELLOW LABEL, Double-sided blanks of uni-
form quality and "wide latitude." Extra-fine
adjustments unnecessary. Sizes as Red label.

All AUDIODISCS are manufactured on aluminum base—and gloss base too, except
for the 6½” and Blue label type.

REFERENCE permits extreme economy in test-
cuts, filling and reference recordings. Double-
sided in 10”, 12” and 16” diameters.
- MASTERS for share copies (pressings) after
electroplating. Double or single face in 12”,
13½” and 17½” diameters.
- BLUE LABEL best discs at low cost. Thin alumi-
num base, same recording lacquer as profes-
sional AUDIODISCS. 6½”, 8” and 19½”

AUDIOPORTS
Audiodiscs, made by
skilled craftsmen, are
available in three types of
recording style and three
types of playback points.
Cutting and playback
points are matched to give
finest performance.

RECORDING POINTS
- SAPPHIRE NO. 14, for professional
  use, designed to give proper thread
  throw. No flare made.
- STEELITE NO. 34, professional type. Cuts
  smooth, shiny groove for several hours.
- DIAMOND-LAPPED STEEL NO. 50.
  cuts a fine, quiet groove, gives
  from 15 to 20 minutes actual re-
  cording time.

PLAYBACK POINTS
- SAPPHIRE NO. 113, finest obtain-
able. Complete fidelity and mini-
  mum disc wear.
- BENNY SHAVER NO. 134, for heavy
  pickups.
- STRAIGHT SHAVER STEEL NO.
  151, for light pickups.

Audio’s restretching and
repolishing services give
real economy in the use of
AUDIODISCS, Nos. 14,
34 and 113. Consult your
local dealer.

Audio devices, INC., 444 Madison Ave., N. Y. C.

they speak for themselves audiodiscs
WDOQ 20th YEAR CBS
for CHATTANOOGA
5,000 WATTS DAY AND NIGHT
first in Chattanooga in LISTENING AUDIENCE
ADVERTISING VOLUME
PUBLIC SERVICE

WJPN
20th YEAR
CBS
for
CHATTANOOGA
5,000 WATTS DAY AND NIGHT

WILLIAM RHODES, former announcer of KYW, Philadelphia, and later to that in the Army, has joined KDMP Hollywood as newsletter and special events announcer.

TONY MORE, former announcer of WOR, New York City, has returned to his home in San Francisco. He has been a guest announcer on the "What's New," a weekly program broadcast on KFRC, San Francisco.

DICK DUGAN, news editor of WOR, has been transferred to NBC Studio 9A, New York City.

DICK BENTON, CBS correspondent in Miami, Fla., after two years in the Pacific Command, has returned to his duties in Miami. He is a new member of the WQAM staff.

DICK BRYSON, former news editor of WQAM, Miami, in special interview for the "News of the Week" column in The Miami News, is now in charge of the WQAM news department.

T. G. BOMBAUGH, released from the Navy reserve, has returned to his position as news director of WLS, Chicago. He has been away since November 8, 1942.

A. M. L. ROTH, formerly of WOR, New York City, has joined the WQAM staff as news editor.

T. S. KLEIN, formerly of WOR, New York City, has joined the WQAM staff as assistant news editor.

LEONARD HENDERSON, formerly of WOR, New York City, has joined the WQAM staff as assistant news editor.

GEORGE WHITMORE, formerly of WOR, New York City, has joined the WQAM staff as assistant news editor.

HARRY JOHNSON, formerly of WOR, New York City, has joined the WQAM staff as assistant news editor.

WILLIAM S. SCHWALM, recently returned from service, has been appointed assistant news editor.

KAROL H. SULLIVAN, formerly of WOR, New York City, has joined the WQAM staff as assistant news editor.

WORLD WAR II NEWS

WQAM Miami: "Bill..."

...one of the service station managers who kept hundreds of thousands of necessary cars on the roads during the war and sold over $115,718,000 worth of gasoline during the war years. Think of what the gasoline market will be in postwar years in eastern and central New York and western New England—the WGY COMMUNITY...one of the richest areas in the nation.

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

* WGY's primary and secondary area contains 18 cities with a population of over 25,000, 39 cities of over 10,000, and 90 incorporated towns and villages of over 1000 population.

WGY SCHENECTADY, NEW YORK
50,000 watts—NBC—23 years of service
Represented Nationally by NBC Spot Sales

GENERAL ELECTRIC

Page 54 • October 22, 1945

WJPN
20th YEAR
CBS
for
CHATTANOOGA
5,000 WATTS DAY AND NIGHT

THIS IS BILL...

...one of the service station managers who kept hundreds of thousands of necessary cars on the roads during the war and sold over $115,718,000 worth of gasoline during the war years. Think of what the gasoline market will be in postwar years in eastern and central New York and western New England—the WGY COMMUNITY— one of the richest areas in the nation.

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WGY SCHENECTADY, NEW YORK
50,000 watts—NBC—23 years of service
Represented Nationally by NBC Spot Sales

GENERAL ELECTRIC
WTAM's Sohio Reporter Rates First with Cleveland Listeners

The most popular news programs in Cleveland. Four times daily, Clevelanders get their news the way they want it... brief, concise and without bias from the Sohio Reporter. A vital, four pronged newscast written and edited in the WTAM News Room. "Another Sohio Service" is another community service by WTAM.... first in listening audience, day and night and first in all program popularity polls, year after year.

WAYNE JOHNSON... the "voice" of the Sohio Reporter gives facts, not opinions

The WTAM News Room in an all night "jam session"
NABET NAMES ALLEN AS FULLTIME AGENT

CLARENCE A. ALLEN has resigned as secretary-treasurer of National Assn. of Broadcast Engineers and Technicians to work full time as NABET national representative, a position he formerly coupled with the job of secretary-treasurer.

Mr. Allen

RURAL

URBAN

TOPS IN THE "HEARTLAND"

In the "Heartland" you'll find some of the richest, busiest farms of the Midwest, plus important industries including meat packing plants, corn processing, soybean and sugar beet factories. Producing food for a hungry world has naturally increased the "spendable" income at home.

TOUCH "HOME" WITH KGLO

293,080 Radio families in the area are reached by the friendly voice of KGLO. Tell them to put KGLO on your station list.

Use KGLO and WTAD
Quincy, Illinois
A Natural Combination

Lupis Leaves WHOM

GIUSEPPI LUPIS, former supervisor of Italian programs for WHOM New York, has resigned and left on the Grippsyhem Oct. 16 for Rome, where he will be a member of the National Consultative Assembly. The Assembly will be the nominal Italian Chamber of Deputies pending final settlement of the future Constitution. He has been associated with WHOM since 1938, and has also been editor of Il Monde, Italian magazine.

Willis Named Assistant Manager of Nunn Group

J. ED WILLIS, manager of WLAP Lexington, Ky., one of the four Nunn Stations, has been appointed assistant general manager of the Nunn group, which has headquarters at Lexington.

Gilmore Nunn, who has resumed active duties as president and general manager of the group after serving in the Army, announced the appointment in connection with a meeting of Nunn station managers and general office personnel held Oct. 8-10 at Lexington.

Mr. Willis is a native Kentuckian. He has been with WLAP for 11 years, as manager the past two. He will be succeeded by Miller A. Welch, a member of the WLAP sales staff for nine years.

Representing the stations at the meeting were Mr. Welch of WLAP; Howard R. Robertson, manager of KFDA Amarillo, Tex.; John P. Hart, manager of WHBQ Knoxville, Tenn.; and Joseph B. Matthews, manager of WCMJ Ashland, Ky.; Huntington, W. Va. General office members present were President Nunn, Assistant General Manager Willis, J. Lindsay Nunn, chairman of board; G. D. Bowie, secretary and treasurer, and Sanford Helt, chief engineer.

PREMIER of new Nash-Kelvinator Corp., series on CBS, The Andrews Sisters Show, was preceded by cocktail party attended by sponsor, agency, net officials (l. to r.): William C. Gittinger, CBS sales vice-president; Maxine Andrews; George Mason, sponsor president; Patty Andrews; B. B. Geyer, president, Geyer, Cornell & Newell; LaVerne Andrews; H. C. Doss, Nash Motors sales vice-president.
a new city....
a new station....
even a new name....
but,
THE SAME STAR PERFORMER
and
AUDIENCE-BUILDER

One of radio's best-known Home Service Directors...one of the mid-west's most popular women changes to a new city, a new station and even a new name. Catherine Daniels is nationally known as "Jane Porter," for the past eleven years director of the famous "Magic Kitchen" on popular KMOX, St. Louis. Now she joins WISH as Catherine Daniels.

Catherine Daniels, with her more than sixteen years experience in radio, comes to WISH as Home Service Director and Food Counselor to manufacturers, jobbers, wholesalers and retailers in Indiana. Catherine Daniels will be featured daily, Monday through Friday in her new and friendly program beamed entirely to Hoosier women, "At Home With Catherine Daniels."

Catherine Daniels

"At Home With Catherine Daniels"

Catherine Daniels Knows How. She has worked year after year for many of the best known food advertisers in the nation. Those advertisers participating in the new WISH feature, "At Home With Catherine Daniels" will be SURE of results in a big way when Catherine Daniels gets down to work for them.

FOR PARTICIPATION IN THE CATHRINE DANIELS PROGRAM
FOR SALES IN HOOSIERLAND...CALL FREE & PETERS OR WRITE OR WIRE

WISH
The Station That's Gone Places in
INDIANAPOLIS

REPRESENTED NATIONALLY BY FREE & PETERS
NEW YORK • CHICAGO • DETROIT • ATLANTA • HOLLYWOOD • SAN FRANCISCO
H. PIERSON MAPES, former sales promotion manager of Philco Display Advertisers Inc., New York, for 15 years, has been appointed general manager of Butchins Ad Co., New York. His new duties include supervision of production of Philco's "Radio Hall of Fame" and "Breakfast Club" portions on American.

FRED DAINNE, formerly with Dance-Pittsburgh-Sampio, Foote-Cone & Beeding and Ruthrauff & Ryan, has been appointed copy chief of Goldinan & Gross, Chicago. EDWARD MITTLESTADT, former art director at United States Ad, is now in that post at Goldinan & Gross.

GLADYS SEALE DEWEY has joined O'Brien Gourley Ltd., Vancouver, as radio director. Mrs. Dewey was formerly with CFW and CFAC.

DABNEY O. COLLINS, advertising manager for Davis & Shaw Furniture Co., Denver, has been appointed assistant vice-president of the Galen E. Broyles Co., Denver agency.

DON NEVILLE MAINGUY, formerly with J. Walter Thompson Co., New York, and Lt. COMDR. JAMES W. JOHNSON, USNR, have joined Rickard & Co., New York, as account executives.

FRED JORDAN, vice-president of Buchanan & Co., Los Angeles, is in New York for three weeks conferences with home office executives.

TROY SELLER, with McCann-Erickson, New York, for two years as assistant account executive, has been appointed account executive on Woman's Home Companion.

RICHARD JAMES, former account executive with Peck Ad., New York, has been assigned to the agency after two years with the American Red Cross in New Guinea and the Philippines.

LT. COMDR. SAMUEL LACMASH, USNR, has been released from the service and has joined F. M. Maltas Inc., New York.

ALEXANDER MITCHELL, INES, account representative of J. Walter Thompson Co., London, has arrived in New York to visit the company's office. EDWARD FIELD, manager of J-W-T office in Bombay, has left New York to spend a month in the London office before returning to India.

MASON L. HAM, former agency executive at BBDO New York, has been appointed manager of the commercial department at Doremus & Co., Boston.

DONALD W. SEVERN, formerly with Wimsatt & Rubenstein, New York, has recently been appointed by the newly organized agency as assistant vice-president of the Galen E. Broyles Co., Denver agency.

MARION PAHAMI, formerly with Free Bros. and Erving, Chicago, has been appointed spot-time buyer in the radio department at Kenyon & Eckhardt, New York.

LT. COL. THOMAS M. KERESEY, partner-freelance & Entling as well as Vice-president and director, has resigned from the magazine and the agency after serving in the Army for 2 1/2 years.

CAPT. H. W. CRATHWELL, on terminal leave from the Army, has joined Duane Jones Co., New York, as account executive. Prior to joining the Army he was in the merchandising department of Alco Greute, Roskilde.

SALLI SMITH MANSFIELD, former assistant space buyer with Compton Ad., New York, has been appointed media director of Wildrick & Miller, New York.

GENE KRAEMER, formerly with the network sales department of NBC and with Joseph Hershey Mohn, Inc., has joined the New York office of Joseph R. Co., as field representative. Kraemer left New York Oct. 16 for a trip through Midwest to call on stations and newspapers.

CALHOUN CARTWRIGHT, in the Navy for three years, has joined Allen Miller Agency, Toledo, Ohio, as publicity director. He formerly was news editor of WCAR Pontiac, Mich., and at one time operated his own publicity agency. He will write the "Optimists Show" national syndicated feature of Optimist Club of North America.

Amateur Contest

WBBM Chicago, in cooperation with the Chicago Daily Times, opens search Oct. 27 to find Chicago's leading amateur singer. Contest will be broadcast five consecutive Saturdays (11:05-11:30 p.m. CTS), with five winners, a boy and a girl, to be chosen Nov. 24 from the final broadcast, titled Harvest Moon Festival. From Chicago Stadium. Festival will feature Benny Goodman and other headliners. Finalists will receive $150 contracts for a week's appearance over WBBM. Weekly winners will receive $25 Victory Bonds.

Pleased to Accept

BOY ROGERS, guesting on the Friendship Ranch show, sponsored by General Baking Co., New York (Bond Bread), Sunday, on American, offended the kids of the cast on the Oct. 14 program. "I'm gonna take all you kids to the rodeo this afternoon as my guests". Within an hour more than a thousand youngsters had called to accept the invitation which they had nearly concluded was a general one.

JOSEPH JACKSON has been appointed advertising director and JACK L. ADAMS, account executive of Davis & Beaven Ad., Los Angeles.

NICHOLAS F. NAFF has joined copy department of Hillman-Shane-Breyer, Los Angeles agency.

RUPERT LUCAS shifts from New York to Hollywood staff of Young & Rubicam as production supervisor, relinquishing his assignment on NBC 'March of Time'.

CARLTON ALSOP, former vice-president in charge of radio for Sherman-Manley Co., takes over MGM Hollywood production assignment Oct. 22. He has been assigned to Bermant.

HARRY ACKERMAN, vice-president of Young & Rubicam, after several weeks in Hollywood on agency business, has returned to New York headquarters. With him is BOB HUSSEY, West Coast talent buyer of agency.

