READY SOON-
Your New
1945
IOWA RADIO
AUDIENCE
SURVEY!

If you are interested in knowing about the Iowa radio audience's listening habits, station preferences, program preferences—or almost any other factor affecting radio results in Iowa—you will find the 1945 Iowa Radio Audience Survey the most informative and valuable study you have ever read about this sales territory. It is no exaggeration to say that many agencies and advertisers would gladly pay thousands of dollars for the exclusive rights to its use. It is complete and authoritative—compiled by Dr. Forest L. Whan, from interviews and questionnaires in all 99 of Iowa's counties.

Read further details on Page 33 of this issue—then write for your free copy today!

WHO

for IOWA PLUS!

DES MOINES . . . 50,000 WATTS
B. J. PALMER, President
J. O. MALAND, Manager

FREE & PETERS, Inc. . . National Representatives

IN THIS ISSUE: RADIO'S MURALS, HISTORY OF THE ART
A Bell for Grovertown

It was the only church in the small farm community near Grovertown, Indiana. And when it burned down, it was a long hard struggle for the men and women of the neighborhood to rebuild it...especially with a wartime scarcity of materials. But the church was finished — except that it had no bell. Despite numerous efforts, a bell could not be purchased, found or borrowed.

So to WLS went the request for assistance. Art Page relayed the plea on his noontime program for farm families, “WLS Dinnerbell.”

Within two hours following the announcement the church members had received two offers of a church bell from WLS listeners...and later mail deliveries brought many more!

Finding a church bell for a farm community may be thought a small thing in itself, but as a part of countless other similar services to Midwest farm people, it becomes a REAL reason why WLS enjoys the confidence and friendship of its listeners. Quick, effective response to the problems of the farm audience, added to frequent WLS market, weather and news reports, and to daily inspirational and entertainment programs, have made WLS the outstanding contributor to rural well-being throughout Midwest America.

890 KILOCYCLES
50,000 WATTS
AMERICAN AFFILIATE

A Clear Channel Station

CHICAGO 7

REPRESENTED BY
John Blair & Company

The Prairie Farmer Station

Burridge D. Butler
President

Glenn Snyder
Manager

MANAGEMENT AFFILIATED WITH KOY, PHOENIX, AND THE ARIZONA NETWORK, KOY PHOENIX • KTLF TUCSON • KSUN BISBEE-LOWELL-DOUGLAS
Let's Look at the Record

Nashville is one of only sixteen cities on Radio Daily's list of American cities with an A-1 rating for postwar business possibilities . . . Nashville's gain in population and per capita income since 1941 were above Tennessee's average and the national average as well. Important, too, is the fact that retail sales in Nashville jumped 10.4 per cent in 1944 as compared to the retail sales of the previous year . . . reaching an all-time high.

In this rich, Middle-Tennessee market—with over a million potential buyers for your product—WSIX offers a big, attentive audience guaranteed by top-notch programs on both the AMERICAN and MUTUAL networks . . . and a wide coverage . . . It will pay you to include Nashville and WSIX in your plans.

* * *

Represented Nationally by

THE KATZ AGENCY, INC.
BROADCASTING... at deadline

Closed Circuit

IT'S ONLY gleam in the electroni eye, but desire is developing for annual National Radio Week. Thought in expressed that broadcasters have been derelict in promoting themselves. Radio Week gives chance for broadcasting to remind public of its achievements.

WITH NAB reorganized, there's a drive on to get American, Mutual and Associated into trade association as members. NBC and CBS have been in right along. Mutual pulled out about five years ago, while American (Blue) news joined after its divorce from NBC. Associated, of course, is newcomer in net field.

WHEN AND IF Congress approves a supplemental appropriation for FCC [now in House Appropriations Committee], don't be surprised to see Charles F. Siepmann, former FCC program executive, come up with a $5,000 executive for the Commission. He's being broken out of Commissioners' Wakefield and Carr for job which, by the way, will have lot to do with manner in which licensees present programs.

IN VIEW of President Truman's enthusiasm for his Hooper rating at his last news conference (see page 92), it's possible the President will do a lot to help broadcasting after Roosevelt's last eight years. But don't count out the FCC. Mr. Truman has been known to have his own ideas on matters.

LEGISLATION to protect public from edicts of AFM President Petrillo will be introduced in House soon. Congressmen have been flooded with complaints beginning with Petrillo's ban of the Interlochen Music Camp broadcasts and reaching climax with his decision to lock out employees. [BROADCASTING, Oct. 25] It's impossible to believe that favorite network programs will be available on AM as well as FM and announcents don't want substitutes.

ONE SHOT of latest Petrillo ultimatum to radio on separate full-time staff of musicians for FM may be a revival of American Network as FM entity. John Shepard 3d, chairman of Yankee Network and principal owner of FM Network which was dropped because of wartime conditions, may reestablish.

BROADCASTING's newest network—Associated Broadcasting Corp.—may undergo some financial realignment. Leonard A. Verstius, president and directing head, who owns WILV Grand Rapids, evidently would like to see major market financial interest in operation.

COMMISSIONER William H. Wills may resign his FCC post, depending on recommendations of his personal physician in Vermont. The former Vermont Governor has returned home for a thorough checkup, following heart ailment which confined him to his Washington apartment. His doctor ordered him not to campaign for Senate few years back and if he tells the Commissioner to "take it easy," Gov. Wills in effect orders the former to submit his resignation. [To President Truman, who opposes development, Republican leaders in Senate plan to demand that former (Continued on page 92)]

Upcoming

Nov. 4-10: National Radio Week.
Nov. 7-9: Assn. of Canadian Advertisers, annual meeting, Royal York Hotel, Toronto.
Nov. 19: British American telecommunications conference, Bermuda.

Bulletins

WAR DEPT.'S Army Hour ends on Armistice Day, Nov. 11, with 39thth weekly broadcast. Program began as full-hour production in April 1942 on NBC as official military observation of the War Dept. and was cut to half-hour near close of war.

Radio Luxembourg on Nov. 11 will be returned U.S. to Operam Luxembourg for original parents (20% owned by French Government and rest by individuals) when Interim International Information Service (IDS) Dept. OWI, moves activities from Frankfurt, Germany, as central point. Radio Luxembourg has been operated by OWI and HJS since its capture from German.

Radio in Victory Loan is topping all previous cooperation records for Bond Treasuries, by Thursday, placed 865 stations using Treasury Sales; 850 Music for Millions; 607 Beedle Hoppe, Jimmie Fisher, Dorothy Kilgallen, 650 recorded one-minute messages from sports personalites, 598 recorded messages from farm, labor and management leaders.

