10 of the 12 most popular local New York programs—excluding news—are on WOR*

NOTE: During the year 1944, of all the most popular local New York programs, 84% of them were broadcast by WOR. Now, in 1945, WOR shows every indication of bettering that amazing record.

If you have a radio program, or are seriously considering the purchase of one, WOR thinks that it would be both wise and profitable to have a chat with its gifted showmen. WOR's business is knowing what the public wants in one of the greatest listening territories on the Eastern Seaboard. That it does know, is well proven by the outstanding facts presented above.

that power-full station.  **WOR**

at 1440 Broadway, in New York

★ according to the latest Crosley Continuing Study of Radio Listening reports
EDGAR A. ELLIS works in a factory in Warsaw, Indiana. His son John, 16, is employed in the lumber yard at nearby Leesburg. Mrs. Ellis, three daughters and a younger son, keep a five-acre place producing peas and beans, milk and meat. The girls, Virginia, Julia, and Doris, are all 4-H Club workers, as well as musicians. David, age 8, will be as soon as he is old enough. Around the Ellis home, WLS is an old friend; they have been tuning us in regularly since 1931. Among the special favorites are Chuck Acree’s Something to Talk About, Doc Hopkins, Morning Devotions, and News.

The Ellis family has visited the WLS National Barn Dance twice; they see the Prairie Ramblers and other WLS entertainers frequently at state and county fairs. Remember the Ellis family and thousands like it, as you plan your Midwest advertising; they combine the interests and needs of town and farm; and they are listening friends of WLS. For more facts about the hard-working families of Midwest America, their purchasing power, their market stability, and how to reach them, call a John Blair man today. He’ll tell you about the station with so many listening friends it gets a million letters a year.
Mr. George Scott  
International News Service  
Journal Building  
Portland, Oregon

Dear Mr. Scott:

Our new news setup has now been in operation for several weeks. At this point a word of appreciation seems in order on the contribution received from INS.

As you know, the sudden end of the war has posed a problem in the dispensing of news for radio. Emphasis now has shifted from the dramatic events of the war, with a ready-made audience, to the no less important affairs of reconversion and peace. The problem, of course, is to put up a broadcast of relatively prosaic subject matter which will command the interest of the public in matters in which it is vitally concerned. I find the INS report of immense help in this respect, and thanks for the fine job of those veteran correspondents in Washington and elsewhere. Kudos are also due the members of your foreign staff for their fine job of detail coverage of the swiftly changing international picture.

As you are aware, our program of news coverage is not confined to general newscasts; rather emphasis is placed on locally slanted news reports and feature programs. In these departments also, we have come to rely heavily on INS. Your report carries a fine supply of feature material, and the cooperation received from the local bureau of INS is of the best.

Sincerely yours,

Robert L. Thomas  
News Director, KEX
BIllESt building news in radio today surounds plans for new 45-story electronics building on Broadway between 45th and 46th. Multi-million venture, covering possibly $7,000,000 for ground and $9,000,000 or $10,000,000 for structure, would include studio for AM, FM and TV and tower for multiple FM and TV transmission. Project being handled by Col. L. George Hotowitz, consulting economist and engineer associated with City Investing Co., which will construct building as investment holding.

NAB and PMBL are getting married Nov. 1 but may not live together. Reason: NAB's big house at 1750 N St., Washington, isn't big enough now for NAB, let alone PMBL. Atlantic has been rebuilt into several offices and desks are crammed into every available cubic inch. NAB is scouting for office space. D. C. zoning board last week reiterated refusal to let NAB add rooms in back of building.

NOW THAT PMBL is in NAB fold, look for immediate conversations by NAB with Television Broadcasters Assn. for consolidation along somewhat similar lines—a television division integrated within NAB, but with separate basic staff.

NAB headquarters is considering a new idea in convention procedure—putting the annual "flea circus" on wings. Two to three-month swing around the nation for district meetings could be cut in half by chartering airplane and staging three series of meetings a week. Participation of industry men who make annual swing would be necessary. Considerations surround chartering of suitable craft.

NETWORK officials rasing over the White House handled plans for Truman speech at 10 a.m. Oct. 30. First word they had was President's announcement at Oct. 25 press conference. Networks in past were consulted by White House secretariat and most suitable time picked. Even the most chagrined, however, were delighted radio got first break on crucial address.

SELECTED—though not officially announced until Nov. 1—to replace: Shannon Allen as head of Interior Dept.'s Radio Section is Wil- lett Kempton, former deputy chief of OWI Domestic Radio Bureau, and UNCIO radio relations officer.

UNDERSTAND that WTOP, Washington's CBS station, is planning expansion in the education and public service area with Lt. Hazel Kenyon Marcell to head department. She was director of women's programs for the Navy while in the WAVES, before that education director of KIRO Seattle.

THERE ARE two Army Civil Affairs men combing the occupied zones of ETO for material for new Army radio series. Army said (Continued on page 88)

Upcoming
Oct. 29: FCC hearing on renewal of license of WBBW and WGR, Buffalo; Churchill Tabernacle, intervenor. Room 6121, New Post Office Bldg., 10:30 a.m.


Nov. 1: FCC hearing on renewal of license of KOMO and KJR, Seattle. Room 6121 New Post Office Bldg., 10 a.m.

Nov. 4-10: National Radio Week.

Bulletins
TIEING IN with Radio's 25th anniversary, Ted Grani's Forma of the Air over Mutual will present the topic, "Free American Radio," whenever program originates in St. Paul Dec. 4. Participants lined up are NAB President Justin Miller against FCC Commissioner Clifford J. Durr. An anti-commercial radio Senator or Representative and probably one other broadcaster will make up panel. He plans to invite FCC Chairman Paul A. Porter to be guest moderator.

MAYOR Fiorello LaGuardia of New York is under contract only to people of New York, Morris Novik, WNYC general manager who handles mayor's radio affairs, said Friday afternoon. Mayor has signed no contracts for radio appearances. Numerous offers have been received but none accepted, he said.

Field May Acquire KOIN for $950,000

TENTATIVE agreement for sale of KOIN Portland to Field Enterprises Inc. for $950,000 has been reached, subject to ratification by employee stockholders of KOIN Inc. and approval of the FCC.

Telling the inquiry from Broadcasting regarding reports of an imminent transaction, C. W. (Chuck) Myers, president and general manager of KOIN as well as its principal owner, confirmed reports of negotiations but emphasized that no transaction could be closed until the 52 employee stockholders had given their consent. Field Enterprises now owns and operates WJJD Chicago and WSAI Cincinnati, in addition to Marshall Field newspapers and publications.

Mr. Myers, former NAB president and a pioneer figure in radio, emphasized further that "there is no transaction closed nor can there be until the FCC is so notified and approval forthcoming." Reports have been current for some time on prospective sale of the station by Mr. Myers and his employee associates. Conversations looking toward acquisition of the CBS outlet have been in progress for several months. Mr. Myers has been negotiating with Olem Randau vice-president and Howard Lane, radio gen-

Business Briefly
BUICK CUT-INS • Buick Motor Division, General Motors Corp., Detroit (Buick cars), starts three-cut-in ad insertions daily on following New York stations Oct. 23 through Nov. 7: WOR WNEW WAFB WABC WJZ. Eight performances on Personally It's Off The Record on WABC New York also purchased for Buick, effective Oct. 29. Agency is Arthur Kudner Inc., New York.

HIT RECORDS • Chas. E. Hires Co., Chicago (root beer) has appointed Atlas Adv. Agency, Chicago, to handle all advertising and that of parent company in Chicago area. Radio will be used. Account will be handled by Hal C. Bangs, agency v-p.

LEHN & FINK CHANGES • Lehn & Fink Products Corp., New York, has appointed McCann-Erickson, New York, to handle Hinds Honey & Almond Cream and Etiquet Deodorant cream. Grey Adv. Agency, New York, named to handle Tusco cosmetics. McCann-Erickson on Oct. 26 renewed for 52 weeks Blind Date on 176 American stations, Friday 8:30 p.m., for Hinds.

RASTON ADDS HOUR • Ralston-Purina Co., St. Louis, opens postwar radio activities with full hour show, Opry House Matinee, Saturdays, 1 p.m. (EST) on full Mutual net, except West and Pacific. Price-hour sponsored by farm food products effective Jan. 5. Second half, for cereal division, starts Nov. 17. Contract for 52 weeks.

BROADCASTING... at deadline
SPECIALTY SHOPS ON NEW ORLEANS' CANAL STREET KNOW IT

STORES ON THIBODAUX'S MAIN STREET KNOW IT

Folks turn first to—

WWL
NEW ORLEANS
A DEPARTMENT OF LOYOLA UNIVERSITY

THE GREATEST SELLING POWER IN THE SOUTH'S GREATEST CITY

50,000 Watts * Clear Channel * CBS Affiliate

Represented Nationally by The Katz Agency, Inc.
TOGETHER
THEY COVER NEBRASKA'S 2 MAJOR MARKETS

Use these two stations together (with low combination rate) and you have complete coverage of Nebraska's two largest cities. KOIL and KFOR reach the people that spend 43% of Nebraska's buying income.

This is a vital combination for any advertiser who must reach metropolitan Nebraska.

Any advertiser who uses both KOIL and KFOR gets an automatic discount of 15% from KFOR.

Get direct, complete coverage of metropolitan Nebraska with KOIL, Omaha—KFOR, Lincoln. Both are basic stations of The American Broadcasting Company.

KOIL - KFOR
OMAHA LINCOLN
5000 WATTS - 1290 Kilocycles
250 WATTS - 1240 Kilocycles

REPRESENTED BY EDWARD J. PETRY CO., INC.

ABC NETWORK

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By Howard Novak

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Porter Goes Formosa for Simple Operation

Nation Pays Tribute to Radio

Jacks Adds to Broadcast Schedule

Victory Issue Launched

Marketing Grows From Form Census

WDGY Sold for $300,000

NAB Group Favors Operator War Rule

FCC Approves Broadcast Test

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Willard Tells of Educators' Problems

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Rosie Explains by Howard

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SID MIA

At Washington Headquarters

SOL TALSHOFF
Editor and Publisher

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Art King, Managing Editor; J. Frank Beatty, Bill Bailey, Associate Editors; STAFF: Jack Levy, Lawrence Chisholm, Mary Sutphen, Rufus Crater, Norma Paulson, Addie Porter, Molly Jackson.

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Dorothy Young, Herbert Rahder, Leslie Heim.

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EDITORIAL: Bruce Robertson, New York Editor; Florence Small, Dorothy Marschner, Doris Gooch
ADVERTISING: E. T. Faulkner, New York Advertising Manager; Patrick Foley.

CHICAGO BUREAU

360 N. Michigan Ave., CENTRAL 4155
Fred W. Sample, Manager; Jean Eldridge.

HOLLYWOOD BUREAU

1569 North Vine St., GLendale 3535
David Gilchrism, Manager; Marjorie Burnet.

TORONTO BUREAU

417 Hyde Park Commission Bldg., RINton 9718
James Montague, Manager.

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BROADCASTING • Broadcast Advertising
SHREVEPORT, LOUISIANA

STACKS UP!

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

A CITY that ranks TWELFTH in size in the Nation's twelve cities between 115,000 and 125,000 and jumps to NINTH place in general merchandise sales is a city that "STACKS UP."

That's the record of Shreveport, with a 1944 sales record of $13,020,000. And that's the record considered by market-wise men looking for one of the Nation's richest buying markets.

Shreveport is the capital of one of these market areas, the Ark-La-Tex, the area dominated by KWKH.

KWKH
CBS * 50,000 WATTS
The Shreveport Times Station
SHREVEPORT, LOUISIANA

Broadcast Advertising
We’re

RADIO SALES
Atlanta office
And why not? The South's expanding industries will be needing skillful spot radio to sell its products and make new friends for Southern goods in the nation's most important markets.

That's where RADIO SALES—the organization that knows more about spot radio and what makes it tick productively—can help them. For now, through its new office at 101 Marietta Street Building in Atlanta, centrally located in the prosperous new South, RADIO SALES' abundant knowledge of listening habits, market facts, program techniques, audience measurement—all the things at which RADIO SALES research excels—will be available to Southern advertisers. At the same time, RADIO SALES (representing two of the South's most prominent radio stations) can more thoroughly serve its present Southern clients.

Heading the Atlanta office of RADIO SALES is H. H. Holtshouser—himself a Southerner intimately acquainted with this big region he has covered so extensively during his past eight years as national sales manager of WAPI, Birmingham.

Holtsie Holtshouser and RADIO SALES already have many friends in the South—but they both hope to make a lot more. If you're wrestling with a sales headache in any of the markets listed below, RADIO SALES can help cure it. Down South, just wire or call Holtshouser (the 'phone number is Jackson 5960). Elsewhere, pick the RADIO SALES office nearest to you. They all specialize in service and results.

WABC - 50,000 watts • New York City
WBBM - 50,000 watts • Chicago
KNX - 50,000 watts • Los Angeles
WEEI - 5,000 watts • Boston
KMOX - 50,000 watts • St. Louis
WTOP - 50,000 watts • Washington
WCCO - 50,000 watts • Minneapolis-St. Paul
WDT - 50,000 watts • Charlotte
WAPI - 5,000 watts • Birmingham
COLUMBIA PACIFIC NETWORK
My Impression of Europe
(Seventh of a series by members of the U. S. Mission to ETO)

By MORRIS NOVIK
Director of WNYC New York

IN THE YEARS prior to 1933, when I first started to become an "oldtimer" in radio, I was a lecture and debate manager. Hence, I would rather "talk out" an issue than write about it. But "Pappy", as the hard-boiled Taishoff was affectionately called throughout the ETO, has ordered that I produce 750 words. This, then, is my maiden reportorial venture.

We all took the same trip.

We all agree on many issues. We all agree that Col. Ed Kirby and his aides did a splendid job of planning.

We all agree that Judge Justin Miller deserves high tribute for his dignity and humaneness.

We all agree that our American system of broadcasting is best for America.

We all agree that the Army personnel we met were of high caliber and high purpose.

We were all impressed with the recording machine we saw in Paris and Luxembourg. Indications the recording machine we saw in Berlin were of amazing quality.

We all agree that the standard of over-all program quality and method of presentation in Europe is far behind our network standards.

But, having said all that, I must add that it is illegal and unfair to compare present American and European radio on the same basis. European radio, like European life, is at its lowest. We

(Continued on page 89)

Drew
300 to 500 people every Saturday

Sellers of Sales

LITTLE did Abe Lincoln dream that one of his distant relations would be a time buyer, but that didn't deter Joseph Steven Lincoln, who buys time for Young & Rubicam, New York.

Born 1897 in Ridgewood, N. J., Joe started his business career in the local postoffice, but after a year he moved to Wall Street (1912) as a clerk for Waddill Catchings. Two years later he became a program director for Wireless Radio, now Mutual. Mr. Catchings was then president of Mutual.

Joe spent two years in Cleveland for the company. Then he was transferred back to New York as manager of Mutual Recording Studios.

From 1928 until 1944 Joe was chief timebuyer at Erwin Wasey & Co., held the same position at Humphries & Co. and was business manager for Lennon & Mitchell.

In April, 1945 Joe took over his present post of timebuyer for Young & Rubicam. He handles the following accounts: Lipton Tea & Soup, Birds Eye Products, Lever Brothers (Swan), Bemus Witches, Fletcher's Castoria, Package Hose, Car and Anesco Film.

His duties with Y & R also include supervision of television for the agency's station relations department. Negotiations are now under way for three of his accounts to use television. "It is sad that sponsors are willing to spend money on television," Joe remarked. "For experimental purposes, particularly products that can benefit from a display angle."

Joe was married in 1935 to the former Blanche Zimmerman of Ridgewood, N. J., where the Lincolns now own their home. Energetic Joe's favorite relaxation is to remodel his house. He enjoys painting, hammering and pattering about the house. A magnificent tribute to his "house-puttering" talents is the swimming pool he built at the back of his house. In his spare moments, Joe likes to camera-junt for scenic photographs.

Another WWDQ achievement in radio

The Carrier Service Quiz Show did it! Called "A Penny for Your Thoughts," it drew from 300 to 500 people in the seven civilian halls at Arlington Farms. And that happened every Saturday night.

Withdrawn for the summer months, Carrier Service Shows went back on the air in September.

Another local merchant proved the pulling power of WWDQ.

How about you? It's worth trying with WWDQ.

WWDC
the big sales result station in Washington, D.C.
Represented nationally by WEED & COMPANY
BALANCE BUILDS
a CONTINUOUS AUDIENCE

As the result of giving listeners the kind of programs they want to hear, WOV has built a continuous, well balanced, around-the-clock listener audience, night and day. In the daytime, WOV overwhelmingly dominates metropolitan New York's great Italian-speaking audience of 520,000 radio homes. And in the evening, during Hooper checking hours, WOV delivers one of the largest metropolitan audiences of any New York independent station, at less than half the cost of the next ranking station. WOV is the key to two New York radio audiences. Use it to influence the buying decisions in America's first market.

RALPH N. WEIL, General Manager
JOHN E. PEARSON CO., Na'i Rep.

WOV
New York
THE KEY TO TWO MARKETS
Welcome back to F&P, Commander Arthur J. Barry, Jr.!

After three years, thirteen days and twelve hours of a fast-moving, exciting and successful career first as Lieutenant and then Lt. Commander in the U.S. Navy (the last sixteen months as Radar Officer and Fighter Director of an aircraft carrier—two battle stars) our own Art Barry comes back to the New York Office on Monday, October 29!

Wahoo!

Prior to 1942, Art was for nearly four years one of the most capable and successful men in our organization, and we know that his return will be hailed as joyously by many of you agencies and advertisers as it will be by us. Welcome home, Art, blast yer sidelights!

Ted Peters
What the FCC Action Means

FM Stations—Commission authorized conditional grants for 64 new stations, enabling applicants to proceed with preliminary plans for programming, personnel, studios, etc., but does not permit transmitter purchase. Frequencies to be assigned probably in several months.

AM Stations—Commission designated 184 applications for new stations for hearing. A schedule of 61 consolidated proceedings, beginning in December, will be set up within 30 days to hear applicants and intervenors. Doubtful that bulk of cases can be cleared before Spring. Hearings will be held in various cities, depending on number applications involved.

FM Assignments—The Commission adopted the CBS allocation plan as a basis for assigning frequencies for FM metropolitan stations in Area I. Immediate effect is to change assignments of 22 existing stations in New York, Philadelphia, and other cities.

64 FM Stations Get Conditional Grants

(See Table on page 48)

CLOSE on the heels of its action in authorizing conditional grants to 64 FM stations, the FCC last week adopted the CBS allocation proposal as a basis for assigning frequencies for metropolitan stations in Area I (New York, southern New England, and Middle Atlantic areas).

By this action, the Commission made changes in the assignments of 22 existing stations in the area, reducing the frequencies in New York City along the broad lines proposed by CBS to equalize coverage of all the stations. Five cities, including the four owned by network, were assigned the channels proposed by CBS, three were permitted to retain their channels originally proposed by FCC, and three were given other channels in conformity with their requests.

Changes were also made in assignments in Philadelphia, Schenectady, Boston, Springfield, Worcester, Binghamton, and New York City. The action in New York was of particular interest because of the difficulty in changing the assignments in the metropolitan area.

The assignment of new channels to the 64 stations results in a number of changes in the original allocation of channels by the FCC. The changes were made in consultation with the CBS, which has been negotiating with the FCC for the assignment of frequencies in the area.

The new assignments will help to equalize the coverage of all the stations in the area and to avoid overcrowding of frequencies in any one area. The assignments will be effective immediately, and the FCC will begin to issue licenses to the new stations as soon as the necessary authorizations are received.

The FCC has also issued conditional grants to 64 new FM stations, enabling applicants to proceed with preliminary planning for programming, personnel, studios, etc., but not permitting transmitter purchase. Frequencies will be assigned at a later date, probably within several months.

The assignments of the new stations are as follows:

- New York City
  - 106.7
  - 107.5
  - 108.3
  - 108.5
  - 108.7
- Philadelphia
  - 106.5
  - 107.3
  - 108.1
- Boston
  - 106.9
  - 107.1
- Springfield
  - 106.7
- Worcester
  - 106.9

The new assignments are effective immediately, and the FCC will begin to issue licenses to the new stations as soon as the necessary authorizations are received.
NAB, FMBI Link Forces to Face Petrillo

Groups Will Hold Meet to Take Up Edict

NATIONAL Assn. of Broadcasters and FMBI Broadcasters Inc. linked forces last week to face their first big test together—the FM-music mandate delivered by APM.

A meeting of representatives of NAB, FMBI and other industry elements was called for 1 p.m. Tuesday (Oct. 29) in Washington to discuss APM's edict to the networks demanding employment of double crews whenever musicians play simultaneously on FM and AM.

A joint committee of NAB and APM, completed only a week before, convened Wednesday to consider combined operations of FM and AM.

The APM action—which threatened to nullify efforts of the radio industry, FCC, and manufacturers to get FM broadcasting speedily under way—was expected to result in more unified industry-wide support of legislation to limit FM powers and perhaps in a revival of thinking toward establishment of competitive FM networks.

FMBI President Walter Damm, vice-president in charge of radio, Milwaukee Journal stations WTMJ WUMP, declared that "unleashed forces were promptly cleared up" so my opinion that hundreds of present applicants will indefinitely defer going into FM and that FM as a whole will be drastically retarded.

First result of the APM edict was the major networks' rejection of the demand and discontinuance, effective today (Oct. 29), of dual AM-FM transmission of musical programs. Notices to that effect were sent out by the networks to their affiliated stations following receipt of the following telegram from APM President James C. Petrillo:

"This is to advise you that after the meeting between your company and the APM held in my office [Broadcasting, Oct. 22], the matter was further discussed and we came to the final conclusion that beginning Monday, Oct. 29, 1945, whenever musicians play for FM broadcasting and AM broadcasting simultaneously, the same number of men must be employed for FM broadcasting as are employed for AM broadcasting, which means a double crew must be employed. Kindly govern yourself accordingly."

Union sources indicated it would not be enough for a broadcaster merely to pay a "stand-by" fee equaling the total pay of a second crew of musicians but that he would have to hire the additional men themselves. Independent stations were not immediately drawn into the controversy.

Audience Limited

Industry took the position that the cost of employing double musical crews, ranging from a single musician to 100 men or more in a symphony orchestra, is obviously impractical now, since the FM audience is as limited and most receivers equipped for FM are combination sets which also provide AM reception.

Effect of the demands, particularly if they are extended to include local programs on individual stations, appears severe. (Continued on page 67)

Editorial Comment

EDITORIAL reaction to APM President James C. Petrillo's latest demands included:

From New York Times, Oct. 25, titled "Mr. Petrillo Again"—

"The only result can be to retard the development of FM and deprive the public of better reception. ... The musicians have had nothing to do with this [FM] improvement in technology. Moreover, there has been advanced evidence that this development will result in the unemployment of musicians. Any excuse offered on the basis of technical unemployment, therefore, falls to the ground and is merely an excuse to justify Mr. Petrillo's arbitrary actions to create useless jobs. Certainly a situation which makes it possible for one man to exercise this power calls for remedial action. Our one-sided labor laws basically mean a foundation for Mr. Petrillo's strength. This latest action ... is another illustration of the urgent need for revision of these laws."

From Washington News, Oct. 22, titled "Don't Get Mad at Petrillo"—

"There's no use in getting mad at Mr. Petrillo. He is acting within his rights, as defined by the Supreme Court of the United States. ... It might do some good to get mad at Congress and to be vocal about it. For Congress, although it has the authority and, we think, the duty to act, has never done anything to correct the damage done by these Supreme Court decisions."

Porter Gives Home Folk Simple Formula for Station Operation

PAUL PORTER, the Winchester, Ky., broadcaster who came to be chairman of the FCC, went home Thursday night and told the first annual meeting of the Kentucky Broadcasters Assn. that there were only three things to watch in the operation of a radio station. Those three, according to Mr. Porter, are freedom from domination, either by Government or by advertisers, editorial freedom and fairness to all, even to the station's enemies when they wish radio programs as they are presented.

The "significant" speech which many broadcasters were expecting didn't materialize. Mr. Porter just went home and, as a result, all broadcasters got a fair deal when they went to Washington and cautioned them that if they didn't regulate their own business they would be regulated by Washington.

How to regulate their own business he left to them, and he indicated that leaving their business to them was the plan of the Commission as long as they didn't overstep the bounds of good taste and fair practice.

The broadcasters heard Mr. Porter at a dinner meeting at the Brown Hotel following a business meeting in the morning at WAVE and another at the race track, at which they sought to recoup their fortunes.

Mr. Porter was made first honorary member of the Kentucky Broadcasters Assn., and Leonard Asp, owner of all tribally from Mr. Porter as a pioneer in frequency modulation, was given a vote of thanks for having brought the story of FM to the Kentuckians in two sessions. Mr. Asp is the operator of WBCH (FM) Schenck, Ky.

KEA is planning a second meeting during the winter. The association was formed at the session of representatives of all Kentucky commercial broadcasting stations. The two-day session of the organization, at which the four Louisville stations, WHAS WHER WAVE WBGK, were hosts, adopted a constitution and by-laws and elected the officers of the Florida association, and at the same time barred from active membership all but commercial stations. Officers elected were Hugh Porter, WOTM Owensboro, president; Ed Willis, WLLP Lexington, first vice-president; Harry McHugh, WINN Louisville, treasurer; and Harry Callaway, administrator of WHAS Louisville, secretary and treasurer.

An executive committee of F. Ernest Lackey, WHO Hopkinsville, Ken Green, WLBJ Bowling Green, and Frank Fox of WHLN Harlan, was named, and the executive committee named various other committees.

VIDEO COMPETITION FAVORED BY PORTER

PAUL PORTER last week went on record as favoring wide open competition between black and white television in the low frequencies, and color television in high frequencies. In addressing the Mississippi Valley Broadcasters Assn. last Wednesday, he said he felt black and white television was ready and that high frequency television was in the experimental stage.
Entire Nation Pays Tribute to Radio

Army Hour Will Present "Thank You" To Industry

IN A THOUSAND communities all over the nation tribute will be paid to the public service record of broadcasting during National Radio Week, Nov. 4-10, climaxing the yearlong 25th anniversary of radio. In counting the broadcasts over the world and the activities of the industry in many cities in the United States and abroad in more than 10,000 communities, the growing development of radio as a public service is being symbolized.

Participating in the week-long activities will be the Army Hour, a program of the Radio Manufacturers Assn., which is perfecting plans for participation of electronic manufacturers and thousands of distributors. Army Hour will take the form of a "Thank You" to broadcasting. The Army's recognition of broadcast industry achievement will be given to the National Broadcasting Co., the National Association of Broadcasters, the American Telephone and Telegraph Co., and the General Electric Co., which have been among the leaders in providing the technical equipment that has made radio a success.

The Army Hour will be presented daily from Monday, Nov. 4, to Saturday, Nov. 9, on the NBC network. The program will be heard in every radio station in the country and will be broadcast over all stations. The Army Hour will be heard in all parts of the world where radio is broadcast.

To depict radio's war achievement, the Army Hour will show what broadcasting networks and stations have done to facilitate winning of a worldwide war; express appreciation for the technical contributions of many radio engineers, technicians and staff who have worked long hours to serve the armed forces in every country.

Pickwick will be made from Europe and the Pacific. One will demonstrate how troop entertainment stations operate. Psychological warfare will be shown in actual operations.

Participation of Radio Manufacturers Assn., as sponsor of the Radio Week plan, was mapped out at a meeting of the Radio Advertising Committee held at the Westinghouse Radio Stations Inc. offices in Philadelphia. The formula will make the program a radio station's own public relations of 25 years of service.

Receiving sets dealers and manufacturers already have been briefed on their part in the celebration and store windows around the country will display handsome and other suitable material. Local luncheons will be held at which station, civic, retailer, educational and other interested groups will participate. Stations will have been preparing special radio week programs and promotion activities.

Members of the Radio Manufacturers Assn. decided to lend their personal endorsement to radio sales manager promotion. Affecting concerns to augment the projects already under way, working under direction of W. B. McGill, advertising manager of Westinghouse Radio Stations Inc.

Tentative plans were drawn up for a nationwide broadcast of ceremonies at which the statue will be formally presented by RMA to NAB, with Justin Miller, NAB president, accepting the statue on behalf of the industry.

Attending the RMA committee meeting were John S. Garceau, Farmworth Television and Radio Corp., chairman of committee; Stanley Manson, Stromberg-Carlson Co.; S. D. Mahan, Crosley Corp.; Douglas Elgin, Galvin Mfg. Corp.; Georges Pauvre, Westinghouse Electric Corp.; L. E. Pettit, General Electric Co.; Julius Haber, RCA Victor Division; John Gelligan, Philco Corp.; Bond Geddes, RMA executive v-p and general manager; Theodore R. Sills and E. N. Moore, publicity counsel.

Egolf Questionnaire

Willard D. Egolf, NAB director of public relations, who has directed the NAB's participation in the Radio Week project, last week sent a questionnaire to public relations offices of commercial stations as well as U. S. civil and social service organizations throughout the nation.

In the questionnaire he pointed out that some stations are putting on special announcements during the week and suggested that these announcements could be tied into history and activities of the organizations. They were asked to provide the information by Oct. 31 to permit preparation of special announcements incorporating the history and achievements of the stations.

Questions call for anniversary data, service rendered to organization by radio, greatest local activity rendered at any time by radio, suggested material to be used in salutes.