ED KNEALE, a lieutenant-commander in the Navy, and on active duty since Pearl Harbor, has returned to his post as press bureau director of J. Walter Thompson Co., San Francisco.

RICHARD DIGGS, store editor of Ward Wheelock Co. has been transferred from New York to Hollywood.

ANDY POTTS has been assigned from NBC Hollywood Production Staff to join DONALD R. DEWEY, advertising manager of William Esty & Co., as producer.


DON BERNARD, West Coast radio director, has been appointed manager of Los Angeles radio branch of the National Advertising Auditing Co.

MAJ. J. G. MORTERAL has returned to the San Francisco office of BBDO after more than three years service with AAF.

MARION F. HAYFIELD ASSOC., Portland, Ore., newly organized radio advertising agency, expects to open San Francisco and Los Angeles offices by Jan. 1, Agency this month completed a new-account campaign for KWLK Longview, Wash.

VIVIAN MCMURTRY and MARY MARGARET GODFREY have joined short & Baum Adv., Portland, Ore. Mrs. McMurry, assigned copy and research, has been with San Francisco office of Foote, Cone & Belding, and formerly was with Portland office of Malcolm Erickson-Mrs. Godfrey, assigned to copy and public relations, served as advertising manager of J. K. Gill Co. and for many years has done free-lance publicity and promotion work in Portland.
For Henry Clay, no day was complete without his habitual game of whist. In 1816, he visited Boston and his daily game of whist was being played in the Old Exchange Coffee House on Congress Street when that building caught fire. Habit was stronger than fear, for Henry Clay insisted on completing the game before seeking safety.

Baltimoreans, too, are persistent in one of their habits. Their radio listener loyalty has grown from their knowledge that quality programs consistently follow the station break, “This is WCBM, Baltimore.” This is the reason WCBM has firmly become “Baltimore’s Listening Habit.”
Service Front
(Continued from page 38)
supervised its building. After owning his own recording business in Harrisburg, Pa., Frank E. Taylor, Mus. 2/C, is now doing much of the technical work in the lab. Another experienced man in cutting mechanisms, is John E. Balay, Mus. 2/C, electrical contractor.

Radio Men Return
SEVERAL former radio men attached to AFN are reported on their way back from overseas. They include Pvt. Bruce Poucher, formerly with CBS, N. W. Ayer & Son, and Marshall Field; Capt. Sandy Cummings, formerly of Benton & Bowles; T/Sgt Don Fantius, formerly traffic and program supervisor for Mutual; Sgt. Charlie McCuen, formerly news announcer of KRIT Des Moines; T/Sgt Sig Smith, formerly of WGR and KVV Buffalo; and Pfc. Duke Bowman, announcer of WMH Kansas City.

Shipboard Radio
AFN last week started bringing radio entertainment to troops returning from Le Havre to New York aboard transport ships. Ships' public address systems are used by AFN announcers who put on AFPS recordings, news, and amateur programs with soldier talent on board. When ships reach New York harbor, announcer reminds troops of the part radio has played in entertaining them overseas, and signs off by returning listeners to U. S. networks and local stations. Plan applies to ships leaving Le Havre only.

Enterline PRO
CPL BERNIE ENTERLINE, former announcer with WMBD Peoria, is now attached to the public relations office at Camp Campbell, Ky., taking part in Army radio programs aired through WJZM Charleston, Tenn., and WHP Hopkinsville, Ky.

Callahan Promoted
MAJ. NORTH CALLAHAN, production supervisor of the Army radio series, Voice of the Army, has been promoted to lieutenant colonel.

Union Begins Workshop
For N. Y. Office Aides
NEW YORK local of United Office & Professional Workers of America (CIO), one of the three unions now endeavoring to organize the white collar workers at CBS, has set up a radio talent workshop for secretaries, typists, clerks, research and maintenance employees of all New York stations.

Aimed at one of the group is "putting on shows for hospitalized servicemen and the eventual production of radio package shows" as well as the uncovering of hidden talent. Anita Grams, stage and radio actress, is in charge of the workshop. National Labor Relations Board has ordered an election at CBS in New York to determine whether they wish to be represented by UOPWA, IATSE or IBEW or if they prefer to remain unaffiliated [Broadcasting, Sept. 10].

NEW SHOWS SET UP
IN LATIN AMERICA
RALPH HAYDON, Director of Latin American Division of National Export Advertising Service, has returned from a five-week trip to Cuba, Puerto Rico, Venezuela and the Dominican Republic, where he arranged radio campaigns for Listerine, Quaker Oats, Arrell, Carter's Pills and Hinds cream.

He set up a quarter-hour dramatic serial for Quaker Oats in Cuba, Puerto Rico, Dominican Republic and Venezuela. He also launched an Arthur Godfrey type of show for Listerine in Cuba and Puerto Rico.

Mr. Haydon has started spot campaigns for the other accounts in Cuba, Puerto Rico and Venezuela.

NORTHERN FLORIDA'S
BEST RADIO "BUT"
Send for Details.
Represented by
JCH "THE BUT"
Best Radio Station in Florida.

Page 60 • October 22, 1945
IN TELEVISION

DU MONT

SETS THE PACE!

DU MONT TELEVISION engineers, who have designed and built more television stations than any other company, will soon complete the world’s largest television installation. They are now transforming more than 500,000 cu. ft. of the great John Wanamaker store in New York into the first “Television City.”

The largest studio (30’ x 60’ with a 50’ ceiling) boasts 4 cameras—the first studio to be so well equipped. A balcony accommodates 700 spectators and a rear glass wall of the control room permits sightseers to watch rehearsals and broadcasts. Two other “live talent” studios are equipped with 3 and 2 cameras each. Several cameras are mounted on a new type dolly providing extreme ranges of elevation and camera angle. A telecine studio has projectors for both 16 mm. and 35 mm. film.

DuMont Television broadcasting equipment embodies all the flexibility and refinements accruing from more than 4 years of continuous and increasingly elaborate programming experimentation. Simplified precision control—the keynote of DuMont design—assures high efficiency and rugged dependability at low operating cost.

DuMont leadership means adequate training of your technical personnel, and the finest craftsmanship for the least outlay.
Miss Dorothy Panzer
L. W. Ramsey Advertising Co.
Chicago, Ill.

Dear Dorothy:

... was sweepin' out the washroom... the other night when my eye is afloat on something! that I tho't you might come to see... don't remember if you might come to see... but it was something! about is or so of me. A local plant in this area has been ready to spend 10 million dollars on post war expansion. "Cause I know this was just a little start and it didn't include the plans of a couple of the largest companies here. There's nothing like starting early. "I've re-mentioned on the 'baseball office... taskette... or hell... come tomorrow." Yours

Algy

P.S. I understand we're still cut off but never say die, may be around someday and this is a great market. By the way... remember this is the "Chemical Center of the World" for nothing. A.

Jack Foster, formerly of WBL, Sheboygan, Wis., has joined announcing staff of WOAI San Antonio. Doris Daniels, who handled "Texas Today" for WOAQ for Jack of Texas, has left for New York to await passage to England; Monette Shaw, WOAI staff soloist and concert artist, will succeed her as mc on "Texas Today" as announced by Martin McNeil. Olev Kovic has joined WOAI continuity department.

Glen Reed, released from the AAF, and Bill Holland, from the Navy, have joined EKSM, Minnako, Minn.

T/Sgt. Syl. Binkin, formerly of KMOX with WCCW St. Louis, and pro- manager of AFAB Paris, has been awarded the Bronze Star for exceptional ability and devotion to duty with the network.

Arnold Hartley, WVW New York program director, is author of a script on the atomic bomb which has been selected by the Voice of the Month, by Writers War Board and Ann. for Education by Radio. Script will be distributed to 760 stations, theaters, dramatic societies, and other organizations in this Hartley's second script selected for national distribution by the board.

Harry O'Connor, formerly with KBWU Corpus Christi, Tex.

Cal Morrow, former announcer with WJNO West Palm Beach, has returned to the station following service in the Navy. He will continue in his present job.

JERRY WILMOT, formerly of CBC Montreal and since early 1949 in Great Britain on MBS station, will be based in Canada on a short leave and then return to London to direct the Canadian Forces Radio Service of the Air Force in England.

Gene Kelly, released from the Army where he was last with the AFAB mobile station in Burma, is now an announcer with WTOP Washington. Before he joined the service, Kelly was sportscaster and special events announcer with WCHS Charleston, W. Va.

Frank Bletcher, formerly with WBBM Chicago production department, is with production department of WLS Chicago.

Guy Savage, WBBM announcer, has resigned to free-lance work. Savage, who handled Coast of the South and War Chest of Tacoma, Wash., for several years, has joined the program and traffic staff of KTBS, Shreveport, La.

Art Balinger, former announcer on NBC's "Let's Make a Deal," and recently Army division public service announcer, has joined KCMP Hollywood announcing staff.

Lt. Ben Alexander, former NBC announcer and program director, now in the Navy, after overseas assign- ment, has been transferred to AFBS, Los An- geles, for duty.

Mark Finley, former publicity director and recording engineer, released from AAF, has rejoined American Hollywood announcing staff.

Jackie Melville, star of NBC series under his name, was awarded American Legion Citation in Hollywood for his efforts in entertaining service men and women.

Dud Williamson, m.c. and Charles Doeherty, producer of "What's The Game," have been signed by Harry D'Arcy Pro- ductions to make four films in Hollywood this year on that program.

Bill Holley, CBS Hollywood news- caster who did narration on "Ghosts of购买" has been signed by Warner Bros. Pictures Inc. for a personal appearance tour when the film is released in West Coast cities.

Les Dale, production assistant on NBC's "Bob Hope Show," and Murray Sloan, released from the Army, were married in Yuma, Ariz., Oct. 10.

John Gaunt, former NBC producer now with WTOP, Washington, has been promoted to lieutenant commander.

Major Robb, released from Navy after service as assistant naval attaché and commander of a sub-chafer, has joined WAGA Atlanta as m.c. of two- hour musical comedy program. He has been special events announcer of WIND Atlanta.

William Farris, former chief an- nouncer at WBAY Brooklyn and member of staff for 18 months, has been appointedRecords director of station.

Walter Burks has joined the continuity department of KMOX St. Louis after three years with 15th Air Force in North Africa and Yugoslavia. Stan Daultery, who was discharged after three years with 25th Air Force, has joined the KMOX front orchestra.

Orlin Klein, who has been on the staff with Carl Ravizza's orchestra for a year, has returned to KMOX orchestra.

Bernie Barch, WFIL Philadelphia announcer, has joined KROG Westaco, Tex., this week.

Robert O. Johnson is the new addi- tion to announcing staff of WFNE Philadelphia.

Harley L. Lucas, released after 3 1/2 years in Army airborne infantry, has rejoined the announcing staff of WLOX, Limas, O. He participated in invasion of Europe and was prisoner of Germans for several months.

Mary Jean Swart, formerly of WFIL Philadelphia and Bill Watts, former member of the Shanghai Times, have joined WGEN Philadelphia as script and continuity writers.

Lt. Sidney Paul, to be released from service this week, will join WLCF Philadelphia, as production manager. For- merly with Mutual, he will be in charge of radio publicity for WLCF recruiting in Philadelphia.

June Heiser, formerly on the announcing staff of WINK Fort Myers, Fla., has joined the boys. The re- leased staff of WKBZ, Muskegon, Mich., Gloria Moore, last of that department at WKBZ, has left to resume studies in theater and law.

Norman Black, musical director of WFIL Philadelphia, has been appointed head of the music department of the Clarke Conservatory of Music, Phila- delphia. He will also be in charge of ensemble playing at the conservatory.

Joseph Cori of the announcing staff of WDBA Philadelphia is in Naval Hos- pital Philadelphia. He was released last week in the Navy.

Lynd Gifford, former studio direct- or of KFRO San Bernardino, Cali., has been appointed program director of WBRN Warren, O. Capt. Ted Veits, discharged from armed service, and Ed Foye are now on WBRN announcing staff. Dave Evans has taken over WBRN night shift as announcer.

John Minton, former announcer to CBS Hollywood, who recently did announcing during Korea, has been appointed to head of that department. Charles Wadsworth has been appointed his assistant.

Bob Barry is new addition to an- nouncing staff of WIDC Chicago. Before service in armed forces he fre- licences as New York in Bob Becker and was one time with Schier Adv., New- ury, and program director of WARD Brooklyn, now off the air. His real name is R. J. West. In service he was an engineer and announcer for PWB-O'W in 370 and Mediterranean theater. From same military areas and service aid to new to WIDC announcing staff is Stan Vainibr. Formerly was a member of WSCC WCAU WTAM WBZE.

Robert Horgan, known on the air as Bob New, and former program direc- tor of WRB New York, has been added to the WIDC announcing staff.

Carlton Warren, former assistant director of program operations of WOR New York, has been released from the service and rejoined the WOR program department.

Eugene Patterson, former program director of WCSN Cleveland, Ohio, outlet of Crosley Corp. has been ap- pointed to the Broadcasting divi- sion of the State Dept. Interim Infor- mation by Bishop. With capacity he directs radio output of 23 international stations, American broadcast to Europe and North America. He succeeds Constance End, resigned.

Edward O'Mara, recently released from the Army, has returned to CBS theater operations division.

Gene Crean, formerly with the CBS research department following release from service.

William Cappuccio of CBS televi- son and buildings department, is father of a baby daughter.

Peyton C. Axford, recently out of the Army and newly an advertis- ing writer, has joined CBS as copy- writer in radio Sales department.

Jerome Persson has re- joined WHTD Hartford, Conn., as an- nouncer-producer. His contract is 3 1/2 years in the Army. He was in England with a heavy radio unit and was discharged. Art Berg- strom, former announcer of WOR New York, has been added to the WHTD announcing staff. Bob Gillespie, new program di- rector of WHTD, is recuperating after serious operation at Hartford Hospital.
COMPLETE ENGINEERING SERVICE
BROADCAST INSTALLATIONS

We are supplementing our regular consulting radio services by providing for the construction of complete stations.

Offices, transmitter building, studios, acoustic design, sound isolation, equipment layout, antennas, construction supervision of installation, over-all performance, etc.

IN ASSOCIATION WITH:

PAUL DE MARS—lately Vice-president in charge of Engineering, Yankee Network

JACKSON & MORELAND—Structural and design engineers

RAYMOND M. WILMOTTE
Consulting Radio Engineer

Main Office:
1469 Church Street, N. W.
Washington 5, D. C.