BYRNE'S LAUGHS RADIO

SECRETARY OF STATE Byrnes has sent the following letter to NAB President Justin Miller on radio's 25th anniversary:

"My dear Mr. Miller:

On this occasion of the 25th anniversary of broadcasting in the United States, I want to express my appreciation and that of the Department of State to the American radio industry and its personnel for their contribution to public understanding of our foreign policy. The readiness of the radio industry to offer its facilities has enabled the Department to reach the people in their own homes and discuss their problems and responsibilities in foreign affairs in international cooperation. I hope this helpful relationship will be continued in the same spirit of partnership which has obtained in the past.

"James F. Byrnes, Secretary of State."
more than

49c out of every dollar
spent in retail in

WEST VIRGINIA

is spent by listeners to

WCHS

CHARLESTON, W. VA.

5000 ON 580

Represented by Branham Co.

John A. Kennedy, Pres.
(on leave U. S. Navy)

Howard L. Chernoff
Managing Director
At Seattle, ninety-five steamship lines, four transcontinental railroads and two transcontinental airlines meet in the closest United States port to the Orient. Here is one of the three best natural harbors in the world ... deep, sheltered, entirely free of ice and other navigational hazards. It has large, modern terminal facilities, to berth the largest ships afloat and to store and preserve vast quantities of the world's goods. As ocean trade with Russia and the Orient is resumed in constantly increasing volume, Seattle will continue to prosper as one of the world's great ports.

KIRO is the only 50,000-watt station in this rich market ... it brings Columbia Programs to Seattle and the Pacific Northwest.
as we've been telling you... WSPA swings the balance your way!

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*Spring, 1945

WSPA

Spartanburg, South Carolina
Home of Camp Croft

5000 watts Day, 1000 watts Night, 950 kc. Represented by George P. Hollingsbery
You can reach all of the markets all of the time...

or some of the markets some of the time...

when flexible SPOT BROADCASTING sells for you!

Whether your product is distributed nationally or regionally... sells fifty-two weeks a year or seasonably... flexible SPOT BROADCASTING assures maximum effectiveness for your advertising plans.

For Spot Broadcasting is a powerful medium all by itself—ever ready to keep your advertising abreast of today's quick-changing conditions. With Spot Broadcasting you select the markets you want—no compulsion about groups, chains or combinations. And you choose the best times on the best stations in these markets... selecting the type and length of program that best fits your audience.

No wonder then that now, while markets, quotas and selling problems shift faster and faster, the flexibility of Spot Broadcasting is proving itself the salvation of many an advertiser! Perhaps it will do the same for you. Ask a John Blair man. He knows markets... he's a merchandising expert... and he represents many of the country's finest radio stations.

JOHN BLAIR & COMPANY

Olympia Advertising

This advertisement, appearing also in FORTUNE Magazine for Nov., is one of a FORTUNE series published in the interest of Radio Stations represented by John Blair & Company.
ASK YOUR BLAIR MAN about LISTENERS per DOLLAR in INDIANAPOLIS

The Indianapolis News Station

JOHN BLAIR & COMPANY • NATIONAL REPRESENTATIVES
My Impression of Europe

By JOSEPH H. REAM
Vice-President & Secretary, CBS

Modern war allows no room for place or show.

There is the one overpowering impression from four kaleidoscopic weeks in Europe. In subsidiary categories fall the marvels of trans-Atlantic aviation. The superiority of our radio services compared with those of other countries, the horrors of the great and petty atrocities, the pitiable plight of displaced persons, and even, I think, the calm efficiency, the quiet assurance, and the democratic camaraderie of those American boys who in a few short months became men of a new breed and the greatest fighting force the world has seen.

The devastation of the German cities must be seen to be believed. Here we saw the tangible, physical evidence of the meaning of defeat in total war.

The different impressions of England and France, however, brought home even more poignantly the meaning of the defeat of a people. Here the evidence was found more in the people themselves than in physical destruction.

England is a shining example of the

Sellers of Sales

GORDON HOYT MILLS, author of the NBC guide manual and the first man in charge of NBC guest relations at its start twelve years ago, is now business manager of the radio department of Arthur Kud- ner Agency, New York.

Born in Jamaica, Long Island, Dec. 18, 1903, Gordon attended RCA Institute and Union College. He stayed at Union College for one year which, he says, "was long enough to find out that I wasn't an engineer."

After he left school, he opened up an electrical and radio retail store. In 1931 he left the store and joined RCA in charge of sales. From RCA he went to work for the Chicago Herald & Examiner as national space salesman, then to Philco Radio Corp. as national advertising manager. He stayed with Philco until 1935 when he joined NBC to open up the guest relations department.

There he arranged for special studio tours, designed the page boys uniforms, and wrote the
guide's manual. Eventually, he was transferred from guest relations to NBC Spot Sales. In 1948 he joined Kudner in his present post.

Under Radio Director Myron P. Kirk, Gordon's duties as business manager are composed of negotiating with clients in the preliminary stages, tying up operating ends and in general servicing the client. His department is responsible for the General Motors Symphony of the Air, Orson Welles, sponsored by Lear Radio, and spot campaigns for U. S. Tobacco and Benson & Hedges.

The Mills—she was Eileen Johnson—have been married sixteen years and have one daughter, Joan Studley, 14 years old. Their home is in North Port, Long Island. Gordon spends four hours a day commuting but says once you get out on the Island it's worth it.

His hobbies range from photography to raising chickens. During the war the Mills raised as many as 1200 at a time.

He is a member of Alpha Delta Phi.

Owned By
Durham Herald-Sun
Papers

Represented by Howard H. Wilson Co.

Page 10 • November 5, 1945
Who sprayed the baby with DDT? Who sprinkled cyanide on the hors d'oeuvre? Who cut whose throat with what instrument? Well, it's a wise bird that knows the answers . . . . and he likely found them by listening to WGN's mystery shows.


For hair-raising radio . . . . for sales-raising radio . . . . for middlewestern leadership . . . . it's still WGN.

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

CHICAGO ILLINOIS
50,000 Watts
720 Kilocycles

MUTUAL BROADCASTING SYSTEM

Eastern Sales Office: 220 East 42nd Street, New York 17, N. Y.
The selection is here...

...and the prices are right for all NBC-Recorded Shows

**Music**

Art Van Damme Quintet with Louise Carlyle...

Mile-a-minute recorded musical with Art Van Damme and his swing accordion, the warm vibrant songs of Louise Carlyle, and the Quintet. Schedule: 3 quarter-hours a week. Now Available: 26 weeks of broadcasting.

**Time Out for Fun and Music**


**Mystery**

The Haunting Hour... Presents original psychological mysteries, "whodunit" thrillers and crime crusade themes. Each story complete in itself. Schedule: 1 half-hour a week. Now Available: 62 weeks of broadcasting.