Transcribed programs honoring radio would be carried on the Pacific Ocean Network of Armed Forces Radio Services under a plan proposed to the NAB by Edward Truman, chief decoder for AFRR at Homestead headquarters. The plan is to forward to network stations providing entertainment for troops any transcribed programs sent by stations. He is production manager of Cowles stations on military leave.

Plaques carrying a silver replica of the Radio Week statue were sent to all stations last week by RMA. They are in the form of framed certificates for display at stations and at special ceremonies.

Legend on the plaques reads: "Presented through the NAB in broadcasting the Army Hour, 25th anniversary year, by the Radio Manufacturers Association in recognition of this station's public service and its contribution to world peace and harmony, 1945." Network were just getting under way at the weekend on plans for inclusion of Radio Week theme in programs. NBC's Fred Waring program will present each day of the week a five-year segment of broadcast history. The Ed Earp program will deal extensively with the theme.

Network will put on a broadcast from the Capitol steps Nov. 6, 4:30-5 p.m., presenting the massed Army Air Forces, Navy and Marine Bands, 320 musicians in all. Speaker Sam Rayburn, President pro tem Kenneth McKellar will speak. The three band directors will share in leading the musicians. Progress of service bands in the last 25 years will be traced, showing how early radio performances compare with those of 1945. Engraved invitations have been sent all members of the House and Senate. Each band will salute another service. The program will include a four-minute pickup of the Army Band from Des Moines.

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Josie Adds 16 Quarter-Hours To Heavy Broadcast Lineup

SIXTEEN more quarter-hours per week, on a 52-week basis, have been ordered by Joske Department Store, large San Antonio retailer, who is conducting this one-year clinical test of radio advertising in cooperation with the NAB and the five San Antonio broadcast stations.

The Joske action was taken on recommendation of the clinical committee, headed by Lewis II. Averey, who recently retired as NAB Director of Broadcast Advertising to enter the real estate field, and Lt. Col. Frank E. Dulle (reverted), new director and Mr. Averey's predecessor. The two conducted an inspection tour of the store Oct. 12-20 to observe results of the test after nine months of operation.

New broadcasts, designed to round out the Joske radio promotion, include a Monday-Friday 8:30-45 a. m. musical strip with m. c.; Monday-Saturday 11:45-12 noon musical strip; Sunday musical program 2-30 p. m. Monday, Wednesday, Friday musical quarter-hour 1:30-30 a. m. New programs start immediately.

The store has been using over 20 quarter-hours per week as well as five-minute periods and announcements.

Though Joske officials refuse to comment on results of the clinic after nine months, it is understood the test is progressing satisfactorily. At the end of the 12-month test Dec. 31 a series of statistical studies will be made with results proving a clear picture of radio's efficacy as a medium for retailers.

Study of nine-month results will be started Nov. 1 by a nationally known auditing firm. Another study will be made in January for the last quarter and for the entire year. From these studies detailed reports will be drafted on appeals of the clinical test.

A large fund of information on the use of radio by retailers will come out of the year's operation. Results of different types of radio promotions will be analyzed, with conclusions on effective time of day, type of audience, power of sales and institutional copy, etc.

SYMBOLIC of 25 years of radio in this statute, to be presented to the NAB by the Radio Manufacturers Assn. It is made of silver-coated clay, mounted on base of noble wood and carrying this inscription: "Presented to the NAB and the broadcasting stations of America by the RMA in recognition of a quarter-century of public service by the broadcasters and their contributions to world peace and harmony."
Sunday Program Begins Bond Drive

Vinson Gives 3-Minute Talk Climaxing All Broadcasts

Radio “kicked off” program Sunday night, formally launched the Treasury’s Victory Loan Drive, with all four networks putting on special broadcasts. Individual stations did not have Victory bonds and acted as m. c. with chorus, soloists and orchestra offering a musical broadcast. The program replaced the Fitch Broadcastwagon.

Mr. Whiting, head of Jim Stewart in a program titled For Services Rendered, with pickups in this country and abroad, Included were interviews with a veteran in a World War I hospital, a veteran preparing to leave an English port for the U. S., and a discharged veteran attending college under the GI Bill of Rights.

Aberne on Mutual

Mutual featured its Let’s Go Visiting, with Brian Aberne as m. c. In a variety presentation Margot Sylvar, actress, appeared in the dramatic scene with Paul Savage, wound naval enlistee. Morton Downey, vocalist, participated as did Maj. Glenn Miller’s Air Forces orchestra. Mutual’s program is heard on the Mutual Network.

WDGY, First U. S. Independent Outlet, Is Sold for $300,000

WDGY Minneapolis, pioneer U. S. independent station formerly operated by the late Dr. G. W. Young, has been sold by his widow to Charles F. Stuart and his brother, Capt. James Stuart, for $300,000. The station owns KFOR Lincoln and KOIL Omaha.

Mr. Whiting

The Minneapolis outlet, operating on 1130 kc with 5000 kw local power, was assigned to Dr. Young’s widow, Mae C. Young, July 30. Dr. Young died April 27 after a lingering illness. Application for FCC approval of the transfer from Mrs. Young to the Stuart brothers was to be filed this week.

With the filing, Segal, Smith & Hennessey, attorneys for the purchasers, will signify to the Commission the buyer’s intention to proceed according to the proposals forwarded by the Federal Communications Commission approving the sale in all forms. The latter, a captain in the Army of the United States (Infantry) who saw service in the Cantigny campaign, received the Purple Heart medal for wounds received in action. The station was one of the first Mutual stations, and the Studio of the World, the first Mutual network program. Significantly the Air Forces fleet agreement was announced by the Federal Communications Commission.

In the case of the National Broadcasting Company, the RCA and the Federal Communications Commission were parties to the agreement, but the agreement was not approved by the FCC.

The wartime carrier for the National Broadcasting Company, the RCA and the Federal Communications Commission were parties to the agreement, but the agreement was not approved by the FCC.

Data on Marketing From Farm Census

Results to be Ready Soon; Will Aid Time Buyers

AN ENCYCLOPEDIA of facts about the nation’s agriculture, soon to include the number of farms having a radio receiver in the farm operator’s dwelling, is pouring out of the Census Bureau, county by county, according to Director J. C. Capt.

Set ownership data will start to appear in mid-November and will be compiled in the form of county data, compiled in the spring when final totals will be available. State totals will be compiled as soon as figures for all counties in a state have been compiled.

Radio set owners figures will be the first such data from the Census Bureau since the 1940 decennial census. They will show the distribution of radios with radio as of Jan. 1, 1945.

To the broadcasting industry Mr. Capt attributes much of the credit for the bureau’s success in conducting the only census ever taken in time of war. Despite labor difficulties and unusually severe weather, the enumeration has been effectively handled.

“Broadcasters performed yeoman service in preparing the nation’s farmers for the arrival of enumerators,” Mr. Capt said. “They gave liberality of their time and facilities before and during the actual enumeration. As a result, farmers were in a receptive mood when enumerators arrived and willingly answered the more than 100 questions on the forms."

In contacting some 6½ million farms only one case was encountered where an interviewee flatly refused to provide the requested information, although follow-up contacts were necessary in some cases.

Actual counting of farms was started last January and is almost complete. Way for the census was paved by advance training of State managers and supervisors of district agents, turned in turn over to county agents and broadcast stations, explained the purpose of census, type of data sought, and told enumerators and farmers how to proceed.

Census officials sought OWI’s aid in reaching the public with census messages through the radio network of OWI, which was able to help because it was confined to war activities. OWI did not in
Shot in the arm

That's what a lot of products are going to need in the days ahead. A stiff shot, too.

Competition is going to bear down with new products, new labeling, new package design. And the fight for business will be bitter.

It's time now to figure out ways to reach more people to tell your story to.

If you're interested in radio in Baltimore—the country's 6th largest city—we'd like to tell you about one station in this five-station town.

Most time buyers know about W-I-T-H—but maybe you haven't gotten around to looking over the independents.

Here are the facts on W-I-T-H: W-I-T-H delivers more listeners-per-dollar-spent than any other station in town.

That's all.

WITH
Baltimore, Md.

Tom Tinsley, President • Represented Nationally by Headley-Reed
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NAB Group Wants Operator War Rule

ROUND THE TABLE gathered members of the Small Market Stations Committee who met Thursday and Friday in Washington. At meeting Barry Rumble, NAB; Paul F. Peter, BMI; Monroe B. England, WBRK; Frank E. Pellegrin, NAB; Marshall Pengra, KRNK, chairman; Robert T. Mason, WMRN Ohio; Wayne W. Cribb, KJNO, Mo.; Glenn Marshall Jr., WFOY; James R. Curtis, KFRO; Howard S. Frazier, NAB. Not in photograph, William C. Grove, KFBC.

MANAGERS of small market stations (under 5 kw and located in communities under 30,000 population) want the FCC to continue in operation its rule 91C under which stations have been permitted to use restricted technical personnel during the war.

Members of the NAB Small Market Stations Committee, meeting at the Statler Hotel, Washington, Oct. 25-26, in general expressed approval of the use of restricted operators on their stations. The meeting was under the chairmanship of Marshall Pengra, KRNK.

A survey was conducted at the suggestion of FCC officials, who participated in the Committee’s Friday luncheon meeting. Representing FCC were George P. Adair, chief engineer, and Dallas Smythe, head of the economics division. In addition the Committee had met earlier in the week with FCC Chairman Paul A. Porter.

Also contained in the survey, it was pointed out, were job opportunities available in the industry. With stations committed to provide jobs for many returning war veterans, these opportunities are not too numerous.

Actually 91C was a lifesaver for many stations during the war, it was stated, since they otherwise would have had to obtain sufficient technical personnel. In small stations the turnover in technicians is heavy even in ordinary times and use of restricted operators and combination engineers is necessary, many stations believe.

Paul A. Peter, executive secretary of BMI, reported on progress of the audience audit program and said that 60% of the stations are BMI members. He reviewed results of BMI activities and reported on BMI’s call for bids on the actual survey operation (see story page 92). Besides two meetings, a luncheon session and a dinner Thursday, the committee held meetings Friday along with the luncheon at which FCC was represented. At the Thursday luncheon NAB President Justin Miller and Executive Vice-Presidential A. D. Willard Jr. were guests.

Arthur E. Stringer, NAB Director of Circulation, reported Friday on the NAB’s program to stimulate news coverage and expand personnel and facilities. He explained operation of the Treasury War Advertising Council project.

Other topics on the agenda were agency accounts, limiting commercial amortization to 10% of directors, possible change in the Committee’s name, and clear-channel problems.

Attending the meeting were Messrs. Pengra, Wayne W. Cribb, KJNO; Hannibal, Mo. James R. Curtis, KFRO Longview, Tex.; Monroe B. England, WBRK Pittsfield, Mass.; William C. Grove, KFBC Chemyee; Robert T. Mason, WMRN Marion, O.; Glenn Marshall Jr., WFOY St. Augustine; Howard S. Frazier, NAB Engineering Director; Barry Rumble, NAB Research Director; Paul A. Peter, BMI executive secretary; Frank E. Pellegrin, NAB Broadcast Advertising Director; Mr. Stringer.

OFFICIAL approval for testing the feasibility of Stratovision was given last week by the FCC.

Applications of Westinghouse Radio Stations Inc. for five developmental stations to try out its plan for airborne relays for FM and television broadcasting were granted by the Commission. Announcing its action, the Commission stated that according to the applicant the system would enable one station to serve extremely large areas, or that several stations can be made into a network rendering television, FM and facsimile broadcast services to the entire United States.

Flying Transmitters.

As first reported in BROADCASTING Aug. 6 and formally announced Aug. 9 by Westinghouse and the Glenn L. Martin Co., the program embraces the use of “flying transmitters” at an elevation of 30,000 ft. which would act as relay stations for television and FM programs originating from ground studios. It would make coast-to-coast broadcasting of these services possible at less cost than otherwise and hasten their development, in the belief of its sponsors.

As proposed in its applications, Westinghouse will install four transmitters in an airplane, two for FM, one for television, and one for relaying tests to another plane. A fifth transmitter would be placed on the ground for relaying signals to the moving plane.

The Commission declared that the appropriate frequencies to be used for the tests will be assigned by its chief engineer from time to time. Authorization to use 5 kw power was given.

The developmental program to be initiated by Westinghouse contemplates exploration into many unknown fields which Stratovision encompasses. This includes:

1. Determination of the area service by transmission from a 30,000 ft. height. This will shed light on the chief advantage claimed for the system: the higher the point of transmission the greater the coverage.

2. Effects of transmission from moving planes on ground reception of signals, especially television images. Westinghouse claims that distortion and “ghosting” would be drastically reduced by Stratovision broadcasts.

3. Effectiveness of antenna designs and other compact equipment installed in planes. Under the proposed system, there would be several transmitters in the same airplane and each would serve as a separate station, giving the listener a choice of programs.

4. Possibility of relaying programs from one plane to another. The plan provides for relaying the country through the use of a network of 14 of the “flying transmitters” operating over prescribed cities and designated points. Programs would be relayed from plane to plane by ultra high frequencies.

A selection of best methods of transmission from ground to moving plane. Stratovision would employ low-powered ground transmitters to carry programs to the planes and in turn to listeners. Stratovision was discovered by Charles E. Nobles, a 27-year-old radar expert employed by Westinghouse, who estimates that a single flying station at 30,000 ft. can provide coverage to a radius of 241 miles with only 1 kw power. Plane’s engines supply the power.

The system requires only one fiftieth the power to cover a 211-mile radius, as is required by a 50 kw station on the ground to cover a 100-mile radius, according to Walter Evans, Westinghouse vice-president in charge of radio. He regards it as solution to the problem of bringing FM television to the small communities.

Planes to be used for Stratovision would be built by the Martin Co. and would be designed for operation at the high elevation for nearly 11 hours on one fueling.

AFM DEMANDS ENTER STATION-UNION DEAL

AFM’s stand on music used simultaneously on AM and FM was reported last week to have entered into contract negotiations between WAFG Chattanooga and its local musicians’ union.

The station, which disclosed a week before that it had reached an agreement with the union although the contract had not been signed [BROADCASTING, Oct. 22], was said to be seeking a clause protecting it against AFM’s latest demands that duplicate crews be hired whenever musicians play for both AM and FM at the same time.

WAFG operates an FM experimental station.

Meanwhile a spokesman for WRB Columbus, Ga., and WGRC Albany, Ga., which also had been negotiating a contract with its musicians’ local said agreement to sign a contract remained the only definite development but that appointments to talk terms had been made. Both stations are owned by members of the J. W. Woodruff family and neither has had a contract with AFM heretofore. Union reportedly is asking for employment of colored people.

WAPO WRB and WGPC were cited by AFM in pulling musicians off network shows earlier this month [BROADCASTING, Oct. 8, 15].
CO-ORDINATION

Co-ordination of four powerful selling factors has created for The Oklahoma Publishing Company the Southwest's greatest merchandising punch. To the 26-county Oklahoma City market coverage of The Oklahoman and Times have been added the Oklahoma-North Texas blanketing of The Farmer-Stockman, Oklahoma's biggest retail sales sector domination of WKY...PLUS Mistletoe's direct and speedy delivery service. Any one of these can be used to effectively boost sales charts upward. All four do the job completely, swiftly and profitably.

MISTLETOE EXPRESS

1. When election night rolls around, WKY moves its microphone into the newsroom of The Oklahoman and Times where the state's most complete election return machinery becomes available to the state's most listened-to station.

2. The Farmer-Stockman, with thirty-four years of farm progress to show for its efforts, has proved an important part of the year-old Farm Department of WKY. Farmer-Stockman editors play a leading role in on-the-farm broadcasts.

3. Edith T. Wallace, staff writer on child care and counsel to parents for The Oklahoman and Times, whose syndicated column "Notes for Parents" is read by millions, is a favorite among Southwestern farm readers through a regular department in The Farmer-Stockman.

4. Though overshadowed by an immense annual tonnage of commercial business, Mistletoe Express's volume of newspaper shipments to agents and dealers over the state runs more than 18,000,000 pounds a year. Through Mistletoe, bulk and pre-dated editions of The Oklahoman and Times are unnecessary.

FARMER- STOCKMAN

The OKLAHOMA PUBLISHING COMPANY

THE DAILY OKLAHOMAN ★ OKLAHOMA CITY TIMES
THE FARMER-STOCKMAN ★ MISTLETOE EXPRESS
WKY, OKLAHOMA CITY ★ KXOR, COLORADO SPRINGS
KLZ, DENVER (Under Affiliated Management)
REPRESENTED BY THE KATZ AGENCY
Wisconsin Requests Two FM Stations

State Plans 7-Unit FM Network for Educational Programs

EMBARKING on a comprehensive state FM educational network plan, the State of Wisconsin filed license applications with the FCC Oct. 18 for the first two units of a proposed system of seven FM stations.

Applications call for a 10-kw transmitter to serve the Milwaukee and eastern lake shore area and a 3-kw station on the Wisconsin U. campus at Madison. Additional units are planned to provide day and night coverage throughout the state.

H. B. McCarty, executive director of the State Radio Council which filed the applications in behalf of the state, said "all stations will operate non-commercially in the presentation of educational, public service programs."

Wisconsin has more than a quarter-century of experience in broadcasting, having operated WHA Madison at the University since 1919 and WLBL Stevens Point, an agricultural service outlet, since 1922. The State Radio Council, which filed the FM applications, was established by the 1945 Wisconsin Legislature and authorized to coordinate the state's educational interests in developing an educational FM system.

Legislature appropriated funds for the first two proposed FM units. WHA, identified as "the oldest station in the nation" and winner of 24 national program awards and citations, is expected to provide a large share of the program service for the FM network, with features by other agencies and institutions throughout the state.

CBS Wins Plaque

CBS was awarded the "Showmanship Plaque" of the Direct Mail Advertising Assn. at the organization's one-day clinic held Oct. 19 at the Roosevelt Hotel, New York. Plaque cited CBS as "the most effective use of good showmanship in a direct mail campaign." Individual awards were made for promotion pieces of the Columbia Pacific Network and CBS stations WTOP WABC WBBM WCDO WEAI and WBT, with WTOP winning two awards. Mutual and NBC were among the 56 winners of the national "direct mail leaders" contest.

Correction

IN LISTING standard applications filed with FCC in Oct. 15 issue of Broadcasting, page 87, station requests by Omar G. Hilton and Greeley N. Hilton d/b Davidson County Broadcasting Co. was erroneously reported as for Lexington, Ky. Request is for Lexington, N. C.

ON THE LAKE with the longest name in the world, at Webster, Mass. "Peter" Sehloss, left, of American Broadcasting Co. station relations, and "AI" Kleinidien, owner of WORC Worcester, Mass., enjoy a few leisure hours. The lake: Chargoggagoggmanchaugauguguag. PAPER'S FORUM WILL BE CARRIED BY NETS

NBC will broadcast the opening half hour 8:30-9 p.m. of the New York Herald Tribune forum today (Oct. 29). This includes the keynote speech of the forum, "Responsibility of Victory," by General George C. Marshall.

America will carry the next half hour, 9-10:30 p.m., and America will carry a speech by Gen. Jonathan Wainwright at 9:30-9:45 p.m. Mutual will carry the 10-10:30 period with the closing speech for the day by Capt. Harold E. Stassen, USNR, former Governor of Minnesota.

On Tuesday, the afternoon session will be devoted to the USSR, and America will carry the 2:30-3 period, with CBS going on the air from 3:00-4 and 4:45-5 p.m. The evening session Tuesday opens with a quarter-hour spot by American at 8-8:30 p.m. Mutual will take the 9:30-10:30 p.m. and period—closing speech will be broadcast by CBS, 10:45-11 p.m.

Broadcasts from the final session of the forum Oct. 31, start with Mutual 8-8:30 p.m., when Secretary of War Robert P. Patterson and Bill Mauldin, cartoonist and author of Up Front, will speak. American will carry the 9-9:30 spot with addresses by Lewis B. Schwellenbach and James F. Byrnes. Closing half hour will be on CBS, 10-10:30 p.m.

WHOM New York on Tuesday will carry two talks of special appeal to two nationality groups: by Maj. Gen. Ilija M. Savaev, Russian military attaché to the U. S., 4:45-5 p.m., and Leo Valiani, editor of Italia Libera, 8:45-9 p.m.

Filterettes Campaign

TOBE DEUTSCHMANN Corp., Canton, Mass., manufacturers of filterettes, condensers, and other technical appliances, has started a magazine advertising campaign to familiarize public with filterettes for electrical appliances, which are designed to cut out man-made static interference on radio receivers.
To millions of people in the rich Missouri Valley-Great Plains area, "Radio Omaha" means "Radio WOW".

From Sioux Falls to St. Joe—from the cornlands of Central Iowa to the cattle country of Western Nebraska—radio listeners have acquired the "WOW habit" over a period of 22 years. Why? Because, with 5000 watts power behind 590 kilocycles, WOW delivers clear, easy-to-listen-to radio programs over an immense area—within 200 miles of Omaha. And because listeners consistently hear the best radio programs on WOW.

Since 1927, WOW has given its listeners NBC programs—the best available anywhere. In addition, WOW has always excelled in its newscasts, and its frequent timely special events.

So that's why "Radio Omaha" means "Radio WOW" . . . that's why millions have the "WOW habit".

As every experienced Time-Buyer knows, it's "listener habits" that determine the advertising value of radio media. That's why WOW has been the Number One Radio Advertising Medium in its area for many years—and STILL IS.
BRITISH TELEVISION PLANS IN SPOTLIGHT

DEVELOPMENTS important to the future of television broadcasting in Great Britain took the spotlight as the House of Parliament resumed sessions this month.

A cabinet minister, Herbert Morrison, Lord President of the Council, told Commons that the Attlee government has given general approval to recommendations of the Lord Hankey Commission, which has been examining the future of British television plans.

Mr. Morrison said the government has already started necessary action to have the Hankey Commission recommendations put into effect.

In the House of Lords, the Earl of Listowel, Postmaster General, speaking for the Ministry of Information, said the government not only had approved the Hankey report generally but felt no anxiety about the capacity of British manufacturers to produce receiving sets. Meanwhile, BBC issued a press release reporting that plans are under way to start high-definition television service from Alexandra Palace, one of the highest points in the London district, next Spring. Tests are now being made. "The extension of the television service to the provinces will be pressed on as personnel and material allow," the release declared.

Several bombs hit in the vicinity of Alexandra Palace during the war but the pre-war BBC television transmitting equipment was undamaged. It has been used for war purposes, however, and some reconversion will be necessary.

Another problem is the shortage of technicians and engineers. Applications have been made for release of some of these men from armed service and one BBC official said senior engineering staff members would be named soon.

When war came, BBC was operating what it claimed was the world's first high-definition television service, received by more than 20,000 sets. There has been no public television broadcast since 1939. Resumption will be in three steps: a series of research tests; tests for the television industry, using still patterns only, and casting of television programs for the public.

Morris Claim Rapped

"Muddled thinking" lies behind the efforts of prohibition interests "to force CBS to sell radio time" to Sam Morris, of the Anti-Saloon League, according to the quarterly publication Repeat Review, published in Washington by Repeat Associates Inc. Editor of the publication is C. L. Chapin. In an article titled "Dry Broadcasts" the publication refers to Morris' petition to the FCC to refuse renewal of the license of KRLD Dallas because it "refuses to sell time to Morris."

Holiday

ON SIXTH anniversary of KFAR Fairbanks, Alaska, 58 local sponsors acknowledged event by taking over entire program operation of station for the day. News, musical programs, spot announcements and all other features were presented by sponsors while station staff sat on the sidelines. Recordings of individual portions later were presented respective firms.

FAB WILL 'OBSERVE' STATE LEGISLATURE

DECISION to send representatives to the next Florida Legislature to observe proceedings and work for better understanding between broadcasters and legislators was reached at the annual meeting of the Florida Assn. of Broadcasters, held at Orlando Oct. 20-21.

FAB also adopted a resolution asking Florida Congressmen to support uniform time in the various time zones and asking the Legislature to cooperate in observance of uniform time in Florida.

The Association voted to divide Florida into a number of FAB districts corresponding to the number of weeks in the next session of the Legislature. Each district will elect a representative to spend a week observing legislative activities, reporting to FAB on developments of interest to broadcasters, and improving relations between the radio industry and members of the Legislature.

James M. LeGate, general manager of WIOD Miami, presided over the annual meeting. Guest speakers were Harold Cole, executive vice-president of the Florida State Chamber of Commerce; J. Leonard Reinsch, director of the Cox Stations and radio advisor to President Truman, and Helen Cornelius, assistant director of advertising of National Association of Broadcasters. WDFO and WLOP, Orlando stations, were hosts at dinner and cocktail parties. Next annual meeting will be at Pensacola.

"I jest got discharged from the Army, Pappy—WDFD Flint says ye gotta gimme my old job back."
MUSIC! MYSTERY! VARIETY! COMEDY!

4 Grand New Shows from the House of Hits!

FREDERIC W. ZIV COMPANY

A PARADE OF GREAT NEW RADIO PROGRAMS TRANSCRIBED FOR LOCAL SPONSORSHIP
Making Transcription History

The Grandest Variety Show Ever Produced

"Pleasure Parade"

Vincent Lopez

A galaxy of stars in the most lavish quarter hour series ever recorded for regional and local sponsorship! A glorious array of Hit Parade tunes as well as song favorites from stage and screen. Jump tunes by The Modernaires and Paula Kelly . . . ballads by Dick Brown, Bob Kennedy and Lillian Cornell . . . the magic fingers of Vincent Lopez . . . backed by the brilliant Pleasure Parade orchestra!

Variety


Frederic W. Ziv Company

Radio's biggest point-per-dollar value

"Boston Blackie"
Radio Listening Is Up in October

Pulse Survey of New York Shows Large Increase

OCTOBTER radio listening in New York is almost 16% above the September level, according to The Pulse Inc., whose survey found average sets-in-use rising from 19.5 in September to 22.5 in October. Nighttime increase was due largely to big-name shows returning to the air; daytime increase to World's Series broadcasts on five of the seven days when the survey was made.

O. W. Winchell and Bob Hope, with quarter-hour ratings of 21.0, were tied for the most popular program. Other leaders were: Lux Radio Theater, 20.3; Jack Benny, 19.7; Charlie McCarthy, 18.5; Fred Allen, 18.0; Fibber McGee and Molly, 16.3; Mr. District Attorney, 15.0; Joan Davis, 14.3; Aldrich Family, 14.0.

October daytime leaders were: Bachelor's Children, 13.1; Smith Smith, 13.0; When a Girl Marries, 12.7; Porfaa Cattle, 12.4; Breakfast in Hollywood, 11.6; Aunt Jenny's Stories, 10.3; Lux Radio Theater, 10.0; Breakfast in Hollywood, 8.8; Second Handhus, 7.9; Young Widows, 6.7.

World's S. E. I. broadcasts achieved the following highs each day: Wednesday, 8.7; Thursday, 8.3; Friday, 8.6; Saturday, 12.4; Sunday, 7.5.

A special analysis of summer ratings of continuing and replacement shows showed the former consistently ahead of the latter. The average rating for the top ten shows declined from 20.5 in May to 19.3 in June, 17.0 in July, and 15.0 in August. Average rating of the six leading shows remaining on during the summer (Mr. District Attorney, Sherlock Holmes, Seven Sikhahs, Big Town, Hi Parole, Take It or Leave It) was 14.9 in May, 14.3 in June, 11.0 in July, and 10.8 in August. Average rating of replacement shows of first ten discontinued the following month was 9.4 in June, 9.4 in July, and 9.8 in August.

Philadelphia

Most popular program with Philadelphia listeners during September-October was Lux Radio Theater, with a rating of 20.8, according to The Pulse Inc. Counting the average of the two full months with July-August, Pulse reports that the average quarter-hour sets-in-use rose from 18.4 to 20.4, an increase of almost 11.4%.

Following Lux, the top programs for September-October were: Dr. Christian, 18.9; Sherlock Holmes, 18.9; Charlie McCarthy, 17.5; Big Town, 15.5; Mr. District Attorney, 15.0; Sherlock Holmes, 14.3; Waltz Winschell, 14.2; We, the People, 13.5; Programs such as Fibber McGee, Bob Hope, and Jack Benny, on the air in October only, were omitted as they could not be measured in a two-month report.

Top daytime shows in Philadelphia, September-October were: Kate Smith Speaks, 11.3; Helen Trent, 10.1; Our Girl Sunday, 10.1; Breakfast Club, 9.7; Big Sister, 9.5; Life Can Be Beautiful, 9.1; Mr. Perkins, 8.8; Young Dr. McLean, 7.8; Breakfast in Hollywood, 7.6; Aunt Jenny's Stories, 7.5.

P. O. CONSIDERING RADIO STAMP PLAN

POST OFFICE department is giving serious consideration to NAB proposal for a stamp commemorative 25 years of broadcasting, according to Postmaster General Robert E. Hannegan. In acknowledging receipt of the NAB petition for a stamp [Broadcasting, Oct. 1] Mr. Hannegan expressed the Department's appreciation for the job performed by radio during the war as well as its achievements in the past 25 years.

Main barrier in the way of issuance of a commemorative radio stamp is the fact that the Department has a large number of applications for commemoratives and must reach a decision on which to select. Even if approved, the stamp could not be issued in time for National Radio Week Nov. 4-10.