Branch Office:
236 West 55th Street
New York 19, New York
Should future developments in electronic communications (either audio or video) require vertical radiators of extreme height look to Blaw-Knox for the kind of structural engineering which will assure the success of such towers.

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

**BLAW-KNOX DIVISION OF BLAW-KNOX COMPANY**

2038 FARMERS BANK BLDG.

PITTSBURGH - PENNSYLVANIA

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ADAM Hat Stores Inc., New York, has signed a 25-week contract with Associated Broadcasting Corp., through Buchanan Co., New York, for sponsorship of major boxing bouts over full network.

First fight is set Oct. 22 from Baltimore with Sam Tatro handling description. Time set is 10:30 p.m. (EST) to conclusion. Other bouts are also set for Oct. 29 from Cleveland and Nov. 5 from Philadelphia. Oct. 18 network presented half-hour evening preview for series, featuring sports celebrities and commentators, all part of extensive publicity campaign for fights.

DURKIN'S FAMOUS FOODS, Elmhurst, Ill., began a 28-week sponsorship of "Names in the News," 6:35-6 p.m. (EST), over WBGM Chicago, through Wendel Muench & Co., Chicago. Program gives full biography sketch on daily basis.


ST. LAWRENCE STARCH Co., New York, has completed seven-weeks sponsorship of "Newsweek," 8:30-9 p.m. (EST), over WINS New York, through Associated Newspapers, Inc., New York.

COLGATE-PALMOLIVE-PETT Co., Toronto (Oxene and Super Suits), has renewed exclusive spot announcements service five days weekly on a number of Cs.

HENRY BIRKS & SONS, Vancouver (national jewelry stores), has started twice-weekly half-hour musical programs and its twice-weekly flash announcements on CKWX Vancouver.

LAKESHORE RESTAURANT, Oakland, Calif., has started weekly quarter-hour "The Rambler" on KGSD San Francisco.

ROYAL RADIO PRODUCTIONS, Oakland, Calif., is the agency.

FOREST LAWN LIFE INSURANCE Co., Glendale, Calif. (life insurance), has started three-weekly transmitted quart-hour "Every Ace" over KNX Hollywood. Contract is for 25 weeks. Agency is D. A. Minner Co., Los Angeles.

LIVE FOOD PRODUCTS Co., Los Angeles (health foods), in a 30-day test campaign to direct listeners to health food stores, Nov. 5 starts three-weekly participation in June Gibson on KGW Portland. The Mayern Co., Los Angeles, is the account.


YUZ SOTO ERADICATOR Co., Los Angeles, has appointed Stellar-Millar-Kuberts, Los Angeles, to handle advertising and planning an immediate regional spot radio campaign.
NEWEST of the soups (split pea) named after Betty Crocker, radio voice of General Mills, is displayed by Gtee Donovao, announcer "Building Light" program. Soup series is sponsored on NBC by General Mills.

MAX FACTOR & Co., Los Angeles (cosmetics), has started thrice-weekly announcements on a number of Canadian stations. Account placed by H. Factor Adv., Los Angeles.

HENRY K. WAMPOLE Co., Perth, Ont. (proprietary), has started thrice-weekly announcements on a number of Canadian stations. Agency is J. J. Gibson Ltd., Montreal.

EMERSON DRUG Co., Baltimore, has started thrice-weekly quarter-hour newscast on KGO San Francisco in line with plans for expanded postwar radio advertising for Bromo-Seltzer. McCann-Erickson, New York, is agency.

SPRATT'S PATENT (America) Ltd., New York (dog and cat food), has started three participations weekly on Arthur Godfrey program on WABC New York. Agency is Parks & Pearl, New York.

L E WATERMAN Co., Montreal (fountain pens), has started American network show "Gang Busters" on CKY Toronto. Account placed by McKim Adv., Toronto.

SHELL OIL Co. of Canada, Toronto, has appointed J. Walter Thompson Co., Toronto, as advertising agency effective Jan. 1, 1946.

OCEDAR of Canada, Toronto (floor polish), has started delayed broadcast weekly of "Bulldog Drummond" from MBS on CJBC Toronto. Agency is MacLaren Adv., Toronto.

SMT EASTERN Ltd., Moncton, N. B. (bus line), has started spot campaign on a number of eastern Canadian stations, through Harold F. Blandford Ltd., Montreal.

FLETCHER OIL Co., Los Angeles (Velvet), on Oct. 7 started weekly half-hour transmission "Bunion Bumblers" on KRL Hollywood. Contract is for 26 weeks. Will Grant Adv., Los Angeles, has the account.

FOREST LAWN LIFE INSURANCE Co., Chendale, Calif. Oct. 15 started thrice-weekly quarter-hour transmitted "Easy Acres" on KOA Sacramento, Calif. Firm also sponsors program on KOIB KGO KMJ KNX KRCO. Agency is Dan B. Miner Co., Los Angeles.

BLUE RIBBON Corp., Toronto (food products), has started weekly quiz show on 11 western Canadian stations through Cockfield, Brown & Co., Toronto.

DESERT GRAPEFRUIT INDUSTRY Committee Inc., Phoenix (cooperative), along with other media, will use participation programs as well as spot announcements in its advertising starting in November. Agency is J. Walter Thompson Co., Los Angeles.

SAFETY SALES Corp., Los Angeles (No Flame liquid famine preventers), has appointed Allied Adv. Agencies, Los Angeles, to handle advertising. Firm in a 12-week test campaign on Oct. 11 started daily five-minute musical program on KFWB Hollywood. Plans are underway for national spot campaign.

E & J GALLO WINERY, Modesto, Calif. (wines), expanding its radio schedule, is sponsoring thrice-weekly quarter-hour, "Sincerely Yours," on 118 stations nationwide. List includes WKBW WAGE KFI KQW WSMW WENR KIRO WAVE WEAN WMC WOR KTRB WOR WJW KODM. Others will be added. Transcribed Frederick W. Ziv Corp. program stars Kenny Baker, with Donna Mae, Jimmy Wallington as m.c., and Buddy Cole, musical director. Agency is Advertising & Sales Council, Los Angeles.

WILLIS & Co., Montreal (planes), Nov. 4 starts Sunday afternoon musical quarter-hour on CKAC Montreal and CHRC Quebec. Account placed direct.

PINEX Co., Fort Wayne, Ind. (couch syrup), has started spots five days weekly on CKFY Toronto. Account placed by Russell M. Seede Co., Chicago.

WRIGHTWOOD VILLAGE, Calif. (mountain resort property), has appointed Walter Carle Adv., Hollywood, to handle promotion and advertising, and along with other media is using daily spots on KROI Los Angeles. Other southern California stations are to be added.

CALIFORNIA PACKING Co., San Francisco (Del Monte canned peas, coffee), has started schedule of station break announcements on KNX Hollywood for 31 weeks through McCann-Erickson, San Francisco.

JEWEL A. BOSTICK, Los Angeles (used cars), adding to heavy local schedule has started weekly half-hour transcribed musical program on KFAC Los Angeles for 12 weeks. Agency is Smith, Bull & McCreery Adv., Hollywood.

(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

BROADCASTING • Broadcast Advertising
For Fastest Delivery

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

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

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

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

Sponsors

(Continued from page 65) CONNELL PRODUCTS Co., New York (toys and novelties), has placed its account with Mogul Advt., New York. National spot campaign is under consideration.

PENGUIN CO. of Canada, Ltd., (Canada) has appointed G. F. S. Church, Toronto, to represent them in Canada.

FAIRBANKS-MORSE, in a new advertisement campaign, has put a new look on the company's image.

ROBERT S. TAYLOR, of B.B. Taylor, Toronto (department stores), has signed additional contracts with C.G. A. (Canada) to handle advertising for his stores.

SLAVICK'S Jewelry Co., Los Angeles, has signed an agreement with the Mutual Advt. to handle advertising for the company's stores.

COAST-CURRIER ICE CREAM Co., Los Angeles (retail stores), has signed a contract with the United Advt. to handle advertising for the company's stores.

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NEW AUDIENCE-PARTICIPATION variety show, "Crispin House," has been started on WOL, Washington, Monday through Friday, 3-5 p.m. Show presents five top tunes, news reunions, and audience-participation quizzes and interviews. Conducted by Russ Hodges, WOL sportscaster, and Dale Morgan, new co-host of WOL staff. Sports highlights are dramatized and on Friday football predictions are presented.

Don Lee Feature
BORROWING idea from circus and side-show weight-judging attraction "Worth Your Weight in Gold," each half-hour audience quiz show, started on Don Lee Pacific stations Oct. 15, Jackson Wheeler is "barber"-m.c., with Mel Vickland, announcer. Ruben Gainer writes and produces comedy quiz. In addition to prize money, daily battery is conducted with winner receiving "biggest chocolate cake in the world."

WIP Dramas

Carnegie Explainer
TO TELL Pittsburgh listeners about the work and labors of Carnegie Institute, WCAE Pittsburgh Oct. 16 started quarter-hour series "Free to the People." Tuesday 6:45 p.m. Work of various departments is discussed weekly. Station plans to make period available to other local civic, educational and scientific groups for similar Public Service programs.

Question Bee
FARM and ranch staff of WOAI San Antonio visits Texas high school each week to record "Country Question Bee" for broadcast Saturday morning. In cooperation with farm youth organization, staff probes agriculture and homes economics students on practical farm-home problems, paying cash awards to winners.

Symphony Preview
BOSTON SYMPHONY preview is presented Wednesday, 3:15-4:30 p.m. by WCOF Boston in promotion of Boston Symphony program. Cyrus Durgin, Boston Globe music critic, reviews coming Saturday symphony broadcast, discusses composers and compositions, and interviews guest artist.

High School Shows
BECAUSE of complaints of local high school students to effect that there are no radio shows just for them, WIBC Detroit has started two new audience participation half-hour programs just for that group. Saturday, 11:15 p.m. "Pan Fire" show features music of Tom Leash plus football predictions and salute to high school of week. Quiz with awards of free tickets to games is included. Same evening, 7 p.m. WIBG presents "Scholar Dollars," featuring quiz for high school seniors from eight public and parochial schools. Evening winners are to try at end of series for grant prize of four-year scholarship to either Wayne U. or U. of Detroit.

Close-Ups
SERIES of radio sketches through which Canadians in one part of the Dominion may receive an authentic close-up of the other part, has been started by CBC on the Trans-Canada network. Each of the five time zone regions originates five programs in the weekly series called "Panorama."

Book Series
NEW TITLE for WQXR New York "Books Are Bullets" program is "Books in the News," conducted by Bennett Cerf and heard for fourth consecutive season. Series presents authors whose books have special bearing upon war and postwar problems.

Congressmen Quiz
NEW PUBLIC feature program, "Meet Your Congressman," started on WINS New York Oct. 17. Program is conducted by Robert Easton, Washington correspondent, who gives listeners opportunity to quiz Congressmen.

College Forum
CONNECTICUT COLLEGE, New London, Oct. 13 (10 p.m.) started Saturday series of forum discussions of current affairs on WDBC Hartford, conducted by college professors and arranged, directed and announced by college staff.

LINGO
VERTICAL TUBULAR STEEL RADIATORS
for the utmost in
Antenna Efficiency

LINGO antennas are now available to meet every broadcast requirement — for AM, FM, Television and all UHF applications. Discuss your plans with us, and we will show you how Lingo Radiators can answer your particular problems with maximum efficiency at a minimum of cost, to meet tomorrow's keen competition. We are ready to construct your radiator now, and deliver it when you're ready.

Please include in your inquiries the height required and approximate site, so that complete quotation can be made immediately, covering the radiator itself and its subsequent erection when so desired.

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

LINGO VERTICAL TUBULAR STEEL RADIATORS

October 22, 1945 • Page 67
Any town is a spot town tonight

Promotion

GORDON WILLIAMS has been appointed photo editor of American Western division press relations department. He replaces ROBERT HALL, recently named western division publicity director.

MARC BOWMAN, with public relations department of American Red Cross in London for almost two years, has rejoined KOIN Portland, Ore., as promotion director. He formerly was circulation chief of KOIN with Air. In London he was chief of radio section, public relations department, and was instrumental in preparing "The American Eagle in Britain," a network feature for four years, and similar programs. Since first of this year he has been in charge of all ARC public relations work in United Kingdom. He returned home in August.

ELEANOR CORRIGAN, former reporter for Kansas City Star and more recently with public relations department of Douglas Aircraft Corp., and ROBERT LEE RAY, formerly with Pacific Features Syndicate, have been added as press information department of KNX Los Angeles.

BETTE BENFIELD, recently returned after 16 months overseas with the American Red Cross, replaces WILHELMINE Dyer as picture editor of WOR New York. MARJORIE SABLE, returned from 29 months overseas with the Red Cross, replaces MURRAY SALBERG as feature news editor of WOR. Salberg becomes assistant editor. BOB BLAKE, after four years in the Army, returns to KOIN as the "D. Jo" program director. Blake replaces BOB WILSON, now with Mutual.

FRED A. PEERY, promotion and merchandising chief of WOAI San Antonio, has been chosen by San Antonio Press Club to teach a class in advertising at the University of Antonio July 29-Aug. 12.

MARGERIE LEWIS, for two years in the Royal Canadian Naval Women's Service (Wrens), has joined the publicity staff of CKWX Vancouver.

E. J. SHURICK, promotion-press chief of KMMR Kansas City, is father of a new girl.

CONNOR PHILLIPS of promotion and merchandising department of WOOP Rochester, has tendered his resignation to Hazel Ackles, USNR.

LT. COMDR. JERRY DANZIG, USNR, former publicity director of WOR New York, has replaced LT. COMDR. BOB ELSON, sportscaster, as office-in-charge of the Navy entertainment unit in New York, which produces Navy shows for the Pacific.

New Survey

SERIES of radio surveys under auspices of the Order of T.Winona, Ia., are being conducted to determine popularity of regional news and entertainment programs. Dick Baxter, who will preside over this survey, has conducted the surveys in Cedar Rapids, Des Moines, and Galveston and will continue under the direction of Prof. Wilbur Schramm, head of the School of Journalism, University of Illinois, and Prof. Norman Meyer, university social psychologist who did special research on the summer for Young & Rubicam under direction of Schramm. Survey technique was originated by Douglas Grant, program director and newsman for WMT.

WKRC Contests

In connection with promotion of Camp "The Biggest Show in Town" campaign, WKRC Cincinnati is conducting five in-station contests using the "biggest" theme. Aimed at all age groups, sections cover biggest baby boy and biggest baby girl born during contest; biggest kitten; biggest heart; biggest booster (for children only) and completion of phrase "I keep my radio tuned to WKRC and The Biggest Show in Town because . . .". Prizes range from automatic record players to full sets of radio, bicycles up through a refrigerator, a washing machine and a trip to New York.