**Five-Minute Mysteries**

New 5-minute mystery thrillers. Effective musical theme, bridge music and a new "delayed solution" production technique offer the sponsor unusual commercial opportunities. Schedule: 3 five-minutes a week. Now Available: 87 weeks of broadcasting.

**Drama**

The Playhouse of Favorites...

Rings up the curtain on expert adaptations of the works of Dickens, Tolstoy, Melville and others. Cast of top-flight stars. Schedule: 1 half-hour a week. Now Available: 26 weeks of broadcasting.

**Modern Romances**

True stories of real people, dramatized from the grippingly human pages of one of today’s popular magazines, Modern Romances. Schedule: 3 or 5 quarter-hours a week. Now Available: 31 to 52 weeks of broadcasting.

**Christmas**

The Magic Christmas Window...

Favorite fairy tales come to life when two typical youngsters discover the secret of walking into The Magic Christmas Window with living toys. Schedule: 2 or 3 quarter-hours a week. Now Available: 8 to 12 weeks of broadcasting.

Happy the Humbug...

Adventures of Happy, that fanciful hybrid of the animal kingdom, with his fascinating animal pals. A radio cartoon for kids up to 60 years of age. Schedule: 2 or 3 quarter-hours a week. Now Available: 5 to 27 weeks of broadcasting.

RADIO WILL GO TO YOUR SPONSOR’S HEAD if you use an NBC-Recorded show. All types of shows (just a few are listed here) for all times... for all sponsors... program material that is bound to boost any advertiser’s morale. Why? Because each NBC-Recorded feature is expensively styled to network specifications... but now available at rate reductions up to 40% in many markets throughout the country. What an opportunity for advertisers everywhere! Check your choice now and send for audition records.

NBC R A D I O - R E C O R D I N G DIVISION

A Service of Radio Cooperative of America


BROADCASTING - Broadcast Advertising

Page 12 • November 5, 1945
Through this microphone
pass the 8 best selling
voices of Upstate New York

1. BILL ROTHUM—Dean of Central New York announcers; for seven years top sports commentator; popular master of ceremonies, writer and producer.

2. HERB CARNEAL—Crack news and sports announcer, script writer, dramatic and character actor. Formerly with WMBG, Richmond, Va.

3. CHARLES HOBART—Ace newscaster, radio and stage actor. Formerly with WNBQ, Binghamton, N. Y.

4. HAL BOWIE—Former announcer at KZRH in Manila. Interned by the Japs for 38 months in the Philippines. Now a star announcer on WSYR; actor and lecturer.

5. BILL GIVENS—Left announcing career to become combat correspondent with Third Marine Air Wing. Injured in crashup, honorably discharged and back at announcing with WSYR.

6. BERNIE BARNOW—Announcer, writer, newscaster, dramatic actor in both stage and radio shows, and jazz connoisseur.

7. VERNON COOK—Announcer and specialty writer, producer and emcee of children's shows, expert at adding color to record programs in a very special and intriguing style.

8. DON ORTH—All-around announcer, outstanding as narrator on dramatic programs. Formerly with WIBX, Utica, N. Y.

Thanks to these 8 crack selling announcers, advertisers who use WSYR get no hesitant or dead-pan airing of their product.

Instead, they get that combination of voice, showmanship and just plain self that makes cash registers in the Syracuse area sing right out loud.

WSYR, Syracuse • 5000 Watts • 570 Kc. • Basic NBC • Representatives: Paul H. Raymer Co.
"Nei" as in "Nylon"!

RAY NEIHGENGEN!

Take one quiet, soft-spoken, hard-working young man — add an equal amount of ambition, persistence and tenacity — stir well for over fourteen years in radio... and voila!, mes amis, there you have Ray Neihagenen! As one of our several new F & P Colonels, Ray has already earned the confidence and respect of everybody with whom he has come in contact. Welcome to F & P, Ray!

Now that things are getting back to normal, and men who can produce more than a faint sound in the stethoscope are becoming available, we ask you to watch F & P's dust. Blessed with a loyal organization of the wisest old heads in the representation business, we are now out-doing ourselves by the addition of more good men than we ever have had in all our thirteen years in this industry. And with every good man we add, we know that spot-broadcasting becomes just that much easier and more profitable to all you agencies, advertisers and radio stations alike. And that's our job, here in this group of pioneer radio-station representatives.

EXCLUSIVE REPRESENTATIVES:

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

Franklin 6373  Plaza 5-4130  Cadillac 1880  Sutter 4353  Hollywood 2151  Main 5667

Page 14 • November 5, 1945  BROADCASTING • Broadcast Advertising
World Pays Tribute to U. S. Broadcasting

Art's Advancement During 25 Years Honored

WORLDWIDE recognition of the role played by U. S. broadcasting in national and international progress is coming to radio this week as foreign officials join with governors, state sponsors, industrial, educational and business leaders in paying tribute to the mass medium that has grown out of the early experiments of Dr. Frank Conrad.

Events in communities everywhere are tied into thousands of broadcasts as Radio Manufacturers Association National Radio Week, Nov. 4-10, as climax to a year-long celebration of the 25th anniversary of broadcasting. Though celebrations run the gamut of publicity, the week's events are focused on the presentation Wednesday night of the NAB's statuette commemorating radio's 25th anniversary. The statuette will be presented at the NAB's Nov. 8-8:30 p.m. broadcast by Raymond C. Cogswell, NAB president, to Judge Justin Miller, NAB president. Presentation will occur in the studios of WOL Washington during a five-minute pickup built around a panorama of music, news, sport and comment. Designer of the statuette was Charles Bradley Warren, Pittsburgh sculptor.

Silvered replicas of the statuette in plaque form are being presented to each broadcasting station by NAB, with 25,000 radio dealers taking part in ceremonies. Some 250 manufacturer members of NAB are actively promoting the celebrations.

Statuettes to All

Networks are staging special programs acquainting the public with radio's contributions to the economy, and reviewing historic highlights of the quarter-century. Stations have prepared large numbers of appropriate programs.

National-wide events will depict women's interest in the anniversary, under direction of Dorothy Lewis, NAB coordinator of listener activity. Over 400 stations were scheduled today (Nov. 5) to feature women guests in anniversary programs. Radio councils are holding sessions and most national organization magazines are carrying Radio Week articles. Climaxing women's observance will be a Citizens Radio Anniversary Committee luncheon at 12:45 p.m. at the Hotel Roosevelt, New York. NAB President Miller will speak.

Among other expressions greeting will be Mayor Fiorello H. La Guardia, chairman Paul A. Porter of the FCC; Frank Braucher, president, Periodical Publishers Asso.; Gov. Thomas E. Dewey of New York; M. A. Basha, ACT; from author and critic, will act as m. e. A bound volume of 100 letters of tribute to radio's public service will be sent by national organizations will be presented to President Miller by the luncheon committee, Mrs. Luella Laddin, radio chairman, National Council of Women. Tickets are $5 each and may be obtained from the committee's office, Room 905, 501 Madison Ave., New York 22, N. Y.