The Complaint

NATIONAL CITIZENS POLITICAL ACTION COMMITTEE

October 15, 1943

President of ABA

DEAR SIR:

The National Citizens Political Action Committee is an independent, non-partisan committee. The policies of this organization are not determined by the ABA or any other organization, though we admit a majority of interest in maintaining and strengthening the democratic processes.

We would be interested in seeing 30 broadcasting an analysis of the "Report to American's 1940 Radium- testing," four application of high-powered objectives, such as "delineating" Illinois, etc., we are hereby asking our members to be interested in the matter.

You are hereby notified that the test of the radio industry would be reported and distributed to all interested.

The Answer

EDITORS' NOTE: Mr. Frank alludes to the editorial published in the issue of Oct. 15, titled: "Is This U. S. A. or?..." Mr. Frank's complaint is noted, and is reproduced herewith letterhead and all. Our editorial judgment stands. We feel that to let our readers decide, both sides now having been presented.

P.O. CONSIDERING RADIO STAMP PLAN

POST OFFICE department is giving serious consideration to NAB proposal for a stamp commemorating 25 years of broadcasting, according to Postmaster General Robert E. Hannegan. In acknowledging receipt of the NAB petition for a stamp [Broadcasting, Oct. 1] Mr. Hannegan expressed the Department's appreciation for the job performed by radio during the war as well as its achievements in the past 25 years.

Main barrier in the way of issuance of a commemorative radio stamp is the fact that the Department has a large number of applications for commemoratives and must reach a decision on which to select. Even if approved, the stamp could not be issued in time for National Radio Week Nov. 4-10.

TV Comedy

NEW SERIES of comedy sketches entitled Loughtime started Oct. 16 by CBS television. CBS bought $5,000 worth of product from Elwood and Bud Gamble, who are producing and directing show, marking first time that CBS television has called in outside directors.

FOUR MEETINGS HELD BY WEST COAST AAAA

FOURTH annual "convention-in-miniature" meetings of the four chapters of the Pacific Coast Council of American Association of Advertising agencies were completed last week after sessions in Los Angeles, San Francisco, Portland, and Seattle.

Fred Gamble, president of AAAA, conducted at Los Angeles a closing devotion devoted to management problems and later addressed a dinner meeting. Burt Olver, chairman of the Board of Governors of the Southern California Chapter, presided over the dinner.

Paul Montgomery, publisher of Business Week, addressed a luncheon meeting.

Other speakers included Dr. Daniel Stark, president of Daniel Stark, Inc.; John S. McFarland, sales manager of Pacific Coast Division of Wilding Picture Production Inc.; H. C. Bernstein, general manager of Pacific Coast Division, Baseball Advertising Publishers Association; David M. Noyes, vice-president of Society of Independent Motion Picture Producers; Tony Wahn, president of Pacific Indoor Advertising Co.

Some of the speakers at the Los Angeles meetings, Oct. 19, appeared at the sessions in San Francisco Oct. 22; Portland Oct. 24, and Seattle Oct. 26. Arthur Parlow was chairman of the San Francisco convention, which expressed hope that the all-Coast convention at Del Monte would be resumed next year in lieu of the war-born convention-in-miniature series. Oregon Chapter meeting was held jointly with Oregon Advertising Club, with Chap-\n
EIGHTH ANNIVERSARY of Charles E. Phillips' "Pelvis and Shoulder" program will be celebrated with NBC broadcast of Oct. 31. Agency's Dan-\n
October 29, 1943 • Page 29
Foreign Broadcast Intelligence Depends Upon Senate Action

WHETHER the Foreign Broadcast Intelligence Service continues after Nov. 2 depends on action of the Senate on HR-4407, a bill reducing appropriations of the FCC and other agencies for the 1946 fiscal year.

Passed by the House Oct. 19, the measure reduces the FCC appropriation by $390,000 for national defense activities, under which the FBIS was classified. Despite efforts of Chairman Paul A. Porter and other Commissioners before the House Appropriations subcommittee to retain their funds, the House sustained its Appropriations Committee in voting the $390,000 recession. The Senate Appropriations subcommittee held hearings last week on the bill.

Personnel Notified

Meanwhile President Truman, in a letter to Speaker Rayburn (D-Tex.) dated Oct. 19 asked for supplemental appropriations of $785,000 for the FCC [Broadcasting, Oct. 22]. This amount was requested for additional help to process the 1,400 applications now pending before the Commission for new facilities and expansion and improvements in AM stations.

Chairman Porter advised the House Appropriations Committee that all personnel in the FBIS had been notified that the services would terminate as of Nov. 2, after the Committee rejected a plea to continue the service. Last week Mr. Porter is understood to have presented a letter from Secretary of State Byrnes asking that the FBIS be continued. Unless the Senate restores the $390,000 cut, however, FBIS will pass out of existence next Friday, except for a small liquidating staff.

At an executive session of the House Appropriations subcommittee last Monday, Chairman Porter and Commissioners Charles R. Denny Jr., and E. K. Jett testified in behalf of the supplemental appropriation. It is understood they pointed out the need for specialized help particularly in the engineering and law departments to process the applications and help broadcasting reconvert to peacetime expansion.

The Committee is reported to have looked favorably on some additional appropriations to aid post-war radio expansion until Chairman Porter urged retention of FBIS at the behest of the State Dept.

When State Dept. officials appeared before the House subcommittee early this month during hearings on the recession bill, Dr. William L. Langer, chief of the Research & Analysis Branch, Interim Research & Intelligence Service (successor to the Office of Strategic Services), placed in the record a statement urging retention of the FBIS.

In another statement Alfred McCormack, special assistant to the Secretary of State for research and intelligence, requested that FBIS "should be taken over by the State Dept." He said he understood that "Chairman Porter concurs." Should the Senate vote to restore the $390,000 cut from FCC or any part of it, a fight over the Commission's appropriation appeared inevitable inasmuch as House members are reported to have questioned Mr. Porter closely as to his activities in the Senate with regard to the House-voted cut. The FCC chairman is understood to have admitted that he had spoken to Sen. McKellar (D- Tenn.), president pro tem of the Senate and acting chairman of the Appropriations Committee, urging that the Senate restore the cut.

Diathermy Question

IN LETTER made public by FCC last week by Chairman Paul A. Porter to A. W. Mathis, vice-president of H. G. Fischer & Co., Chicago, authority of Commission is supported and explained as to enactment of certain regulations relating to radio communications interference caused by diathermy and like medical and industrial equipment. Legal question relating to liability in sale of such equipment not within designated standards classification is termed a case of private law by letter, which states, however, firms should inform purchasers of equipment not meeting standards proposed by FCC May 25 and Sept. 25, 1945, of these facts.
the story of "the biggest show in town"

440 Big radio features every week ... among them America's greatest stars ... CBS headliners! That's "the biggest show in town!" And into 38,000 radio homes in Nashville and Davidson County, this story was told in a smart six-page well-illustrated folder.

It's part of WLAC's special fall promotion, which ... in turn, is part of our week-in and week-out publicity ... building closer contacts and greater audiences for WLAC programs.

If you have a sales story to tell in this fast-growing market, WLAC's 50,000 watts will help you get it across better and faster.

WLAC NASHVILLE

50,000 WATTS

Represented by the Paul H. Reymor Company.
Willard Tells School Broadcast Group of Problems They Face


Attended by over 300 representatives of the National Association of Educational Broadcasters, the Association for Education by Radio, and midwest educators, the conference was sponsored by the Chicago Radio Council.

Promote Better Understanding

Guest of honor at the annual AER luncheon, Oct. 22, Mr. Brewer told delegates that radio's challenge in the post-war world "was to promote and insure better understanding between peoples and nations."

Reviewing the achievements of radio during the war years, Mr. Brewer noted that radio had been able to do so much under the most trying conditions, should we not be able to accomplish so much more now? Certainly the maintenance of peace is as good a reason for radio collaboration between nations as the winning of the peace itself."

Mr. Willard, speaking at the School Broadcast Conference luncheon, outlined a commercial broadcaster's view on dangers that lie ahead in educators' entry into the FM field.

"The granting of an FM frequency will be available for practically every educational institution in the country," he said.

"While many educators have accepted this as a cause for rejoicing, some broadcasters have been given to voice note of warning. The granting of an FM license to an educational institution will not itself mean achievement of the ambition to teach by radio, nor to conduct a better public relations program on behalf of the institution with the general public," he added.

"It will be unfortunate if any school installs an FM station simply because it now seems the popular thing to do," he cautioned.

"The danger lies in thinking that all or most of the cost of commercial broadcasting can be eliminated from educational broadcasting," Mr. Willard said, in advising educators planning to enter the FM field to consult experienced commercial broadcasters in their area.

"He is in position to give you sound counsel and may have already assisted in the installation and programming of FM educational stations," he told the delegates.

Offers FREC Help

Mr. Willard offered the educators the counsel of the Federal Radio Education Committee, an NAB sponsored organization, to solve their many problems.

"FREC," he said, "holds for many newcomers to the field of educational broadcasting the key to sound program structure and a quicker realization of achievement by studying the methods of others."

With the nation preparing to observe the 25th anniversary of the American system of broadcasting, the field of educational broadcasting stands on the threshold of a great expansion, Mr. Willard declared.

He urged continued cooperation between broadcasters and educators on a scale larger than ever before, and pledged the support of the radio industry to assist education by radio to all students of America, both juvenile and adult, informed of advances in their own and other countries.

Page 31 • October 29, 1945
What does G stand for?
G is for...\nGREND
‘Progar’ Explained by Howard At Meeting of L.A. Engineers

PROGAR, robotic audio monitoring amplifier device, was given its first public demonstration at a meeting of the Los Angeles section of the Institute of Radio Engineers, with technicians from all parts of Southern California attending.

Device was invented by Royal V. Howard, vice-president in charge of engineering of the Associated Broadcasters Inc. (KSFQ San Francisco), UniversalBroadcasting Co., and director of Universal Research Labs, San Francisco. Explained Mr. Howard:

"The Progar, while a precision audio instrument, is not an experimental laboratory model. As a device automatically and electronically regulating the volume of a radio station, it has been not only continuously tested but has been in continuous use for the past four years on both high and low power international and standard broadcast stations. It currently is being used on KSFQ and KWID, KWIX San Francisco. The Progar has also been used for recording public address work, as well as other applications."

Explaining that the name was derived from "program guardian," Mr. Howard noted that the device "is an amplifier which has a special automatic gain control and incorporates a peak limiter."

"The Progar is intended to be used as an amplifier feeding a line to the transmitter, in one broadcast application example," he declared. "As another example, it is used at actual transmitter location to feed the transmitter. It can also be used for feeding other lines, for feeding a recording amplifier where, for example, it will prevent undercutting or overcutting. It may be used to feed a public address system, and thus will assure automatic gain control with high and prohibit feedback. It has been employed on telephone circuits and picture sound recording. Other uses are readily apparent."

Inventor Royal V. Howard (I) and Alfred E. Towne, chief of transmitter facilities for Associated Broadcasters Inc. and Universal Broadcasting Co., who assisted in development of the "Progar," robot audio monitoring amplifier device. The instrument is now in use at KSFQ San Francisco.

Mr. Howard pointed out that "practice has been to control audio program levels entirely by manual adjustment; and that "it is obvious that where the human factor enters into such regulation, constant and instantaneous regulation is not only impracticable but impossible to attain."

"The Progar," he declared, "is an electronic instrument designed to correct these deficiencies."

"In use," he said, "its operation can not be heard. Where employed for broadcast station use, listeners have been gratified by the stabilized audio flow of programs. It has successfully solved the listener's problem of jumping up and turning the station up or down on different programs or parts of programs."

"Psychologically it has resulted in listener retention. The listener is not urged by poor monitoring to shut the station off, turn it down or have the program fade away attention - retaining attention. Operators on studio controls have reported that the instrument gives them a feeling of security and a working range instead of a fixed limit."

"Public address usage is to adjust the output gain to just below feedback point or desired level with the Progar gain at a maximum. Under these circumstances the instrument will hold the audio level at maximum at all times. For motion pictures and sound, many uses have been found. At transmitters it has relieved operating personnel of constant strain of master-monitoring the blind audio level input, for the Progar always assures a modulation level in keeping with requirements of the FCC."

a work of art...

the way Fulton Lewis, jr. can keep so many sponsors relish-happily!
This man Lewis has a way that makes his listeners believe in him and the sponsors he represents nightly on 184 stations. Fulton Lewis, jr. is recognized as America's No. 1 cooperative program. He's still available in a few cities, if you want to get aboard.
Program originates from WOL, Washington, D. C.
Write, phone or wire at once to—

Cooperative Program Department
MUTUAL BROADCASTING SYSTEM
1440 Broadway, New York 18, N. Y.

On the Service Front
USCG Radio Correspondent
Returns After Year in Pacific

Harvey Twyman (r) does a news broadcast from the Navy's Guam
PROGRESS ITEM on the Jap-
ese use of radio was brought back
to the States last week by U.S.
Coast Guard Radio Correspondent
Harvey Twyman, Sp/1st Class. "Al-
though I didn't use any radios in
the houses in Tokyo," he told
BROADCASTING, "one of the first
things I heard was a com-
plaint from a Jap schoolmistress
that the radio had been taken from
her classroom—and she wanted it
back in a hurry."

He said the American officer re-
cieving the report ordered a search
made immediately and the radio
returned. So the Jap school systen
must be making use of radio in
education, he surmised.

A former newsmen with KOJI
and KOWH Omaha and WPG
Marshalltown, Ia., Mr. Twyman has
just returned after a year in the
Pacific, covering the Iwo Jima and
Okinawa invasions, and landing
among the first correspondents to
reach Japan immediately after the
surrender. He is the first USCG
correspondent to use a recorder in
combat.

He is now assigned by the Coast
Guard to the Treasury Dept. to
aid in promotion of the 8th War
Loan Drive.

In technical radio communi-
cations after he entered the service,
he got his 1st. class operator's per-
mit, then found himself assigned to
the Coast Guard Alameda Band
program on American. He did ad-
ditional radio work with KJBS
San Francisco at the time.

When orders came through
transferring him to Public Rela-
tions, he went to the Pacific. By
November '44 he was at the Navy's
Pearl Harbor studios, working
with Lt. Comdr. J. Harrison Hart-
ley, now heading NBC's television
news and special events depart-
ment.

From there he moved on to cover
the Iwo Jima invasion with a film
recorder. After describing the
civilian shelving on D-Day from a
ship lying off the island, he de-

(Continued on page 42)
1. **GROUND-GRID** circuits provide greater output from an amplifier using a tube of given size—thus making possible the use of smaller, less-expensive tubes. Only a relatively few types are used, thereby reducing number of spares required. Overall tube costs are less.

2. **GROUND-GRID** amplifiers are more stable and require less critical adjustment than conventional-type 100 mc. amplifiers. Neutralizing is very simple—and not required at all for low powers. Maintenance problems are fewer and maintenance costs are lower.

3. **GROUND-GRID** circuits make feasible and economical an arrangement of amplifiers that are integral units. These units are small in size, easy to handle, and require a minimum of inter-unit wiring. Their use simplifies installation problems and reduces installation costs.

4. **GROUND-GRID** circuits are simpler and require fewer components than conventional amplifiers. They tune easier, introduce less distortion—thus insure better program quality.

MAIL THIS COUPON for details about this important New RCA Line of FM Transmitters with the GROUND-GRID!

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<td>Please send me full information about your new RCA FM Transmitters with the new Grounded Grid.</td>
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The new RCA 250-Watt FM Transmitter—Type BTF-250

The new RCA 1-Kw. FM Transmitter—Type BTF-1

The new RCA 3-Kw. FM Transmitter—Type BTF-3

MAIL THIS COUPON for details about this important New RCA Line of FM Transmitters with the GROUNDED GRID!

Broadcast Equipment Section
RCA, Camden, N. J.

Please send me full information about your new RCA FM Transmitters with the new Grounded Grid.

Name

Company

Title

Street Address

City and State

RADIO CORPORATION OF AMERICA

RCA VICTOR DIVISION - CAMDEN, N. J.

In Canada, RCA VICTOR COMPANY LIMITED, Montreal
Yes, it's the only one in Hartford! Not another show in town from 11:15 to midnight, Monday thru Saturday, that is made up exclusively of requests from listeners! They call and write from far and wide, and listen regularly! No wonder local advertisers have snapped up this unusual feature! Great wonder that national advertisers haven't yet filled up remaining slots at WDRC's low transition rate—just one-third of the regular evening rate! Be wise—use the NIGHT OWL! Write William E. Malo, Commercial Manager, WDRC, for more information.
MAY 1932 — In 1932 NBC pioneered with a new type of satiric comedy program in contrast to the broader slapstick variety of air humor then prevalent. Its hero was over-endowed with the most common failings of the man-on-the-street. He was vain, penurious, boastful, and absurdly anxious to please. His name was Benny.

- When Jack Benny plays his violin before an NBC mike it's "Love In Bloom."
- They love him in St. Joe—in New York, Yampa and Shirttail Canyon—in Italy, Germany, Africa, and the Islands of the Pacific—wherever American men and women have fought and served.
- So universally is Benny beloved as a great American jester that just as Lucky Strike Means Fine Tobacco—so does the Jack Benny Show Mean Laughs and Wholesome Comedy.
- With his gang—Mary Livingstone, Rochester, Phil Harris, Don Wilson and Larry Stevens—
OCTOBER 7, 1945—Jack Benny is starting his fourteenth year on NBC—the network's oldest comedian in point of service.

TO SUM IT UP—During his thirteen years on NBC, Jack Benny has piled up more rating points than any other entertainer on the air.

Benny makes laughs pay dividends for American Tobacco Company; although sometimes the jokes behind the laughs are on the sponsor. In fact it was Jack who started this amusing business of kidding the commercial.

During the 13 years Benny has been on NBC, many little known personalities and shows have come to the network and achieved fame. They have accomplished this because they have been given the unsurpassed facilities of the NBC Network, the vast NBC audience, and the association of such GREAT NBC programs as the Jack Benny Show.

National Broadcasting Company
America's No. 1 Network
Service Front
(Continued from page 48)
of AFRS mid-Pacific men who will assume radio duties as part of Information & Education detachment in Tokyo, Nov. 1 Group includes Sgt. Jimmy Schell, former engineer at Guam; Sgt. James Moore, in charge of programs at Saipan; Sgt. Bill Landrum, engineer at Peleliu. Paul Frey, writer at Kwaiai; Pvt. Al Lipton, former AFRS School.

Brechner in Vet Radio
LT. JOSEPH L. BRECHNER was released last week from the AAF, where he has been in the program and placement department of AAF Office of Radio Production. He is to head radio activities for the Veterans Administration in Washington. He started in radio as free lance writer and later went to Harwood Martin Agency in Washington. In 1940 he joined Army recruiting service writing scripts, and a year later began writing for War Dept. Radio Branch, BFR. He has been in the Army since 1943.

Report From Japan
CPL WALTER KANEK, who did publicity and special events at WJLB Brooklyn and WWRL Woodside, N. Y., reports from Japan that it is "like old home week" at the Japanese Broadcasting Bldg. in Tokyo. Capt. Ed Sarnoff, David Sarnoff's son, is with the radio section of Army public relations headquarters, as is T/Sgt. Bill Berns of WNEW Hollywood. "AFRS has taken over the No. 2 network of the Japanese Broadcasting Corp.," he writes, "as part of an eventual 19 station hookup. Key outlet is Radio Tokyo, a 10,000 watt station which feeds programs to the net from 6:30 am. to 11 p.m. daily. Eight mobile units are also planned, with four additional stations at Kure, Okinawa and Tsuji in Japan and Funan in Korea. Japan's No. 1 network with 80 outlets continues operations as usual in Japanese."

Goldman Returns to WJTN
CPL SIMON GOLDMAN, vice-president of the James Broadcasting Co., and until his enlistment in 1943, manager of WJTN Jamestown, N. Y., has resumed managerial duties following Army release. He was in the Communications Division of the 12th Army Group from Normandy to Wesbaden, through five campaigns. Jay Goldman, president, is now devoting full time to the licensee company and radio station. James Broadcasting Co. has applied for an FM station in Jamestown.

Restrictions Lifted
DIRECTIVE from Brig. Gen. Luther Hill, then director of War Dept. Public Relations, has advised U. S. Army war correspondents that they no longer must submit material for Army censorship. Only subjects which the War Dept. requests to review are those dealing with cryptography, military intelligence techniques, secret operations, tactics, methods and equipment. Gen. Hill expressed appreciation of "your loyal compliance with the sometimes irritating restrictions."

Miller Heads ASF Radio
CAPT. BEN MILLER, former program director of WGAC Augusta, Ga., has been named head of the ASF Radio Branch, War Dept. Bureau of Public Relations, replacing Maj. Anthe Baruch, who has returned to network announcing. Capt. Miller was recently promoted to that rank.

Lt. Fred Blee
LT. (jg.) FRED WILLIAM BLEES, 29, well known in Hollywood and on New York stage, died in typhoon which struck Okinawa on Oct. 9. His father, William A. Blee, is vice-president and West Coast manager of Young & Rubicam Inc. Surviving besides parents and wife, are William Blee III aged 5, Betty Blee aged 3. Brother of the deceased, David Hugh Blee, Hollywood radio actor, died last June.

Correction
CKEY Toronto under recent agreement with CBC is allowed to solicit United States network programs not now carried by the CBC networks in Canada, but where program is carried by CIBC, CBC Dominion network key station at Toronto, CKEY may be added to the network. Program cannot be switched from CIBC to CKEY as stated in Broadcasting, Oct. 15, p. 89.
NETWORK CHANGE GETS HOT PROMOTION BY STATION KOIL!

NEW ABC SHOWS EAGERLY Awaited by Omaha Listeners

Omaha radio fans who eagerly awaited the change have been rewarded with six full hours of brand new evening entertainment coming to them from KOIL-ABC.

Shows Omahans have heard of—but have never heard—are on the KOIL night-time schedule. Listeners to the top daytime sparklers, such as BREAKFAST CLUB, GLAMOUR MANOR, BREAKFAST IN HOLLYWOOD, have been added to the already large KOIL audience.

KOIL, already known for its top-notch news presentations, special events department and large dramatic staff, now has the most well-rounded and complete entertainment schedules of any mid-western station.

SEVERAL MAILINGS USED IN PROMOTION

The U. S. Mails were jammed with announcements hailing the switch of KOIL to ABC. More than 100,000 'coasters' were distributed to eating and drinking establishments. A four-page newspaper size publicity mailing was received by 60,000 families in Omaha and Council Bluffs. A 'Fax File' and gift were mailed to advertisers, agencies, grocers and druggists.

HOW NETWORK SHOWS AIDED LOCAL PROMOTION

KOIL's switch to American was given a rollicking send-off by the network. American immediately dispatched several of its most popular shows to Omaha to originate there during the first week of the switch. As a result the station's local promotion landed squarely in the public eye, with much added publicity and prestige among Omaha listeners.

American further supplemented the promotional campaign with a lavish schedule of welcoming network announcements. KOIL itself carried a huge schedule of announcements plugging the new shows American is bringing via the new hook-up.

...He's Happy Now
Mark Woods, American's president, was happily demonstrating to advertisers this week how KOIL'S Advancement by network Change open a greater market through a new outlet, and brings new audiences to KOIL advertisers.

13 MEDIA USED TO PUBLICIZE SWITCH TO ABC

OMAHA, NEBR.—In one of the most intensive promotion campaigns ever staged, Radio Station KOIL really told Omaha about the switch to the complete facilities of the American Broadcasting Company.

Using thirteen different media, the station started early in October publicizing the network change which took place November 1.

To herald the change, 2,400 inches in 18 newspapers were used consistently, plus more than 1,000 inches in the Omaha World-Herald. Sixty thousand four-page newspaper-size folders were mailed to as many homes in Omaha and Council Bluffs.

For eight weeks, theatres in Omaha are carrying screen ads informing movie-goers of the bright new shows now in town via KOIL-ABC. Taxis throughout the city displayed large, colorful KOIL posters. A full-showing of car cards advertising was used both inside and outside street cars and busses. More than 100,000 'coasters' were used in eating and drinking establishments.

Some of the most popular ABC programs originated in Omaha, headlining the entire campaign. KOIL carried a tremendous schedule of change-over publicity—supplemented by American's own welcoming announcements.

In addition to local advertising, the station used national and regional media—BROADCASTING MAGAZINE, ADVERTISING AGE, STANDARD RATE AND DATA, and widely read dealer publications. A 'Fax File' and a gift were mailed to agencies advertisers and all Omaha and Council Bluffs grocers and druggists.

...Wherever You Go
Wherever you go in Omaha these days you're bound to be reminded of the new shows on KOIL via ABC. As the theatres, on trolleys and taxis, and in restaurants and taverns, you'll see announcements of the new network switch.
KSOO-KELO RETAIN BBC ORIGINATIONS

KSOO-KELO Sioux Falls, which have carried shortwave broadcasts from the British Broadcasting Corp. regularly since February 1944, plan to continue newscasts, commentaries and special features even though the war is over. They find the BBC originations attract and hold sizeable audiences and regard them as a means of broadening listeners' views on subjects of common interest. Broadcasts have ranged from descriptions of D-Day landings in France to chats by a British housewife on how to prepare fish. Listeners were given a good example of British equanimity when the stations lined up a series of BBC farm broadcasts. Day for the first farm feature turned out to be D-Day — war broadcasts were interrupted while BBC talked about cows.


For BUYING POWER
that pays off in SALES,
Look to GREATER KANSAS CITY

And for radio advertising that pays off in RESULTS, hire KCKN to deliver your sales messages to Kansas Citians. KCKN, and only KCKN, programs specifically and exclusively for the Greater Kansas City market. Result is that Kansas Citians listen to KCKN for the kind of radio entertainment they like—day and night, all night. Thus, thru KCKN, you may sell a substantial share of Greater Kansas City’s nine hundred million dollar buying power without the rate penalty of outstate coverage.

Contact your nearest Capper office for availability.

24 HOURS A DAY — KCKN is the only Kansas City station broadcasting day and night — all night.

"THIS IS MUTUAL" — At 6 P.M., KCKN becomes a B.S.C. station of the Mutual Broadcasting System.

NBC NEWS, EVENTS DUTIES REALIGN

FRANCIS C. McCALL, manager of operations of NBC’s news and special events department, will concentrate on active supervision of all news and commentary programs, with special attention to developing on-the-spot news material, under a re-assignment of operational and administrative duties announced last week by William F. Brooks, director of the department. Adolph J. Schneider, assistant manager of operations, will develop and supervise all NBC special events programs. Joseph O. Myers has been appointed assistant to Mr. Brooks to coordinate facilities and bookings and to clear bookings, schedules and circuit orders with other departments.

ATS Speakers

SPEAKERS who address the American Television Society during the 1945-46 season include Paul A. Porter, chairman of FCC; James A. Farley, head of Committee for Economic Development; Col. Sosthenes Behn, president of International Telephone & Telegraph Corp.; Norman Corwin, radio and television script writer; Charles H. Brewer, North American director of FCC, and James Lawrence Fly, former chairman of FCC.

Vallee Sued

SARA BERNER, Hollywood radio comedienne, filed $19,500 suit in Los Angeles Superior Court against Rudy Vallee, star of NBC Rudy Vallee Show. Actress charged Vallee refused to spot her on that series at $900 weekly as he had assertedly promised. Oral agreement called for air credit on 39 week basis starting Aug. 30 last.
Dr. Paul I. Carter, Superintendent Veterans Hospital, checks script of KGW's Monday night veteran's program, "Remember our Men."

It's easy to forget—but we at home have the responsibility of remembering what our men and women did for us during the war period. Characteristically, KGW has accepted this challenge and has inaugurated a "Remember Our Men" campaign to continue to provide entertainment for men and women still confined in veterans hospitals.

Write for free "Remember Our Men" pledge cards

KGW's "Remember Our Men" Campaign Marches On!

This on-the-scene shot shows patients at Portland Veteran's Hospital engrossed in the "in person" performance of one of KGW's "Remember Our Men" programs with the KGW girls' trio and male quartet at the mike.

One of the Great Stations of the Nation
Microwave Radio Relay System Is Proposed by Western Union

PLANS by Western Union Telegraph Co. to improve telegraph service to American cities during the next seven years through a microwave radio relay system developed by RCA were announced Oct. 22 by A. N. Williams, president of Western Union, New York.

New system will eventually replace pole lines and the present 2,300,000-mile telegraph network, but no lines will be removed until an established radio system has proved satisfactory, government approval is obtained, and existing contracts permit, company spokes-

man said.

Western Union has applied to the FCC for permission to establish experimental system between New York and Washington, New York and Pittsburgh, and Pittsburgh and Washington. An experimental system established between New York and Philadelphia last spring, through cooperation of Western Union and RCA (which gives West-

ern Union right to use all RCA inventions) and with the sanction of FCC, has been successful in meeting all tests imposed and provided experience for foundation of pro-

posed nation-wide system, it was reported.

Although the system could be used for various kinds of circuits, including multiplex, facsimile, tele-

printer, and FM broadcasting pro-

grams, Western Union does not yet know whether its facilities will be used for any purpose other than sending of telegrams.

System would provide radio beams in each direction, with each beam equipped to provide 270 multi-

plex circuits, so that 1,080 opera-

tors could transmit telegrams simultaneoulsy over a beam in one di-

rection. Radio beams operate at such high frequencies that antenna bas

has required to send and receive waves are only four inches long.

Behind each antenna is a six-foot parabolic reflector, similar to those used by searchlights. Principle is much the same as that demonstrated by Federal Telephone & Radio Corp. [Broadcasting, Oct. 1].