Coke Contests

CAKE-BAKING Contest will celebrate WTOP Washington 13th anniversary Oct. 22. Listeners are to submit cakes to be judged by Mrs. James P. Notter, wife of Secretary of State; Mrs. Robert Hurhanski, wife of Postmaster General; Mrs. Tom Clark, wife of Attorney General; Mary Turley, director of home service, Potomac Electric Power Co.; Eleanor Lee, director of women's programs, WTOP. Prizes total $100. Cakes go to service station of winner.

Walks Contest

R. L. WATKINS Co., New York, sponsor of "Backstage Wife" and "Manhattan Merry-Go-Round" on NBC, is offering 100 postwar home washing machines to winners of contest announced Oct. 19 and 21 on those programs. Contestants are to write in 25 words or less: "Why I Like Dr. Lyons Tooth Powder". Contest closes Nov. 4. Agency is Dancer-Plummer-Sample, New York.

Treasure Chest

SPECIAL BROADCAST and cooperation of local sponsors helped WSAW Saginaw, Mich., fill a huge treasure chest with all types of recreational material for the Saginaw Victory Chest, all named in honor of station's home city.

Drug Store Folder

IMPORTANCE of radio in drug store sales is emphasized in two broadsides prepared by Miles Labs, Elkhart, Ind.; Miles-Selzer, One-a-Day Brand Vitamins, Miles Nervine, for distribution to drug stores and radio stations. Titled Look What Radio Sells for Your Drug Store, color folder lists top score of radio programs on NBC and American networks which are devoted exclusively to selling drug products. Folder suggests displays at point of sale and reminds customers about products advertised and programs which advertise them.

Talent Search

RADIO search for "Joe Palooka", comic strip character, is being conducted by George Fisher of his Associated Broadcasting Corp. "Hollywood Whispers" program heard Mon. through Fri., 10:15-10:25 p.m. (EST). Purpose is to find leading man for Monogram Picture production of that title. Candidate nominated by listeners in each city will compete in finals. Four of these will be selected for screen test. Winner is to receive Monogram contract and 48 finalists each receive new Orten watches from Monogram. Closes Dec. 1.

Sponsor Search

SEARCH for "Penny Keen", female symbol to be used in advertising of WGM Silverman & Son, Philadelphia department store, will be featured for first four weeks on daily quarter-hour program of popular recordings, "Crosby's Corner", sponsored by Silverman on WCAU. Contestant is to select a best letter describing prudent purchases which will win $100 and complete clothing outfit. Contest for 52 weeks was placed on the air by Record Changer, Philadelphia.

POSTCARD questionnaires are being sent by KEBZ Ottumwa, Ia., to 1,500 farmers in area to secure information for guidance in adjusting farm programs to be consistent with market prices. Farmers are queried on specific preferences and also desirable times for farm broadcasts.

Recorder Demonstration

MAGNETIC wire recorder was publicly demonstrated by WADC Akron, O., for three days from "Electric City" of M. O'Neill Co., Akron department store which sponsors Dave T女主's, women's commentator, on station. WADC plans to use unit for regular remotes.

Page 68 • October 22, 1945

Did You See Page 36

BROADCASTING • Broadcast Advertising
in the family of nations; of the English people, sturdy, cheerful, confident.

And I recall with pride the executive and trade journal representatives who composed our party; young men—especially when compared with my friends of the Federal courts—resilient, optimistic, resourceful men, typical of the finest American tradition.

The pattern of broadcasting in the different countries of Europe—both as to facilities and personnel—followed closely the spirit of the people. In England we found substantial installations, effective methods of operation, well-established policies and competent personnel. In Paris and Rome we found stations which had been stripped of the equipment and then—after liberation—refitted with makeshift equipment. In Paris we were told by those present in charge that, as the government could not compete with private industry for artists and journalists, radio personnel was necessarily inadequate. Much the same situation existed in Rome. Although there was some evidence in the latter city of efforts to find new, young talent.

In one respect, only, did we find a radio development superior to our own. Those in our party, qualified to judge, agreed that the German process of recording and broadcasting from a magnetized, iron-oxide-covered tape was an excellent one, considered upon the basis of the tape itself, the fidelity of reproduction and the simplicity and economy of operation. Otherwise it was unanimously agreed that radio broadcasting in Europe fell substantially below our own standards and performances in America.

In fact, the best performances and radio "know-how" which we discovered in Europe were in our own American Forces Network. Here young officers, who had been radio executives, operators, artists and technicians before the war, had surmounted the obstacles of transportation, remoteness and other hazards to give a demonstration of American broadcasting, which not only served its original purposes for the benefit of the armed forces but exercised a profound influence upon the people and the governments of every European country.

AFN Superior

We found many evidences of this influence. Civilians everywhere regarded the programs of AFN as superior to their own and told us so with enthusiasm. In Paris and Rome, superiority was frankly conceded by government officials. In England, the British Broadcasting Corp., while insisting with British tenacity upon giving to the people what BBC thinks they need rather than what they want, nevertheless has instituted a program in imitation of our own. Faced with the fact that their people prefer the type of broadcasts which American incentive, competition, initiative, and resourcefulness have produced, the BBC reluctantly admits the demand, reluctantly accedes to what it regards as a lower level of appreciation and, at the same time, institutes a third program which it admits may appeal, now, to only a few hundred people in the Empire but which it believes will have lifted most of the people to a higher cultural level 50 years hence.

One of the most encouraging experiences of our trip was finding, at several places, possibilities of commercially controlled radio—without government domination—and the advantages which can come from the incentive and enthusiasm of competition. Outstanding in this respect are Radio Luxembourg and Radio Monte Carlo. We heard that similar stations are to be established in Andorra and in Ireland. Government-controlled radio in other countries will, perhaps, try to check these developments.

One of the most interesting radio experiences of our trip was our visit to the station installed by Marconi in Vatican City. It is to be hoped, if present plans for a new installation are carried out, that Marconi's installation may be preserved for museum purposes.

Tug-of-war

In Germany we found a tug-of-war, between the Allies, in radio broadcasting. We agree with Gen. Eisenhower and his aides that free broadcasting is the one great hope for giving voice to a democratic spirit and for building up a people capable of self-government. So long as there remains in Germany the possibility of government-dominated broadcasting, there remains, also, a hatred of future war, instilled by ruthless, power-hungry, adventurists. Those who cry insistently for further government control in America should ponder the picture in Germany. These who wish to see a higher comparative wage for radio artists should consider the frank admission of the French that government-operated radio cannot compete with private industry in this respect. They should inquire concerning the condition of British radio talent under a non-competitive monopoly.

We pay a price in America for the freedoms which we enjoy; a price in political extremes, in religious differences, in over-commercialization, in the furtions and feuds of restless, striving people. But when we understand that only by paying the price can we have what we so insistently demand, we are satisfied to play our part in the hardly-burd of American life.

Most of us would not trade our freedoms for the frightful ravages of dictatorship and recurrent war, or even for the decaying stability of a cultural and industrial status quo. Some of us do not know why our ancestors came to this country; some need to be reminded occasionally. It would be salutary for all of us if we could have the privilege, enjoyed by our radio executives, of seeing Europe as it is today.
Grants (Continued from page 15)
as a broadcaster (a valuable asset to an FM applicant) and to have a
profitable operation while the FM
audience is being built, hundreds
of applicants to file both for AM and FM stations. However, more than a few broad-
casters are entering or expanding in the standard field because they feel FM is a big way out and that AM is destined to "pay the freight" for years ahead.

Conversely, many standard broadcasters are applying for FM as a defensive measure to assure themselves against audience diversion to FM listening. Some admit-
tedly are not sold on FM but concei-
ded that a shift in listening is inevitable. It is interesting to note that of the 164 FM applications filed during the rush week preceding Oct. 8 nearly half are from AM broadcastes.

If this same percentage would apply to all 675 FM applications now on file—and it is likely that the proportion was greater among the earlier applications—then there would be approximately 337 future standard broadcasters planning to enter the FM field.

However, the most surprising thing about the overall picture is the number of new standard stations, 425. Considering the trend toward FM

VICTORY LOAN NET WORK participation in the Victory Loan campaign Oct. 29-
Dec. 8 will surpass that of the past two drives, according to the Ra-
io Section of the Treasury's War
Finance Network. Promotion programs were discussed Oct. 15-16 at a meeting held in New York by Treasury radio and network officials.

Each network has named liaison
officials to work with the Treasury. They are: CBS, Roy Longman and
Lee Bland; NBC, Fred Shaw;
 Mutual, Bob Jenkins; American,
Charles Barry; Associated, John
Flynn. Corresponding Treasury personnel are: CBS and Associated liaison, Palmer Thompson; NBC, H. Quentin Cox; Mutual, Jean
Hendrix; American, Meryl Friedel.

Feature of network promotion will be special days, with each net-
work designating a day of its choice as Bond Day. On that day the net-
work will be identified with the
loan drive through announcements or entire programs.

Thanksgiving Day, Nov. 22, has been designated by CBS as its day.
NBC has selected Dec. 8, final day of the drive. Mutual has specified
Nov. 11, Armistice Day, and Amer-
ican will feature Oct. 29.

At the New York meeting net-
work officials were given lots of promo-
tion material, along with complete list of officials available for broad-
casts, suggested scripts, music for
new Victory Loan songs, 50 pro-
gram ideas, 63-page book of back-
ground material, special farm ma-
terial and list of 40 special events.

Treasury personnel will service
direct all on-air shows having
Victory Loan allocations. Material also will be supplied by the three
War Advertising Council offices (formerly OWI) in New York, Chi-

cago and Washington. WAC also is making allocations for commer-
cial programs. Connie Boswell will
be available for sustaining pro-
grams to sing the new Victory
Loan song, "Seal It With Bonds."

Talent will be supplied from the Treasury's New York war finance
office by Ruth Girard. Among of-

For availabilities
write
Frank O.
Myers,
KCMC Inc.,
Texarkana,
Tex., S. A.

RAYMOND Labs., St. Paul (to-
ilettries), effective Nov. 18 for 52
weeks sponsors "Sammy Kaye Sun-
day Serenade" on American net-
work, Sunday 12:30-1 p.m. (CST).
Agency is Roche, William & Cleary,
New York.

Raymond Signs

"You forgot those Safety First
warnings over WDFD Films."
Gayle Grubb Leaves WKY to Become Manager of KGO, Replacing T.B. Palmer

GAYLE V. GRUBB, for 16 years manager of WKY Oklahoma City, last week was appointed manager of KGO San Francisco, an American station, according to Don Searle, vice-president and general manager of American's Western division. He replaced T. B. (Bev) Palmer, who was recently named manager of technical operations for American's Western division. Mr. Grubb will take over Nov. 15 in San Francisco when Mr. Palmer moves to Hollywood.

“These appointments give us two outstanding men in two roles vitally important to our expansion in the postwar period and looking forward toward KGO’s increase in power to 50,000 w as well as operation of FM and television stations in Los Angeles and San Francisco,” Mr. Searle said.

Mr. Grubb is a veteran of 21 years in radio, having served as station manager in pioneering both WKY and KFAB Lincoln, Neb. He opened KFAB in 1924, acting as manager, salesman, entertainer, announcer, musician and part-time operator. He joined WKY in 1928.

Radio Week

(Continued from page 17)

the people at large of the greatness of radio broadcasting.”

The booklet explains how RMA’s Advertising Committee conceived the idea of an anniversary tribute to broadcasting and how the statuette idea was evolved, along with plans for plaques for individuals stations.

Testimonial luncheon to broadcasting will be tendered Nov. 10 at the Hotel Roosevelt, New York, by the Citizens Radio Anniversary Committee. Chairman of the committee is Luella S. Laudin, also radio chairman of the General Federation of Women’s Clubs and the National Council of Women of the U.S. Associations joining with the citizens group are American Legion Auxiliary, American Women’s Voluntary Services, Am. of Junior Leagues of America, General Federation of Women’s Clubs, Girl Scouts, National Board of YWCA; National Council of Women of the U.S., National Council of YMCAs, National Federation of Business and professional clubs.

History of radio, featuring special events and talent, is depicted in a four-page layout to be carried in the Nov. 13 issue of Look magazine, on newsstands Oct. 31. Use of the photo spread for studio and other display is suggested by both NAB and RMA.

Johnson to Mutual

EARL MINOR JOHNSON, specialist in radio wave propagation and antenna development, recently with the War Department and previously on the FCC engineering staff, will join the engineering department of Mutual Nov. 1. A graduate of the U. of Cincinnati in 1940, Mr. Johnson had charge of the FCC monitoring station in Huntington, W. Va., from Aug., 1946, until the following January when he was transferred to the broadcast division in Washington, becoming assistant chief of the standard broadcast section.

Airport Bill Passed

BY A 279-82 vote the House last week passed and sent to the Senate the Lea Airport Bill (HR-3615) and amended the McCarran Bill (S-2), passed last spring by the Senate. The Lea measure, which provides for a 700-million-dollar 10-year public airport expansion, and the McCarran Bill go to conference between House and Senate to iron out differences. Both measures would affect broadcasting in that antenna towers may be declared hazards to aviation by the Civil Aeronautics Administrator.

Snow in September...

down South...

Cotton is the 16-county WSPA-Piedmont’s largest money crop. Of about 3,750,000 baled-pounds each year are produced in Spartanburg County alone.

WSPA

Spartanburg, South Carolina

Home of Camp Crut

5000 watts Day, 1000 watts Night

950 kilocycles, Reo. by Hollingsby

Across the Board, Monday through Friday, WJW delivers in Cleveland more morning dailiers per dollar... up to 20% more on a money basis... than any other station.

And chalk this up too... Cleveland is the 7th largest... 5th richest... 3rd most densely populated area in the United States.

TURN TO PAGE 36 NOW!
Radio Car (Continued from page 16)
mittor power to 1 kw, installed a
gas-driven power unit and added
crystal control on six frequencies,
early tunable oscillation. Then he
could go in on any Army frequency.
With a 50 w FM station he was
ready for a Presidential swing
around the nation. The radio car
handled all the official party's com-
munications, with FM used for
communication with Secret Service
agents that went along in a special
car.
The FM equipment had been in-
stalled for the Rooseveltian week-
ends at Hyde Park. Fixed FM sta-
tions were set up in Washington,
Philadelphia, New York and Hyde
Park. The little FM transmitter
kept the President in contact at all
times by radiotelephone with Wash-
ington or Hyde Park. Later this
transmitter was replaced by a
260 w job. Other members of the
official parties, especially James F.
Byrnes, then War Mobilization Di-
rector, used it frequently.
Twice the radio car went to Que-
cue conferences with F.D.R.—in
1943 and 1944. By that time the
power plant had been increased to
25,000 w generators.