Appropriate salutes from foreign nations will be sent to NAB (see separate story). They voiced the appreciation of foreign communications officials for radio's development and its wartime progress.

In keeping with the week's events the new radio room in the Senate wing of the U. S. Capitol will be formally dedicated. Invitations for the reception on Wednesday, were sent by the Radio Correspondents Assn. to all Senators, Speaker Rayburn and other government officials. According to several Senators President Truman has accepted an invitation to attend.

Superintendent D. Harold McGrath and his assistant, Harry Croxton, are in charge of the radio room. It contains five private soundproof broadcast booths.

Former President Herbert Hoover will speak on CBS Nov. 10 in connection with 25th anniversary of radio on his views on the conduct and progress of radio during last quarter-century. Quarter-hour broadcast will originate at WBAB Atlantic City, at 10:45-11 p.m.

NAB sent out the last of a series of Radio Week bulletins prepared by Willard D. Egolf, NAB public relations director. The final bulletin contains tributes from abroad as well as a list of tributes from a large number of national organizations.

Everything from dramatic presentations to novelties is scheduled on networks as they weave the Radio Week theme into programs. Reiterations of original top broadcasts add a nostalgic note.

Several CBS programs show broadcasting's contribution to cultural, spiritual and material well-being of the nation. Anniversary programs include Norman Corwin's "Sesame Radio Is Here to Stay," excerpts from famous broadcasts and sports review by Ted Husing. Starting off the week was a prayer for guidance in use of radio to further world unity by Dr. Theodos P. Adams, pastor of First Baptist Church, Richmond, during the Church of the Air. Salt Lake Tabernacle program repeated three choral features on its first CBS broadcast on Nov. 7.

CBS's "Vox Pop" celebrates radio's 25th anniversary and its own 14th birthday with a special broadcast Nov. 5 when the show originates from the Hotel McAlpin, in New York, scene of many of the program's early broadcasts.

NBC celebrates the week with such special programs as "Do You Remember?" in music story milestones in radio history, Monday through Friday, 8:15-8:45 a.m. "Fan and Folly With Ed East and Polly" presents a radio ookler each day and the Fred Waring program is carrying a five-year radio resume each morning.

Miller on 'Army Hour' Justin Miller, NAB president, spoke on NBC's Army Hour on Nov. 4. Program also included a talk by Maj. Gen. Frank E. Stoner, chief of Army Communications, outlining the vital role played by the communications industry in fighting and victory and Brig. Gen. Robert A. McClure, former head of Psychological Warfare Division of SHAPE, de-

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FAMOUS FIRSTS IN RADIO

- "Fouls" from the Chicago Civil Opera Auditorium
- "First coast-to-coast broadcast," cover story of 25th anniversary program featured on CBS featured Calvin Coolidge's Washington Birthday address at dedication of Congress.
- President O. J. Sloan of Italy, speaking over short waves from Rome, was heard for the first time by American radio audience.
- "First coast-to-coast broadcast," cover story of 25th anniversary program featured on CBS featured Calvin Coolidge's Washington Birthday address at dedication of Congress.
- First coast-to-coast broadcast, 1930, featured a baseball game.

(Continued on page 75)
FCC Approves 65

Conditional Grants Bring Total To 129

MAINTAINING a fast pace in processing of FM applications, the FCC last week authorized another 65 conditional grants for new FM stations, bringing the total number of actions since resumption of licensing to 129. Approximately 540 FM applications are still on file.

As with the first block of grants, last week’s actions affected only applications outside of the densely populated Middle Atlantic and New England states embraced in Area I. About half of the new grants were in Southern States, the remainder being in the central and northwest areas.

All but 12 of the applications acted upon are from existing stand-and broadcasters and most of these 12 are from newspaper interests. As was also the case with the previous actions, the grants were made only in localities where metropolitan or community channels are available for additional stations.

Last week’s grants brought to 360 the total number of actions taken on the approximately 1400 applications of various categories which were pending Oct. 8 when licensing was resumed. Consolidated hearings have been designated on 251 applications for AM stations and changes in facilities. Action on television applications must await adoption of rules and regulations.

Simultaneously with its un-announcement of the grants, the Commission issued an analysis of the 665 applications for FM stations pending as of Oct. 8, compiled by its Economics Division. The data showed that 68% of the applicants are AM licensees, 27.4% are non-broadcasters. Balance of the applications are incomplete.

Approximately 40% of all the FM applications are from newspaper interests, the analysis reveals, but of the applications from non-broadcasters newspaper interest comprise about 50%. Approximately 38% of the applications from existing broadcasters have newspaper interests.

Comparison

In a comparison of the number of FM applicants with the number of standard stations, the analysis shows 179 AM stations in Area I to 170 FM application. In Area II there are 172 AM stations and 164 FM applications. FM applications as of Oct. 8 exceed the number of AM stations in Massachusetts, Rhode Island, Connecticut, New Jersey, District of Columbia, California, Indiana, Ohio and Tennessee, survey shows.

Next to broadcasters and newspapers, it was shown, labor unions and manufacturers comprised the largest groups of applicants for FM stations, with 13 each, followed by dealers and distributors with 9, department stores with 4, and real estate firms with 3. Business interests of other FM applicants are building contractors, investment banking, agriculture, advertising, transportation, public utility.

With the exception of labor unions, the data shows, the FM applications originate largely from the same types of businesses which are active in AM broadcasting.

The 65 conditional FM grants issued last week are for Southern in 52 cities in 22 states. Four stations were granted to Seattle while Louisville and Oklahoma City each received three. Two grants each were authorized for Mobile, Montgomery, St. Louis, Portland, Ore., Knoxville, and Beckley, W. Va.

More FM Stations

Authorization of a conditional grant, the Commission explained, means that a channel has been made available for the applicant and that he may now proceed with preliminary plans for obtaining studio equipment and for building his studio. Specific frequencies will not be assigned until each application is examined for engineering details and proposals relating to

(Continued on page 22)

Tulsa Petition First Postwar Move to Break Down Cables

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(Continued on page 22)

PRINCIPALS in West Central Broadcasting Co. are (l to r): Edgar T. Bell, treasurer; Oklahoma Gov. Robert S. Kerr, chairman of the board; E. K. Gaylord, president.

FIRST major postwar move to break down East and West Coast clear channels was made last week in an application asking FCC for a new standard station at Tulsa to operate on the same frequency and same power as WCAU Philadelphia, a Class I-A station.