Twenty or more voice frequen-

cies may be sent over the beams simultaneously, making it possible for at least that many FM broad-

casts to be transmitted at once, and perhaps more, depending on how far new channels are developed on the beams. FCC has been requested to permit operation of the set-up on some of the high frequency bands recently allocated for use by radio relay systems and also to allow Western Union to handle commer-
cial telegraph traffic as part of the test program.

Authorize Studies for Relay Service

APPLICATIONS of RCA Communications Inc. for eight Class 2 experimental fixed radio stations were granted by the FCC last week. Purpose of project is to study and develop automatic and unattended radio relay lines of communication. Particular interest is handling of telephone and tele-

graph traffic.

Stations will be located at New York, Wilmington, Havre de Grace, Baltimore and Washington. To use RCA composite type experimental equipment, stations will operate on frequencies to be assigned by Commission with 25 w power, unlimited hours.

New England Telephone & Telegraph Co. at same time was granted requests for Class 2 experi-

mental land station at Sewall's Point and two portable-mobile stations to study technical and other requirements of proposed urban mobile telephone service for the general public. Research will be conducted in Boston area using General Electric type experimental equipment. Temporary assignment for land station is 154.53 mc with 250 w and special permission for FM (telephony) and mobile units, 137.43 mc, 15 w.

Training Poll

FIRST RESULTS of a poll of public opinion on universal military training will be given by Walter Kiernan on his Kiernan's News Corner cooperative broad-

cast on American Nov. 2. Kiernan started poll within a few hours after President Truman finished his speech to Congress on subject Oct. 23.
EQUIPMENT TESTS HAVE STARTED!

Kabc in San Antonio Will Soon Go 50,000 Watts on 680 kc.

More than 2,000,000 prosperous citizens live in the South Texas market that will be blanketed by Station KABC with its new power of 50,000 watts, daytime, and 10,000 watts, night!

This primary listening area map tells the story, outlining KABC's daytime 0.5 millivolt contour.

Kabc Outlet of the AMERICAN BROADCASTING CO.

SAN ANTONIO Represented Nationally by WEED & CO.

SERVING THE PUBLIC INTEREST IN SOUTH TEXAS
Conditional Grants for New FM Stations

Following is a list of the actions:

City  Applicant  Interest in Standard Station  Type of FM Station  City  Applicant  Interest in Standard Station  Type of FM Station

**ALABAMA**
- Birmingham  Johnston Broadcasting Co.  WJLD  Metropolitan

**ARKANSAS**
- Fort Smith  Donald W. Reynolds  Metropolitan possibly rural

**CALIFORNIA**
- Fresno  J. E. Rodman  KFRE  Metropolitan, possibly rural

**FLORIDA**
- Ft. Lauderdale  Gore Publishing Co.  WMIR  Metropolitan
- Jacksonville  Florida Broadcasting Co.  WJAX  Metropolitan
- Miami  Miami Broadcasting Co.  WMIA  Metropolitan
- Miami Beach  A. Frank Kasten  WMRAT  Metropolitan
- St. Petersburg  Pinellas Broadcasting Co.  WPJZ  Metropolitan

**GEORGIA**
- Augusta  Augusta Broadcasting Co.  WRDW  Metropolitan
- Columbus  GA-AL, Broadcasting Corp.  WBBI  Metropolitan
- Macon  Middle Ga. Broadcasting Co.  WMAZ  Metropolitan
- Macon  Southeastern Broadcasting Co.  WMGA  Metropolitan
- Macon  Frank R. Pidcock Jr.  WMCA  Metropolitan

**IDaho**
- Boise  George Phillips, d/b/a Boise Broadcast Station  KIDO  Metropolitan

**IOWA**
- Burlington  Burlington Broadcasting Co.  KBUR  Metropolitan, possibly rural
- Des Moines  Central Broadcasting Co.  WHO  Metropolitan
- Dubuque  Dubuque Broadcasting Co.  WRBR  Metropolitan possibly rural

**KANSAS**
- Lawrence-Wichita  The World Co.  Metropolitan
- The Farmers & Merchants Broadcasting Corp.  KFHI  Metropolitan

**LOUISIANA**
- Alexandria  Alexandria Broadcasting Co., Inc.  KALB  Metropolitan
- New Orleans  The Times Picayune Publ. Co.  WWL  Metropolitan

**MAINE**
- Bangor  Portland Broadcasting System, Inc.  WGAN  Metropolitan

**MINNESOTA**
- Mankato  Southern Minn. Supply Co.  KYSM  Metropolitan
- St. Paul  KSTP, Inc.  KSTP  Metropolitan
- St. Paul  WMN Broadcasting Co.  WMN  Metropolitan

**MISSOURI**
- Kansas City  WHB Broadcasting Co.  WBIE  Metropolitan
- St. Louis  Mo. Broadcasting Corp.  WBB  Metropolitan
- St. Louis  Thomas Patrick, Inc.  KWK  Metropolitan

**NEBRASKA**
- Omaha  Inland Broadcasting Co.  KBOI  Metropolitan

**NEVADA**
- Las Vegas  Reno Newspapers, Inc.  KENO  Metropolitan

**NORTH CAROLINA**
- Burlington  Alamance Broadcasting Co., Inc.  WBBB  Metropolitan
- Durham  Durham Radio Corp.  WDNX  Metropolitan
- Greensboro  Greensboro News Co.  WJAG  Metropolitan
- Roanoke Rapids  Roanoke Rapids Telecast, Inc.  WCTB  Metropolitan
- Rocky Mount  Jack L. Harris  WQBT  Metropolitan
- Rocky Mount  William Ayers Wynn  WEED  Metropolitan
- Washington  Tyne Hill Broadcasting System, Inc.  WISH  Metropolitan
- Winton-Salem  WJET Broadcasting Co.  WAFI  Metropolitan

**OKLAHOMA**
- Oklahoma City  KOMA, Inc.  KGFF  Metropolitan
- Tulsa  Fred Jones Broadcasting Co.  KGFF  Metropolitan

**OREGON**
- Medford  Mrs. W. J. Virgin  KMED  Metropolitan
- Portland  KXL, Broadcasting  KXLL  Metropolitan
- Portland  Pacific Radio Advertising service, a partnership composed of John C. Eakin and William J. Ferree  KOIN  Metropolitan

**SOUTH CAROLINA**
- Columbia  Greenville  WBMS  Metropolitan
- Greenville  The Greenville News-Fordham Co.  WGEN  Metropolitan

**TEXAS**
- Beaumont  KRC, Inc.  KRDC  Metropolitan
- Brownsville  Brownsville Herald Pub., Co.  KDLK  Metropolitan
- Galveston  The KLUP Broadcasting Co. Inv.  KLUP  Metropolitan
- Houston  Houston Printing Corp.  KPRC  Metropolitan
- Houston  Houston Broadcasting Co.  KTRH  Metropolitan
- San Antonio  The Dallas Co.  KJAM  Metropolitan
- Texarkana  Texarkana Broadcasting Co.  KQCX  Metropolitan

**VIRGINIA**
- Norfolk  WTAG Radio Corp.  WTA  Metropolitan
- Portsmouth  Portmouth Radio Corp.  WSPR  Metropolitan
- Richmond  Havens & Martin, Inc.  WMRG  Metropolitan

**WYOMING**
- Cheyenne  Frontier Broadcasting Co.  KFRC  Metropolitan

Army's First Video

**Army's First Video**

ARMY'S first television show will be produced over WBKB Chicago by the Sixth Transportation Zone Nov. 18. Titled, "The Transportation Corps Brings 'Em Back", the show will be written and produced by S/Sgt. Saul C. Korkin, who has been writing radio script for the Army. Professional actors will augment military personnel in the video broadcast.

**At Home - for my kettchen**

**Beginning October 8th**

**5 days a week**

**Monday Through Friday**

**10:30 Am**

**See Baxter**

**BEE BAXTER HAS HAD 15 YEARS OF SUCCESSFUL SELLING OF SUCH PRODUCTS**

**AS**
- Dremedary Ginger Bread
- Fanny Farmer Candy
- Occident Flour
- Woolfoam
- Rumford Raising Powder
- Bondex Hot Iron Tape
- E-Z Cut Ham
- Monarch Ranges
- Colanese Frigidaire

IF YOU ALREADY HAVE, OR CONTEMPLATE, DISTRIBUTION IN THIS MARKET, THIS PROGRAM CAN SELL YOUR PRODUCT.

---

**KSOO**

**SIOUX FALLS, SD, DAKOTA**

**1140 K C - 5000 WATTS**

National Representatives

**HOWARD H. WILSON CO.**

**Page 48 • October 29, 1945**

**Broadcasting • Broadcast Advertising**
Business Leaders plan for

Louisville!

🌟 The Stewart Dry Goods Co. plans...

Because the people of Louisville and this community have bought with confidence in the Stewart Dry Goods Company for nearly one hundred years and because of our firm belief in the future of Louisville, it has been possible for us to consummate negotiations started over three years ago, to expand into what will be one of the largest and most modern department stores in the South.

Our architects, Nevin & Morgan, have complete plans that call for the erection of a new building on what is now known as the old Pendennis lot adjacent our present building, which will make one unit fronting 217 feet on Walnut Street and 180 feet on Fourth Street. We will not only have the new building but the present building will be altered and improved so that the complete structure will embody the most recent developments in department store operations.

Associated with us in this development is the Louisville Realty Association which in 1905 erected our present building, because at that time we had a genuine belief in Louisville and that decision had a great deal to do with the fact that Fourth and Walnut has become and remains the center of the principal shopping district of Louisville.

WILLIAM G. FREDERICK, President

🌟 Citizens Fidelity Bank & Trust Company plans...

From inquiries and plans in the development stage, we believe the commercial building trades and building labor in Louisville will experience unprecedented activity. At the conclusion of World War I, Louisville had hundreds of vacant stores and some idle industrial facilities. On V-J Day, Louisville’s commercial stores, industrial plants and storage buildings were approximately 100% occupied.

Postwar plans of Louisville merchants were in the advanced stage at the close of the war in respect to site and building requirements. More than twenty-five new buildings and modernization projects are ready to start in the Louisville area for our clients. These include the enlarging of the building at the northeast corner of Fourth and Jefferson Streets, the new addition to Stewart Dry Goods Company’s building, and the raising of the Gaston Apartment Building, 554-562 South Fourth Street, to be replaced by a new, modern commercial store building. These three alone are estimated at about $1,500,000.

The number of out-of-town manufacturers visiting our office immediately after V-J Day was both surprising and gratifying. The availability of aluminum from Reynolds Metals Company’s Louisville plants was a big factor in turning out-of-town manufacturers toward this city. If only a reasonable percentage succeed in finding their requirements, their influence will help to stabilize Louisville’s recent and large population growth.

It might be interesting to note that commercial building had its peak in Louisville in 1929, with a volume of $1,500,000. Roughly, the volume of building originating in our Bank and Trust Company alone for the first unrestricted post-war commercial building year will amount to upward of $3,500,000.

Our post-war plans include many building projects on the extensive real estate holdings under our management, including our own home on Guthrie near Fourth. Individual projects range from a few hundred dollars to one million dollars, and they cover most types of commercial developments.

All of the officers and employees of this Bank and Trust Company have dedicated themselves to facilitating local commerce and industry in its vital task of reconvertion to peacetime business and the job of creating full employment in this community.

A. J. STEWART, Vice-President

No. 3 in a series of messages about plans for Louisville

The Courier-Journal

THE LOUISVILLE TIMES

Radio Station WHAS

We should like to send you a copy of our 40-page book "28 Business Leaders Plan for Louisville."
Mr. Cosgrove

R. C. COSGROVE, vice-president of the Crosley Corp. recently purchased by the Aviation Corp., has been named vice-president in charge of sales for AVCO. Company's manufacturing units include Lycoming, Republic Aircraft division and International Harvester Corp. In addition to his sales duties Mr. Cosgrove continues as vice-president of Crosley and general manager of manufacturing divisions. He is also president of Crosley Distributing Corp. Mr. Cosgrove, with Crosley for six years, is president of Radiomanufacturers Assn.

GUILFORD S. JAMESON, Washington radio attorney, Oct. 16 was elected chairman of the Section on Administrative Law of the District of Columbia Bar Assn., a group consisting of 20 practicing lawyers in several fields, at annual meeting held at home of LOUIS G. CALDWELL, ex-chairman of the section and broadcast attorney. Other officers elected were the internationals in radio law: ELIOT LOVETT, vice-chairman, president of the FCC Bar Assn.; PERCY H. RUSSELL Jr., secretary; M. DONOVAN KISTLER, council member, of Kremer & Bincuah. Mr. Jameson is former commissioner of U. & Court of Claims.

BOB RUSIS, former commercial manager of CKKX Regina, has joined CHAT Medicine Hat, Alta., as manager. Station plans to be on air early in 1946.

NILES TRAMPELL, president of NBC, was guest speaker at the Milwaukee Ad Club Oct. 25. His topic was "Radio Has Reached a New Strutting Point".

SHIRLEY ENGERT, office manager of WTAI Norfolk, Va., has been elected president of the Norfolk Ad Club.

FRED SMITH, former vice-president of American Broadcasting Co. in charge of advertising, has joined Simon & Schuster, New York, as advertising and promotion director. Company is considering use of network radio. Mr. Smith also has been appointed by President Truman as director of public relations for the labor-management conferences beginning Nov. 5 at the White House.

PHILIP CARLIN, Mutual vice-president in charge of programs, is on business trip to Chicago. EDGAR KORAS, president of Mutual, returns today from a trip to the Midwest. He left New York Oct. 21.

ROBERT SWEZY, executive vice-president and general manager of Mutual, was chief speaker Oct. 24 at the Montreal Ad Club (omission at Montréal). He related his recent experiences overseas.

PAUL E. MILLS, general manager of WORO Fort Wayne, Ind., was one of 19 Fort Wayne men made "Flying Colonels" at a Kiwanis Club meeting recognizing their contributions to aviation.

STEVE WILLIS, general manager of WJNO West Palm Beach, Fla., has been re-elected for his fourth consecutive year to the board of directors of West Palm Beach Chamber of Commerce.

Mr. Smith

Mr. Cosgrove

Mr. Schweitzer

Mr. Green

COMMERCIAL

THOMAS D. RISHWORTH, former NBC manager of public service programs and recently discharged from AAF, has reentered the work as assistant manager of the package sales division, replacing RICHARD M. WINTREBOURNE, who has been transferred to the named audience promotion manager of NBC advertising and promotion department.

EDWIN H. SCHWETZER, has joined WQXI New Haven, Conn., as sales manager. He will direct the station's advertising and supervise contest with establishment. Advertising on WQXI and visual merchandising of national business placed on the station. In radio sales for six years, he was with WOR New York, WRF, Salt Lake City, and WBZ Boston.

GEORGE W. MILLER, appointed sales manager of WJBF Detroit to succeed EDWIN R. MILLER, who has been transferred to New York to fill other duties in the sales department. Miller was Detroit manager of Pillsbury Mills Inc. until he resigned in 1944 to join Modern Market Merchandising Inc., an affiliate of Michigan Music Co., franchise holder of Muzak.

RICHARD E. GREEN, for seven years manager of national sales and sales promotion for KFPP Spokane, has been appointed to that post with KFYT Seattle. He also will be in charge of KOMO public relations.


GIL JOHNSTON, formerly in the sound effects department of WBAM Chicago, is now member of the staff of KMOX, St. Louis. Prisoner of war in Germany for 15 years before VE Day, he served for two years as fighter pilot with RCAF and three years in U. S. Eighth Air Force.

TAYLOR-HOWE-SNOWDEN Radio Sales, representative of the Oklahoma Network, the Lone Star Chain and seven stations in the Oklahoma-Oklahoma- Texas area, will give its annual party for New York agency executives on Nov. 30 at the Ambassador Hotel, New York.

ARTHUR J. BARRY Jr., rejoiner Free & Peters Oct. 21 as account executive in the New York office. He has been with Frank Stoddard as radio and notebook director on an escort carrier in the Pacific. He was recently released from active duty as lieutenant commander.

GEORGE A. PROVOST, commercial manager of KDFY, Salt Lake City, won the President's Cup in the fall golf tournament sponsored by Salt Lake Advertising Club.

JOHN H. DODGE, account executive of NBC television sales department is father of a boy born Oct. 21.

GEORGE JEFFRIES, formerly of the RCAF, has joined the sales staff of CJOR Vancouver.

STAN HOFFSTATT, commercial manager of KJIC, St. Paul, has been appointed to the same position with KROF Kelowna, B. C.

MAX E. SOLOMON, account executive of WPIL Philadelphia, has been elected vice-president of the Fourth Estate Square Club, Philadelphia.

WWPG Palm Beach, Fla., has appointed Joseph Herbsthein Medley Inc., New York, as exclusive national representative.

CML Hamilton, Ont., has appointed Adam Young Inc., as exclusive representative in the U. S. 11th edition expects to be on the air early in 1946.
the combination to Georgia

WGST
5000W  920 Kc
ATLANTA

WMAZ
5000W  940 Kc
MACON

WTOC
5000W  1290 Kc
SAVANNAH

only a combination of stations can cover
Georgia's Three Major Markets

NO SINGLE STATION, regardless of power, has a
strong enough signal to deliver primary coverage of
Georgia's three major radio markets.

But the GEORGIA MAJOR MARKET TRIO, consisting
of the three CBS stations in these three markets
does the job

-at one low cost

the GEORGIA MAJOR MARKET TRIO
Represented by THE KATZ AGENCY, Inc.
It's not WHAT he cooks but HOW he cooks it

Whether it be creamed chicken or a sauce by Escoffier—it's not what he cooks but how he cooks it. Good taste, skill, years of practice and a natural aptitude are the ingredients for a good cook.

It's just like that in this business. The stations we represent know there is no place in it for beginners. Our people have those qualities that assure success. They give friendly, intelligent cooperation and they show skill that comes only from years of practice in the advertising business.
Today it's FM on the spot, with television coming up. Yesterday, it was fixed quotas of musicians on all stations. There also was Petillo's private WPA, wherein royalties for performance of recordings are paid by the manufacturers to the union.

Tomorrow it can be almost anything, unless Congress and the administration get together on means of making the anti-trust statutes applicable to unions (which today constitute the nation's biggest business), putting them on the same legal footing as private business.

Confusion and Contrast

WHEN CONFUSION runs wild, as it does in radio today, it's helpful to get back to fundamentals; to take an inventory.

Earlier this month one of the nation's high tribunals made a notable contribution in unani-
mosly rejecting an appeal of eight religious groups which sought to compel WPEN Phila-
delphia to sell them time as had been done under the previous ownership of the station.

The ruling came only three days after Rep. Celler's Committee introduced a bill that would make radio broadcasting a public utility and provide rigid controls over pro-
grams, business practices and renewal procedures [Broadcasting, Oct. 15]. Rep. Celler's 400-word bill to gut a free radio, was accom-
panied by a 1,000-word bombastic press release.

The three-judge Federal court issued no press release. It handed down an opinion in which it essayed faithfully to interpret the law. Although it had no connection whatever with the Celler Bill or the districts of others in public life against Radio by the American Plan, that opinion torpedoes practically every point raised as to reforms.

Mr. Celler was in station financial reports open to public inspection because telepho
e and telegraph companies do so.

Federal Judge John Biggs Jr., senior member of the appellate court, observed: "**a radio broadcasting station is not a public utility in the sense that it must permit broadcast-
ing by whoever comes to its microphones."

But Government's sustaining time percentages for nonprofit activities.

The court recites (the FCC permitting and no violation of the anti-trust laws being in-
volved) that there is no reason why the de-
fendant (WPEN) "may not sell time to whom-
ever it pleases."

And on the "trustee" point, the Court by
coincidence, brings out that the religious plun-
tists seek to endow WPEN with the quality of "an agency of the Federal Government and
endeavor to employ a kind of 'trustee-of-public interest' doctrine to that end."

And the court answered: "But Congress has not made WPEN an agency of Government. For this court to adopt the view that it has such a status would be judicial legislation of the most obvious kind."

The seven-page opinion is replete with conclu-
sions and comments which make crystal clear the Congressional intent that radio is a free, competitive enterprise.

"It is clear," states Judge Biggs, "from his-
tory and the interpretation of the Federal Com-
munications Act that the choice of programs re-
sts with the broadcasting stations licensed by the
FCC." That much is certain. The task now is to
prevent, by sheer force of deed and logic, any breakdown of these provisions of the law.
We're in the **KNOW** in Austin

KNOW has the enviable position in Austin of being the oldest, best established radio station, with the highest Hooper rating in town. Situated in a city that boasts the State Capitol, the University of Texas, diversified industry, and many other advantages, KNOW reaches markets you cannot afford to overlook.

To you who make the decisions we would like to present these facts:

1. Average per family income in Austin is $4,850, well above the $4,061 per family income of the United States. *

2. Austin is a flourishing business city. Retail sales in 1944 were $55,560,000 or 40% above 1939 level. * Even during the depression Federal Figures show it was the second least affected city in the nation.

3. Austinites derive their income from many sources, making for a well-balanced economy.

You too can be in the "KNOW" about Austin. Ask us to send you further information.

**RADIO STATION KNOW**

AMERICAN, MUTUAL AND TEXAS STATE NETWORKS STATION

WEED & CO., Representatives


* From May, 1945 Sales Management Survey
Respects
(Continued from page 54)
youths, Bob spent more time in
college playing basketball than
sleeping, and although a broken
ankle suffered in his sophomore
year disqualified him from football,
he stuck determinedly to basketball
and won his college letter. During
summer vacations he worked for
the Peninsular Railroad, helped
build bridges for the county road
superintendent, mixed concrete and
pitched hay.
Peare's steady ascent to a corpo-
rate official was round-about and
devious. From college he entered
the company's accounting depart-
ment, as a member of the Business
Training Course. Several months
later he was transferred to the
advertising department where he
remained until September 1, 1923.
when he returned to the statistical
section of the accounting depart-
ment and a year later became
assistant to the chief statistician.
In October 1928, he was elected
secretary-treasurer of the Maqua
Company, G. E.'s printing and
engraving organization, and three
years later became general mana-
er. On January 1, 1934, he was
elected president, still retaining
his other titles and responsibilities.
During the 14 years he spent at
Maqua, Peare made quite a reputa-
tion for himself. He proved his
managerial ability by rebuilding
and enlarging the plant three
times during his stay of office; set-
ting up a Maqua sales organiza-
tion at the Bridgeport, Conn., G-E
works; organizing the Maqua Com-
pany foremen's association. He is
reported to have known all of the
Maqua workers by their first
names, to have recognized the best
poker player and worst bowler
the organization ever produced. His
diets were—and still are—famous,
but even now he scales a solid
220 pounds, a throwback to his athletic
days.
In April 1940, Bob Peare was
appointed manager of the G-E
publicity department, later elected
vice-president. His tenure in this
position has been marked by a vast
reorganization of the old publicity
setup, resulting in a separate ad-
vertising and sales promotion staff
for each of the company's six inde-
pendently operating departments,
all of which are coordinated under
his direction as chairman of the
G-E general advertising committee.
In radio terms he is what might
be designated a 448-kilowatt man—
that being the combined rating of
the nine stations for which he is
responsible.
Outside the office, Bob Peare
finds his greatest pleasure in home
and family—his wife, Catherine
and two daughters, Elisabeth and
Nancy. He is a good fisherman
and golfer. One of his mighty
drives carried 350 yards to the
green on the 15th hole at the Edi-
sen Club in Schenectady. Then he
putt-putted into a sandtrap. Ever since,
he's been "On in One, Off in Two
Peare's.

Barnes, Carlisle
Cited by War Dept.

Mr. Barnes
Mr. Carlisle
TWO WWJ Detroit news com-
mentators, Russell Barnes and
John Carlisle, have been cited by
the War Dept. for their contribu-
tions during the war.
Mr. Barnes, who left his radio
job to become chief of the OWI
Psychological Warfare Branch of
the Allied Forces Hqrs. in the
Mediterranean, was awarded the
War Dept's highest military cita-
tion to a civilian, the Exceptional
Civilian Service Emblem for "out-
standing work". Under his direc-
tion, Allied teams operated 19
radio stations, dropped nearly
three billion pamphlets and main-
tained five mobile units. He is
now on his way back to WWJ and
the Detroit News.
Mr. Carlisle left WWJ to become
correspondent with the 32nd Divi-
sion in the Philippines and Tokyo.
He was awarded the Bronze Star
for his reporting of the Northern
 Luzon campaign, reputedly the
only war correspondent in that
area to receive the award. He
goes to the Pacific after covering
the 3rd Army's push in Europe.
Gen. George Paton wrote him a
personal letter of commendation
for his work there. He is now
covering the story of the 3rd Fleet
in San Francisco.

Our Message is Two-Fold—but Short
Our business is that of creating
and producing radio programmes that
sell. One—we can produce top-notch shows, in English, anywhere in
Canada or the United States. Two—we understand
French-speaking Canada thoroughly, and produce
French radio shows for many leading advertisers. May
we send you a brochure of radio shows available?
Our address is: Keefer Building, Montreal, P.Q.

North Carolina
Is the South's
No. 1 State?

Is North Carolina merely an agricul-
tural state? Well, in
1942, salaries and wages totalled nearly 430 million dollars
—a lead of more than 92 millions over the next-ranking
Southern state and nearly double the average for all nine
other Southern states. (Department of Commerce
statistics.)

Respects
(Continued from page 54)
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and producing radio programmes that
sell. One—we can produce top-notch shows, in English, anywhere in
Canada or the United States. Two—we understand
French-speaking Canada thoroughly, and produce
French radio shows for many leading advertisers. May
we send you a brochure of radio shows available?
Our address is: Keefer Building, Montreal, P.Q.

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

50,000 Watts — NBC
RALEIGH, N.C.

Free & Peters, Inc., National Representatives

Page 56 • October 29, 1945
The National Safety Council

Hereby presents to

Radio Station WWL

Hartford, Conn.

this

Award of Honor for

Distinguished Service to Safety

For outstanding public service activities in connection with National Farm Safety Week, July 22-28, 1945.

Neil H. Beulon

President

"... The judges, who spent a day in Chicago reviewing the records submitted by the contestants, reported: 'Station WTIC presented the broadest, most well-rounded group of program features designed to appeal to a large portion of the farm listeners, and their program planning, preparation, and presentation were outstanding.'"

From VARIETY, September 26, 1945

DIRECT ROUTE TO SALES IN
Southern New England

The Travelers Broadcasting Service Corporation
Affiliated with NBC and New England Regional Network
Represented by WEED & COMPANY, New York, Boston, Chicago, Denver, San Francisco and Hollywood

BROADCASTING • Broadcast Advertising

October 29, 1945 • Page 57
THE FOLKS ON THE OUTSIDE WANT TO DIAL
on the Pacific Coast, too!

THE OUTSIDE MARKET houses half the radio families on the Pacific Coast. These people are good customers—they spend approximately half of the more-than-eight-billion-dollars in retail sales each year.

The outsiders on the Pacific Coast want to dial your radio show, but they can't unless you release it on Don Lee... because the Pacific Coast is 1,352 miles long and covered with mountains up to 15,000 feet high—and only Don Lee has enough stations (39) to deliver both the "inside" and the "outside" markets completely.

This isn't just a guess. A special C. E. Hooper coincidental telephone survey of 276,019 calls, the largest ever made on the Pacific Coast, showed 40 to 100% of the "outside" audience tuned to Don Lee. (See example below.)

And no wonder... more than 9 out of every 10 radio families live within 25 miles of one of Don Lee's 39 stations (the other 3 networks combined have only 29 stations).

Don't keep your "outside" audience waiting any longer to hear your sales message. Use the network that carries practically as much Pacific Coast regional business as the other three networks combined—DON LEE!

Example from Special C. E. Hooper Survey
EL CENTRO, CALIFORNIA

<table>
<thead>
<tr>
<th>STATION</th>
<th>SHARE OF AUDIENCE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Daytime</td>
</tr>
<tr>
<td>Don Lee Station</td>
<td>74.4%</td>
</tr>
<tr>
<td>Most popular</td>
<td>13.7%</td>
</tr>
<tr>
<td>out-of-town station</td>
<td>Other examples to follow</td>
</tr>
</tbody>
</table>
* Approximately half the retail sales on the Pacific Coast are made OUTSIDE the counties in which Los Angeles, San Francisco, San Diego, Oakland, Portland, Seattle and Spokane are located.

THOMAS S. LEE, President
LEWIS ALLEN WEISS, Vice-Pres. & Gen. Mgr.
SYDNEY GAYNOR, General Sales Manager
5515 MELROSE AVE., HOLLYWOOD 38, CAL.
Represented Nationally by John Blair & Co.
NEW HEADQUARTERS PURCHASED BY KFEQ

KFEQ St. Joseph, Mo., has bought the five-story Central Building at Frederick Ave. and Felix St. and plans to move its studios and offices there next summer.

Officials said the station, now in the Schneider Building, will occupy only the fifth floor. Office space on other floors will continue to be rented out. Purchase of new control room equipment will accompany transfer of the station to the new quarters.

KFEQ spokesmen, announcing the purchase from L. M. Pinkston for an undisclosed sum, said "changes are coming in broadcasting with regard to frequency modulation and television. Technical engineering requirements for studios and also for studio control equipment will be much higher. KFEQ will be in a position to meet these requirements.'