Special Near Lake

Just before the '43 conference
the President disappeared from
the public for a week's fishing near
Little Current, Georgian Bay, Ont.
The special train pulled up on a
siding beside the lake and No.
1401's generators provided power
for communications, for the train
itself and even pumped train serv-
ice water from the lake.

When the President dropped a
line for a bass, a Secret Service
boat not far away was equipped
with FM. In a radio-equipped jeep
Col. Greer drove the President
from one lake to another while the
rest of the party went by boat.
With a special 400 w 2½-18 mc
AM transmitter the President could
have originated from the train a
broadcast which could have been
picked up by networks. Though it
was never tried, the President
could have broadcast from the
moving train.

This 400 w outfit was never used
for broadcast purposes, but was
available for emergency had the
equipment of networks failed. Able
to handle code also, the transmitter
has sent many a message for Con-
leton Smith (NBC), Bob Trout and
Clyde Hunt (CBS), Bryson Rash
(American) and other broadcasters
who accompany Presidential par-
ties.

On his last nationwide tour in
1944 President Roosevelt's train
was equipped with loudspeakers fed
from a sensitive receiver in No.
1401. The President's own car had
a special receiver. Thus everyone
on the train could listen to the
Chicago convention's closing speech-
es as the train sped over the mid-
western plains.

Noise problems don't bother Col.
Greer's eight-man crew. One of
the engineers, incidentally, is M/Sgt.
Richard L. Yordy, formerly of
KFAB Lincoln. The sensitive rece-
ivers on the train have low noise
to signal ratio and the amplifier has
25-30 w output.

The antenna array on the car
roof consists of two folded dipole
antennas running the length of the
car and one ordinary half-wave
doublet. Signal pattern is circular,
naturally, since trains run in all
directions.

75-Word Tetetype Latest trickle is a 75-word ra-
dioteletype used on President Tru-
man's train. Private bets were placed around Signal
Corps circles that the thing
wouldn't work when the train
started rolling.

The word, through—except
through those tunnels (and there
are 26 of them between Wash-
ington and the far side of the West
Virginia hills).

This telegraph can span the con-
tinent while the train is in motion.

By patching through the War
Dept. in Washington it can reach
similar machines anywhere in the
world. Moreover the transmission
is an entirely secret, since they go
through an encoder and come out
unscrambled through a decoder at
the other end.

Talked to Guam

Just for the heck of it Col. Greer
has talked to Guam, Frankfort and
other foreign points while the train
was making a good sixty per.

Gen. Eisenhower liked No. 1401
so well that he had his own radio
car made on his fussy private train,

once used by a high German official.
It has only 2 w, however. Should
President Truman desire, he
could communicate directly from his
moving train to Gen. Eisenhower's
train in Europe, using the CW
facilities which also have the
advantage of secrecy.

Col. Greer has a nameless gadget
by which he can talk from the
train or from his auto via FM to
any telephone. The device converts
the radiotelephone FM signal and
feeds it into the telephone circuit
through Signal Corps stations.

With this device the President
could talk from his train to any
telephone outlet.

Col. Greer, a regular Army Offi-
cer, once built a broadcast station
while stationed in Manila. Things
were pretty slow over there in pre-
war days and he did a bit of en-
gineering consultation on the side.

The broadcast station was KZHS,
built for A. G. Heacock Co.

He has accompanied two Presi-
dents on all trips. When the Presi-
dent goes overseas, the colonel sets
up communications facilities for
the trip itself as well as the equip-
ment at the destination.

Reading from front to rear, No.
1401 contains this basic equipment:

Now it can be told
Sound Industries is
Announcing the Opening of
its Chicago Offices

Recording Studios
"Sound Industries Transcriptions are
PERFECTION TRANSCRIPTIONS"
PERFECTION TRANSCRIPTIONS
A Subsidiary of SOUND INDUSTRIES

PHONE
FRANKLIN 3751
EXT. 16

630 W. Lake St.
CHICAGO 6, III.

A complete recording and transcription service

SEWARD LEAVES FCC TO START PRACTICE

AFTER 11 years with the FCC law department as principal
attorney, assistant chief examiner and chief of the revocation
and license renewal section, Judge Peter W. Seward resigned last
week to open his own radio law office in Washington,
D. C.

From Fort Worth, Tex.,
where he was prosecuting at-
torney and judge, Mr.
Seward came to the Commis-
sion the year it was established,
when the legal staff numbered
only 15. It has quadrupled in size
during his tenure. He has presided
as examiner at many important
broadcast hearings, including the
WOKO Albany, N. Y., case
before the U.S. Court of Appeals,
and the recent proceedings on
transfer of WINS New York to the
Crosley Corp. He also partici-
pated in several large cases in the
common carrier field, notably the
action of the Aeronautical Radio
Co. to compel A. T. & T. to sell
its service at government rates,
Judge Seward recommended denial
of the request.

As a tribute to his long service,
his associates in the department
gave him a farewell luncheon
Monday at the Harrington Hotel.

2½ kw Press Wireless CW or ra-
dioteletype transmitter; batteries
for the train's 32 v DC current
with 100 amp rectifiers; 1 Federal
4½ to 2 kw transmitter 4 to 26 mc
for radiotelephone; 1 400 w phone
AM or CW 2 to 13 mc transmitter
the one that could handle broad-
casts); two 50,000 w diesel genera-
tors, turning out 220 v 3 phase
motor current; four sensitive
AM receiving sets covering the
broadcast band through 20 mc; 250
w Motorola FM radiotelephone 35-
40 mc; plus miscellaneous acces-
sories, and an air conditioner
wedged into the ladies room.

Old 1401 is quite a roamer, hav-
ing well over 100,000 miles of travel.
Allocations
(Continued from page 17)
shifted to channel 29 under the BS plan. Although Chairman Ortner pointed out that the difference in coverage would be a minor one, Mr. Bingham said the range of assignment would mean that equipment which had been removed by the station by December last will have to be redesigned.
Clark Stover, counsel for American Broadcast Inc., which is an applicant for an FM station in New York, supported the CBS plan.

Policy Questioned
Marcus Cohn, representing the International Ladies Garment Workers' Union, which recently applied for four FM stations, including New York, Philadelphia and Boston, questioned the Commission's policy of assigning 21 frequencies in New York to licensees and permits and leaving the remaining to be distributed among 20 applicants. He contended that his clients and the other applicants would have a right to compete for all the frequencies.

Commissioner Denny pointed out that if the suggestion were carried out it would be tantamount to a denial of renewal of license to existing stations.

George S. Smith, representing the former owner of WCAW, licensed to WAGG, asked that his company be permitted to retain the unused assigned frequencies.

Cap. Finch, licensee of WFFG, testified that he would be satisfied with his assignment under the FCC or CBS plan. Inasmuch as Mr. Finch's station would be shifted to the channel now assigned to Marcus Loew, who preferred his present assignment, it was agreed to leave both assignments undisturbed.

Logan Thompson, operations manager for Metropolitan Television Inc., licensee of WAFB, objected to a shift in assignment from channel 23 to channel 15 as provided in the CBS plan.

Philip Loucks, counsel for interstate Broadcasting Co., Inc., WQXQ, asked for the right to be heard in case the CBS plan is adopted. Chairman Porter said the Commission has an obligation "to give the green light to this industry" and therefore he felt no further proceedings could be held. He suggested that any of the parties could file briefs with the Commission.

The two plans are as follows:

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<tr>
<th>SERVICE AREAS</th>
<th>FCC Plan</th>
<th>Alternate Plan</th>
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<tr>
<td>Location</td>
<td>Channel Area</td>
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<td>Total</td>
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</tbody>
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New Hampshire
Manchester | 21 | 21 |
|平均 | 21 | 21 |

New Jersey
Tonemore | 21 | 21 |
|平均 | 21 | 21 |

New York
Albany Schenecadecity | Troy | 21 | 21 |
|平均 | 21 | 21 |

Philadelphia
21 | 21 |
|平均 | 21 | 21 |

Scriabin
Wilkes Barre | 21 | 21 |
|平均 | 21 | 21 |

Worcester
21 | 21 |
|平均 | 21 | 21 |

Average
61 | 61 |

Grand Total
1,243,100 | 1,243,100 |

Grand Average
8,770 | 9,016 |

WPIC presents 20,000th
Consecutive Week-Day Newscast for
One Sponsor
Golden Dawn Quality Foods, distributed by the Rosenblum Grocery Company, 8th largest wholesaler in the United States, begin 7th year of news sponsorship on THE "PIC" OF THE DIAL

SHARON WPIC PA.
New Jersey  
(Continued from page 18)  
ject of litigation, with the licensee being cited to show cause why the city should not be held in contempt for refusing to broadcast a particular program.

2. The second station, WTNJ Trenton, had filed for another frequency to prevent the establishment of a new commercial station in that city, which the Commission denied, finding no evidence of a need for another station in the area. The station had also filed a petition with the New Jersey Public Utilities Commission, which denied it.

3. The third station, WCAP, had also applied for a new frequency in Ashbury Park, New Jersey, but the Commission denied it, finding no evidence of a need for another station in the area.

Deny WCAP Renewal

Expounding on these and other irregularities, the Commission decided to deny renewal of license to WCAP but made its denial without prejudice, permitting the station to file for the same operation if it can show that the city of Camden would have the exclusive use and control of the station. Commenting on the contract made by the station transferring the bulk of its time to a time-selling company, the Commission said:

"As a result of this agreement, the applicant is now in the untenable position of having made it difficult if not impossible for itself to sell the station to a highly qualified person willing and able to discharge the requirements for public interest—thus closing even this avenue of escape from responsibilities which the city apparently believes it cannot independently undertake to satisfy."

Denying renewal of license to WTNJ, the Commission declared that its findings regarding the sending of non-disparaging letters in violation of the Commission’s regulations, the violation of the Commission’s Rules and Regulations, and the failure to maintain the station facilities are “unsound” from both a practical and legal standpoint, the FCC contended in a reply brief filed in the Supreme Court in the appeals case of WKBZ Muskegon, Mich., from a Commission decision involving WJEF Grand Rapids, licensed to John E. and Rhea Y. Feller.

Ashbaeker filed petition in the Supreme Court for a writ of certiorari after the U.S. Court of Appeals for the District of Columbia dismissed an appeal from the Commission’s decision. The case was scheduled to be argued before the Supreme Court Friday but was continued until the November term which begins Nov. 5.

In March 1944 the Fetzers filed application for a construction permit to be used for Grand Rapids. WKBZ in April 1944 filed for a construction permit to change frequency from 1490 kHz to 1230 kHz, alleging that propagation on 1490 resulted in a poor signal. The FCC on June 8, 1944, granted the Fetzers application but designated the Ashbaeker petition for hearing.

In its brief, filed by Segal, Smith & Hennessey, Ashbaeker posited these questions: When there is depending before the FCC too conflicting mutually exclusive applications from the same area for the same wave-length assignment, (1) may the Commission lawfully grant one of these applications ex parte and simultaneously set down the other application for hearing? (2) is the hearing thus offered, in face of the accomplished grant of the competing application, such a fair hearing as is provided by the Communications Act of 1934? (3) does such grant to one of two competing applicants for the same facility aggrieve the other applicant or adversely affect his interests so as to bring him within the class of persons permitted to sue out an appeal to the U.S. Court of Appeals for the District of Columbia under Section 402(b) (2) of the Communications Act?"

FCC denied petition of WKBZ that the grant to WJEF violated Sec. 3.24 and Sec. 3.25 of the Commission’s Rules & Regulations. WKBZ alleged the grant of the license was “promptly and conscientiously corrected as soon as it came to its attention”. Accordingly, the renewal application of the station was granted.

Next result: one station for sale, unless appeal is successful; one station subject to reinstatement, if it can escape a legal jam; one station spunked but intact.

FCC Hearings for All Rival Applications Called Unsound

In its brief, signed by Hugh E. Cox, acting Solicitor General Walter F. O’Driscoll Jr., attorney for the Corporation and Rosel H. Hyde, FCC counsel general; Harry M. Plofskin, FCC as assistant general counsel, and Joseph M. Kitzner, counsel, the Commission argued that because the courts are premature until after the WKBZ hearing, which has not been held, FCC further contends that should the WKBZ application for 1230 kHz be granted, station would interfere with WHBY Appleton, Wis.

"Petitioner’s contention that all cases of competing application each applicant is entitled to hearing before either application is granted is unsound from a practical standpoint as well as a legal standpoint," said the reply brief.

MASON TAKES OATH AS MEMBER OF FTC

LOWELL B. MASON of Illinois was sworn in last Monday as member of the Federal Trade Commission to fill the unexpired term of Commissioner Charles H. Marcelin of Minnesota, Republican, who died August 28.

In a short speech he lauded FTC as the agency which "gave Corss the greatest push toward getting everything just right for all of us."

Justice James W. Morris, of U.S. District Court for the District of Columbia, administered the oath of office to the new member of a commission of six members in the FTC building.

Mr. Mason is one of two Republican members of the five-man bipartisan Commission. He was member of Illinois State Senate 1922-30; general counsel of National Industrial Recovery Revisor Board in 1934 and counsel of U.S. Senate Judiciary Subcommittee investigating N.R.A. in 1935. His home is at Glen Ellyn, Ill., a suburb of Chicago. He practiced law in Chicago and Washington.

‘Happy Gang’ Contract

CONTRACT for recording Th’ Happy Gang, one of Canada’s most popular Cantonese daytime network program, has been signed by Garry Carter of Frontenac Broadcasting Agency, Toronto, and Bert Pearl of the program. It is considered the biggest recording deal in Canada broadcasting history. Mr. Carter gets world rights, except Canada, for the program, now in its ninth year on Monday-Friday half-hour noontime Canadian variety show. The program has large audience in U. S. border cities.
Kearney
(Continued from page 18)
was a former Cowles station announcer and newscaster.
Meanwhile in August, another fighting force came on the conti-
inent with the 6th Army Group's southern France invasion. Veteran
radio men from the Italian theater were in the D-Day vanguard: Capt.
then Lt. Carl Zimmerman, former Milwaukee announcer and vet-
rans of Army Hour reporting in Africa, Sicily, and Italy. Capt.
then Lt.) Daniel Sutter, former WCJ actor-director, who is now
first General Clark's headquarters in Vienna, and Sgt. (then Cpl.)
ay McMullen, whose virtual radio job was combat reporting. They
were joined later by Lt. (then Sgt.) Wallace Irwin.