The application was filed Thursday by West Central Broadcasting Co., Tulsa, new $300,000 corporation headed by Oklahoma Gov. Robert S. Kerr; E. K. Gaylord, president of Oklahoma Publishing Co. and principal owner, through corporate affiliation, of WXY Oklahoma City, KLZ Denver, and KVOR Colorado Springs; and Edgar T. Bell, secretary-treasurer of the publishing firm and executive of the three stations. James Lawrence Fly, former FCC chairman, is counsel for West Central.

Although some two dozen applications for duplication of clear channels are now pending before the FCC, the West Central application is one of the first filed “fresh” since the lifting of the freeze on assignments and equipment.

Only other applicant for assignment on 1210 kc is Robert Stephenson, of Centralia, Ill., seeking a 1 kw daytime outlet. It was presumed that the Tulsa application would fall within the purview of the so-called clear channel hearing, thrice postponed and now scheduled to get under way Jan. 14. Before individual applications on duplication are considered, the FCC proposes to establish an overall policy based on this hearing.

Promising “new and distinctive” broadcast service particularly in the rural areas adjacent to Tulsa, which it says now receives “inadequate broadcasting service from two of Tulsa’s three local stations”, the application seeks assignment of 1210 kc with 50,000 w (maximum permissible power) for unlimited operation. It points out that 1210 kc is now a I-A channel assigned exclusively to WCAU.

The Philadelphia station is owned by Dr. Leon Levy and his brother, Isaac D., who own stock in CBS and are on the network’s board.

Monthly programming would include 365 hours commercial (64.6%) and 184 sustaining (35.4%). Approximately 60% would come from a network, although the application asserts, no negotiations for network programs have yet been started. Not more than 10% of time would be devoted to records and transcriptions.

Applicant proposes to operate 16 hours a day and to give the Tulsa area greater coverage and presentation of agricultural, educational and public affairs. A “qualified” educator would be employed full-time emphasis would be on services of interest to rural listeners as well as to those in the Tulsa metropolitan area, with Oklahoma A.

(Continued on page 22)
Bartley Heads NAB FM Department

OFFICES ARE SEPARATE; MYLES LOUCKS STAYS TILL DECEMBER

ROBERT T. BARTLEY, NAB director of government relations, has been named director of the association’s new FM Dept., authorized by the NAB and FM Broadcasters Inc. designees. The station designation of the department was decided on at meetings held Wednesday and Thursday by a committee representing both groups.

The organization procedure for merger of FM BMI and NAB was worked out by the joint committee. Members of the committee are: Walter J. Damm, BMI president; Mr. Bartley; Frank Stanton, CBS; Paul W. Morency, WNBC; Leslie C. Johnson, WHBF. Mr. Johnson was unable to attend the meetings.

The committee now operates as the Executive Committee of the NAB FM Dept., with Mr. Damm as chairman. Also attending the merger meetings for NAB were President Justius Miller; Executive Vice-President, A. D. Willard Jr., and Secretary-Treasurer, C. E. Arne

Separate Offices

Offices of the FM Dept. will be maintained at the present BMI Washington headquarters at 1700 W. 1 St., NW, several blocks from the NAB headquarters at 1760 N. St., NW. [Closed Circuit, Oct. 29].

Mr. Bartley will have his principal office at the BMI site but will also maintain an office at NAB headquarters.

Myles Loucks, BMI managing director, who some time ago had indicated his intention to return to York, Pa., will remain with Mr. Bartley through November. He submitted his resignation to BMI last summer but agreed to stay while the merger situation was simmering.

Mr. Loucks made the following statement to Broadcasting:

"When I agreed to take over the Washington BMI headquarters in January 1944 it was to have a part in the association's fight for the promotion and reestablishment of FM broadcasting looking toward the postwar era. That work is finished, the job done. In fact, the coordination of FM trade association activities within the NAB FM Dept. results directly from successful promotion of the system. It was the overwhelming acceptance of FM broadcasting and the end of the war which brought BMI to the point where nothing short of the services possible through an organization of BMI's size and strength will suffice for FM broadcasters approaching actual operation."

Operating as a department within the NAB, the FM activities will be correlated with the association's various functions. Mr. Bartley, as department head, will report to President Miller and Executive Vice-President Willard. In public relations, advertising, statistical and other activities, the FM Dept. will work with the heads of such departments.

When the FM Dept. gets into operation greatly expanded service is planned for FM stations, as well as for AM members. The BMI will continue to be absorbed by the NAB Report, and in turn offer expanded coverage in line with overall NAB activities.

Objectives Drawn up

The merger group met Thursday with FCC Chairman Paul A. Porter, informing him of the department plans. A set of objectives drawn up by the committee was outlined to Mr. Porter. BMI will take out NAB memberships for all of its present 158 members, with BMI paying NAB a flat check. This is equivalent to the amount each BMI member would pay NAB if it became an active member of the NAB. The FM Dept. objectives were announced after the Thursday meeting as follows:

1. The revision of the numbering of FM channels to begin with the highest frequency instead of the lowest in order so that the numbering will be consecutive when the band is expanded downward.
2. The use of joint program logs during the period of duplicate operation.
3. The use of joint call letters during the duplicate operation.
4. The revision of the six-hour minimum rule to eliminate requirement of three hours before 6 p.m. and three hours after 6 p.m.
5. The use of numerical instead of frequency designations on FM receiving sets.
6. The compilation of information with respect to FM receiver sales.

Quick Flash-Back of Progress During Radio's First 25 Years

WHAT HAPPENED in radio laboratories during these last 25 years to advance so rapidly the broadcast industry? That is the story, told chronologically, would fill a six-foot shelf. This week of Nov. 4-10, when radio's attainments are being ex- "officialese," back to the days of the late 1920's. The following notations—milestones in radio's development—are gleaned from the Chronology of the Development of Radio Broadcasting published in the Broadcasing Yearbooks for a decade, and which will be published in full in the 1946 Yearbook (going back to 640 B.C. when Thales of Miletus observed that amber after being rubbed acquired the electric property of attracting straws).

The first week in November was selected because it was on Nov. 2, 1920, that KDKA in Pittsburgh broadcast the Harding-Cox election returns. That paragraph, plucked from the Chronology, reports:

1920 — Pittsburgh, Pa. (Westinghouse Co.) founded by Dr. Frank Conrad, begins regular schedule of broadcasting with Harding-Cox election returns.