KFEQ was licensed in 1923. Owners of the present KFEQ corporation, which was formed in 1935, are Barton Pitts, president and treasurer; Henry D. Bradley, vice-president; J. Ted Branson, secretary; Mr. Pitts, Mr. Bradley, Arthur V. Burrowes, and G. Glennon Grisswold, directors.
"AGGRESSIVE ACTIVITY"

These can be just words—or they can be the key to a top-rated service. To us of Lewis H. Avery, Inc., they mean:

- facts and figures on time
- personal presentation of those facts and figures
- careful analysis of markets, time periods, programs available
- counsel on the most effective use of time in the light of local conditions
- merchandising support
- personal follow-through

It takes both the Know How and Intent to do this kind of job. We believe we've demonstrated both.
For:

Dependable Information on radio and markets in the Middle West and Great Southwest

TAYLOR HAYE SNOWDON Radio Sales

Let us help you now. Mr. Time Buyer, when it comes to building a successful spot campaign that's certain to get maximum results! Whether in each individual market is the field to our powerful TAYLOR SNOWDON, plus editorial knowledge and wide experience in this rich, responsive territory can be of inestimable assistance to you. Call the TAYLOR SNOWDON representatives nearest you today!

Affiliates

Texas
KFWB-Beaumont
KGNM-San Benito

KRXI-Westaco
KNTV-El Paso

KMLK-Albuquerque

THE LOWE STAR CHAIN

Sales Offices

New York
Dallas

Chicago

Los Angeles

Ann Arbor

Atlanta

Baltimore

Boston

Brooklyn

Buffalo

Chicago

Cincinnati

Connecticut

Columbia

Dallas

Denver

Detroit

El Paso

Fort Worth

Gary

Hartford

Houston

Indianapolis

Kansas City

Knoxville

Los Angeles

Memphis

Minneapolis

Miami

New York

Oakland

Philadelphia

Pittsburgh

Portland

St. Louis

San Francisco

Seattle

Tampa

Washington

Syracuse

Tulsa

Tulsa

Utah

Vancouver

Waco

Wichita

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Winni...
YOU MAY BE ABLE TO SCORE WITH A 63-YD. DROPKICK*

BUT—YOU CAN'T REACH WESTERN MICHIGAN FROM DETROIT OR CHICAGO!

Regardless of power, frequency or distance there's little use in trying to boost your progress into Western Michigan via "outside" stations. You might just as soon try to kick a football through a stone wall, because this area has a wall of fading that isolates us even from the largest stations in Detroit and Chicago.

Local listeners can tune in local broadcasts only, with any degree of dependability.

Complete coverage of Western Michigan is available through a proven CBS combination—WKZO in Kalamazoo and WJEF in Grand Rapids—with crystal-clear signals and at a bargain rate per thousand radio homes. Let us give you all the facts—or just ask Free & Peters!

© Mark Peyne, Dakota Wesleyan, did it in 1915 against N. W. Normal.

WKZO
CBS FOR KALAMAZOO AND GREATER WESTERN MICHIGAN

WJEF
CBS FOR GRAND RAPIDS AND KENT COUNTY

BOTH OWNED AND OPERATED BY FETZER BROADCASTING COMPANY

FEE & PETERS, INC., EXCLUSIVE NATIONAL REPRESENTATIVES
Here's the first post-war report on Wichita—Top City of the United States in Sales Management's monthly survey of "High Spot Cities" retail sales. Yes, Kansas' Richest Market, second only to San Diego for many months, now has a retail sales index of 368.5, leading the list by 12 points, in Sales Management's comparison against 1939 Sales. Compared to the nation's average today, Wichita's index is 215.5%.

How does Wichita do it? Ask any of the sixty-four advertisers who use that selling station, KFH, to reach the "buyingest" market in the nation.
“Singers always have a favorite critic … mine is a PRESTO RECORDING!”

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

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

PRESTO

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

WORLD’S LARGEST MANUFACTURER OF INSTANTANEOUS SOUND RECORDING EQUIPMENT AND DISCS
Why Printers’ Ink...

GANT PARR, NBC correspondent in the Middle East and Italy, has returned to the U. S. after five years abroad. Parr joined NBC in 1940 and reported advance of the British Eighth Army across North Africa.

NURLEY GRIFFIN, Washington correspondent for several New England newspapers, has been appointed by WFAA, Worcester, Mass., as correspondent in the National Capital area. He will broadcast weekly series titled “Griffin’s Letters,” interpreting Congressional events as to their effect on Worcester area.

H. B. KENNY, news commentator for WBVA, Richmond, Va., has been named assistant news editor of WBSN, Petersburg, Va., the First Air Force “Aces,” one of AAF’s seven teams in football conference. Interviews, featuring former professional and college stars, will be used by First Air Force public relations division as trailers to promote games in eastern cities.

GABRIEL HEATTER, Mutual news analyst, is featured in a Columbia Pictures “Person-oddity” short, “Gabriel Heatter Reporting.”

GIL WALES has joined KSBF San Francisco as news commentator.

RICHARD BARD, former director of special events and publicity for WNEW, New York, returns to the station after four years of service with the Army.

PROPHET WITH HONOR in his own country is Cecil Brown, WRBQ, Warren, O., reporting on his first show as host of the new program on Mutual, 11 a.m., Monday-Friday. Present were (1 to r): Emerson J. Pryor, WRBQ station manager; G. Brown, Larry Dunham, manager of Jewelry Store. Brown’s sponsor over WRBQ; Frank B. Cannon, WRBQ commercial manager.

CAPT. W. G. BROWN, discharged from Canadian Army Auxiliary Services, has rejoined WCYF, Charlottetown, P.E.I., to take charge of sports broadcasting with special attention to harness racing. He served in France, Holland, Belgium, Germany.

AL HAUGNER, head of WIBA Madison, Wis., for 15 months. Joined WMT Cedar Rapids, Ia., Oct. 12, as sports news editor.

WARREN KUSTER, farm director of WMC Cedar Rapids, Ia., married Lucille Voslit of Monticello, Ia., Oct. 11.


BERT FRANK, discharged from army service, has joined the local news staff of KDYL Salt Lake City. Formerly he was an announcer and newscaster at WDAM WJDF, KFOM.

ORKA HARVEY and HATTIE STANLEY have joined the news rewrite staff of WBAP-KOKO Fort Worth, Tex. Miss Harvey has been in engagement newspaper work in New York for two years.

STAN LOMAX, WOR New York sports announcer, has completed a series of three transmitted sports interviews for which he has just been discharged as captain. Effective Nov. 1 he becomes director of special events for WNEW. JO RANSOM, who has occupied the position, becomes director under the revised setup. RIGA DIAMOND continues as assistant publicist.

CARROLL HANSEN and BERT BUZ-Z INI recently released from the armed forces, have returned to KGW San Francisco newsroom.

MARY BLOOM, associate editor of Dubois (Pa.), “Courier-Express Daily”, is new sports writer for WCEB Dubois, Pa. He conducts 13 sponsored quarter-hour sports shows in each week.

ELLA K. PER fus, former news editor of WRBQ Youngstown, O., has been added to WCBS Charleston, W. Va., as local news editor. Mrs. Perrin previously was a reporter for “Youngstown Vindicator” and “Warren Tribune” in Ohio.

VAN PATRICK has joined WPEN Philadelphia as sports director.

KEITH MORGAN has joined the CBC farm broadcast department at Halifax. He was farm broadcaster of WCFY Charlottetown, before joining the Royal Canadian Navy, from which he was released as lieutenant commander.

HERE’S THAT MYSTERY PROGRAM
YOU’VE BEEN LOOKING FOR!

It’s new—It’s detective drama at its best—
It’s sure sales material

Thirteen half hour top-rated E. T. dramatic programs. Each story complete and a challenge to the best amateur sleuth

entitled

THE WELL OF MYSTERY

Audition sample of 2 programs on request
write or wire

Frances Brown Productions

1372 South Western Avenue
Los Angeles 6, California
Even for the man
WITH A VACANT LOT—
AND A DREAM OF A
RADIO STATION

GATES is your dependable source of supply for all
Radio Transmitting Equipment—no matter how sim-
ple or how elaborate. Because we specialize exclusively
in Transmitting Equipment, we are prepared to give you
detailed engineering service, plus quality products
second to none.

If you are planning to build a station from the ground
up, let us help you develop your plans most effectively.
And if your need is only for an occasional replacement
item, we are eager to serve you too.
For all your Equipment needs—today, tomorrow, or
whenever—call on GATES.

Write for Details About the
GATES Priority System for Prompt Post-War Delivery

A Typical GATES-Designed Station
Radio Station WRLC, at Fortes, Co., is owned and operated by
R. C. Le Tournier, world-famed designer and builder of heavy-
duty, precision machinery. When the Station was built, GATES
was invited to handle the entire engineering and installation.
WRLC is only one of many stations engineered by GATES. These
complete installations are made possible because GATES manu-
factures literally everything in Radio Transmitting Equipment.

GATES RADIO CO. • QUINCY, ILL. • Exclusive Manufacturers of Radio Transmitting Equipment Since 1922
KANSAS CITY

IS A

KOZY MARKET

PORTER BLDG., KANSAS CITY, MO.

EVERT T. DILLARD  ELIZABETH WHITEHEAD
General Manager  Station Director

Pioneer FM Station in the Kansas City Area

Ask for Rate Card

AMON BOLING, former chief engineer of KFBE Riverside, Cal., has joined KMPC Hollywood transmitter staff, as announced by Mr. G. D. CRAWFORD, formerly of KFOX Long Beach, Calif. JIM GENTRY of KFBE and Jim UPI, formerly in recording studio business, also have been added to KMPC engineering staff.

HENRY FONSE is new chief engineer of WLOCK Chillicothe, Mo., F. C. McHINLEN, in charge of aviation radio sales for Western Electric Co., has been appointed chairman of the board of directors, succeeds J. W. HAMMOND of radio division of Duwea Aviation Corp., Baltimore.

WALLACE LAMBURNE, released from Navy, has rejoined engineering staff of KOYL Salt Lake City, has been teaching radio classes to Navy men at Treasure Island, San Francisco, for several months.

GEORGE ANDREWS, released from service, who worked with police warfare unit in ETO as master sergeant, has returned to WHER Hartford, Conn., transmitter staff as engineer.

GEORGE M. NIXON, assistant development engineer at NBC, was appointed Oct. 19 before the National Council on Schoolhouse Construction in Cincinnati. His topic was "Sound Control in School Buildings.

MARMORE F. PATTERSON, formerly of OKXW Philadelphia, Ont., has been appointed the engineering staff of OKXW Toronto.

Cameron G. Price, electronic and radio engineer, is instructor at University of California extension division television school since Oct. 19. Twelve sessions will be held on university campus in Los Angeles. Theater-projection and television instruction are included in course.

JAMES M. CUNNINGHAM, on leave of absence from American Hollywood engineering department, since 1943 to complete National Defense Research Council assignment at Massachusetts Institute of Technology, returns to network post on Nov. 1.

HOMER HAINES, who assisted in construction of WAKM Kokomo, Ind., has been added to engineering staff of WODM Dubuque, Ia., WILLIAM F. REINER, Jr., for five years in C. S. Signal Corps serving in Europe, is also new member of WOCM engineering staff.

INDUSTRIAL microwave division of Sylvania Electric Products Inc. has announced line of high-frequency amplifiers designed particularly for use as 3-5 amplifiers in uhf and VHF receiver applications. Sets are supplied for center frequencies between 30 and 300 mc with input bandwidth from 2 to 15 mc.


FRANK M. FOLLIOT, executive vice-president, RCA Victor Division, has accepted chairmanship of the radio manufacturers and distributors division of the Alfred E. Smith Memorial Committee. Group is canvassing for a $1,000,000 16-story addition to St. Vincent's Hospital in New York.

ROBERT BROWN, former railroad field engineer with Western Electric Co. and RCA audio equipment design engineer, has joined Northern Electric Enterprises, Hollywood, as special field engineer to provide technical and engineering assistance for electronic equipment accounts represented by the firm.

LONNIE McCULLOUGH has resumed duties as control operator of CPFO Channeltown, P.T.E.L., after a one and a half years in Canadian Navy.

GORDON ENGLISH, released from the Canadian Army, has rejoined CJOE Vancouver as chief studio operator.

PIT DESIEL, operator at CGB Montreal, is father of a girl.

HAZELTINE Corp. is notifying stockholders of a special meeting in New York Nov. 21 to vote on splitting the present capital stock on a two-for-one basis, with authorized shares of 100 par common stock increased from 300,000 to 600,000 and shares outstanding from 125,000 to 300,000. No change is involved in either capital or surplus.

KILZ DESIGN has leased the penthouse atop Shiner-Savoy Hotel and is re-modeling the space to accommodate its expanded program department. KILZ program and production department will move out of business office on lower floor when construction is completed, expected in about three weeks.
World's fastest, most flexible, most accurate system for point-to-point and broadcast communication

With Finch Facsimile equipment, (1) illustrated and written "Faxograms" can be sent at high speed between any two points that can be connected by radio or wire . . . and (2) illustrated news with printed ads can be broadcast to homes at a cost that assures important circulation coverage. Be FIRST with FINCH.

FINCH TELECOMMUNICATIONS, INC., PASSAIC, N.J. • 10 EAST 40th STREET, NEW YORK C10

October 29, 1945 • Page
**Programs**

First appearance is Oct. 29 at a meeting of the National Council of Jewish Women at Great Neck, L. I. Forums also will be held at the Metropolitan Youth Council Conference in New York, Nov. 7, and at the Women's International Exposition at Madison Square Garden on International Youth Day, Nov. 17.

**Rhythm Riders**

**WESTERN MUSIC by Ray Wade and His Rhythm Riders** is presented by the Musical Industries Corp. Sound through Friday, 5:15 to 5:45 p.m. Program originated at KFGR San Francisco and Rhythm Riders also are active in the recording field.

**Educational Series**

INSTITUTE for Democratic Education, non-profit educational organization, is offering the first six recordings of its ten-series, "Let's Forget—These Great Americans," without cost to stations. Distribution is at the U. S. Alaska, Hawaii and Puerto Rico. Balance of 12 stations are planned for this series. First series to be included in consecutive weeks. NIKON Recorder Records, which can be obtained from the Institute at 415 Lexington Ave., New York.

**School Series**

THEME of new series started by KKKL starts with "The Unseen Forces of the Air" Each week Hug McManus, famous child personality, visits a different school and records a quarter-hour program of interviews and features conducted before general school assembly. School bands participate. Recording is broadcast Friday 12:15 p.m., as part of regular five-weekly "S. P. D. 1490," program sponsored by James Black Dry Goods Co., local firm.

**SERIES** of eight programs (featured) are recorded and transmitted on WENH, Washington, Oct. 17 on Wednesday and Friday evening quarter-hour programs. Station on Oct. 18 started weekly quarter-hour "Piano Series" (47), conducted and interviewed by Dr. D. P. Fleming of Vandenberg U. on "The Making of a Musician." Series mainly consists of music settled points of Pit East.

**Music Appreciation**

MUSIC appreciation program for listeners of all ages is conducted by WOL, Washington as Saturday morning feature. Format includes recordings of representative selections from composers whose works are to be performed in Washington during the following week. Interviews and news of events scheduled in the nation's capital are included.

**Technical Opportunity**

AN OPPORTUNITY for promising young artists to perform on the air is offered by WENH New York in new weekly series, "Young American Artists," which starts Nov. 1. Thursday nights. Musicians and vocalists are chosen to appear on a program through auditions at station.

**Radio Program**

NEW SUNDAY program featuring outstanding novel selections played by negro band is started on KUSO Chicago. Introduction is a fine program, titled "Bronzeville Brevities," each week is released recently published tune by a negro composer. Show is broadcast Monday through Thursday, 2:15 p.m. via訂

**Vets Impressions**

REPRINTS OF VETERANS' SITUATIONS, as presented in Boulder Colorado, are broadcast on KUSO, Chicago daily.

**Veteran Forum**

DESIGNED to offer special help to servicemen and women, weekly "Veterans Forum" is being conducted on WHOM New York by Joe Ruffin. WHOM news analyst and veteran, Leonard Kaufman of Veterans Service Center assists in work.

**Research Leaders**

WARTIME science research leaders started new series of broadcasts on Mutual, Oct. 22, titled "Science in War and Peace." Broadcasts will reveal how important efforts of scientists were worked out during wartime science.

**NEW WINTER season brings return, No. 2 of CBS "Reporters' Message Service," a weekly service of messages for radio networks in the far north and south. Telegrams, messages, government official, and others in the far north are asked especially to broadcast a weekly service of messages. CBS will be broadcast at different times on CBS stations in eastern and western Canada. Service first was started by KDKA in 1921.

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**Network Accounts**

**New Business**

RALSTON PURINA Co., St. Louis, presented contract, Nov. 17 between "Oleo House" on Mutual, 13:00-13:30 p.m., and on Jan. 5 adds 11:30-12:00 p.m. period for farm feeds. Agency is Alderman Adv., St. Louis.

ANDREW JERGENS Co., Cincinnati, presented contract for two stars of 28 Don Lee Pacific stations, 8:30-9:00 (PST). Agency, Lezak, Chicago.


QUAKER OATS Co., Chicago (Quaker Oats). Oct. 8 started for 26 weeks. Quaker Breakfast Parade on 38 Don Lee Pacific stations. Mon. thru Sat., 7:05 a.m. (PST). With transcribed recording KFRC, Chicago.


**Net Renewals**


SEVERE COPPER & BRASS Inc., New York, presented contract for 14 more weeks. "Fred Allen's Human Adventure on Mutual" on Thursdays, 8:30-9:30 p.m. Sun., 8-9:30 p.m. Agency: St. Georges & Keyes, N. Y.

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**AnyTHING THEY SELL IS GOOD!**

The quality of Regan's bakery products is well known in Fargo—for eleven years, now, we've broadcast Regan's six-days-a-week, year-round program.

Wouldn't you deduce that Regan's is well-satisfied with results?

Such long-retained local advertisers are WDAY's pride and joy, because they know this station's selling power.

And Regan's is only one of eighteen "locals" who have been with WDAY, steadily, from ten to twenty-three years!
Brand New.. Clear Thru!

The coming new Zenith Radios and Radio-Phonographs are completely new throughout — better in every way. All the vast creative and engineering skill that is Zenith’s has been utilized to produce these thrillingly new sets. Here is new performance made possible only by Zenith’s concentration for 30 years in Radionics Exclusively. Here are new engineering triumphs stemming from Zenith’s great part in Radionics at War. Here is new and authentic cabinet beauty created by renowned furniture craftsmen. Here are new features — sales features. Here are the Radios and Radio-Phonographs destined to be No. 1 in public demand — the new Zeniths. Now — right now — contact your Zenith distributor. There may be an opening for you in the Zenith retail picture. Be among the first to demonstrate the coming Zeniths that are Brand New — Clear Through.

Zenith

Radio

Radionic Products Exclusively— World’s Leading Manufacturer

Zenith Radio Corporation • Chicago 39, Ill.
Effective buying income of the 50,900 families comprising the 173,000 population of South Bend and St. Joseph County, Indiana, is $4,500.00 per family, according to latest "Sales Management" figures.

This is substantially greater than the national average ($4,061.00) and way above the average for Indiana ($3,880.00).

WSBT advertisers get an oversize cut of this luscious pie—and our latest Hooper will tell you why! Want a copy?

EMPHASIZING three-service of WGRB, "Today's News, Weather, and Sports" in Satchel Parker's program, in which the identification of each station is made through programs that are not duplications this billboards promoting WGRB.

CREDIT'S to Jack Fiddler's name for the promotion department's work. This is a bit of a copyrighted phrase, but it describes the work of this department.

In order to make it easier for the listener to identify the station, the word "WGRB" is placed in a corner of the program. This is a trick that has been tried before, but it is new to WGRB.

The program is broadcast over WGRB's 13-station network, and it is heard in many parts of the country. It is a good example of the kind of work that goes into producing a successful program.

The program is broadcast every day, and it is heard by many thousands of people. It is a popular program, and it is one of the reasons why WGRB is so successful.

The program is broadcast over the network, and it is heard by many thousands of people. It is a popular program, and it is one of the reasons why WGRB is so successful.

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Could be
ALMOST ANYTHING

ANYTHING DRAWN, TYPED, PRINTED, OR PHOTOGRAPHED ON TRANSLUCENT MATERIAL CAN BE
REPRODUCED IN SECONDS WITH OZALID

YOU MAY HAVE wondered, if you haven't a
drafting room, just how you could use Ozalid...
and whether or not it would pay.

Right now, you can make exact reproductions—not negatives—direct from reports, forms, and
tickets you receive.

More often, of course, you will be reproducing
your own records, financial statements, sales bul-
letins, and instruction manuals.

Besides, you are bound to think of individual-
ized applications—unique ways in which you can
use Ozalid's black, blue, red, and sepia line prints...
also Ozalid foils, and the various DRYPHOTO
papers which give you beautiful reproductions,
complete with half-tone detail, from photographic
film positives or perspective drawings.

You'll appreciate this versatility... which is
found only with Ozalid. Also the convenience of
being able to make these prints in seconds—where
ever you want them, with an economical Ozalid
machine designed for your requirements.

At the Prudential Insurance Company,
Newark, New Jersey, applications for indus-
trial insurance are reproduced with Ozalid. The
originals are kept on file and Ozalid prints are
attached to the policies. Prudential changed their
form, adopting a translucent sheet with printing
on only one side, so that they can utilize OZALID.

At Alpha Music, New York City, music ar-
rangements, drawn in ink, are reproduced with
Ozalid. Performers on such programs as Coca-
Cola's "Praise That Refreshes," Famous in Paris's
"Here's to Romance," or any of the CBS New
York shows, are sending from easy-to-follow
Ozalid prints. Ozalid Dry Photos are also made.

At Pratt Institute, Brooklyn, New York, stu-
dent records are kept on translucent paper and
reproduced with Ozalid—whenever the need arises.
Grades are added periodically to the master copy,
averages and credits are computed, and the stu-
dent receives an Ozalid print showing his latest
standing. Relying errors are eliminated.

Send for the free "Ozalid Printmaster Booklet"—containing samples of the 16 different types of print you
can make.

Name
Company
Address
City State

OZALID
DIVISION OF GENERAL ANILINE AND FILM CORPORATION • JOHNSON CITY, N. Y.

OZALID IN CANADA—HUGHES-OWENS CO., LTD., MONTREAL

BROADCASTING • Broadcast Advertising

October 29, 1945 • Page 73
That's a lotta bucks, but that's how much tobacco growers in the WSJS area will collect for their crop this fall on the Winston-Salem market!
In West Coast major markets, on Oct. 22 started using spots on KDB Santa Barbara, Cal., for 52 weeks. Agency is Eldred J. Robinson Adv., Los Angeles.


FEDERAL STORES, San Francisco (men's and women's wearing apparel), has started sponsorship of Dean Maddox five-weekly half-hour "Chains and Village Street" over KFRC San Francisco for 52 weeks. Agency is Rhodes & Davis, San Francisco.

EARLE-CHESTERFIELD MILLS Co., Asheville, N. C., sponsors "Red Riding Hood and His Mountaineers," on WWNC Asheville, Mon. through Fri. 3:30-4 p.m.

SALT LAKE REAL ESTATE BOARD, Salt Lake City, Oct. 12 started "Playhouse of Favorites" on KTV, Salt Lake City. Friday 9:30 p.m. Twenty-six-week contract for dramatic program was placed by R. T. Harris Agency, Salt Lake.

MCCALMON W. STARR, Waterbury, Conn., Plymouth and Dodge dealer, has appointed S. Duane Lyon Inc., New York, as agency. Radio will be used. R. H. WHITE CO., Boston, (department store), is sponsoring "Dreammaking for Coop," a 52-week on WBOX. Monday thru Saturday, 9:15-9:45 a.m. Program gives advice on selling and presents ideas and social personalities in hints on grooming and beauty.

NEW ACCOUNTS for transcribed programs produced by Nebsaid Radio Productions, Chicago, include: "Champagne for the Country," for WMTA Charlotte; and "Bartender's Survival Kit," 24-week contract on WJHJ Madison, Ala., and WGBI Green Bay, Wis. Through Henley, Hurst & McDonald, Chicago, Nebsaid's "Be the Story Goer" on WOR, Washington has been increased to six a week with Gofans, St. Louis, sponsoring a year.

MAIER & BERKELE, Atlanta (webers), is now sponsoring five-minute program of Georgia news featuring Tom Maxwell on WGST Atlanta five nights a week.

M. S. ZAPPENBRENNER Baking Co., Brooklyn, N. Y., has entered into agreement with WNEW, New York, for 52 weeks. "Good Morning America" is placed by New York "Red Rose Coffee," has started flash Announcements six days weekly on a number of Canadian stations. Agency is Alford  

GATHERED for completion of arrangements for Adam Hat "Sports Parade" fight series on Associated Broadcasting Co. are: standing (l to r), Larry Atkins, pres. Boxing Promoters of America Inc.; Arthur W. Pummill, exec. v-p of Buchanan & Co.; William H. Pudlo, v-p in charge sales promotion, Adam Hat Stores Inc.; John Whitmore, gen. sales mgr., eastern division, Associated; Ed Piancast, sales mgr., Associated eastern division; Nat Strom, Buchanan & Co. seated (l to r), Elias Lustig, pres., Adam Hat Stores; Roy C. Kelley, exec. v-p of Associated.

NOTICE

You cannot cover the tremendous New York market without using WBNX, because...

WBNX reaches

- 2,450,000 Jewish speaking persons
- 1,523,000 Italian speaking persons
- 1,235,000 German speaking persons
- 660,000 Polish speaking persons

STRENGTHEN your present New York schedules with WBNX. Our program department will assist you in the translation of your copy.
(Continued from page 75)  


O-PEE-CHEE Co., London, Ont. (Thrills Chewing Gum) has started three spots and three flash announcements daily as a test campaign for two months on CKYE Toronto. Agency is Walsh Adv., Co., Toronto.  

KELLOGG Co. of Canada Ltd., London Ont. (All Wheat) has started "Super- man" on six Canadian stations. Account placed by J. Walter Thompson Co., Toronto.  

WHITEHALL PHARMACAL (Canada) Ltd., Walkerville, Ont. (Anacin), has started flash announcements on three northern Ontario stations. Account placed by Young & Rubicam, Toronto.  

GILBERT C. CLARKE has been ap- pointed advertising and promotion manager of Standard Brands, Montreal.  

TEA GARDEN PRODUCTS Co., San Francisco (Tea Garden preserved), Nov. 1 starting five-weekly spot schedule on KFIR Los Angeles. Contract is for 22 weeks. Hong-Cooper Co., San Francisco, handles account.  


EDMUND MEYER, Los Angeles, to probe airplane auction sales, is using a schedule of spots on five local stations. Adver- 


tisers Production Agency, Los Angeles, has account.  

AIR SHOWS Inc., Los Angeles, to pro- mote local air shows to be staged in late Novem- ber, is using spot schedule on Los Angeles area stations. Advertisers Production Agency, Los Angeles, has account.  

FAGLE OIL & REFINING Co., San Francisco, Calif., (Golden Eagle gasoline), in an eight-week campaign with local- dealer tie-in in early November will use an average of six transcribed and live announcements daily on stations in major California markets. Advertisers Production Agency, Los Angeles, has account. Ralph M. Spangler is account ex- ecutive.  

ZAREH KIRAGH, Los Angeles (land- mark engine), in a 13-week test, on Oct. 21 started sponsoring two weekly quarter-hour programs on home land- 

BIRDS-EYE FOODS (Canada) Ltd., Tor-onto (frozen foods), Oct. 16 started "Dinah Shore's Open House," NBC net- work show, on CBL Toronto and CCM Montreal. Account was placed by Young & Rubicam, Toronto.  

JOHN J. ANTHONY, whose program on financial relations on Mutual, Monday through Friday, is sponsored by Carter Products Inc., received a plaque from the Laymen's National Committee on his broadcast Oct. 15. In recognition of constructive work being done by Mr. Anthony to stimulate recognition of Holy-Rape in the domes- tic problem," Agency for Carter is Ted Bates Inc., New York.  

SUCCESS of P. Lerilliard's "Detect and Collect," CBS audience participation show, has prompted a manu- facturer to patent a combined home lighting machinery called "Detect and Collect" which automatically deposits pennies in at- tached bank if one guesses its correct weight.  

.Broadcast Policies Subject of Debate Radio Men, Educators Give Views at Denver Meeting  

RADIO representatives and educa- tors told each other off at the sixth annual luncheon meeting of the Rocky Mountain Radio Council, held at Council headquar- ters with station managers, program directors, and educators of Colorado and Wyoming as guests.  

Hugh Terry, manager of KLZ Denver, was one of the frank but friendly discussion. Idea was that through the Radio Council many problems between radio men and educators may be smoothed out. Jack Weir Lewis, acting director of the Council, presided over the luncheon.  

Station men contended that many educational institutions de- mand "A" time for second-rate programs, refuse to understand the necessity of shifting public-service programs when networks take up option time, and fail to see the need for showmanship in educational broadcasts. Educators replied that stations too often avoid important material because it is controversial, and that public service broadcasts often are unnecessarily shoved around to make way for commercial programs.  

Winfield D. Armentrout, vice-president of Colorado State College of Education and new president of the Council, made the principal address at the Nov. 17 meeting. Other new officers are Roy M. Green, president of Colorado A&M; secretary, and Malcolm G. Weyer, of Denver Public Library, treas- ury. Executive committee members are Robert L. Stearns, presi- dent of U. of Colorado, and Miss A. Helen Anderson, director of pub- lications, Denver Public Schools.  