Recordings in Volume
As all these field forces advanced, he radio officers moved with them.
they turned out a large volume of -minute recordings which were re-
corded by the SHAEF Radio branch in Paris and shipped to one
town stations by the War
kept. They all contributed almost daily to the BBC and AEFP fea-
ture Combat Diary, a news program which digested the best front-line
radio reports of each day, Army
and civilian.
The best of the action programs were the war, Combat Diary daily had
reports from each active sector, many of them made not in press
amp studios, but on the fighting itself. Lt. Vick King, chief producer of
many top network shows, ment a great deal of time at the rate
reporting exclusively for the
AEFP, but his reports weren't heard in the United States. The
Army radio men all contributed to the NBC Army Hour, the European
portion of which was directed by he then new SHAEF Radio Branch
chief, Maj. Bob Pollock's guidance. In October of 1944, SHAEF offici-
als realized the need for central
control of Army radio and
formed a radio branch from some
of the personnel in the dissolving
WSUSA radio office. Maj. Pollock,
former special events director of
WSB Atlanta, Maj. Dougall, and
Capt. Ted Bergmann, former NBC

International Division announcer,
were in the SHAFF office and oper-
ated the recording studios in the Hotel
Scribe in Paris where all the
recordings in the ETO were dubbed
from wire recorders onto discs for
shipment to the U.S. It

Meanwhile, as ETOUSA head-
quartes almost dissolved, Commu-
nications Zone (Com Z), the serv-
ice force elements of the American
command under Gen. Eisenhower,

began covering the men carrying the
supplies for radio. Maj. Joseph
Grannick, former WCKY Cincinnati
announcer, and Capt. Charles An-
derson, who had been with WPP Los Angeles and KOA Denver in
civilian life, headed that section. They also organized an extensive
home-town recording coverage and made frequent Combat Diary and
Army Hour contributions.

The 9th Air Force was also a
major contributor to radio produc-
tions in the ETO. Maj. John Lay,
former scripter of Famous Jury
Trials, and Capt. Arnold Leo, pre-
story radio director and chief copy
of the Blaker Advertising Agency,
were the 9th radio team in England
prior to the invasion.

Here they worked overtime ser-
vicing the four networks, provid-
ing personnel, ideas and sometimes
scripts for programs. Capt. Leo
wrote a number of dramatizations for the famous BBC program, Info
Battle, as well as countless spots for the outstanding War Report
which was invasion born.

Several 'Firsts'
After D-Day Maj. Lay left the
9th to become radio officer of the
1st Tactical Air Force and Capt.
Leo took over the 9th ably ass-
sisted by Capt. Howard Pinch and
Lt. Grant Butler. Moving to France,
the 9th operated a mobile record-
ing truck and turned out thousands of
"Home Towners" in the field and in a special recording studio the men

From the United Kingdom, returned
the United States and his civi-
lian assignment as a director at

NBC.

The picture in Europe has
changed considerably now that the
flying has stopped. Many of the
radio men are either out of the
Army or assignments in the
United States. Top radio officer at Gen. Eisenhower's headquarters
now is Maj. Ted Steele, former Ben-
ton & Bowles account executive,
who was producer of the Army
Hour and who did the first broad-
casts of a B-29 mission bombing
Japan while he was in the Pacific
last spring. Maj. Dougall is still
in the section, along with Capt.
Thomas W. Phipps, a former MGM
comedian, and Lt. Don L. Ker-
ney, who was with WAGE Syracuse and USO program departments before
entering the service.

Maj. Lester终身, former man-
ger of WFBM Indianapolis, is ex-
cutive in the public relations ser-
vice of the U.S. Group Control
Council and handles radio for that
State-Department level organiza-
tion. Capt. Ross Evans is radio
officer of the 1st Airborne Army
occupying Berlin with Lt. Fuller as
his assistant. Lt. Carl Goodwin,
former Charlotte, North Carolina
writer and NBC announcer, and Lt.
William Forrest, writer, who have
joined Maj. Graham in the service
force setup and while Lt. Hansen
is still with the 3rd Army, he is
slated for speedy return to the
U.S. on points. Fuller, probably
the most prolific reporter of all,
may remain in Europe as a reporter
for one of the networks.

Capt. Bill Kennedy has come
from Italy to take the AAF radio
reins and Maj. Steele is searching
for qualified men to take the other
assignments with the 1st Army and
other occupational units, now
vacant.

The theater public relations
officers are well aware of their re-
sponsibility to the occupational
soldier. As he is still doing a job for the country, his activities must be
reported. In Rome, Mr. Officer in
Europe look with hope to the industry
at home for help—that the country
not forget the GIs in Europe who
won the war and now must stay in
Germany to make the victory
"stick".

WTAD Quincy, Ill.

DOMINATES A RICH TOWN-FARM MARKET

The Hooper Station Listing Index, Fall, 1944 shows WTAD
overwhelmingly dominates the Quincy Market with more listen-
ers than all other stations in the area combined!

LISTENERS ARE BUYERS
Bigger crops are being harvested . . . industry is humming . . .
everyone has a pocketful of "buying power." Sell your products on
the favorite dial spot, 930 K.C.—WTAD!

Use WTAD and KGLQ
Mason City, Iowa
A Natural Combination

October 22, 1945 • Page 75

WBNS
GETS ACTION!

CENTRAL OHIO'S ONLY CBS OUTLET

ASK ANY BLAIR MAN OR US
Few Radio Sets in Prospect This Year

OPA Ceilings Hold Up Production of Components

PROSPECTS for radio sets in any number before sometime next spring—if then—appear dim as manufacturer forecasts are unanimous in the opinion that the price increase factors announced Oct. 11 by the Office of Price Administration [Broadcasting, Oct. 15], are far too low to permit profitable operation of manufacturing plants.

Developments after a week's study by manufacturers of the OPA increase factors were these:

1. The all-American popular low-priced table model will be but a memory unless OPA can finance them and either lifts controls or increases price factors.

2. There'll be few receivers on the market by Christmas because most manufacturers plan to file for individual increase factors and that takes time.

3. Set manufacturers can't quote prices to dealers and because they can't get parts, and parts manufacturers won't turn a wheel until they are assured profitable operation.

4. Radio manufacturing industry, which promised post-war employment to thousands of workers, will be idle.

One Upholds Ceilings

A survey of parts and sets manufacturers by Broadcasting showed only one firm upholding the OPA price factors. Another said production would go ahead, although there was little prospect of any profits until OPA controls are released or relief is given.

Following is a summary of the various reactions:

B. F. Reinsch, purchasing agent, Andreg Radio Corp., Long Island City, N. Y.: “The OPA price ceilings may be described in two words—not enough. Our manufacturers probably will get together to iron out the hardship clause in the OPA regulations. Some larger manufacturers find they can just about break even at 15 ½%, but smaller manufacturers can't. We undoubtedly will file for additional increase factors. Full production is expected to start about Jan. 1.”

Arthur Freed, vice-president and general sales manager, Andreg Radio Corp., New York: New regulations do not provide adequate increase to allow for selling prices; company to file for further increases. Full production by February.

H. E. Davis, purchasing agent, Radio Wire Television Inc., New York: “We are in full accord with the increase set by the OPA. We feel that the amounts are sufficient and proper in all cases and we do not plan to apply for additional necessary increase factors.”

Benjamin Abrams, president, Emerson Radio & Phonograph Corp., New York: Price factors not enough to enable manufacturers to operate profitably. Emerson will not ask for additional increase factors, but will pass low-priced sets until OPA eases ceilings or “goes out of business.” Production may not get started for another 30 days, waiting for components.

Ansley Radio Corp., Long Island City: Will apply for further increases, making it impossible to meet production costs and finished products cannot be made at a reasonable profit. Full production to start as soon as parts arrive, production now scheduled for December.

E. L. Hall, purchasing agent, Pilot Radio Corp., Long Island City: In most instances OPA regulations are not workable under present increase factors. Said Mr. Hall: “Everyone wants to work with OPA and no one wants inflation, but our company will have to file individual applications for each model. This application is absolutely necessary because the formula is not workable.” Full production depends on what action OPA takes on higher price factors.

David Wald, president, DeWald Radio Mfg. Corp., New York: Regulations are impossible, have caused business standstill. Company expects to file for additional factors as soon as costs are estimated; no promises on production.

RCA Victor Div., Camden, N. J.: Unable to quote prices to dealers distributors and consumers; company can't get definite costs of components from manufacturers since OPA ceilings were announced.

H. B. McCartney, vice-president, Hammerlund Mfg. Co., New York: Feeds prices should be much higher, but “we are going to make some parts under existing price factor laws.” Production started along with OPA.

Production by January.

Frank A. Hite, vice-president, Stewart-Warner Corp., Chicago: Few, if any, sets will be available for consumer purchase during 1945, and the prices will not be "super-gadgets" but probably improved versions of 1945 models.

Howard Radio Co., Chicago: Production can't increase cost of mica from $1.25 to $7.50. Belmont Radio Corp., Galvair Mfg. Corp., Zenith Radio Corp. and Admiral Corp., called Chicago, said no production can be set under way until parts manufacturers are allowed a “fair” margin of profit.

7-STORY ADDITION IS PLANNED BY WGN

CONSTRUCTION of a seven-story addition to WGN Chicago studios will get underway after Jan. 1.

Station officials said plans call for two audience studios to seat 500 and 550; fly bridge and eight 20x30 studios, all designed for both AM and FM productions. No television studios are contemplated.

Each studio will have a client's booth with the control room and will also house music department and library. Cost of construction was not announced.

New American Sales

NATIONAL spot sales department of American signed $350,000 worth of new business for the five stations represented—WJZ New York, WENR Chicago, WMAL Washington, KECA Los Angeles, KGO San Francisco—in September, a record for the department, according to Ralph E. Dennis, department manager. Billings for the first nine months of the year are up 22.5 per cent over the same period of 1944, he said.

RIVERS PROTESTING NET DAYLIGHT TIME LEGISLATION requiring networks to broadcast on standard time is advocated by John M. Rivers, manager of WCSC, Charleston, S. C., who views that step as a last resort to avoid that daylight-saving time scramble that occurred twice yearly before the war.

Mr. Rivers, realizing that “the less we ask for regulation, the better off we will be,” claims that networks insist on following daylight time “because network management likes the idea of living by the same hours as their neighbors.” He feels station affiliates suffer “for the convenience of a couple of thousand network employees.”

Johnson Moves

WALTER JOHNSON, for past four months program director of Don Lee Broadcasting System, Hollywood, resigns that post effective Nov. 1 to become West Coast radio director of A. S. Lyons & Co., talent agency. Prior to military service, Mr. Johnson held similar position with Music Corp. of America. No successor has been announced for his network post.

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Freer Radio Aim of American Nations

FCC Delegates Report On Unfettered News Action at Rio
By RUFUS CRATER
PROPOSALS to assure greater liberty of information in radio communications were outlined by FCC representatives last week as recommended in a resolution adopted at the Third Inter-American Radio Conference at Rio de Janeiro.

Rosel Hyde, FCC general counsel, who was chairman of the subcommittee which studied several proposals from which the resolution was formed, and Commissioner Roy C. Wakefield released details of the resolution following their return from the conference. It recommends:

1. That new inter-American and international regulations be drafted by the countries in connection with the exchange of information and press service messages in connection with radio communications.

2. That the American governments promulgate measures “to give the expression of thought on the radio the same effective guarantees of freedom as the press enjoys.”

3. That the American governments adopt measures “for lowering the cost of services to radio broadcasting stations and of radio transmitting and receiving equipment, and especially the elimination of fiscal charges which burden the development and enjoyment of these facilities for the expression of thought.”

Highlights of the conference also included, the FCC representatives reported, adoption of a new Inter-American Telecommunications Office (OOT) to operate the Inten-American Radio Office (OIR). Covers All Fields

OOT, to be located in Cuba and supervised by the Pan American Union, will deal with all fields of communications other than radio matters only, arranging inter-American conferences, handling exchanges of information and the like. A director will be selected in July by the countries meeting in Panama.

Adolph A. Berle Jr., U.S. Ambassador to Brazil, was one of the leaders in the fight for adoption of the resolution on freedom of information.

The resolution notes that the 1945 Inter-American Conference at Mexico City urged the American governments to recognize their obligation to guarantee free and impartial access to the sources of information and “adopt measures separately and jointly to develop unrestricted interchange of information between their peoples.”

It also points out that “one of the most effective means of expanding the interchange of information among the peoples is by the liberalization of all government regulations dealing with the transmission and reception of press radio transmissions addressed to multiple destinations.”

Freedom of thought “is one of the most important factors of the Rio Conference was a harmonious feeling which permitted the resolution of any differences of opinion in a spirit of cooperation.”

Conference Delayed

Regarding Cuba’s opposition to extending the Regional Broadcasting Agreement (NARBA), which expires next March 29, Commissioner Wakefield noted that an engineering conference subscribing to the treaty would be held in Washington [Broadcasting, Oct. 8]. The conference was first slated for December, but it now appears likely that it will be held after Jan. 1.

Commissioner Wakefield and Mr. Hyde said the FCC-IRAC Allocation Table was explained in detail at the conference. Although approval is for the World Conference to give, they said “general approval of the plan was expressed.”

Commissioners Wakefield, Mr. Hyde, and Harvey B. Ottman of the State Dept. returned from the conference via La Paz, Bolivia; Lima, Peru; and Bogota, Colombia, and confer with communications leaders in those cities.

American Net Renews Swing to 1947; Coop Programs Popular; Business Up

RAYMOND SWING’s nightly commentaries on American will continue at least through Jan. 17, 1947, the network having picked up his next year’s option, well in advance of the normal year-on-year renewal.

Stanley Flosheim, director of the Cooperative Program Dept., said last week.

Program is well liked by its 135 sponsors on 1,100 stations. Mr. Flosheim reported, adding that Mr. Swing’s practice of devoting half of Friday night broadcasts exclusively to the effects of atomic power on this country and on the world has attracted particular praise from both sponsors and listeners. Many sponsors in the retail field are offering guarantees of these scripts to listeners coming to their stores as a means of promoting store traffic, he said.

Rothschild & Sons, Kansas City, said the program on KCMO has arranged with the Board of Education for mimeographed scripts to be distributed to all senior high schools in the city, with weekly discussions to be held on the scripts.