There were broadcasts before that. In the summer of 1918 8XX was licensed to Dr. Conrad for general development work. In November, 1918, deForest operated an "experimental radiophone station" at High Bridge, N. Y. Then on Aug. 20, 1920, the Detroit News had a station designated as 8MK, which began to transmit only announcements with no regular call letters. Later it became WBL, and on July 7, 1922, became WWJ, the present call. That notation in the Chronology reads:

WBL (Aug. 20)—Station WWJ, Detroit (then 8MK; later WBL; WWJ July 7, 1922) owned by Detroit News and installed by William J. Scripps, began operation, broadcasting daily thereafter. Sent out returns of State primary election Aug. 31, 1920. Following these, here are the highlights of radio's first twenty years:

1922 (Feb. 27)—First annual radio Convention relating to broadcasting was held at Washington, D. C. at call of Soc. of Commercio Herbert Hoover.
1923 (June)—Marconi came to America to "Research a Station" and the Institute of the Radio Engineers demonstrated its shortwave radio receiving apparatus.
1925—The superhetrodyn (as a broadcast receiver) was demonstrated by its inventor, Edwin H. Armstrong. Also demonstrated was a follow-up vacuum tube for transmitters was invented by Lee de Forest, orthodyna.
1925—(March)—Invention of the first telephone by Alexander Graham Bell.

WWJ Uses Political Spots After Protest

TO AVOID needless and troublesome proceedings, WWJ Detroit last week agreed to carry six political announcements it had previously refused to broadcast in its attempt to prevent opening the ground that opposing candidates for office had already been accorded equal treatment.

The station's action followed a complaint to the FCC by Richard T. Frankensteen, Republican candidate, asking for an immediate public hearing to determine whether censorship was invoked by the station in rejecting the announcements. Mr. Frankensteen's petition charged that the spots were refused because they were considered "too rough" in their criticism of the present mayor, who is running for reelection.

The station informed the Commission, it was learned, that it felt it was within its legal rights in turning down the spots, declaration it had leaned backward to be fair in allotting equal treatment on speeches. The request for announcements, it contended, was something new.

The question as to whether a station is required to sell time for announcements over and above time previously agreed upon for speeches and music, is one the FCC has announced to be bad raised by the station in a communication to the Commission.

The petition filed by Mr. Frankensteen set forth:

That WWJ sold time to opposing candidates for discussion of campaign issues.

That WWJ is owned and controlled by the Detroit News which is supporting Mayor Jeffries "and is continuing to use all of its power and influence to defeat petitioners."

That WWJ sold time on Oct. 25 to broadcast six announcements daily beginning Oct. 27 and ending Nov. 5 was later refused.

That the announcements "corroborate accurately and portray the record of the present mayor" and that if they are "rough" it is because the record of the present mayor is such as to warrant the criticism directed at him by petitioners.

That the action of WWJ is contrary to the rules of the FCC "and constitutes a gross discrimination against petitioners and an effort to use the license which it has obtained from the Commission for its own political purposes."

The announcements attack Mayor Jeffries' record on housing, traffic, streetcar services, and "the airport bungle." One exhorts:

"Let's get rid of that sleeping beauty. Others refer to him as "the big liar," "love him," "run Jeffries." Another charges that Federal funds were offered for municipal improvements but "playboy mayor was too sleepy to say yes."
Radio Men Discuss AFM With Miller

NAB President Receives Music Background From Leaders

WITHOUT fanfare or adoption of a single resolution, nearly a score of radio leaders met in Washington last Tuesday with Judge Justin Miller, the NAB’s new president, to chart a course designed to bring peace and harmony into the radio music situation but prepared to fight it through with James C. Petrillo if an equitable solution isn’t reached.

The meeting, called by Judge Miller as his first extraordinary action since he assumed the NAB presidency a month ago, was more of a council of indoctrination than one designed to plan strategy. Judge Miller wanted to be informed on the make-up of the networks, which has erupted periodically over the years to plague radio. The AFM president’s edict to the networks, demanding duplicate musical contracts from FM, precipitated the session during which Judge Miller and his staff were acquainted with the AFM background from the start.

No Formal Statement

While no formal expression was forthcoming it was generally felt that Judge Miller would name a committee representing all segments of radio to counsel with him on procedure. There was no indication of a wide open fight, and it was thought likely Judge Miller, at first hand might consult with the AFM president preparatory to embarking upon negotiations. Meeting with Judge Miller, his staff and representatives of the NAB board and of the networks were representatives of FM Broadcasters Inc., independent trade association, and it was felt that they may be in the process of being merged into NAB as a separate division with certain autonomous functions pertaining to the new broadcast medium.

Because no crisis exists, since FM is not yet fully under way, President Miller apparently had adopted the course of proceeding cautiously and deliberately, unless he feels he is fully acquainted with all sides of the controversy. The consensus was that the problem was not one peculiarly affecting the networks as against affiliated or independent stations, but that all segments of the broadcasting art—AM, FM and television—are ultimately will be affected.

One Tower Would Help Solve Airport Problem

POSSIBILITY that one radiator antenna will be used in the future to serve all FM stations in each community appeared likely as the FCC and Civil Aeronautics Administration attempted to work out methods to protect broadcasting from the encroachment of aviation in event Congress passed the Public Airport Bill, now in conference.

Under the measure, the Civil Aeronautics administrator would decide whether an airport or antenna tower was in the public interest in case the government, state or local community wanted to install an airport on the site of or adjoining a radio tower. The CAA administrator would be given the right of eminent domain to acquire any property needed for an airport.

Facing both the FCC and CAA are the more than 600 applications for FM stations now pending before the Commission. Many of the applications don’t specify antenna sites, merely hearing the notation “Site to be selected later.” The FCC must approve all sites, but before that approval is granted the applications are submitted to the CAA for clearance.

FCC Division Probes Radar

ESTABLISHMENT of a laboratory division to study the effect of civilian uses of radar upon frequency allocations, to test all types of transmitters, and to conduct research into wave propagation was announced last week by the FCC.

Announcement followed by two days a statement on Tuesday by FCC Chairman Paul A. Porter that the Commission would begin an inquiry into the civilian uses of radar, when he appeared before a Senate joint Commerce-Military Affairs subcommittee on behalf of legislation to create a National Research Foundation.

The new division, to be located on the Commission’s reservation at Laurel, Md., will be under the direction of Charles A. Ellert, now technical supervisor of the Radio Intelligence Division. He will have as assistant Willmar K. Roberts, engineer-in-charge of the Laurel laboratory and a field division of the Engineering Dept.

The laboratory division also will carry out allocation studies, develop new monitoring equipment, and test diathermy apparatus to prevent interference with civilian radio communications.

The Commission will issue a list of type-approved diathermy which can be expected to operate on the grounds that the FCC would be enforcing upon the private property rights of individuals.

With the airport bill certain of passage in some form, however, there appeared little likelihood that either the Senate or House would reject the provision in the new FM rules relating to common antenna sites.

One Community Combined

Already applicants of one community have banded together to install their respective stations in the same area. Applications for four FM stations in Birmingham indicate that the antenna towers will be located closely together.