Council announced it had prepared and broadcast 2,189 programs for 19 educational agencies over 18 stations in Colorado and Wy- 

oming in last 12 months. Time given by stations was estimated to be worth $47,586. A booklet re- viewing the work of the Council was distributed.

5,000 WATTS DAY AND NIGHT

KSEI
POCATELLO, IDAHO

BROADCASTING - broadcast Advertising

ON THE LOOK-OUT FOR MORE IDAHO SALES!
From slender filament to anode block... all tube construction details, however small, are important to Federal. That is why this experienced and longtime manufacturer uses the illustrated high-magnification metallograph as part of its test equipment for checking raw material quality.

An example is the micro-photo inset. Here is shown oxide-free, high conductivity copper used for copper-to-glass seals... after the material has been reduced to a fine grain, non-porous structure through Federal's special metal-processing methods.

But whether copper, molybdenum or tungsten... they all are subjected to the same exclusive treatment and put through the same searching scrutiny... assurance that only the finest materials go to make up Federal tubes.

This exacting test is another good reason why Federal tubes are better tubes. Transmitting, rectifier, industrial power... they have a reputation that is deserved because they are built to stay.

Federal always has made better tubes.
PIERCE APPOINTED TO POST AT KFWB
LT. COL. G. McGUIRE PIERCE, for five years on active duty with U. S. Marine Corps, has been appointed assistant general manager of KFWB Hollywood, with duties to include development of FM and television activities of the station. Henry Maldish is general manager of KFWB.

For past three years, Col. Pierce has been attached to Division of Plans and Policies, Washington, as chief photographic officer and officer in charge of audio-video training. He was producer of Marine Corps technicolor film short, With the Marines at Tarawa, which won 1944 Academy Award. An authority on demolition, anti-aircraft and sabotage, he is also author of military textbooks on those subjects. Prior to military service, Col. Pierce was head of Pierce Plan Co., Seattle, commercial banking organization.

Emery Is Heard
CARLYLE EMERY, vice-president of Ruthrauff & Ryan Inc., Chicago, told the Women's Advertising Club of Chicago, Oct. 16 at Heyer's Restaurant, that "It is people, not watts or kilowatts, that give power to radio." His speech, pointed out that an understanding of people is more necessary to a writer of a show than technical operations.

DISCUSSING BRAND NAMES and their importance on WFIL Philadelphia were these veterans in the field (1 to 2): S. Horace Diston, president of Henry Diston & Sons, whose name has been on saws for over 100 years; Henry E. Abt, managing director, Brand Names Research Foundation; Graham Patterson, publisher of Farm Journal and Farmadio, who sponsored a dinner honoring "name" firms; Arthur S. Gow, manager, Philadelphia advertising sales, Curtis Publishing Co.; Leo H. Holmberger, former president of Pioneer Suspender Co., whose brand name has been known for over 75 years; John Scheuer of WFIL.

Average Listener-Rating For World Series 26.2%
AVERAGE listener-rating for the 1945 World Series was the highest ever recorded for a series in which no New York team was represented and the fourth highest recorded in the history of the baseball classic.
That was the report announced last week on the basis of a special survey conducted for Mutual network by Grossley Inc. The report showed: 52.6% of all persons interviewed heard one or more of the games; average daily rating for the seven days was 26.2%, representing 52.4% of the total audience tuned-in; Saturday-Sunday listening was 31.5%, and final-game listening (Wednesday, Oct. 16) reached 31.5%.
Broadcast of the series, between Detroit, Tigers and Chicago Cubs, was sponsored by Gillette Co. over Mutual. More than 500 stations throughout the world carried the play-by-play.

AWD Plans
ALMA KITCHELL, president of the NAB Assn. of Women Directors, has announced that AWD will celebrate radio's birthday week with a one-day nationwide campaign on Nov. 5. Each of AWD's 760 members on 450 stations in 276 key cities has been asked to do her part.
Gick Succeeds DeFreitas
In Anglo-American Post
GERARD V. DEFREITAS, manager of ZFY Georgetown, British Guiana, returned to British Guiana last week after serving for six months as West Indian liaison officer to the Anglo-American Caribbean Commission regarding their radio program.

He will be succeeded as liaison officer by Denis Gick, manager of the government broadcasting station ZQI Jamaica, who is expected to serve for six months and be succeeded by another West Indian radio officer.

The West Indian Radio Newspaper, said to be the only joint government radio project, reached its 1,000th program yesterday (Oct. 28). The program is expected to play an important part in Caribbean postwar affairs.

Queen of the Roses
HILDEGARDE, star of Brown & Williamson Tobacco Corp.'s Raleigh Room With Hildegarde on NBC, has been chosen Queen of the Roses by the Society of American Florists. Award was made to her as "person who did most to promote roses in past year", and presentation of 100 roses was made on broadcast of program Oct. 23 during National Flower Week. Hildegarde has presented roses to many guests on program. Agency is Russell M. Seeds Co., Chicago.

Melody Inc. Formed
MELODY Inc., a $100,000 organization employing 25 persons to distribute wired music to hotels, restaurants and other businesses throughout Dade and Broward counties, Florida, has been organized by Frederick Merritt, vice president and general manager, and A. Frank Katzentine, Miami attorney and owner of WRAT Miami Beach, who will be chairman of the board. Its offices and studios are at 1101 Lincoln Road, Miami Beach. Operating 16 hours a day, firm will distribute scientifically programmed music from a library of over 5,000 newly transcribed pieces. Manager Merritt, of Louisville, Ky., is on terminal leave as colonel from AAP headquarters in Washington and will revert to civilian status Dec. 6.

CANADIAN STATIONS, CALLS AUTHORIZED
SEVERAL new stations and calls have been assigned in Canada by the Dept. of Transport.

New station at Sarnia, Ont., to operate on 1070 kc with 5,000 w day and 1,000 w night, has been assigned call of CHOK, President H. M. Hueston.

New 5,000 w station on 1470 kc is reported licensed to Sen. Alexander Neil McLean at St. John, N.B.

Daily newspaper, Le Voix de l'Est, published at Granby, Que., is reported licensee of new station on 1450 kc with 250 w.

CKSB St. Boniface, Man., is expected to begin operations on 1250 kc with 1,000 w in early February.

CFGR Grande Prairie, Alta., has moved from 1350 kc to 1050 kc using 1,000 w power.

CHLP Montreal has been authorized to increase power from 250 w to 1,000 w and to shift frequency from 1490 kc to 1150 kc.

CJPA is new call of local 250 w outlet at Port Alberni, B. C., on 1240 kc, formerly listed as CKPA.

New Noise Filter
SMALL device claimed to improve radio reception, used on B-29s during the war, will be included in General Electric radio sets, according to G. W. Frick, GE engineer.

W V O L
COLUMBUS

The Listening Habit of Central Ohio

Represented by
THE HEADLEY-REED CO.
FANS, STARS HONOR WFIL’S ANICE IVES
ANICE IVES, who conducts Everywoman’s Club of the Air on WFIL Philadelphia daily at 1:30 p.m., was honored by radio, stage and screen stars and more than 500 women fans at a birthday luncheon at Adelphi Hotel, Philadelphia, Oct. 19.

Nineteen representatives of national and local agencies and sponsors attended, and some listeners were on hand from West Virginia, Maryland, Delaware, New Jersey and New York. One 84-year-old fan came from Oklahoma.

Actor Ralph Bellamy, heading a list of guest artists, complimented Anice Ives on her program. Entertainment was furnished by LeRoy Miller; WFIL’s “morning madcap impresario”; Jack Steck and his Hayloft Hootenanny with vocalist Carol Wynee; the Sleepy Hollow Gang; and Lew Carter. Gifts for all guests were provided by sponsors. Displays were arranged by WFIL promotion department.

Representatives of New York agencies included Miss Bernice Gaines, Kenyon & Eckhardt; Miss Linnea Nelson, J. Walter Thompson; Mrs. Alice Rick, director; Consumers Relations Division, Rockwood & Co.; Miss Lucille Sherwood and Mrs. Penelope Simmons, Federal Ad Agency; Miss Miriam Traeger, Abbott Kinney & Co.; Ray Nelson, Charles M. Storm Co.; Abe Doris, Morris Kellner, Stephen Machlinski and William Wright, Katz Agency. Philadelphia guests were Miss Edith Ault, Abbott Dairies; Miss Nellie A. Jacobs, Royal Rinse; Mrs. Anne Schlomer Smith, Mrs. Schlomer’s Mayonnaise; Miss Clara Zillesen, Philadelphia Electric Co.; George Diddenback, advertising manager, Abbott’s Dairies; W. W. Frazer; 3rd; and Donald C. Scott, president and vice-president, Royal Radio; Howard Sebenegen, president, Seberhagen Inc.

Tickets for luncheon were sold out several weeks in advance, mainly through use of air publicity and mentions on Everywoman’s Club.

Candidates Quizzed
SERIES of interviews, Know Your Candidates, twice-weekly at 10 p.m., was started Oct. 23 by KALI Salt Lake City in cooperation with Junior Chamber of Commerce. Candidates in the city’s municipal elections and primaries are asked: “Why should you be elected to office?” Earlier, Junior Chamber members took part in KALI’s Know Your City series, urging a heavy registration and a vote. Station also sells time to all candidates representing recognized political parties and groups. As another public service feature, KALI is cooperating with Salt Lake City Metropolitan Association in presenting transcribed “minutes of prayer” at 1:15 p.m. daily, and has scheduled a weekly half-hour program of religious music.

SHUT-INS RESPOND
To Griffin’s Description
—Of Monitoring Service

DESCRIPTION of the work of shut-ins in monitoring radio programs for Radio Reports Inc., New York, broadcast by Alexander Griffin, commentator, on WIP Philadelphia and Mutual, within a few weeks brought 136 replies from shut-ins interested in assignments as monitors.

Mr. Griffin explained in his broadcast that, on assignment from Radio Reports, across the nation a small army of shut-ins make radio-listening a business. Their job is to listen to the use of spot commercials, to learn the trend of commentators’ opinions, and to gather other data wanted by clients of Radio Reports. More monitors, he said, are needed.

Cash rewards “don’t amount to much” he declared. “But in self-satisfaction, and in the knowledge that after all there is something in life they can do, the rewards are maybe intangible, but limitless.” Radio Reports said 10 new monitors had been given assignments as result of Mr. Griffin’s broadcast and that 35 to 50 others probably would be added from the group.

KCMJ Construction
CONSTRUCTION of a one-story nucleus desert-type building for KCMJ Palm Springs, Calif., has been started by the station’s owner, Broadcasting Co. on N. Indian Ave. 900 feet north of city limits. Building will include one studio and announcer booth, music library, engineering maintenance shop and recreation room. Additional studios and offices are planned when WPB building restrictions are removed. Operating on 1340, the 2500-watt station will begin operations in mid-December, according to Donald C. McBain and Richard W. Joy, owners. Mr. McBain is a United Air Lines captain and technician-announcer; Mr. Joy is a Hollywood free-lance announcer. George Irwin has been appointed station sales manager and Homer Griffith Co., Hollywood, is sales representative. Station has subscribed to Standard Radio transcription library and UP leased wire service.

Vets Return
SERVICEMEN are returning to Canadian radio stations in considerable numbers. Of 173 formerly with CBC and in the Canadian armed services, 44 have returned to their posts at the CBC in various parts of Canada, including senior engineers, producers and announcers. A number of stations have most of their former staffs back.

AN ALL-TSCATOWKIES program will be presented by Andre Kostelanetz on CBS “Music of Andre Kostelanetz” show Nov. 15.

... the international “squeeze-box”

Many nationalities had a hand in the development of the accordion or “squeeze-box.” In the late 18th Century, the Chinese mouth organ was imported into Russia. A Danish scientist working in Russia became interested in the free reed of the Chinese instrument, and applied the same principle to an organ he was constructing. Pervitt, the Dane’s experiments, a German conceived the idea for the first concertina, made in 1822. Seven years later, an Austrian put a keyboard on the concertina and it became an accordion.

The super mouth organ
The early concertinas worked on exactly the same principle as the mouth organ, with a reed furnished by the player’s mouth. At each end of the reed was an endboard furnished with knobs which adjusted to the reeds when pressed. As in the mouth organ, a different note was produced when the direction of the air flow was reversed.

It’s all keyed up
The ordinary accordion, with from 5 to 50 keys, is a folk instrument. The 20th Century piano accordion, with a piano keyboard for the right hand and bass Harmony keys for the left, is for the accomplished musician only.

The fine tonal gradations of the accordion, and its soft penetrative timbre, are recorded with the utmost fidelity by:

VERTICAL CUT RECORDINGS!

Free reprints of this series of 25 advertisements, each dealing with a different musical instrument, may be obtained in booklet form from:

Electrical Research Products Division
Western Electric Company
333 Broadway, New York 7, N. Y.
intervention and the enlargement of the issues in such hearings, supported by appropriate engineering studies, and to show such less objectionable interference, as defined by the Commission’s Standards of Good Engineering Practice. All such petitions will have been careful consideration by the Commission.

The Commission divided the hearings into three groups, the first four hearings listed constituting Group A, the next nine constituting Group B, and the remaining 46 constituting Group C. Under Group A were placed new applications which require consolidation with others upon which hearings have been held, but on which no final action has been taken. Thus, in the first hearing designated it will be seen that a new application for a station on 1240 kc is consolidated with others upon which hearings have been held. In the second hearing listed, two new applications in the Nashville area are combined with four others; in the third hearing, three new applications are combined with two others; in the fourth, one new application is combined with four others.

Under Group B, the Commission consolidated for hearings new applications with others which have been designated for hearing but on which no hearings have been held. Thus, the five new applications listed are new applications seeking the frequency 1250 kc are combined with one application which has been designated for hearing. For the succeeding eight hearings also list the new applications with which the old applications are consolidated.

Group C, which represents the bulk of the hearings designated, the Commission consolidated new applications which are in conflict with each other and upon which no action has been taken.

In addition to the applications included in the hearings designated, the Commission will consolidate new applications which are in conflict with those listed. But once the hearings have been held, it was learned, there can be no assurance the case can be reopened and the individual applications will have to be examined on its merits.

The list of hearings follows:

(Continued from page 15)

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(Continued on page 82)
As American As the Hot Dog

Music is a common language—yet there is one form of music that's as purely American as the hot dog or baseball.

American Folk Music has found its way into the hearts of our people everywhere.

Many of the American backwoods tunes —lullabies, cowboy songs, serenades, country airs and such—are as well loved as many of the classics. Yes, folk music can be pretty fine, even though played on nothing more spectacular than harmonicas or little brown jugs.

Today folk music enthusiasts are as thick on Times Square as on the tall-grass areas. Radio, more than any other medium, has given impetus to a great American tradition in music.

Remember that BMI controls exclusive performance rights in the largest catalogue of great American folk tunes.

Before you serve up a program of folk music—consult your BMI INDEX.
Two Microphones Are Pick Up President's Speech on Universal Training

FOR THE FIRST time only two microphones were used in the House Chamber to pick up a four-network Presidential broadcast last Tuesday when President Truman urged a joint session of Congress to adopt universal training legislation. On the rostrum in front of the President were four microphones—one for the public address system, one for the movie newsreels and the other two for radio.

No call letters were permitted on the microphones, although American, CBS, Mutual and NBC each was permitted to place a stand microphone with call letters attached in the center aisle of the floor to pick up applause. CBS and NBC engineers handled the assignment for all networks and stations which aired the Presidential broadcast.

When the President was to speak Saturday at Central Park, New York, five microphones were to be used—two for broadcast, one for newsreel and two for the public address system.

A new public address microphone is to be installed in the House Chamber following last Tuesday's talk. At the beginning there was considerable feedback, some of which was picked up in the broadcast. Hereafter there is a battery of microphones in front of the President when he spoke on Congress, two as well as individual microphones for the newsreel newsreel service.

First call letters were taken from the microphones, then the number reduced to the minimum because all presidential broadcasts in the field only two microphones will be used for radio, according to J. Leonard Reinisch, radio adviser to President Truman and managing director of the Cox stations, WIOD WSB WHLO. Mr. Reinisch developed the two-microphone technique for the White House two and a half years after President Roosevelt's death.

COMMERCIAL RADIO IS SEEN FOR JAPAN

A COMMERCIAL network in competition with the government-controlled Radio Tokyo will be permitted in Japan, according to a New York Daily Tribune last week. Allied authorities have planned the move with a view to stimulating private enterprise in radio, provoking "that commercial interests must not create a monopoly of stations or programs," Frank Kelley wrote in the Tribune.

The Japanese government is sponsoring the project through its Board of Communications, said the article. According to the report, financial backers and stockholders for two radio and electronics manufacturers, five magazines, three theatrical and motion picture companies, two phonograph record companies and eighteen leading department stores.

Equipment is expected to be imported from the U.S., Mr. Kelley said, with two ten kw transmitters for shortwave programs, and the same power at Tokyo, Nagoya, Fukuoka and Sapporo. He added they hope to carry FM and television programs also in the future.

Mr. Kelley said that the networks have expressed the desire either to import American receivers or to obtain copyrights for their manufacture in Japan. Experimental television is planned this year with Allied commission, according to the article.

CKTS Licensed

CKTS is call for new station at Sherbrooke, Que. Station has been licensed to the Telegraph, Telephone & Pub. Co. and will operate with 250 w on 1240 kc. Station will be housed in same location as CHLT Sherbrooke, a French-language station, and will use one of the CHLT antenna towers.

Mississippi's cash is cliening in the coffers—and getting louder and louder—as are advertisers are boosted with a cash income in 1944, 125 per cent over that of 1939, 28 per cent over 1942, and 10 per cent over 1943—Mississippi is a ready market for what you have to sell.

WJDX—the DOMINANT "Voice of Mississippi" effectively, efficiently covers this growing, improving market.
RCA Puts New Sets on Display: Manufacturers Assail OPA

With several major manufacturers charging that Office of Price Administration controls are throwing 180,000 employees in the parts and set manufacturing industry into idleness, RCA Victor last Thursday displayed nine new table models in Chicago, while two other manufacturers canceled conventions which had been called to present new models.

At a special demonstration at the Lake Shore Athletic Club Thursday, H. A. Renholm, regional RCA Victor manager, said the first table models had come off assembly lines at firm’s Bloomington, Ill., plant and initial shipments were expected to begin this week. Consoles will follow in November, he added. A week earlier RCA Victor headquarters in Camden, N. J., told Broadcasting the firm was still trying to quote prices to dealers, distributors and consumers because definite costs of components were not available [Broadcasting, Oct. 22].

Meanwhile, Rep. Hardy (R.-N. J.) introduced on Thursday a bill to curtail reconditioning pricing powers of OPA.

OPA Denounced

These developments came to light last week as the House Select Committee to Investigate Executive agencies issued a denunciation of OPA in a report charging the policy of adherence to rigid formulas has retarded reconditioning, garnered production, especially in low-priced commodities, has restricted opportunity for full employment and has at least in some instances actually caused price of consumer items to rise.

Chicago radio manufacturers added to their charges against OPA for limiting ceiling prices the responsibility of approving “thousands” of employees out of work.

R. C. Costgrove, president, Radio Mgrs. Assn., and vice-president and general sales manager of Aviation Corp. (including Crosby Corp., Cincinnati), estimated that 180,000 employees in the radio industry would remain idle until OPA can offer an adjuvant hearing on price ceiling for parts and sets.

“We at Crosley should have produced 46,000 sets last month,” said Mr. Costgrove. “We produced none. We have 18,000 people out of work. We have 500.”

A. S. Wells, chairman of the RMA Reconversion Committee and board chairman of Wells-Gardine Co., Chicago, observed that OPA is attempting to put “five gallons of water into a gallon and it won’t work.” If company is operating with only a skeleton staff, instead of 1,800 normally employed, would be 1,300 people at work. We have 500.”

Comdr. E. F. McDonald Jr., president of the Zenith Radio Corp., reported 100 persons working instead of a normal 1,000.

Frank A. Hiter, executive vice-president of Stewart-Warner Corp., reported no production. Richard Carver, vice-president of Admiral Corp., and S. Freshman, general sales manager of Belmont Radio Corp., Chicago, expressed similar views, although Mr. Freshman said Belmont hopes to get into production shortly, but that manufacturers declined to comment but one said that OPA ceilings are “killing the industry.”

While both the parts and sets manufacturers were awaiting OPA regulations which were promised some weeks ago. Even if ceilings announced Oct. 11 [Broadcasting, Oct. 15] were sufficient, manufacturers declared they could not go ahead until the OPA issued regulations. When OPA announced increase factors Oct. 11, the announcement said regulations would follow immediately. At OPA late last week, however, officials stated that the regulations hadn’t been “cleared” and that it may be another 30 days before they’re out.

In face of new developments, Galvin Mfg. Corp., Chicago, plans to cancel its 1946 convention, according to Victor Ervins, advertising manager. “Mail” conventions will be conducted with distributors receiving illustrations and copy on “pilot” runs of 1946 models. Galvin planned to display the models at its convention.

Zenith postponed its convention.
Proposed FCC Decision Denies Renewal of License to WORL

CHARGING concealment of ownership and filing of false information regarding acquisition and transfer of stock the FCC last week adopted a proposed decision denying renewal of license to WORL Boston, owned by former Federal Radio Commissioner Harold A. Lafount and Sanford H. and George Cohen, counsel for the Arde Bulova interests.

A period of 23 days is given the station to file protest and request oral argument or present evidence to show why the decision should not be final.

In a 16-page decision on the case, on which hearings were held in 1944 on the qualifications of the applicant to continue operation of the station, the Commission found that 700 shares or 70% of the class B voting stock in the facility was assigned and delivered to Mr. Lafount in 1937, of which 300 shares were for the Cohen brothers but were held in the name of Robert C. Nordblom, a former stockholder in the station. The transfer of these 300 shares was not reported to the Commission until six years later, according to the decision.

Transcript for 1943

Later the Cohens acquired title to the remaining 300 shares in the station but withheld the information from the Commission for several years. Mr. Lafount testified that he had caused the first 330 shares to be reissued in Nordblom's name until he could determine how the Cohens wanted it divided among them. Shortly afterward, it was brought out, Mr. Lafount advised that Mr. Nordblom was dis- satisfied with the transaction and the Cohens thereupon decided they would sell their stock in their names until the matter was settled.

Not until the fall of 1943, when all claims had finally been disposed of, did the Cohens permit the transfer of the shares to be made in the books in their name, they testified.

The owners of the station contended that neither the acquisition of stock by them nor their activities in the management and control of the station constituted a transfer of control within the meaning of Section 310(6) of the Communications Act. They argued that "control" exists only when more than 50% of the outstanding voting stock is acquired by one individual or that the purchase of the 700 shares in 1937 were two separate and distinct transactions.

Regarding this contention, the Commission held that control is not limited to the ownership of a majority of the voting stock of a corporate licensee. It also includes physical operation and control of a station, its facilities and policies. Such control has been exercised by Lafount and the Cohens ever since their purchase in March, 1937, without the consent of the Commission, in violation of Sections 301 and 310(b) of the Communications Act of 1934, as amended. The experience of the applicant's principals in radio stations indicates they knew or should have known the import of these sections.

No Regard for Rules

The Commission declared that the applicant not only failed to apply for consent to the transfer of control resulting from the change in ownership of the 700 shares of voting stock in 1937 but also concealed the majority transfer of the class B voting stock, "and reported their other acquisitions in such manner and at such times as suited their particular purposes and conveniences without regard to rules and regulations of the Commission."

The decision stated that in 17 reports on applications made since 1937 the principals knowingly misrepresented the owner of the 300 shares to be Mr. Nordblom; that two transactions in 1938 involving transfer of 200 shares of stock to Arde Bulova and the transfer of this stock to Sanford Cohen were not reported; that false reports were made to show that the applicant was specially qualified for pay for improvements requested in station facilities, a statement showing cash in bank as $25,000 when actually the

BOND

(Continued on page 18)

and Buy a Dream", was written by S-Sgt. Walter Meyer, AUS, assigned to Special Services at KIng Field, Mississippi. It also is in the Music for Millions as well as Sing for Victory programs. Sgt. Meyer at one time was an announcer.

Special Bond trains will be sent on tours during the campaign, providing interview and special event programming for stations. Trains will carry 50 or 150 flat cars with latest U. S. war equipment as well as captured stuff, a baggage car and at least one pullman. Radar, rockets and other devices never before shown to the public will be exhibited.

Army Ground Forces will have two trains, Navy one and Marines one under present plans. They will tour 40 States and 50 cities as far west as Helena, Mont., and Denver. Unusually heavy rail congestion prevents West Coast exhibits. Plans call for President Truman to issue dispatcher's orders setting trains in motion Nov. 5. They will leave from Washington, New York, Baltimore, Richmond and St. Louis. Army Service Forces may have a sixth train.

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Amateur Calls and Areas Are Modified
To Prepare for Large License Issue

TO FACILITATE assignment of calls to expected thousands of new amateur broadcast stations, new plan announced by the FCC last week will increase call areas from nine to ten and will also assign certain portions of present call areas. System is approved by American Radio Relay League, the “NAB” of amateur operators. Not exceeding ten new prefixes the calls will continue to be composed of a numeral signifying call area, preceded by letters signifying assignee and followed by letters to complete the distinctive individual call. Full use of the prefix K will be used in the continental U.S., rather than in outlying areas only, when it becomes suitable to do so upon lack of W combinations in an area.

Purpose of area reassignment is to prevent call areas from dividing into pockets, and to make areas far more nearly equal in amateur numbers.

Commission report stated: “It is fully appreciated that most of the amateurs who hold both telephone licenses and who obtain new ones will prefer to be assigned their former call letters and, with the large number of amateur stations, it is imperative to assign calls systematically rather than on a request basis; nevertheless, the Commission will continue its policy of assigning the same call to the station of the same amateur whenever appropriate.”

The statement continued to explain that the “principle has applied not only to renewed and modified licenses, but to new ones following a period of inactivity. It is proposed to continue this principle so that if an amateur obtains a new license for his former location it will ordinarily include assignment of the former call without change. The FCC statement said that during the war the operation of some 60,000 licensed amateur stations was discontinued and the station licenses lapsed. Licensing of amateur stations is expected to be resumed within the near future. ARRL forecasts increases of stations dwarfing prewar figures.

The 112-115.6 mc band was made available to the Commission for assignment of amateur operation by eligible operators on Aug. 15 for a period from that date to Nov. 15. Before the end of this provisional period further action on amateur operation is to be announced.

New call areas as designated are: Area 1, New England (six states); Area 2, New York, New Jersey, Pennsylvania, Delaware, Maryland, District of Columbia; Area 4, Virginia, North and South Carolina, Georgia, Florida, Alabama, Tennessee, Kentucky, Puerto Rico and Virgin Islands; Area 5, Mississippi, Louisiana, Arkansas, Oklahoma, Texas and New Mexico; Area 6, California, Hawaii and Pan American possessions except those designated in Area 7; Area 7, Oregon, Washington, Idaho, Montana, Wyoming, Arizona, Nevada, Utah, Alaska and adjacent islands; Area 8, Michigan, Ohio, Indiana, Illinois, Wisconsin, West Virginia, Missouri, Kansas, Minnesota, Iowa and South Dakota.

WORL
(Continued from page 85)

Iulence was only $362. Reviewing the record in the case, the Commission declared that the integrity of proceedings and the administrative process are involved in the issues. “It is of paramount importance,” it held, “that the Commission be able to rely on representations made by applicants and licensees and their attorneys in carrying out its functions, whether such representations are made in formal applications or representations filed with it or in testimony produced before it. The Commission must require that such representations are worthy of reliance if it is to have confidence in its own proceedings.”

Concluding that “the applicant cannot be trusted with the responsibilities of a licensee,” the Commission decided that renewal of the license of the station by the applicant corporation “would not serve public interest, convenience, or necessity and should be denied.”
stations, probably will have to deceive FM sponsors of any but recorded music. In that event, the FM situation would be comparable to that of television, which for some time has been dependent upon recorded music following a Pettrillo order to AFB members not to perform for video broadcasts.

Philip G. Louches, general counsel of FMBI, revealed the union's demands as presenting "an overall industry problem of the first magnitude. The solution of this problem," he asserted, "constitutes the first real challenge to the efficiency of the joint committee created just last week by FMBI and NAB."

Decision of FMBI to coordinate FM activities through an autonomous FM department of NAB [Broadcasting, Oct. 22] could not have come too soon. The machinery for dealing with overall industry problems has been set up and has just set up what may be one of its biggest problems.

Any earlier doubts of the advisability of the merger apparently were removed by AFB's action.

NAB officials expressed belief that FM stations' programming will suffer because they do not command sufficient income to justify expenditure of large sums for musicians. The opportunity to broadcast performances of symphony orchestras and other high-caliber acts which perform for their sister AM stations, they noted, has given FM the chance to show listeners the benefits of high-fidelity technique and an opportunity to pay for costly live performances, FM will depend more and more on recorded music, they declared.

Industry spokesmen felt that the union's move, which came at a time when the FCC was working overtime to get FM grants issued and manufacturers were trying to speed production of receivers, would seriously retard the development and growth of FM.

Damm's Statement

FMBI President Damm's statement to Broadcasting asserted: "It is certain that the non-duplication edict of the musicians' union will seriously and materially retard the development of FM when it is realized that the majority of AM broadcasters who have gone into or are planning to go into FM are doing so in view of offering the public a better broadcasting service and not to operate a second station as a separate commercial enterprise."