Overall business of the American Cooperative Program Dept. Mr. Flosheim said, shows for the first nine months of this year more than twice the amount done in the same period last year, with September’s billings half as much as for September 1946. Citing Martin Agronsky’s 8-8:15 a.m. broadcasts, with 108 sponsors on 99 stations, and Buehner’s 10-11:30 p.m. newscasts, with 121 sponsors on 100 stations. Along with Mr. Swing’s commentaries, Mr. Flosheim said his department had found no truth in the commonly expressed opinion that with the end of the war the public is not going to listen to news.

He said that there had been an appreciable increase in sponsorship of the Agronsky broadcasts recently, without any special promotion.
**DECISIONS . . . ADMINISTRATIVE BOARD ACTIONS OCTOBER 15**

(Reported by FCC Oct. 15)

**KGLK** to Grande Broadcasting Co., Galveston, N. D.—Granted motion to change call letters from KGLK to KGLB.

**KGRA** in St. Louis, Mo.—Granted license to cover CP authorized new station on 1400 kHz with 200 W output. Also granted authority to determine operating power by direct measurements of station's actual power at time of application. License granted without change in frequencies.

**WSPR X 1350** to WTAM, Cleveland, Ohio—Grant license to cover CP authorized new station on 1350 kHz with 200 W output. Also granted authority to determine operating power by direct measurements of station's actual power at time of application. License granted without change in frequencies.

**WIXP** to Ballymore & Co., Indianapolis, Ind.—Grant license to cover CP authorized new station on 1450 kHz with 200 W output. Also granted authority to determine operating power by direct measurements of station's actual power at time of application. License granted without change in frequencies.

**WHXG** to J. F. Stoddard, Columbus, Ohio—Grant license to cover CP authorized new station on 1200 kHz with 200 W output. Also granted authority to determine operating power by direct measurements of station's actual power at time of application. License granted without change in frequencies.

**WJZT** to WTAM, Cleveland, Ohio—Grant license to cover CP authorized new station on 1350 kHz with 200 W output. Also granted authority to determine operating power by direct measurements of station's actual power at time of application. License granted without change in frequencies.

**WJN** to J. F. Stoddard, Columbus, Ohio—Grant license to cover CP authorized new station on 1200 kHz with 200 W output. Also granted authority to determine operating power by direct measurements of station's actual power at time of application. License granted without change in frequencies.

**WJZT** to WTAM, Cleveland, Ohio—Grant license to cover CP authorized new station on 1350 kHz with 200 W output. Also granted authority to determine operating power by direct measurements of station's actual power at time of application. License granted without change in frequencies.

**WJN** to J. F. Stoddard, Columbus, Ohio—Grant license to cover CP authorized new station on 1200 kHz with 200 W output. Also granted authority to determine operating power by direct measurements of station's actual power at time of application. License granted without change in frequencies.
POSSIBILITIES of a Senate investigation of FCC allocations for FM [Broadcasting, Oct. 15] took a turn last week with the appointment of a former Commission attorney, now on military leave, as special investigator for the Special Committee to Study & Survey Problems of Small Business Enterprises.

LI (Esq.) Jerome H. Spingarn, USNR, who was granted a leave by the FCC in 1942 to enter the Navy, has been asked by the Senate Committee to handle complaints that the FM allocations favor monopolies and that no provision was made to reserve channels for men now in the service.

A former member of the controversial War Problems Section of FCC Law Dept., Lt. Spingarn's name was mentioned prominently two years ago during hearings by the House Select Committee to Investigate the FCC. Spingarn and his chief, Nathan Davis, former head of the War Problems Section, were severely criticized by the Committee for alleged activities in the general management of the language cases wherein it was charged that several Italian-language commentators were forced to go off the air with the penalty of the War Problems Section of OWI. The War Problems Section later was abolished.

Lt. Spingarn recently returned from long service in the Pacific on Adm. William F. Halsey's Third Fleet staff. He has been assigned to the Bureau of Research, Navy Ordnance, Washington. He was loaned to the Senate group by the Navy at the request of Sen. Glen H. Taylor (D-Iowa), who laid complaints about the FM allocations before the Committee.

CBBM Technical Group, BMB Committee Meet

TECHNICAL advisory group of the Canadian Broadcasting Bureau of Measurement will meet with the Technical Research Committee of Broadcast Measurement Bureau today as part of the latter's regular meeting [Broadcasting, Oct. 15]. BMB group includes Horace N. Stovin, BMB director; H. F. Chevremont of Canadian Broadcasting Co., and Walter Elliott, research counsel, Elliott-Haynes Co.

A. N. Halverstadt, Procter & Gamble, chairman of the Technical Research Committee, is slated to announce three subcommittees, responsible for recommendations on tabulating procedures, reporting, and statistic bases, respectively. Monday session will be the first meeting for the new members of the committee: H. M. Bevillé Jr., NBC director research, and Charles Pooler, in the same position at Benton & Bowles.

Scharfeld Receives Army Discharge

CAPT. ARTHUR W. SCHARFELD, Washington radio attorney, last Wednesday received his discharge on points from active Army service after 21 months overseas. He is now on terminal leave.

Mr. Scharfeld volunteered in June 1943, taking leave from the Washington law firm of Loucks & Scharfeld. He was assigned to service with the Military Government Branch and after seven months was assigned to duty in the European theater. His last assignment was in Munich. Mr. Scharfeld was awarded the Bronze Star and holds three combat stars.

Chicago Stations Bested By New Labor Problems

NEW LABOR troubles faced Chicago radio management last week. Representatives of Local 1220, Radio Broadcast Technicians chapter of International Brotherhood of Electrical Workers (AFL), demanded of stations in the B Group (WIND WJJD WFLC WBBM WSBT) that a union member be employed at both transmitter and studio as supervisor.

Station managers generally agreed that no such action was required under terms of contract reached last January, which went into effect Sept. 1.

'Search' Plans Tour

AMERICAN Broadcasting Corp.'s Breakfast Club starts tour from Chicago late this month to stimulate war fund drive. Program will be broadcast from American outlets in Detroit Oct. 29; Indianapolis Oct. 30; Chicago Oct. 31; Omaha Nov. 1 to participate in formal ceremonies marking KOI's Joining American.
LEWIS-HOWE TAKES OVER ‘DRUMMOND’

LEWIS-HOWE Co., St. Louis, to-day assumes sponsorship of "Bull-dog Drummond for Nature's Remedy," on Mutual, Mondays, 8-9 p.m., after the broadcast commercials on WOR New York, WGN Chicago, and the Don Lee Broadcasting System in the West. Borden Co., New York, is retaining sponsorship on WOR for Reeds Ice Cream, placed by Young & Rubicam, and it is expected that Lewis-Howe will take another program on that station to advertise Nature's Remedy in New York.

Chicago sponsor, Peter Hand Brewing Co., and the Pacific Coast sponsor, Raymond Labs, St. Paul, for Rayve Shampoo, will continue their sponsorship until the first week in January, after which the program will go on those outlets for Nature's Remedy.

It is understood that the switch has caused considerable controversy, particularly in the case of Raymond Labs, which had a 52-week contract on Don Lee that is upset by the sale of the program to Lewis-Howe. Situation is further complicated by the fact that Roche, Williams & Cleary is agency for Tums, a Lewis-Howe product, as well as for Rayve Mitchell.

FCC Designates Hearings In WRAW, WNLC Cases

Hearings were designated by the FCC last week on two applications—the transfer of control of WNLC, Reading, Pa., and request of WNLC New London, Conn., to install synchronous amplifier at Norwich, Conn.

In the WRAW case, consent is sought for voluntary transfer of control of Reading Broadcasting Co., station licensee, from Ray mond A. Gaul and Harold O. Landis to WGAN Inc. (WGAN Lancaster) and Keystone Broadcasting Corp. (WKBO Harrisburg), interests headed by Col. J. Hale Steinman and John F. Steinman [Broadcasting, July 16].

Transferee principals already own three-sevenths of WRAW. Remaining four-sevenths is for $100,000. WNLC satellite in Norwich, Conn., would synchronize with parent station on 1450 kc with power of 250 w. Thomas Broadcasting Co., WNLC licensee, is constructing studios and business offices in Norwich [Broadcasting, July 9].

NBC PLANS $100,000 CHICAGO EXPANSION

Plans for a $100,000 modernization program on NBC's Central Division studios in the Merchandise Mart, Chicago, delayed since 1941 because of war priorities, will get under way almost immediately, it was announced last week by Harry C. Kopf, NBC vice-president and Central Division manager.

Belmont Expands

ALTERATIONS of a one-story plant purchased for postwar expansion by Belmont Radio Corp., Chicago, are now under way. Plant is located on 7½-acre tract on Sokie Highway in Gurnee, near Waukegan, 11.

Duopoly Case Deferred

HEARING on renewal of licenses of KHQ and KGQ Spokane, Wash., involving duopoly proceedings, was continued to Nov. 21, upon action of FCC Commissioner Durr Thursday. The hearing had been set for Oct. 22.

WFM Upstairs

WFM Rochester, N. Y., FM station licensed and operated by Stromberg-Carlson Co., Oct. 15 became one of the first stations in the nation to use higher band FM frequencies assigned in September by the FCC. Formerly on 45.1 mc, station now broadcasts on 98.9 mc. Frederick C. Young, vice-president in charge of engineering and research for Stromberg-Carlson, said that new service will simplify testing problems and speed development and production of Stromberg-Carlson home receivers designed for new FM band.

10-YEAR CONTRACT SIGNED FOR 'QUEEN'

ONE OF the longest contracts for a daytime show has just been signed by Miles Labs, Elkhart, Ind. (Alka Seltzer), effective Nov. 1 and Procter & Gamble, Cincinnati (Duz), effective Dec. 31 for sponsorship of Queen for a Day, 2:30-3 p.m. on the full Mutual network for ten years. Companies will each sponsor 15 minutes of half-hour show, alternating sponsorship of first and second quarter-hour each day.

Wade Adv., Chicago, handles the Alka-Seltzer account and Comp-tion Adv., New York, the Duz account.

Leberman Out of Navy: Returns to Direct WGYN

CAPT. PALMER K. LEBERMAN, released from the Navy where he was in charge of the Equipment Branch, Bureau of Ships Electronics Division, last Monday rejoined Muzak Radio Broadcasting Stations (FM Station WGY N New York) as vice-president and principal owner of KRSC Seattle, and associate of the television station license filed in May.

He resigned from the station in 1942 when he was commissioned lieutenant commander. The Secretary of the Navy presented him with an official commendation in March of this year for his efficiency in providing the Navy with radar, radio and related equipment [Broadcasting, March 12]. He recently returned from the Pacific on special assignment.

W.U. Signs for FM

WESTERN UNION Telegraph Co., New York, last week signed a licensing contract to run until 1956, with Major Edwin H. Armstrong, owner of FM inventions, to make use of FM inventions in the development of a telegraph radio relay system. No details regarding terms of agreement will be available before today, the company said.

Bill Exempts FCC From Reorganizing

COMpletely REWRITING the McCarran Reorganization Bill (S-1120), the Senate Judiciary Committee last week reported out a measure that will, if passed, exempt the FCC at least 12 other agencies from reorganization and give Congress tighter control over the Presidential powers.


An amendment by Sen. McCarran (D-Nev.), the bill's author, would provide that either House of Congress could pass a resolution referring back to the President any reorganization plan. The measure provides that any reorganization plan submitted to Congress by the President shall become effective 60 days thereafter unless either of the two Houses passes a concurrent resolution to the contrary.

Vick Quiz

VICK CHEMICAL Co., New York, is testing a new kind of quiz program, Break the Bank, on two Mutual stations, WOR New York and WGN Chicago, with rest of network getting show sustaining. Assumption is that if test is successful, Vick will extend sponsorship to commercial network proportions. Series starts off with $1,000 in the bank, contestants choosing a category and receiving from $5 to $100 for correct question. Bud Collyer will be master of ceremonies. Series is broadcast Saturdays, 9:30-10 p.m. for Vicks Vapo Rub and Va-ter-no. Morse International, New York, is the agency.

Lalley Resigns

T. L. LALLY has resigned as sales promotion manager of American. His future plans have not been announced.

Visible Record

BELL'S INTERESTS ARE SOLD TO TISON

SALE by J. C. Bell, president and general manager of WBRC Birmingham, of his 44.44% interest in Birmingham Broadcasting Co. to W. Walter Tison, general manager of WFLA Tampa, was announced last week. Consideration was not given.

Immediately after the transaction Birmingham Broadcasting Co. elected the following new officers: Mr. Tison, president; Mrs. Eloise H. Tison, majority stockholder, vice-president and treasurer; Howard C. Cobb, auditor, secretary. Mr. Tison also becomes general manager of WBRC. Active in radio since the first World War, when he served as an operator in the Navy, Mr. Tison was instrumental in founding WSB Atlanta in March 1922. He is a former NAB district director.

P&G Promotes Ralston To Nighttime Show Head

HILBERT A. RALSTON, radio section manager of Procter & Gamble Co., Cincinnati, since 1943, last week was appointed director of radio in charge of nighttime programs. William M. Ramsey, P&G radio director, announced. Mr. Ramsey continues as head of radio and will be responsible for daytime programs. He will represent the company in broad matters of policy. Mr. Ralston entered the legitimate theater in 1923 and for four years served as stage manager, actor, and director. In 1937 he joined WRC New York as a writer and a year later moved into production and directing. In 1940 he became program supervisor for Compton Ado., New York, and later became head of daytime radio for the company. He also opened the Compton West Coast office, remaining with the agency until he joined P&G under Mr. Ramsey.

Benton Would Continue Shortwave Broadcasting

CONTINUATION of U. S. international shortwave programs was urged by Assistant Secretary of State William Benton before the House Foreign Affairs Committee last week in hearings on HR 4038, introduced by Rep. Sol Bloom (D-N.Y.), committee chairman, to extend and broaden the existing program of American cultural and foreign relations.

At the same time the Senate, announced appointment of Ralph McGill, editor of the Atlanta Constitution, and Col. John Hay (Jock) Whitney as special advisers and consultants to Mr. Benton and Ferdinand Kuhn, director, Interim International Information Service, which absorbed foreign information jobs of OWI and OIARA. Mr. McGill will advise on wire services and the press and Col. Whitney on motion pictures.

ADELL TO MANAGE BLAIR CO. IN DETROIT

CHARLES M. ADELL, formerly manager of the Detroit office of Weed & Co., station representative, has joined John Blair & Co., station representative, as manager of the firm's Detroit office, to be re-opened Nov. 5 in the Book Bldg.

JANSKY & BAILEY
An Organization of Qualified Radio Engineers Dedicated to the SERVICE OF BROADCASTING
National Press Bldg. D.C.