The common radiator antenna has many advantages, according to engineers who are studying its possible use. One, 1,000-foot tower could serve as many as six—possibly more—FM stations and each would protect the other from equal average. Such a tower could be erected as a living monument to radio, with studios and offices included in the lower floors. Cost would be shared by each station, if it were jointly owned.

Some interests already are making inquiries into the possibilities of entering the antenna field. If such develops, one company would (Continued on page 78)
Harvest time

These fall days are harvest days. The crops are ready to be taken.

The picture is pretty much the same in business. Customers are waiting for the harvest of things they've done without. And the battle of brands is going to be colossal.

If you'd like to get off to a good start in the country's 6th largest city... if you'd like to reach more customers for each dollar spent... then you should get the radio facts about Baltimore.

W-I-T-H, the independent station, is your best bet in this five-station town. Facts prove that W-I-T-H delivers more listeners-per-dollar-spent. We'd be glad to show the facts to you.

WITH
BALTIMORE, MD.

Tom Tinsley, President
Represented Nationally by Headley-Reed
War's Mightiest Seagoing Air Voice

Frustrated Triton Maris Was Poised for Radio Attack on Japan

By J. FRANK BEATTY

THIS is the story of the seagoing Triton Maris, the one top-secret radio project that didn't shorten the war.

Yet the saga of the frustrated Triton Maris is a tale of broadcast ingenuity and broadcasters' sweat that will echo for years when radio men talk about their part in the war.

Out of the bowels of this dummy little freighter comes a powerful broadcast signal—the most powerful ever propelled from a ship. Right now it would be working for MacArthur, pouring propaganda all over Japan, had not that nation called it quits.

Not Pretty Ship

Not a pretty job, this hopped-up old 50,000-w. Western Electric transmitter that once fled into western homes the programs of KSL Salt Lake City. But it puts out a thumping 150,000 w when the balloon antenna is up and the juice is turned on.

Unfortunately the ugly duckling of 500 ships parked in San Francisco harbor never will grow into a lovely swan, for soon the Triton Maris will be a mere item in a mile-long surplus property list.

Few knew about the ambitious propaganda project conceived by OWI and the military as a strategic weapon for the drive up the Italian boot. Of these, still fewer were aware that the mysterious Project Phoenix was one of the ships taken over by the Allies when Italy capitulated.

The idea was a honey. No nation had ever used seagoing psychological warfare. Allied military leadership was in a dither about the early phases of the approaching Italian campaign. They figured the Germans would blow up all radio facilities. Hence Project Phoenix, later designated Project Century.

PWB Takes Over

Only boat available was the 1,400-ton coal-burner Triton Maris, rusting near Naples. Psychological Warfare Branch of the Army, under which OWI's overseas service operated, bought the old KLS transmitter and pulled Paul von Kunitz, formerly WINS New York chief engineer, out of North Africa to install it in the ship. The project was financed by reverse lend lease.

Paul was a natural for the job. He had taken the shiny new 60 kw transmitter freshly installed at WINS, knocked it down and packed it into cases for use in North Africa, and then had followed it there.

Luckily Naples was full of Italian sailors, many of whom had electronic experience. Paul, the skipper and a picked Italian crew went to work. They picked up a diesel plant here, a lot of transmitter parts there, and some barrage balloons. Whoever heard of balloons for ship radios? Silly idea, perhaps, but Paul had a lot of luck with balloon antennas at the North Africa psychological warfare station pendant.

Revere Sponsors New Show; Ends 'Adventure' Controversy

A CONFUSED contractual situation ended last week in the sponsor's substitution of a new show for Human Adventure which it had sought unsuccessfully to move from Chicago to N.Y., and a subsequent broadening of Adventure series.

Revere Copper & Brass Inc. cancelled its sponsorship of Adventure, effective Nov. 26, and on Dec. 5 will launch a new series, Exploring the Unknown, in the Sunday 9-9:30 p.m. spot on Mutual.

New series will dramatize the romance of pure and applied research, with each script approved in advance by a recognized expert and with the experts frequently appearing on the program.

Program is owned by St. Georges & Keyes Inc., advertising agency for Revere, and will be produced and directed by Sherman Dryer. Mr. Dryer, who has produced Adventure since its inception, has re-signed from WGN to join St. Georges & Keyes in New York. Exploring will originate at Longacre Theatre, New York.

As result of Mr. Dryer's resignation, Revere's cancellation, and a conference between WGN and the U. of Chicago, which controls the Adventure scripts, authorities said future Adventure programs would be expanded to include the arts and humanities.

Fran Coughlin of WGN continuity department will serve as script editor and liaison between station and university. In a conference Oct. 30 school officials told WGN representatives they had no objection to commercial sponsorship but that the show must remain in Chicago—a question which led to Revere's cancellation when it could not move the program to New York.

William A. McGuiness, WGN commercial manager, said neither a successor to Mr. Dryer nor a new time for Adventure had been decided upon by WGN. Attending the station-university conference were Chancellor Robert Hutchins, Dr. Ernest C. Colwell, George E. Probst, executive secretary of the university radio office, Mr. McGuiness and Buck Gunn, WGN program director.

Revere's relationship with Human Adventure began last spring when it was submitted to the agency by Mutual in New York, according to Victor Van der Linde, radio director of St. Georges & Keyes. Negotiations, he said, were opened with William B. Benton, then vice-president of the U. of Chicago, under whose auspices the program had been presented, and John Howe, Mr. Benton's assistant and head of the university's radio activities.

It was agreed, Mr. Van der Linde
JUNE TO SEPTEMBER, 1751 . . . .

Down the historic James River from Richmond (five miles east of quaint Williamsburg), standing on a bluff eighty feet high, is Carter's Grove . . . . the commodious and handsome home of Carter Burwell, its builder and first master . . . . typical of several great eighteenth century houses which stand today along both banks of the ever-adjacent James. An old plantation book of the Burwell family reveals many interesting details of its construction, including the fact that it was begun in June and completed in September of 1751. Now, almost 200 years later, shortages of manpower and materials would permit no such new and impressive examples of Colonial architecture. It is gratifying to note, however, that today the love of Home is among the foremost of Southern traditions. To become a daily and intimate part of such cultural living is no casual construction . . .

but WRVA has achieved this coveted distinction through twenty years of purposeful building.

50,000 WATTS . . . . NIGHT AND DAY
STUDIOS IN RICHMOND AND NORFOLK, VIRGINIA
1915. World's first vacuum tube repeater, produced by Western Electric, made transcontinental telephone calls possible.

1919. Among the earliest P. A. amplifiers were those made by Western Electric and used at Victory Wreath Celebration in New York City after World War I.

1921. First amplifier used generally in commercial broadcasting. Many of these 5-type amplifiers are still in use.

1931. Western Electric developed this first all AC amplifier unit which eliminated batteries, made equipment more compact.