"Those who have an AM station and who are planning to go into FM would of necessity have to develop independent program service and would naturally use the best talent available, musicians, and there probably will be some AM broadcasters who expect to operate FM separately and such broadcasters also would, without doubt, expect to use additional musicians, and other talent to so program their FM operation."

"The edict would, however, place an unfair burden on those AM broadcasters who are planning a hundred percent duplicative operation in the public interest. They would be rendering only one program to the public while their AM operation would be no different than were they to operate AM boosters, as some stations are doing and others are contemplating doing.

"I cannot believe that those responsible for the new FM service have a true picture of the FM situation as between AM broadcasters who plan to duplicate and who thus would receive administrative relief, and AM broadcasters who plan to run two separate services and those going into FM without any AM affiliation."

"It is true that the networks cannot attain their poor because while FM added to AM will increase listening due to the greater acceptability of the instrumentation, it would not increase the rates to the advertiser. Therefore, if networks are not to be allowed to duplicate their AM programs on FM they will have to start new networks in competition with their present networks and develop new talent in competition with the present talent, and, as a result, bring to the FM listeners the Jack Benny's, Charlie McCarthy, and Bob Hope's, etc.

"While at first thought many people will probably visualize this edict as a greater opportunity for the immediate formation of FM networks I believe that on second thought the picture will clarify and they will realize that if broadcasting on FM is to produce the great benefits of FM we cannot let the present AM service simply deteriorate and disappear while attempting to build competitive programs on FM."

"The experience of the past few years has shown the difficulty of developing outstanding talent in AM and it is certain that to fill the present need without thinking in terms of finding new talent for FM alone. Unless this matter is promptly cleared up it is my opinion that hundreds of present applicants will indefinitely defer going into FM and that FM as a whole will be drastically retarded."

Add Impetus

"The edict was expected to add impetus to the efforts of the industry to get legislative "protection" against AFB powers and to bring prospective FM licenses, particularly newspapers, into the movement."

Several radio bills are expected to develop when Congress reconvenes following the Christmas recess. In the past it was thought that efforts might be made to revive a bill which already has a "legislative background"—such as the "Interlochen Bill" of Sen. Vandenberg (R-Mich.) instead of starting over again with entirely new measures.

The Interlochen Bill (S-69), to prevent interference to broadcasts of cultural programs, was drawn following AFB's ban on broadcasts of the National Music Camp at Interlochen, Mich. It was passed by the Senate but rejected by the House Interstate & Foreign Commerce Committee.

Supporting this measure in a committee hearing on it was a companion bill (HR-1466) introduced by Rep. Dondero (D-N.J.). FCC Chairman Paul Porter testified last February [Broadcasting, Feb. 25]:

"Under the American system of broadcasting, as you know, the Government is expressly forbidden to dictate to broadcasters what shall not be broadcast. This is in order to guarantee a free radio.

No Arbitrary Restrictions

"But more than this is necessary if radio is really to be free. We must guard against the idea that no restrictions are imposed by private groups concerning material which shall be broadcast... If an organization can prevent radio stations from broadcasting a concert by high school students, a precedent is established whereby broadcasts of speeches, forums, conventions, etc., will be prevented. Such a precedent, if permitted to be established..."

Mr. Porter in his committee appearance saw a second ill effect of the Interlochen ban—enjoyment by small stations by preventing them from using local talent and forcing them either to broadcast network programs all day or to use records and transmissions instead of developing their own and contributing to the growth of the community.

"Other legislation contemplated after Jan. 1 includes a measure planned by Sen. Claiborne Pell (D-Cal.) which would, among other things, put curbs on AFB. Senator Wheeler (D-Mont.) plans to introduce legislation embodying FCC rules. Rep. A. H. (Doc.) Monroney (D-Okla.) is expected to ask the House Judiciary Committee to begin hearings on his bill (HR-2121), now pending before the committee, which would prohibit the FM station's forcing stations, not necessarily those who are necessary, would prohibit it's pulling a network musical show because the affiliate doesn't fit the mark, and would prohibit its forcing stations to hire musicians to turn platters."

West Coast Indignant

Reaction to the AFB edict on the West Coast was one of surprised indignation. Consensus was that it would prove an immediate handicap to FM development. One station operator felt further clarification of the order was necessary. Another believed the edict could modify its demands.

Lewis Allen Weiss, vice-president (Continued on page 88).
Petrillo
(Continued from page 87)
and general manager of Don Lee Broadcasting System, Hollywood, operating KJH-FM Los Angeles, only FM station in Southern California area, called the AFM section "unwarranted because of the change-over to FM to meet the demand by Dec. 1. It is post-}
posing to pay 100 per cent penalty when there is probably no single FM receiver in the area capable of attaching programs. We do not intend to hire extra musicians for FM or television until progress in these media warrants such action."

New York notices to its affiliates went out late last week. Mr. Pet-
trillo's original telegram had gone to the AM outlets of three major networks: those of WEEP, NBC's New York outlet; WOR and WJJC, New York and Chicago CBS stations, and WGN, and KJH, New York, Chicago and Los Angeles stations of Mutual.

Noting NBC affiliates that the AFM order left NBC no altern-
native but to discontinue the dual AM-FM transmission of musical programs, Easton C. Woolver, director of the stations department, said:

Prevents Progress

"The effect of Mr. Petrillo's order also is to prohibit the carry-
on of our previously announced policy of permitting complete duplic-
ition by NBC affiliates of our AM musical programs on their FM trans-
mitters. We regret exceedingly these restrictions impeding the pro-
gress of FM, the benefits of which we are anxious to make available to the public through the broadcasting stations serving the public."

Mark Woods, president of American Broadcasting Companies, also oper-
ates any FM stations, in his message to affiliates said he would do his best, "to attempt to have the situation clarified and if possible restored to the position it appeared to be in before there may be no additional burden of this type placed on the development and growth of FM as a medium of mass communication."

Reappraisal Needed

Paul Kesten, CBS executive vice-

president, in his wire to CBS affiliates noted that "details of demands for double crew of musicians not yet clarified by union, but regardless of same feel compelled to advise you this move by musicians, unless withdrawn later, makes it necessary for us to reappraise our entire position FM broadcasting."

"As you know," Mr. Kesten's wire continued, "CBS has taken initiative in pointing out that if broadcasters were willing to assume double transmission costs during transition period from AM to FM, company would be established only by sparing broadcasters double program costs, since each FM listener is subtracted from total AM audience. Recent FCC rules and regulations recognize fairness and advantages this position both from public and industry standpoint."

Mr. Kesten expressed belief that the AFM action will "seriously re-
tard development of FM broadcasting. Unless listeners can receive by FM their favorite programs there will be no incentive for new FM broadcasters. We are therefore, extremely concerned by the new FM receivers and broadcasting cannot assume the impossible economic burden which would result from musicians' demands."

Carl Haverlin, Mutual vice-president in charge of station relations, in his wire to KJH, WIP, WGN, WOR and Yankee Network simply quoted the AFM message and stated that "after midnight of Oct. 28 it will be impossible for you to duplicate any Mutual musical programs on your AM and FM facilities."

A spokesman for WGN Chicago said that station would place local and net musical shows on WGNB with recorded music. A WOR New York spokesman, however, said that it would continue its dual AM-FM programs without necessarily mean the use of a great number of recordings because, with only six hours of programming a day, the required flexibility is required. In addition to program WBAI, the FM station, without any music at all. But, the WOR spokesman said, no definite program policy has been set."

TRAMMELL POINTS TO DEVELOPMENTS

KILES TRAMMELL, president of NBC, in a speech before the Mil-
waukee Advertising Club Oct. 25 said that "broadcasting enters the postwar world with two extremely significant new developments before us. I refer to the commercial development and the introduction to public service on a nationwide basis, of frequency modulation and television."

"Ultimately there should be plenty of FM stations across the country to permit organization of several new national networks comprised of FM broadcasters," he said.

Turning to television, Mr. Tram-
vell said that NBC has pioneered in it and is prepared to back its faith in television's future with investments of many millions. "Television will be the biggest and most fascinating of America's new industries after the war," he said, and pointed out the increased employment and broad public service which it will offer.

Symphony Guests

PAUL PARAY, noted French con-
doctor, will join Sir Adrian Boult and Igor Stravinsky as occasional guest conductors of the Boston Symphony Orchestra on American tours this season. Dr. Serge Koussevitzky, Allis-
Chalmers Mfg. Co., Milwaukee, is sponsor of broadcasts, and Comp-
act Adv., Inc., New York, is agency. BROADCASTING • Broadcast Advertising

BMB Adopts Plan Offered in Chicago

TO CHICAGO independent stations goes credit for the BMB measure-
ment system now used, Hugh Fel-
tis, BMB president, declared in Chicago Thursday.

After a 1-hour conference following a meeting with Chicago stations, Mr. Felton said that suggestions presented several months ago by WBB, WGN, WDAY, WGES, WATT, WWA, WSBG and WHFC, led to abandonment of "primary, secondary and tertiary" as well as "circu-
culation" as identifying terms of the measurement study. Their re-
quest that index figures and total audiences be measured by counties and that figures comparable to re-
ports of other media (newspapers) be included in the measurement has been adopted, he said.

The Chicago stations insisted the survey should include a sample of the 15% of the metropolitan area's population, the city's population in metropolitan areas, Mr. Felton promised to bring the request before the next meeting of the Tech-
nical Committee in New York in November. A survey of WINE Chicago represented the seven Chi-
gago stations in petitioning BMB for the additional breakdown.

Attending the conference with the BMB president were Leslie C. Johnson, WBB, RFK Rock Island, NAB districr director; Mel Brody and Lowry H. Cries, BMB board mem-
bber; Paul Fitch, BMB technical committee member; Margaret Wil-
ey and Hilly Sanders, Chicago, AAAA. Mr. Felton was to confer today (Oct. 25) with station man-
gers in Louisville.

WIN Changes

RECENT RESIGNATIONS at WIN New York include the fol-
lowing: Bill Shepard, senior staff announcer, will take over spe-
cial shows at WFDA Dallas; Ed Storke, announcer, who has joined one of Coca Cola's Spot Light Band programs as announcer; Beatrice Strong, WABC news editor, as station's classical music program's Music to Read by and Album of Song; Sheldon Rothman, in charge of popular music programs, who left Oct. 26 to go into business for himself, and Lucille Sloane, assistant promotion director, who leaves Nov. 2 to do freelance promotion work.

Post Refuses Noble

RECENT publication of an account of the sale of WMCA New York and the subsequent congressional committee investigation in the Sat-

day Evening Post as the first of a biography series on Thomas G. Corcoran written by Alive Johnston [BROADCASTING, Oct. 15], al-
leging that Mr. Corcoran as a friend of Edward J. Noble tried to block the investigation, has evoked from Mr. Noble and his attorneys a demand that the Post publish the rep-
port of the Congressional Com-
mittee. The magazine has refused this request.

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Novik

(Continued from page 10)

just can’t forget that they have had six years of war.

BCC is just beginning to pull out of a six-year active war stretch. Most of the time it operated under fear of direct enemy attack. Its program schedule had been accelerated to meet war conditions. Balanced programmed yardsticks were thrown out in order to meet the task of education, morale, propaganda and aid to Allied broadcast programs (Remember that BBC played a major role in setting up our AFN, aided our news men and technicians, instructed the European under-ground, stayed on the air during the blitz and technologically outsmarted the Germans by never going off the air.) It’s a wonder that they held up any standards.

I cannot agree with the point of view that the ADG is imposing its program ideas on the people. No system can do that for a long while—even Hitler found that out. BCC itself may change. Britain has just gone through a major political change. The new government, with a sweeping mandate from the people, has its fingers close to the pulse of Britain. What the masses of people want will, I am sure, be done by the BCC.

On the Continent, too, the present radio operation may quite possibly not be representative of the true spirit of the people. Under Hitler all radio was controlled by the Reich, and most of its top-level personnel collaborated. When liberation came, the resistance tried to staff the stations. It was a difficult job. Today there is not enough equipment, certainly not enough trained personnel. The present management is waiting for general elections to determine major radio policies.

The old argument of privately owned but government regulated system (U. S. A.), or State chartered but non-commercial system (England), or State chartered with limited commercial system (Italy), or State-owned system (France) or United States Army controlled non-commercial system (Germany) is just not an issue.

We cannot judge European radio by our yardsticks, just as we cannot judge theology by the fact that traffic in England runs to the left instead of to the right. Free people will always find a way of expressing their feelings. Our Radio System is an expression of our free system. Its expansion and growth is symbolic of our enterprise and our vast resources. And no other broadcast system could have done as good a job in the country.

We should never think of the prewar Radio Luxembourg or Monte Carlo set-ups as an example of what European radio will be like. They were not normal expressions of the people. They were foreign to the countries in which they were located: high-powered factories designed to beam commercial materials at another country. They paid royalties or tokens for their franchises, but assumed none of the social or civic responsibilities. They operated in many instances on amended frequencies, on power completely out of line with the needs of their localities. They threw their signals anywhere, anytime. They picked the weak spots of a country’s daily schedule and beamed popular programs to them. The best analogy I can think of is to say that they would compare to a 500 kw station on the Canadian border or Bermuda, operated by a British, Mexican and American syndicate, beaming programs into the United States at times when the networks were broadcasting their leading public service programs. They had no Toscanini symphonies, no Town Halls, no Schools of the Air, none of the hundreds of local government programs of community interest just sold time and sold it to the highest bidder. They were (and would be called in our country) unfair competition, not serving in our concept of “the public interest.” Try to compare such operations with our high standard of entertainment, education and public service.

Our trip has convinced all of us, I am sure, that in the days ahead radio will play a greater role in Europe and the world than ever before. More Americans will be in Europe than ever. Whether they are or not, all of us are aware of the problems of Europe. That American radio can do a lot to help.

Here’s one man’s opinion of some of the things we ought to do:

1. The networks should keep in Europe an experienced staff of news men as they had during the war. They should be there to tell the United States what sort of job our forces are doing, and how the people of Europe are solving their own problems.

2. We should keep Europe informed of our own reconversion job. And, most important, we should explain to Europe our way of life.

3. The radio industry should set up scholarships for European engineers and production men to come here and learn how we work.

4. Our technicians should be sent abroad to learn of their technical advances, particularly in recording machines.

5. We can probably learn a great deal from the British method of handling news.

I think everyone will join me in paying respect for the great job our news men and information, to express admiration for the great job that is being done in Nice, for the work of the Red Cross and U.S.O. and—for how different it is from the last war.

IBEW IS PICKETING CINCINNATI STATION

WHETHER members of WLW Local of the International Brotherhood of Electrical Workers (AFL) and American Federation of Radio Artists would walk out in sympathy with 1,230 members of Local B-1060 IBEW, who last week went on strike at the Crosley Manufacturing division, Cincinnati, was undetermined as broadcasting went to press.

Demanding a 40% wage increase, the IBEW local, largest of its kind in the country, walked out last Monday and immediately es-
tablished picket lines around the five Crosley Corp. plants in Cincinnati as well as Crosley Square, home of WLW, in the downtown area. The strikers work on refrigerators and radios.

AFRA members employed at WLW expressed themselves as “dissatisfied” that they had to cross picket lines to get to work, although no action had been taken by that AFL affiliate last week. Engineers, who are members of another IBEW local, continued to cross the picket lines. A spokes-
man said they had “no word from international headquarters to the contrary.”

James McNamara, U. S. concilia-
tor, has been assigned to attempt settlement of the strike.

American Changes

AMERICAN recently broadened its public relations division to facilitate a more smoothly running department. Robert E. Kintner, vice-presi-
dent in charge of public relations, is directing the division, with Robert Saudek, formerly manager of sales service, executing affairs of the department.

WPB Exempts Sets

WPB last Thursday exempted radio receiving sets, phonographs and radio-phonograph combinations from inventory restrictions. The action is designed to enable producers, wholesalers and retailers to equalize distribution of scarce equipment, which was not manufactured during the war years. High cost of appliances was another factor contributing to the distribution difficulties, said WPB. Merchants are not likely to be able to accumulate excessive inventories, it added, because supplies are not yet plentiful.

Ethridge Abroad

MARK ETHRIDGE, head of WHAS Louisville and publisher of the Louisville Courier-Journal and Times, last week was in Sofia, Bulgaria as special observer for Secretary of State Byrnes. He told Bulgarian newsman he planned to see many people and visit several parts of Bulgaria.
THE BARON-TONE ORCHESTRAL CONVERSION UNIT

A Sensational New Tone Cabinet For The Electric Organ

THE BARON-TONE ORCHESTRAL CONVERSION UNIT brings to the electric organ all the tones of a large pipe organ, with a MODERN ACCENT, and will broadcast and record as such.

IMMEDIATE DELIVERY
Allass Leaves Difference

With IBEW to Arbitrate

NATIONAL AND LOCAL offi-
cials of the IBEW were told
Wednesday, October 24, by Ralph
Allass, owner and manager of
WIND Chicago, that any differ-
ces or any interpretation of a
union contract entered into last
September could be decided by
arbitration. Allass said that both
parties entered into the contract
with "full understanding" of its
terms and that the station would
necessarily be subject to all its
relations with IBEW employees.

It was reported that the union
officers were asked by Eugene
Cruzen, president of the SEIU
Chicago local, to authorize a
strike, but that so far national
headquarters had declined author-
ization.

Chicago Banquet

The Radio Management Club of
Chicago held its Ovation National
Radio Week, Nov. 4-10 with a ban-
quet honoring the veterans of the
Chicago radio industry, officers an-
nounced at the regular Wednesday
luncheon.

Ruling Deferred

PENDING issuance of television
engineering standards by the FCC,
the Zoning Adjustment Board, Dis-
trict of Columbia, will decide on
Sept. 7 if WJBD, Broadcasting
Services to build a 300-foot television
tower in the nation's capital.

Weiss Out of Army

GEORGE G. WEISS, president of
Savannah Valley Broadcasting Co.,
had been released from the Army
after nearly four years of service.
He saw action in North Africa and
Italy. Company is applicant for a
new local AM station at Augusta,
Ga.

Frequencies Restored

THREE shortwave frequencies,
used during the war by Office of
War Information, last week were
returned to civilian status by the
FCC, which authorized the licensees

Army Research

A CONTINUOUS program of elec-
tronic research for the Army was
announced last week by Secre-
tary of War Patterson. Through
the research carried out by the Na-
tional Bureau of Standards, the
objective is to develop the most
effective weapons and counter-
measures even devised with the
limits being first on the list
for further research. Experience
is slated to bring new tubes, gen-
erators and other items to the
radio industry.

Agency Expands

TO ACCOMMODATE expanded
operations, Lockwood-Sharkelford
Adv., Los Angeles agency, has
taken additional offices and shifted
its radio department to Hollywood
Fantasy Bldg., 2211 Hollywood
Blvd. Telephone is Gladstone
6131. Lou Holzer has been named
production manager, according to
Dave D. Fennis, radio director. Gene
Norrman, formerly KFWB, was
placed in charge of production.
Catherine B. Dunbar, freelance
radio writer, and Leona d'Ambry,
formerly with Columbia, Pictures
Inc., are included in staff depart-
ment.

SYLVANIA CHANGES

H. WARD ZIMMER and E. Fin-
ley Carter have been elected vice-
presidents of Sylvania Electric
Products, Inc., New York. Mr. Zim-
er, formerly general manager of
operations, has been named to
charge of radio division, in
charge of the radio tube divi-
sion, and Mr. Carter, formerly
director of industrial relations, is
in charge of industrial relations.

NARBA INVITATIONS

READY THIS WEEK

INVITATIONS are expected to go
out this week from the State Dept.
to countries affected by the North
American Regional Broadcasting
Agreement (NARBA) for a con-
ference in Washington in mid-
January [CLOSED CIRCUIT, Oct. 22].

With NARBA expiring March 29,
1946, the Conference is expected
to adopt interim allocations plan
pending the new treaty. Cuba has re-
quested 14 additional frequencies,
including some clear channels
[BROADCASTING, Oct. 8]. The
Bahamas also have submitted one
requests, which include protection
for the 640-ke frequency, now assigned
to the Bahamas.

Invitations will be sent to Canada,
Cuba, Haiti, Mexico, Dominican Re-
public, Newfoundland and the Ba-
hamas. Date has tentatively been
fixed as Jan. 15.

Meanwhile the State Dept.
announced that the U. S. Govern-
ment has accepted an invitation
from the British Government to par-
ticipate in a conference in
Bermuda Nov. 19 to consider tele-
communications questions outstanding
between the U. S. and British
Commonwealth.

Although still clothed in secrecy,
it is understood that such matters as
radio, radiotelegraph, tele-
telphone and rates will be dis-

CFBR Is Sold

CFBR Brockville, Ont., 100 w sta-
tion, has been sold by J. C. Whitey
at Jack Murray of Jack Murray
Ltd., Toronto advertising agency
and production firm, for a reported
$10,000. R. Wright of Jack Murr-
ray Ltd., recently discharged from
the RCAF, and formerly of CFCF
Chatham, Ont., is to be the manager
of the station.

VGES Moves

VGES Chicago has moved to
new quarters at 2708 W. Wash-

Ford Spots

FORD MOTOR Co., Detroit, is
sponsoring live spots on midwest
and eastern stations in build-up
program for new 1946 models.
No station list has been made. Agency
is Mason Inc., Chicago.

CJEB Invitations

WASHINGTON, D. C.—ово
American Radio Conference
announced by the Radio
Research Bureau, will be held
at the State dept. in Wash-
ington, D. C., Jan. 8.

CFBR 95.5 Mc Ciowles Broadcast-
ing Co., Washington, D. C.—CFB
is new FM station on 95.5 mc
owned by William E. Ciowles.
WRTS, 1670 kHz, is new
FM station on 1670 mc
owned by George W. Turi.

AMENDED WTNZ Minnesota
Broadcasting Corp., Albert Lea,
MN.—Beige, Smith &
Pennsylvania, Washington, D.C.,
counsel—Norris C. Leit, Wash-
ington (P. 3, 1272 K St. N. W.).

AMENDED WTCN Minnesota
Broadcasting Corp., Albert Lea,
MN.—Beige, Smith &
Pennsylvania, Washington, D.C.,
counsel—Norris C. Leit, Wash-
ington (P. 3, 1272 K St. N. W.).
BMB Votes to Further Cooperation With Canadian Group at Joint Meeting

RESOLUTION pledging the continued efforts of the technical research committee of BMB toward further cooperation with the Canadian Bureau of Broadcast Measurements was adopted by the committee last Monday, following a meeting attended by representatives of BMB.

The committee reaffirmed the BMB minimum standard of 10% for published station audience data, but will recommend to the board that special confidential management reports be released to subscribing stations at the Bureau's discretion for counties and areas where the minimum standard is not attained.

A. N. Halverstadt, Procter & Gamble Co., chairman of the committee, appointed three subcommittees: on tabulating procedure, including Edward F. Evans, American; W. J. Main, Rutbraff & Ryan, Inc.; Halverstadt, on records; and Charles A. Pooler, Benton & Bowles, on station ownership (U. S. radio ownership, sample reliability), including Frederick B. Manche, BBDO; Barry T. Rumble, NAB; Frederick Berner, G. Washington Coffee Roasting Co.

BIDS ARE SOLICITED ON BMB SURVEY
MAILING, research and tabulation organizations are invited to submit bids for the forthcoming BMB nationwide radio audience survey.

The first operation of the survey, to be conducted in January, covers addressing, research and mailing of more than a million separate pieces to a nation-wide list that has already been compiled. The second function—editing and coding returned ballots—is scheduled for early spring and will be performed in close cooperation with the mailing office. The final function—categorizing—entails the handling of 5 million or more punch cards through processes involving most types of machinery in accordance with the specifications with BMB's tabulation manual.

Sonora Campaign
SONORA Radio & Television Co., Chicago, begins its first radio advertising about November 9, shortly before deliveries of radios reach retailers and begins as a local promotion. The first operation of WMBW 910 AM in Sonora, radio in 1944 is a downtown city of 4,500 people.

I've heard a lot about the Sonora campaign and I wanted to take a chance on the combination of radio and beauty. I heard that the radio was the talk of the town, so I thought I'd go as far as you could expect to get the best of both worlds.

I didn't think too much about missing someone, but more than two weeks after the broadcast, I had heard the show was around to see the show that made us famous. I went to the Chemical Center of the city, where I saw the combination of radio and beauty. I heard that the radio was the talk of the town, so I thought I'd go as far as you could expect to get the best of both worlds.

 consonance, our big local newspaper, the Press-Courier, pubbed it on four right away and they're selling right out of it too. Well, that's just the first piece of the puzzle, and we're looking forward to more revenue and to the new station.

WCHS
Charleston, W. Va.

WTRY TROY, NEW YORK
980 KC • 1000 W
ASSOCIATED WITH
WYSR WEIL WKNE

Representatives:
PAUL H. RAYMER CO.
House ‘Liberals’ Lead Fight Against Un-American’ Group

DECLARING action of the House Un-American Activities Committee in requesting scripts of certain radio commentators was, in itself, “Un-American”, the so-called “liberals” in the House last week led a fight against the committee, using the radio incident as a basis for attacks.

When the smoke of battle had cleared, eight Congressmen and seven Congresswomen had denounced the committee and called for “freedom of the air” and three Congressmen had defended the committee.

Charges of “Communist” and “native Fascist” were hurled back and forth as Speaker Rayburn (D-Tex.) attempted to keep order. Loud applause from a group on the floor segment of the gallery greeted singing remarks by Rep. Emanuel Celler (D-N.Y.) who recently introduced a bill that would make radio a public utility.

“ ‘This Committee has gotten off to a false start by singling out for investigation broadcasters who can be labeled liberal and ignoring those of ultra-reactionary caste,” declared Rep. Celler. His assertion that “specific scripts” have been “suppressed” of Cecil Brown, Mutual; Johannes Steel and Sidney Walton, WHN New York; William S. Gilmour, WJZ; Raymond Swing, American; J. Raymond Walsh, WABC New York; and Hans Jacob, WOV New York, brought from Rep. Thomas (R-N.J.) a committee member, a demand that all scripts had been suppressed. He said they were requested.

“Strangely enough, anti-laborites and reactionaries like Rupert Hughes and the vicous Upton Closes and the unctuous and pontifical H.

V. Kaltenborn and the cacoustic Bill Cunningham and others of their ilk apparently are not to be bothered,” declared Rep. Celler.

Rep. Coffee (D-Wash.) took up the cudgel and declared that the National Assn. of Manufacturers controls the airwaves. “The fact of the matter is that there is freedom of the air only to those who can pay for it,” he asserted, charging the broadcasters with being able to maintain their “in” with the broadcasting systems at a terrific cost.” He charged that sponsored commentators broadcast “propaganda” for the NAM in the guise of news and that “apparently harmless series of programs, designed for the entire family, are full of plugs for the NAM’s instrumentation of the news.”

“I charge there are pitifully few really independent commentators left on our NAM-dominated American airwaves,” said Rep. Coffee.

Patrick Sucks

Rep. Patterson (D-Cal.) who wired the commentators whose scripts had been requested as well as several others [BROADCASTING, Oct. 22] offering his “support,” told his colleagues that while the Un-American Committee could investigate radio scripts “it can also review the press and those scripts prepared by candidates of the Democratic and Republican parties.”

Rep. DeLacy (D-Wash.) charged the “Rankin Committee is setting itself up as a Congressional radio-thought police.”

Rep. Rankin (D-Miss.), ranking Majority member of the Committee, defended the staff’s actions in requesting the scripts.

Rep. Manzullo (D-Ill.) declared that “America is in danger from those who would suppress freedom of thought and freedom of expression.” Rep. Helen Gabagan Douglas (D-Cal.) said: “If a Congressional committee is allowed to dictate what a man may say by frightening and intimidating the sponsors of liberal radio commentators so as to cause their removal from the airways, it, too, strikes at the very foundation of our democracy.”

Meanwhile the radio division of the Independent Citizens Committee of the Arts, Sciences and Professions, of which Norman Corwin is chairman, announced they had adopted a joint statement of 20 national and local educational, fraternal, civic, political and trade union organizations Oct. 24 to abolish the House Committee on Un-American Activities. According to the statement issued by the various organizations, the committee is aiming to establish Fascism in America. It seeks to drive against the freedom of the radio and film industries, and its threat against newspaper columnists.

AT OPENING of demonstration of intra-store television at Gimbel’s Philadelphia are (l to r) Bernard Gimbel, president; and Gimbel’s Inc.; Fred C. Ackerman, executive vp in charge of RCA Victor division; Arthur C. Kaufmann, executive head of Gimbel’s Philadelphia. In background is theme piece of five TV window displays.

Gimbel’s and RCA Undertake TV Test

FIRST store-wide television station was opened Oct. 21 by Gimbel’s Department Store, Philadelphia, in cooperation with RCA-Victor, Camden, for a preliminary merchandising test.

More than $175,000 was spent by Gimbel’s and RCA for the three-week demonstration, which was designed to prove television’s value as an information medium for shop- pers. Preview demonstration offers a series of six 10-minute skits plugging different departments of the store. Many articles not displayed on counters will be demonstrated by video to test its effectiveness in arousing interest.

RCA engineers supervised construction of a complete studio and control facilities in the store auditorium. Television stage measures 50 by 60 feet. With auditorium accommodating 500 persons, and 20 telescopes set up throughout the store, approximately 1,000 persons can see television in production or on receivers every half-hour under present plan. Three of the 20 TV receivers measure 16 21 1/2 inches, and the rest are about seven by nine inches. Shows are produced under direction of Gerry Simpson of NBC’s television staff, and Joe Jenkins, using professional models and actors.