GEORGE C. DAVIS Consulting Radio Engineer Munsey Bldg. District 8456 Washington, D.C.


MAY, BOND & ROTHROCK Consulting Radio Engineers 1422 F St., N.W. Wash. 4, D.C.
Kellogg Bldg. Republic 3984

HERBERT L. WILSON and Associates Consulting Radio Engineers AM FM TELEVISION FACILITIES 1018 Vermont Ave., N.W., Washington 6, D.C. National 7161

JANSKY & BAILEY Consulting Radio Engineers


RING & CLARK Consulting Radio Engineers WASHINGTON, D.C.
Munsey Bldg. Republic 2347

JOHN BARRON Consulting Radio Engineers Specializing in Broadcast and Television Engineering Earle Building, Washington 4, D.C. Telephone NATIONAL 7757

LOHNE'S & CULVER Consulting Radio Engineers Munsey Bldg. District 8215 Washington 4, D.C.

Garo W. Ray Consulting Radio Engineers 591 Broad St., Suite 9-11 Bridgeport, Conn. Telephone 5-2055 Lab. Phone 7-2465

HOLEY & HILLEGAS Consulting Radio Engineers 1146 Briarcliff Pl., N.E. Atlanta, Ga. Atwood 3328

DIXIE B. McKEE ROBERT C. SHAW Consulting Radio Engineers 1106 16th Street N.W. Suite 405 Washington, D.C. Metropolitan 3604

KEAR & KENNEDY Consulting Radio Engineers Albee Building Republic 1963 Washington, D.C.

EQUIPMENT ENGINEERING CO.
ENGINEERING & INSTALLATIONS OF RADIO STATIONS 1450 Main Street Columbus, Ohio

WELDON & CARR Consulting Radio Engineers WASHINGTON, D.C.
1605 CONNECTICUT AVENUE PHONE-MICHIGAN 4151

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Florida Assn. Meets

FLORIDA Assn. of Broadcasters was to meet Oct. 20-21 at Colonial Orange Court, Orlando, with James L. Geate, WIOD Miami, association president, as presiding officer. List of speakers included J. Leon B. Reinsch, managing dir., Cox stations; Helen Cornelius, NAB; Harold Cole, Florida C. of C.
The New Stations and Six Assignment
Shifts Granted; One CP Is Set Aside

APPROVAL of applications for three new standard stations, plus
applications covering changes in facilities of six existing outlets, was
announced by the FCC last week. A fourth grant for a new
station which, though turned down in 1952 by the FCC, has
now been granted by the commission. Assignment of 250 k on
universal time at 1450 kc at Mil-

dieldge, Ga., has been given to Jere N. Moore and associates of the

Union Recorder. From 1940 until July of this year Mr. Moore
had been as officer in the Army.

Maj. Birney Ims Jr., owner of

WBT, Arvada, Colo., is awarded

facilities at Meridian, Miss., of 250 w and

limited time on 1240 kc. Maj.

Ims is expecting release from the

A.A.

Third construction permit, for

Porteland, Me., is granted to Cen-
nental Broadcasting Co. [Broad-

casting, Oct. 15], owned princi-

pally by Robert W. Halsey, owner of

American Chain & Cable Co. and in

which interest also is held by

Murray Carpenter of Compton

Adv. and Humboldt Greig, Ameri-

can network account executive.

Commission in setting aside its
authorization for new station at

Manchester, Conn., was set aside by

the commission. Assignment of 250 w un-

limited time on 1450 kc at Mil-

dieldge, Ga., is given to Jere N. Moore

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Porteland, Me., is granted to Cen-
nental Broadcasting Co. [Broad-

casting, Oct. 15].

Order was adopted by Commis-

sion granting change of frequency

of KMLB Monroe, La., from 1250 kc to 1450 kc, with increase in

directional antenna for night use will be

installed. Order also covers issue

of a construction permit to

KTBG Austin, Tex., to increase

frequency from 1450 kc to channel

vacated by KMLB.

KTBG Austin, Tex., was granted

a construction permit to increase

power on 500 w from 250 w to 1400 w

night and 500 w to 1000 w local sunset,

unlimited hours. Directional antenna

will be installed, Station licensee,

Clinta T. Johnson, is wife of Rep.

Johnson (D-Texas).

KRN Muncrari, N. M., was

granted modification of license to

change hours of operation from

specified to unlimited time. Outlet

operates with 250 w on 1400 kc.

KSBJ Janeeston, N. D., was

granted permission to increase

power to 500 w and 3000 w day and

night on 600 kc. Station now operates

on that regional channel with

250 w to local sunset and 100 w

night. Authorization also covers in-

stallation of directional antenna.

Commission stated that grant is not to be understood to determine

question of applicability of Sec.

146 of Communications Act of 1934 Rules & Regulations to KSBJ and

KVOX Moorhead, Minn. John W.

Boler, president of North Central Broadcasting System, is identified

by both outlets.

Authorization also was granted to

WKWB LaCrosse, Wis., for in-

crease of power on 1410 kc from

1000 w to 500 w to 5000 w and to install directional array for night use.

Correspondents Back

CLETE ROBERTS and Donald

Coe, war correspondents of Ameri-

can, returned to New York last week

from ETO. After vacations they

will receive new assignments.

TRUMAN APPROVES

WAC CONTINUATION

PRESIDENTIAL approval of the

WAC in connection with the

Military Personnel Bill has been

received. President's action is

in pursuance of a regular

procedure initiated in 1945, and

the present action is in line with

the President's military policies.

The War Department has

announced the discontinuation of

the program as of December 31.

The WAC program is in

connection with the performance

of duty of the Women's Army

Corps.
RESEARCH DATA VITAL TO RADIO, SAYS HOOPER

Detailed information about radio is not merely a need but a continuing necessity, as in no other advertising medium are physical aids to judgment so completely lacking, C. E. Hooper, president of C. E. Hooper Inc., told opening fall radio luncheon of American Marketing Assn., last week. Lawrence Hubbard, research director of Duane Jones Co., chairman of radio group, presided.

Only 0.35¢ of the revenue from time sales was spent with his organization, he added, with radio’s total research bill not exceeding 0.5%.

Mr. Hooper cited examples to show lack of bias in telephone sample as compared to cross section of telephone and non-telephone homes. He said telephone sample broadly fits requirements of network programming. Only needs for adjustment of this sample occur, he said, when programs are aimed at a particular group and not at the general listening public.

NAB BOARDS MEETS ON COAST;
REGIONAL SESSIONS PLANNED

NAB Board of Directors will meet Jan. 31 at Los Angeles. Decision for the Coast site was reached in a referendum vote of the board, which last met Oct. 1-2 in Washington during the inaugural ceremonies for President Justin Miller. Host at Los Angeles will be William B. Ryan, KPFI, 17th District chairman.

Following the board meeting the annual series of district meetings will begin. Schedule is now being worked out. Under by-laws, even numbered districts must meet in 1946 for election of directors.

CBS AFFILIATES MEETING

CBS Affiliates Advisory Board met Thursday and Friday with network executives at CBS headquarters in New York. I. R. Loesberries, WKBW Buffalo, chairman of the group, presided.

HILL LEAVES; DUPUY NAMED

Brig. Gen. Luther L. Hill, Director of the Bureau of Public Relations, War Dept., has been placed on inactive status as a reserve officer and is on terminal leave. He is vacationing in Miami and will return later to Des Moines, where he rejoins the Cowles newspaper and radio interests. Col. R. Ernest Dupuy, at one time voice of the Army Hour, has been named acting director of the bureau.

NEW AM, FM STATIONS
SOUGHT IN FCC APPLICATIONS

NEW AM stations were asked in FCC applications made public Friday by: Donald Flamm, New York, 620 kc. 5 kw unlimited; Howard W. Davis, tr Walmac Co., Corpus Christi (P. O. Natl. Bank of Commerce Bldg., San Antonio), 1230 kc 250 kc unlimited; Howard W. Davis, tr Walmac Co., Austin, Tex., 1240 kc 250 kc unlimited; Broadcasting Corp. of America, New York, 1900 kc 250 kw unlimited; Arkansas Airwaves Co., N. Little Rock, Ark., 1450 kc 250 kc unlimited; Southeastern Indiana Broadcasting Co., Fort Wayne, 1560 kc 5 kw unlimited; Richard T. Sampson, Hammond, Ind., 1460 kc 100 kw unlimited; Radio Sales Corp., Twin Falls, Idaho, 1450 kc 250 kw unlimited; Edisto Broadcasting Co., Orangeburg, S. C., 1450 kc 250 kw unlimited.


Amendments sought include: Finley-McKatin Broadcasting Co., San Diego, amend from 1170 kc 250 kw unlimited to 5 kw.

KEX Portland applied to increase from 5 to 50 kw, new transmitter and antenna.

FMBI BOARD ADOPTS PLAN
TO MERGE WITH NAB

BOARD of directors of Frequency Modulation Broadcasters Inc. voted in Chicago Friday to adopt recommendations of its executive committee coordinating FM activities of FMBI and NAB through an autonomous FM department in the NAB. Board elected John Shepard 3d, WMTW Boston; Wayne Coy, W3XO Washington, and Gordon Gray, WMIT Winston-Salem, to serve along with Walter Damom, WMFN Milwaukee, FMBI president, and three members of the NAB board on a special joint committee. This committee will direct activities of the FM department until the next annual meeting of the two associations.

FMBI Washington office will be closed Nov. 1.

Attending the meeting, besides Messrs. Shepard, Coy, Gray, and Damom, were Cecil Mastin, WNB-FM Binghamton; W. R. David, WGF Schenectady; G. E. Gustafson, WPRV Philadelphia; Mylo Louchka, FMBI managing director; Ted Stuebel, WBAM New York; C. W. Meyers, KOIN Portland; G. W. Lang, WGNT; C. M. Janskys Jr.; Edwin H. Armstrong.

ARMOUR IN THREE CITIES

ARMOUR & Co., Chicago (Chifflon soap flakes) today starts on WBBM Chicago with Musical Clock-quarter hour, and Oct. 29 starts 25 to 36 spots weekly in Boston and Philadelphia on WZBWBZWB, WEEI, WACO, WORL, WCIL WJOL, WDC, WGB and WJZC contracts for 82 weeks. Agency, Foote, Cone & Belding.

FCC FUNDSASKED

PRESIDENT TRUMAN late Friday asked Congress for a supplemental appropriation of $317,866,000 for nine agencies, including $785,000 for FCC for 1945 fiscal year.

Closed Circuit

(Continued from page 4)

dividing time between two Field stations pending appointment. WSJ Atlantic to move from WLW studios to new headquarters at 44th & Walnut St., where polyacoustical studies have been installed.

THERE’S trouble brewing within the Army about Armed Forces Radio Service V-Disc and other recordings—strictly for overseas troop listening—now being heard on a few commercial stations. There’s a leak somewhere, doubtless.

People

LT. COMDR. CHARLES B. SETON has returned to the practice of law with firm of Goldstein, Cohn & Kaye, New York, after active Navy duty in both the Atlantic and Pacific war theaters and Washington.

KEITH SHAFFER, formerly with FBI, has joined Erwin, Wasey & Co., New York, to handle network relations in radio department. Arthur H. Lawrence, formerly with G. M. Basford Co., New York, is new assistant account executive; Maj. Whitney Harshorne joins production department, and John L. Davis, formerly FBI, joins accounting department.

DONALD W. SEVICK, released from Army, joins Kenyon & Eckhardt, New York, as radio timebuyer. Marion Panhan, formerly Free & Peters, N. Y., now spot timebuyer at R & E.

I. E. (Chick) Showherman, eastern division sales manager of NBC, appointed chairman of network’s staff operations group.

Hal Webber has resigned as research director of C. E. Hooper Inc., New York, returning Nov. 5 to Footes, Cone & Belding, Chicago, as media research vp.

Col. Thomas H. A. Lewis, commandant of Armed Forces Radio Service, was released from Army Friday. According to AFRS Los Angeles, he was in Torrey General Hospital for minor illness at time of release. Replacement not named. (Closed Circuit, Oct. 12).

Lou Hassam has left Interior Dept. where he was chief script writer, to do documentary scripts for NBC New York. He is now writing Home Is What You Make It, NBC University of the Air series, heard Saturday, 9 a.m. Before he joined Interior he was with J. Walter Thompson Co. in New York.

John Baker, released as 1st lieutenant from Marines Corps, last week was named chief of the Radio Service, Dept. of Agriculture, the position vacated by Wallace Kaddish when he joined KGW Portland, Ore.

Lt. Col. G. McGuire Fiercie, for five years in the Marine Corps, has been named assistant general manager of KFWB Hollywood. He has been attached to Division of Plans and Policies, Washington, as chief photographic officer and officer in charge of audio-visual training. Before military service he was head of Pierce Plan Co., Seattle commercial banking firm.

Lt. Joseph L. Miller, USNR, former labor relations director of the NAB, last Wednesday was promoted to lieutenant commander in the Naval Reserve. He is now assigned to labor liaison in the Navy’s operation of struck oil refineries.

CBS Wins Award

CBS was awarded the Showmanship Plaque of the Direct Mail Advertising Association at a clinic held Friday in New York.

ROSS FEDERAL INNOVATION

Ross Federal Research Corp. has started new "packaged" research service, "Survey of the Month," offered to a specified line of business. November survey, going to banks, will deal with contemplated purchases of household appliances and household items, to determine an installment buying. Subsequent surveys will be offered to radio stations, newspapers, bakeries, dairies, and others. Semi-standardized service priced 25 to 30% below regular schedules, company said.
ADVERTISING is, in scores of instances, supplemented mere utility with glamour to strengthen old markets and to create new ones. Advertising, by developing desirability, has stimulated sales volume and thus increased prosperity.

In the Distribution Decade, new and larger markets will be more than just desirable objectives. They will be vitally necessary! Unless we achieve full employment of manpower and money, materials and manufacturing facilities, we risk a chaotic state in our national economy.

Fortunately, the history of Advertising's achievements gives rise to confidence. What Advertising has done in the past to accelerate distribution, Advertising can do again. Blueprints for speedier, more efficient and more profitable distribution are being prepared today by forward-looking advertising men. They are being prepared, too, at WLW. Their applications to the great Four-State Market that is WLW-land will be ready when you need them.
Last year the production of **POWER TUBES**
by the Tube Division of RCA
was greater than that of
any other manufacturer in the world

Now RCA Offers a Complete Line
of Dry Batteries, Too

THE FOUNTAINHEAD OF MODERN
TUBE DEVELOPMENT IS RCA

RADIO CORPORATION OF AMERICA
TUBE DIVISION - HARRISON, N. J.