Officials said the demonstration will serve as a test pattern for similar wide-scale video projects to be presented by RCA-Victor.

DODD WOULD HEAD GOVERNORS OF CBC

A. DAVIDSON DUNTON, Montreal, has been appointed first full-time chairman of the board of governors of the Canadian Broadcasting Corp., it was announced in Oct. 15 in the House of Commons, Ottawa, by Finance Minister J. L. Ilsley. Dunton, 33 years old, has been manager of the government’s Wartime Information Board, to which he was loaned by the Montreal Standard of which he was editor.

As full-time chairman of the CBC he will receive $15,000 a year and is bound by the last Parliament Committee. He takes office Nov. 15, succeeds part-time chairman Howard B. Chase, grand chief engineer of the Brotherhood of Locomotive Engineers of Canada.

He will be responsible to the board of governors to Revenue Minister J. J. McCann, and will report to general manager Dr. Augustin Frigon.

Dyke Makes News

COL. LEN R. DYKE, pressor promotion director of NBC, now chief of the Army’s civil information and education office in Tokyo, made front pages last week when he cranked down on the Japanese press and radio for failing to do a conscientious news job.

Farming is tops in WSAM’S triple market!

SAGINAW, MICHIGAN

BAY CITY, MICHIGAN

MIDLAND, MICHIGAN

The tricity area dominated by WSAM, although rich in viticulture, industrially, remains primarily agricultural. City-wise farmers who recognize a good thing when they hear it, keep their radios tuned to WSAM for up-to-the-minute news and entertainment. Country-wise advertisers reach this responsible, responsive audience quickest with WSAM’S coverage.

—Salesmen’s Sam

NORTHEASTERN MICHIGAN’S ONLY NBC STATION

WSAM

SAGINAW BROADCASTING COMPANY

610 Eddy Blvd., Saginaw, Michigan

NATIONAL REPRESENTATIVE—HEADLEY, REX COO

October 29, 1945 • Page 93

CALIFORNIA

Regional coverage

it’s

UNIVERSAL

For the San Francisco area

KSO

For the Los Angeles area

KPA

For Information write

UNIVERSAL BROADCASTING CO.

6757 Hollywood Blvd., Hollywood

1 Nob Hill Circle, San Francisco
Somervell Praises War Developments
Of Broadcasting in Report for Year

WARTIME developments of radio and the ample praise by Commanding General Brehon Somervell of the Army Service Forces in his report for the fiscal year 1945 to Undersecretary of War Patterson and Gen. Marshall. Quoting the "brash and boastful" slogan of ASF, "The impossible we do at once... the miraculous takes a little longer," Gen. Somervell said... "Thanks to the magic eye of radar, able to penetrate night and fog, we had miracle number one." Another miracle, he said, was the "VT fuse"... "The Army communications network, with telephone and telegraph, radio and tied together the cities of the world, linking all the continents and all our secret outposts in Greenland and on the Gold Coast and in the Chinese hinterland," he said. "This truly was a miracle of science and ingenuity and organization and the will-to-succeed."
The Signal Corps made full use of FM, Gen. Somervell reported, stating that the "early adoption of frequency modulation in vehicles, tanks, the walkie-talkie, the handy-talky and for radio relay use not only increased the Army's communications facilities but advanced the art and utility of frequency modulation communications by many years."

Dim Lights No Bar To New Video Tube

RCA on Thursday unveiled its new video camera tube, the "RCA image orthicon," at a news demonstration in New York that showed the tube's ability to pick up and transmit scenes of light and shadow, light interiors and closeups lighted only by a single candle or match.

E. W. Engstrom, research director of RCA Labs, explained the tube's highly complicated construction and operation, saying it is 100 times as sensitive as the iconoscope pickup tube presently used in video cameras. Molds for tube's glass envelope are being prepared by the general manager, Engineering Products Division, RCA Victor, which will manufacture cameras containing the tubes, said these should be ready for delivery to video broadcasters in about six months.

Hailing the image orthicon as "Aladdin's lamp of television," John F. Royal, NBC vice-president in charge of television, said the "new instrument, which is easily portable and suitable for use in every field of television, opens new vistas that challenge the imagination. It assures television of 24-hour coverage, in daylight, twilight or moonlight—in good weather and in bad."

OWI WILL EXPIRE OFFICIALLY OCT. 31
OFFICE OF WAR INFORMATION is scheduled to expire officially at the close of business Wednesday, Oct. 31, two months earlier than provided by President Truman's executive order of early September, according to Neil Dalton, acting director. Mr. Dalton will ask President Truman for release to accept appointment in the State Dept. Interim Foreign Economic & Liquidation Service, which was created last Monday.

Secretary Byrnes, in creating the foreign liquidation service, named Thomas B. McCabe as Special Assistant Secretary and Foreign Liquidation Commissioner. Mr. Dalton will become Mr. McCabe's assistant, remaining with the State Dept. about six months, then returning to Louisville, where he is on leave as assistant to the president of the Courier-Journal and Times.

Acrobat Video Approved
TELEVISION department of Ruthrauff & Ryan, Chicago, announced last week that the Acrobat Co. video show, "Adventures of Tumblin' Tim," has been approved by WBKB Chicago, and will be telecast at 3 p.m., Nov. 28. Fran Harris, R & R television director, is conducting a talent search for a small boy to take the title role, with a girl for the part of Flyin' Flo. The juvenile program will be the first of its kind on WBKB.

WORK IS TEMPORARY AFRS COMMANDANT
LT.-COL. THOMAS H. A. LEWIS, commandant of Armed Forces Radio Services in Los Angeles, has been relieved of active service [BR D CASTING, Oct. 22]. Maj. Robert H. Williams, AFRS executive officer, has been named commandant pending assignment of a regular Army officer who will carry on AFRS peacetime work. Col. Lewis was commissioned major in May 1942 and began foundation of AFRS in January 1943. His overseas duty included missions in Alaska and European theater. Under his supervision an international network of overseas Army and Navy stations has been established. Besides servicing these outlets with shortwave programs, de-commercialized broadcasting and specially built programs, AFRS has supplied transcriptions to Navy surface and submarine ships. Prior to being commissioned, Col. Lewis was Hollywood vice-president in charge of radio production for Young & Rubicam Inc., and vice-president of George Gallup Audience Research Inc. He will continue to serve as AFRS consultant, but future plans are not announced.

Maj. Work, newly appointed commandant, was assigned chief of broadcast station selection of AFRS in August 1943, after completing radio mission for North Africa and the Middle East. He became AFRS executive officer in May 1944. Prior to entering service, he was expert consultant for Secretary of War and at one time writer-producer of Ray Garnett Productions, Hollywood.

Auto Workers President Praises, Criticizes NAB
NEW NAB broadcasting standards adopted last summer brought praise last week from R. J. Thomas, president of the CIO United Auto Workers in a letter to President Justin Miller of the NAB. Mr. Thomas wrote that the standards allow wider freedom of speech, but he added four grounds for criticism based on protection of laborer's air rights.

Criticism was based on fear the standards might strangle documentary programs if rigidly interpreted; provision banning unfair attacks on industries, professions or institutions does not protect labor unions; no clearcut statement covers right to reply to attacks nor is duty to provide adequate time for public service programs recognized clearly; standards fail to urge use of Negro and other minorities as radio actors and do not discourage perpetuation of libelous racial stereotypes.
NETS AND STATIONS COVERS NAVY DAY
FOUR MAJOR NETWORKS and most New York local stations gave complete coverage of Navy Day, Oct. 27, by carrying the address by President Harry S. Truman from Central Park, on-the-scene descriptions of the President’s review of the fleet in the Hudson River, special pickups from the East and West coasts, description of the commissioning of the new carrier Franklin Delano Roosevelt at the Brooklyn Navy Yard, and other special broadcasts.

Talks and guest appearances on programs of outstanding Navy officials and authorities were featured by networks and stations as a part of their observance.

Programs with tributes honoring the Navy were carried by individual stations. WNEW New York had Navy music on nearly all programs throughout Navy Day, and presented half-hour broadcasts, *Famous First Facts About the Navy*. WNYC New York had an on-the-spot commentary of the President’s review of the fleet by a staff member who was recently released from the Navy after serving two years on five carriers of the Pacific fleet, Harold Halpern.

WNB, NBC video station, broadcast President Truman as he spoke from Central Park, and made films of ceremonies highlighting the day, which were presented that evening. CBS previously televised arrival of fleet and took pictures from a blimp of the arrival of the Missouri, but did no actual coverage of Navy Day proceedings.

IGNORING DEMANDS, BALDWIN DECLARES

(See letter on page 29)

FCC ACTION in granting 64 conditional FM licenses without hearings "ignores the demands of many individuals and organizations for great caution," C. B. Baldwin executive vice-chairman of the National Citizens Political Action Committee declared in a telegram sent Oct. 24 to Paul Porter, FCC chairman. "We are particularly alarmed," Mr. Baldwin said, "over the granting of licenses to companies affiliated with or controlled by newspapers, fearing that this monopoly in many communities of the media for disseminating pubic information and opinions is a grave threat to effective freedom of speech and press."

"Wire followed by two weeks' issuance of an NCPAC report on broadcasting recommending congressional and commission action to safeguard the people's right to the air."

No comment from the commission was forthcoming on Mr. Baldwin's telegram. Chairman Porter was absent from his office, having left Wednesday for speaking engagements in Cleveland and Louisville.

PROFESSIONAL DIRECTORY

JOHNS & BAILEY
An Organization of Qualified Radio Engineers Dedicated to the Service of Broadcasting
National Press Bldg. D. C.

McNARY & WRATHALL
Consulting Radio Engineers
National Press Bldg. D. C.

GEORGE C. DAVIS
Consulting Radio Engineer
Murphy Bldg. District 8450
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JOHN BARRON
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Consulting Radio Engineer
991 Broad St., Suite 911
Baltimore 3, Conn.

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1146 Briarcliff Pl., N.E.
Atlanta, Ga.

ANDREW CO.
Consulting Radio Engineer
363 E. 75th St. Chicago 19
Triangle 1460

G. L. DAVIES
Consulting Radio Engineer
P.O. Box 71
Worthington, Ohio

KEAR & KENNEDY
Consulting Radio Engineers
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Washington 6511
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Equipment Engineering Co.
Engineering & Installation of Radio Stations
1409 Main St., Columbus, Ohio

Ernest J. Vogt
Consulting Radio Engineer
2055 Forbes Blvd. 2055
Pasadena, California

Advertising Deadline for
1946 YEARBOOK
December 1, 1945
Help Wanted

Wanted—Veteran first class license holder for full time work. Known garage, Rocky Mountain 1 P.M. outlet. State experience. Box 287, BROADCASTING.

Help Wanted

Announced—Permanently for position in well established, experienced commercial, news, control board. Good pay plus opportunity for talent. Send transcript, detailed experience and exposed earnings to Clarence Greene, WAX, San Antonio, TX.

Announced—Permanently available for permanent position at major network station. Name and phone number will be forwarded to proper executive at your convenience. Box 285, BROADCASTING.

Help Wanted

Wanted—First class radio-telephone operator for station going 33 miles. Some experience desirable. Send references and qualifications in first letter. The station is in the New England section. Box 287, BROADCASTING.

Wanted—A woman (preferably) who has worked for a commercial or industrial company, to handle time sales to national advertisers. Must be able to handle general sales matters, make calls, and be a good type writer. Must have good telephone manner. Box 291, BROADCASTING.

Wanted—Radio sales manager for leading manufacturer in Chicago area. Must have proven sales ability and thorough knowledge of the radio business. Must be able to produce results. Box 313, BROADCASTING.

Help Wanted

Sales engineer—First class license, AM & FM experience. Must have ability to sell professional station. Must be able to close deals. Send resume. Box 315, BROADCASTING.

Wanted—Chief engineer for progressive station in U.S. Must have experience and references. Must have good contacts. Box 317, BROADCASTING.

Announced—May 23-25, 60th convention. Advance registration is invited. Box 337, BROADCASTING.

Chief engineer—Available. Has also worked at WABC, New York. Box 341, BROADCASTING.

Wanted—Sales manager—Sears and spool, installation FM transmitter. Must have good contacts and character to help maintain station's reputation. Box 343, BROADCASTING.

Wanted—First class radio-telephone operator for station going 33 miles. Some experience desirable. Send references and qualifications in first letter. The station is in the New England section. Box 287, BROADCASTING.

Chief engineer for progressive local station in major city. Must have experience and references. Must be able to produce results. Box 319, BROADCASTING.

Announced—ABC Virginia local needs good experienced announcer. Must be reliable. Must have a sense of humor and be able to sell. Toll all. Box 321, BROADCASTING.

Announced—Migration of top talent seeking new location. Must be able to produce results. Box 323, BROADCASTING.

Engineer—First class license, Texas station. Box 150, BROADCASTING.

Wanted—Chief engineer—Available. Has also worked at WABC, New York. Box 341, BROADCASTING.

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Situations Wanted (Cont’d)

Young man, who desires to start in radio, correspondence with U. S. Air Forces—has announced Naval shows at Fort Totten and Ithaca, N. Y., Lou Gehrig personality, deep voice. Studied under famous vocal coach at Los Angeles City College called "Black Jack". May be reached at 728 Hollywood Bldg., Hollywood, Calif. 

Technicians—2 years commercial experience, cs. 200 watt stations, some Army experience, very well trained. Concelled in Radio and FM Station, 27, North Adams, Mass. Inquire David Scott, c/o Walter, 242 East 19th St., N. Y. C.

Veteran—Experienced, first class radio telephone operator and control room man for $15 weekly. Age 26, unmarried, references. Available whenever. Box 1, Sample Tel., Long Island, N. Y.


Merchant marine radio officer, 15 years radio experience, well equipped for all classes of broadcast. Have first class telephone. Some experience as station manager and sales. Desires license. Desires chief engineer to the AM, will accept control position with competent management. Box 929, N. P. Blvd., Bosc, West New York, N. J.

Annoncer—Desire permanent staff position with prominent chain and experience in announcing and directing. Married 25, Joseph Adams, 1721 a Blue Ave., St. Louis, Mo.

Operator—Good first class voice in radio broadcasting. Desires announcing position with progressive station. Also, have Navy radio audio equipment available. Age 20, 1690 Madison Ave., and fully reliable. Charles Stine, 413 Belmont Ave., Chicago, Illinois.

Wanted—Copywriter, college graduate with degree in radio. Before World War II, worked for Columbia Studio. Also, over Columbia station. Experienced in radio script writing. Willing to relocate. Write Milt Schwartz, 56 Park Ave., New York City, N. Y.

Marine—Honorable discharge, wants announcing position. College, 26, personal appearance, type transmitter make experience. Good personality. Willing to work anywhere. Box 219, S. E. Mass., N. W., Dawson, Rensselaer St., Hudson, Ohi0.

Program director or station manager—Receiving discharge, available November 1. Twelve years experience. Thorough background in management, programming, continuity, newscasts, music, station operations, announcing. New York City station, 8, R. Druken, 133 6th Ave., New York City.

News editor, three years experience on 45 kwhs network affiliate, production, writing, editing, reporting. Seeking on news staff 5 kw to 10 kw middays, 75 kw at night. Box 220, W. S. Mass., New York City.


Veteran, single, 36, first class radio telephone license. Three years transmitting experience, mixed, standard and independent stations. Can handle receivers, recording and public speaking. Two years regular service. Box 1209, Los Alamos, N. M.

Situations Wanted (Cont’d)

Chief engineer and station manager. Requires city and country stations. Desires reception. Box 1209, Los Angeles, Calif.

Situations Wanted (Cont’d)

Chief engineer and station manager, ABC's. Must be experienced in all phases of broadcasting. Desires reception. Box 1209, Los Angeles, Calif.

Chief engineer and station manager for ABC. Desires city and country stations. Willing to travel. Desires city and country reception. Box 1209, Los Angeles, Calif.

WTOP Recruiting Show

GETS RESULTS FOR USMC

RADIO'S POWER IN POSTWAR recruiting was tested and found more than successful last week. A 15-minute program D. C. Date live on WTOP Washington, Sun., 9:15 a.m., featuring Marine recruiting, resulted in an increase of four new Marine recruits. No previous program, no previous number of applicants at the WTOP Washington Marine recruiting offices, in the following two days.

Reported by Col. Walter J. Worden, executive officer of Marine recruiting, the office “was literally swamped with applicants— . . . and mothers made numerous personal calls on the office for information on the educational opportunities offered to Marines.

This information is given merely to illustrate, in a concrete way, the effect of just one 15-minute program.”

Last Thursday, Brig. Gen. Robert D. Denig, USMC Public Information, headed to Washington, D.C., AAB in appreciation of radio’s work in post recruiting and his desire to help in the future.

Win Guild Honors

AMONG those who will receive Newspaper Guild of New York's annual "Page One Awards" at the 10th annual Page One Ball at Madison Square Garden on Dec. 6th will be Rabbi and Rabbi Holman, of New York, and WMCA New York commentator, and Frank Sinatra.

For Sale

Tower—Immediate delivery on new International 120° self-supporting radio tower, complete with insulators and obstruction lights. Can ship same day. Box 339, BROADCASTING.

Experimental Television Camera with 12 inch lens built by Catherbody View Finder, complete with all accessories. Box 329, BROADCASTING.

For sale—3 brand new latest model M & M Dual Speed Recording Motors $220.00 for both 35% deposit. Box 319, BROADCASTING.

Miscellaneous

Engineers to write financial balancing for proposed Dallas FM television station. Box 337, BROADCASTING.

Phase monitor for use with four direct directional, telephone or wire collect message. Contact price. Phone R. J. Ross, Station WGAC, Augusta, Georgia.

SWEZEY SEEING MORE RESEARCH

THE NEED for research in audience behavior has been gradually increased in the last two years. In this period, the broadcast industry's policy planning was stressed. Robert G. Sweezy, writing in the producer of the annual "Broadcasting" at the Biltmore Hotel, New York.

"Pointing out that there are a few people with decided opinions who are extremely vocal about them, Mr. Sweezy said that they are no problem as we know where they stand. "The people who really concern me," he stated, "are the hundreds of thousands—the millions—who don't write letters to the FCC, to the broadcasters, to the advertiser or to anyone. What do they do when the singing commercial came on? Did they turn it off? Did they sit back in perfect bliss, tap the floor and enjoy it? Did they rush out to buy the product advertised? Or did they just sit there and let it go through one ear and out the other? We need very much to know those answers and The Pulse and other similar organizations must give them to us.

Address Radio Group

TED WESB, program manager of WPAT Parsippany, Robert B. MacDougall, education director of WAT Newark; Bill Slater, sports commentator and moderator of It's Up to You and Opinion Roundup. Bob Towne, New York, and Elizabeth Woodward, conductor of a program for teen-agers on WJZ New York, spoke at the opening meeting of the Radio Council of New Jersey, held Oct. 18 at the Garden State Hotel. Topic of the meeting was "Teen-Age Programs—Real and Imaginary." Three dramatic sketches in radio form were presented by a group from Central High School, Newark.

Call Letters Assigned

NEW developmental FM station authorized last July to J. F. Novy, chief engineer of FORaille Experimental Labs., Riverside, Ill., and now under construction, has been assigned call of W9XJN and facilities of 107.1 mc, 1,000 w. Location is 195 E. Quincy Rd., Riverside.

TOPNOTCH

Station Manager

Outstanding background sales producer.

Box 396, BROADCASTING

October 29, 1945 • Page 97
At Deadline...

DUDLEY TO HANDLE U.S. TIME REQUESTS

APPOINTMENT of Lt. Comdr. Drew Dudley, USNR (ret.) to coordinate all Government requests for radio time was announced Friday. Comdr. Dudley, recently released by the Navy, was named chief of media coordination in the Office of War Mobilization and Reconversion. He will serve under Anthony Hyle, deputy director in charge of information. Formerly in the advertising department of Wiv. Wrigley Jr. Co. Chicago, Comdr. Dudley joined OWI in its early days and became program coordinator before entering the service. War Advertising Council will continue to handle the allocation plan, a task it took over when OWI was abolished in September, with Mr. Dudley coordinating all Government requests.

AGGIE ISSUES FM BOOKLET

SO FIELD representatives of the Dept. of Agriculture can answer FM queries, George Rowe, special assistant to the director, Office of Information, has prepared a booklet "FM for You." A veritable catechism in easy language, booklet contains everything from detailed station operating costs to statement that FM will replace AM "to a great extent." Pamphlets will be mailed to field men.

WAR TRIALS SERVICE

PRESS WIRELESS is installing mobile transmitter capable of radiotelegraph transmission at Nuremberg, Germany, for radio and newspaper correspondents covering war criminal trials. Transmitter is type used in Europe from invasion of Normandy until end of war.

MAJESTIC EXPANDS

MAJESTIC Records Inc. begins construction this month of West Coast factory in Burbank, Cal. Company also plans to open new factory in Elgin, Ill., early in 1946. Kay Labs, Inc. serving as consultants in selection of machinery and equipment for California plant.

Closed Circuit

(Continued from page 4)
to be arranging for American to carry it. It is part of move to "convert" service broadcasts to the occupation theme.

LOOK for Grove Labs, St. Louis, to come out shortly with a new and different drug product. Agency will be Russell M. Seeds Co., Chicago.

NOW THAT Col. E. M. Kirby is "Mister," being on terminal leave, he is about to enter a radio consulting practice centered upon public relations. Will NAB, Dan Golenpaul's Information Please and Dinah Shore (scientillating star he discovered while with WSM Nashville years ago) be among his first clients?

NAB'S NEW president, Judge Justin Miller, won't have to be formally introduced to key legislator on House side—Chairman Clarence F. Lea (D-Cal.). Both are from the Santa Rosa district in California and Judge Miller as a youth learned many lessons at the knee of the septuagenarian legislator. He has been his mentor over the years.

RADIO RECRUITS

EVERY STATION in America plus overseas stations of the Armed Forces Radio Service will be used by the Army in the largest peacetime recruiting drive in its history, Brig. Gen. Harold N. Gilbert, director, Military Personnel Placement Service, ACO, has announced. With a goal of 1,000,000 volunteers, the campaign also will include daily newspapers and about 10,000 weeklies as well as magazines, billboards and motion pictures, Gen. Gilbert stated. Complete details are not available, but immediate radio plans call for football broadcasts and other announcements.

Advertising will be placed through N. W. Ayer & Son, Philadelphia, which handled recruiting in a 1940 enlistment campaign. Congress has approved a budget of $5,125,000 for advertising in all media with proportionate share for the various media.

NAB-FMBI JOINT GROUP TO MEET WEDNESDAY

MEETING to work out merger plans will be held by a committee representing NAB and FM Broadcasters Inc. at 10:30 a.m. Wednesday at the office of Justin Miller, NAB president. FMBI directors voted Oct. 19 to merge with NAB [Broadcasting, Oct. 22].

Whole basis of the amalgamation will be discussed by the joint committee, including operating methods. FMBI on Nov. 1 becomes the Frequency Modulation Dept. of the NAB, to be guided by a committee consisting of FMBI President Walter J. Daum; working with three NAB directors (Frank Stanton, CBS; Paul W. Morency, WTIC; Leslie C. Johnson, WHIP) and three FMBI directors (John Shepard 3rd, Yankee Network and WXW; William Coy, WINX and WXO; Gordon Gray, WJS and WMT).

NETS TAKE FM OFF AIR FOR TRANSITION

FM STATIONS operated by CBS and NBC in New York went off air over week-end for indefinite periods during which they will be rescheduled to new frequencies assigned Friday by FCC. No connection was admitted between signal and Sunday deadline set by AFM head, James C. Petillo, for the employment of double musical crews where program is broadcast by both AM and FM. (Story, page 16).

AFM is expected to notify all AM stations with FM affiliates that they will be expected to employ double crews of musicians for all AM-FM musical broadcasts.

CBS said WABC-FM will switch from 107.5 to 106.9 as of 7 a.m. Changes affect both antenna and transmitter. WBAI-FM, NBC FM station in New York, will switch from 105.1 to 107.5. WBMW, FM affiliate of WOR, Mutual key in New York, is to shut down for alterations early this week.

PALEY RETURNS

IN MEMO expressing "admiration for the outstanding way in which you all served our country during the war years," William S. Paley let CBS organization know today he was back on job as president.

People

CLETE ROBERTS, war correspondent, returns in early November to American western division as special events director, news analyst and commentator.

ED ALESHEIK, in Navy two years, has returned to H. W. Blair & Sons as general manager of Chicago office.

ART THALER, former advertising art director, Paramount Pictures, Hollywood, has joined Schlenker & Scott, Chicago, as creative head of art and production.

LT. COMDR. JAMES V. COSMAN has resumed duties as president of WPAT Paterson N. J., after 40 months with Navy. Comdr. Cosman was stationed with Bureau of Ships Washington, serving as radio and radar consultant.

FRANKENSTEIN PROTESTS

WWJ REJECTION OF SPOTS

RICHARD T. FRANKENSTEIN, vice-president, UAW-CIO, and Political Action Committee candidate for mayor of Detroit, late last week said he was protesting to FCC against WWJ's refusal to accept his one minute campaign spot announcements. Mr. Frankensteen said: "The station rejected these announcements with the excuse they were too rough. There is no basis at all nor for this rejection. They are too rough on Mayor Jeffries . . . The Detroit News owns WWJ and which has already taken sides against me, now seems to give Mayor Jeffries the same unfair advantages on the radio as they have given him in the press."

Harry Bannister, WWJ general manager, denied that Detroit News executives knew of the transaction. He took full responsibility for rejecting the announcements, saying: "The reason Mr. Frankensteen's announcements were turned down was simply that they were in poor taste, badly written and deemed by the management of WWJ to be unfit for inclusion in the schedule." Mr. Bannister added that had the announcements been written as commercials for "toothpaste, cereal, gasoline or any other product, they would have been turned down just the same "because they did not comply with WWJ's standards".

PEARSON FOR LEE HATS

DREW PEARSON, Washington commentator currently broadcasting on American Sundays 7-7:15 p.m. for Serutan Co., switches to new sponsor on Dec. 2, when he begins five-year contract with Frank H. Lee Co. for Lee hats at a reported fee of over a million dollars for five years. Contract was arranged by Henry Souvaine for Mr. Pearson and William H. Weintraub & Co., advertising agency for the sponsor. It is expected Mr. Pearson will continue in his present period and on same network. Serutan expects to continue radio advertising, but has no definite plans.

F & P NAMES TWO

FREE & PETERS on Friday announced two executive appointments. Richard M. Allerton, former director of radio research for Crosley Inc., will take charge of marketing and station data with headquarters in New York. Lloyd Griffin, former radio director of Knox Advance, Minneapolis, just back from overseas service with 0WI, on Nov. 5 joins Free & Peters Chicago office as account executive.

BROADCASTING • Broadcast Advertising

Page 98 • October 29, 1945
“INDIRECT SELLING”

began like this—

"WHY advertise something the consumer can’t buy?" asked advertising men in 1914 when The American Rolling Mill Co. began this famous campaign. Originally designed to convince consumers that products made of ARMCO Ingot Iron were of superior quality, the campaign had far-reaching effects. It gave consumers a deeper understanding of merchandise, and this stimulated the demand for better things. It killed the even then dying principle of "caveat emptor," and placed on manufacturers the burden of supplying superior goods. It helped make our America a better place in which to live—and a safer place in which to buy.

In the DISTRIBUTION DECADE

Advertising Must Again Stimulate Desires For Better Goods

To prevent economic depression, leading authorities agree that we must consume, as a Nation, at least 40% more industrial production than in our greatest pre-war year. This means that we must establish higher living standards, and it will be Advertising’s obligation to do this.

For production itself will be no problem. Manpower, money, materials and manufacturing facilities will be ample, DISTRIBUTION will be our "soft spot." That, too, presents an Advertising opportunity. Advertising must not only create desires for more and better merchandise, it must find ways to move merchandise quickly, economically, efficiently from factory to store to home.

In agencies everywhere, alert Advertising men are planning today to solve the problems of the Distribution Decade to come. Here at The Nation’s Station we are too busy. When the time comes, we will have much of interest to show you about the great 4-State market that is WLW-land.
Third Major Award for WKY's Farm Service This Year!

EARLY this month WKY received the Award of Honor for distinguished public service activities in connection with the observance of National Farm Safety Week from the National Safety Council. WKY won top award in the under 50,000 watts classification.

Last March WKY received a citation and plaque award from Variety for performing a service to farmers "beyond the call of duty."

In June, Billboard awarded WKY second in the regional network division of its annual survey of station promotion. WKY won on the basis of its farm service promotion and performance.

This national recognition serves to illustrate the type of job WKY is doing in the farm service field in comparison to stations at large, but the real recognition, the recognition which WKY seeks most, comes from farmers and farm leaders themselves.

Said Louis P. Merritt, regional conservator of the U.S. Department of Agriculture's Soil Conservation Service, of WKY's recently inaugurated soil conservation project: "We definitely feel that it is one of the most worthwhile gestures of cooperation which has been extended to any soil conservation district."

WKY's farm department is initiating useful, constructive farm projects in Oklahoma, is crystallizing thinking and action on major farm problems, is getting things done and getting talked about in every progressive Oklahoma farm home.

Because WKY does big things for its listeners it gets big things done for its advertisers.