1936. One of the twenty 1000-watt amplifiers used in the world's largest commercial public address system at Roosevelt Raceway on Long Island.

1937. 120-121 type Western Electric amplifiers for use in the finest audio systems for AM and FM transmission.

1942. New and improved battle announcing system amplifiers of the type that helped save the crippled carrier Franklin.

AMPLIFIER HISTORY . . . Made by Western Electric

For more than 30 years, Western Electric has made amplifier history. The skill and ability that time alone can bring, plus experience gained producing highly specialized amplifier equipment for war, mean continued leadership for Western Electric amplifiers in the years ahead.

Buy Victory Bonds and hold them!
Church Control of Station Time Argued in WBKB Case

IS IT in the public interest for a church to control 17½ hours a week of a station’s broadcast time? This was the principal question raised last week at oral arguments before the FCC on its proposed decision directing WBKB Buffalo to free itself of a 99-year lease with the Churchill Tabernacle before it can obtain renewal of its license. Sale of either WBKB or WGR, both owned by Buffalo Broadcasting Co., required under the duopoly rules, is contingent upon disposition of the lease, according to counsel for the station.

Joseph R. Morey, counsel for the Tabernacle, appealed to the Commission to grant the renewal despite the existence of the lease which, he explained, resulted from an arrangement in 1928 by which it sought to continue to broadcast its religious programs after it could no longer maintain its station on a one day per week basis.

Sold in 1931

The Tabernacle held the license from 1926 to 1931, he testified, but when the old Federal Radio Commission imposed minimum hours of operation it sold the station with the provision that it continue its Sunday services.

He said the public service character of the Sunday broadcasts ought to be taken into consideration by the Commission in its determination of the legality of the contract. While acknowledging that the Commission has the power to deny a license, he questioned the propriety of taking a contract which has been in force for more than 12 years and striking out the principal benefits given the Tabernacle.

Questioned by members of the Commission as to its power over licensees, he said he thought the Commission should wait until the issue of violation of the provisions of the Communications Act has been raised before invalidating the contract between the licensee and the Tabernacle.

When he was asked by Commissioner Walker whether he considered the Tabernacle a joint licensee, on view of its contract with the station, he replied, “Technically, not, but for all practical purposes, yes.” Asked specifically by Mr. Walker whether he challenged the Commission’s right to deny the license and the time granted to the church, he agreed the Commission has that right but he contended if such a decision were made, the church, having originally owned the station, should be entitled to consideration in applying for a license.

“...the point I make,” he contended, “is that the Commission has the right to grant this license.”

Power to Control Time

Chairman Porter reminded the witness that all contracts between licensees and sponsors must give the licensee power to control the use of the time but that such provision exists in the Buffalo case.

Mr. Morey admitted that a license for the Tabernacle off the air but that the church could take the recourse provided under its contract.

Under questioning by Commissioner Durr, he said he believed the Commission can require a station to broadcast a particular program. Even aside from its wartime powers, he said, he thought that particular programs could be required in the public interest.

When Commissioner Walker asked him whether he thought the license of the station should revert to the church if the contract is held to be illegal, he replied: “I hope so.” He pointed out it was the Tabernacle which built the station and that it is the only church whose complete evening service is broadcast.

In reply to questioning by Commissioner Wakefield, he said: “The church gets the time for nothing because it sold the station and the station is making money.”

Frank Scott, counsel for the station, testified that under its present contract, executed in 1931, the Tabernacle has received $190,000 in cash and $165,000 through payment of debts assumed by the Corporation, or a total of $355,000. It has also had more than 15,000 hours of free time on the station. He said the actual time used by the Tabernacle since the contract has been in force, averaging approximately 8½ hours each Sunday, totals 75,614 hours which at $50 an hour would be worth $3,782,700.

He contended the church has been compensated “far beyond any conceivable value” the station possessed at the time the present contract was entered into. He pointed out that the Buffalo Broadcasting Corp. has spent approximately $400,000 in improving the station and that the present facilities are entirely new and different from what they were when the lease arrangement was made.

Free Time 17 Years

He said the Tabernacle has been enjoying free time and use of the facilities of the licensee for more than 17 years. The station has had the same man in charge of the station since 1931.

The station’s license has been held by the BBC since 1928, when it bought it from the WKBW in 1929. Because of its free time on WKBW since 1928, it has been able to keep its station free from franchise fees. Since July 14, 1931, he testified, the station’s license has been held by the BBC. Previously, in 1929, BBC purchased WGR for $100,000 and moved it to farm of 17½ hours a week.

SCOTT testifies

Mr. Scott testified, “Clinton H. Churchill had been paid $219,675 in cash for his stock in WKBW.”

Mr. Morey returned to the stand briefly, protesting that Mr. Scott was digging up “past history of a ‘bad bargain’ made by the station, which was prejudicial to his client’s case.”

Mr. Scott, however, produced evidence to show that $1,600,000 was once offered for the station.

The Commission gave the parties 10 days for filing briefs.
A Network-Quality Job on Programs of Local Interest

- KLZ holds high the banner of local, live-talent programming realizing full well that, as far as listeners are concerned, its homemade product competes not with the best the other local stations have to offer but with the best the networks have to offer.

KLZ, therefore, concentrates on doing a network-quality job on programs of local, specialized interest and service which the network never could handle, rather than trying to out-network the networks on programs the networks can do better.

"Colorado Speaks" is one of these programs. This weekly half-hour, an editorial round-up of Colorado newspapers, broadcast Saturday at 6:30 p.m. out-Hoopers such network shows as Blondie, Radio Readers Digest, Vox Pop, March of Time, Cavalcade of America and others (Winter-Spring).

Another KLZ half-hour dramatic show, "News of the Week in Review", broadcast Sunday evening at 8:30 rings up an even better Hooper, topping such network productions as Prudential Family Hour, Telephone Hour, Radio Hall of Fame, Kate Smith and others.

These are only two of approximately 75 live-talent shows a week of all types which KLZ produces, every one with a big listener following. KLZ has the talent and know-how to produce shows of specialized interest for sponsors who are interested in doing a better-than-average selling job in the Denver market.
1945 Peabody Awards Contest Opens
As Radio Celebrates 25th Birthday

ANNUAL selections of the George Foster Peabody Radio Award judges, for which entries close next Jan. 7, bear a special significance because they coincide with the 25th anniversary of broadcasting, according to Dean John E. Drewry, of the Henry W. Grady School of Journalism U. of Georgia.

Instructions for entries in the 1945 competition have been sent to all radio stations as well as listening post committees, which handle the preliminary screening for the journalism school. These committees have been set up all over the country by Mrs. Dorothy Lewis, NAB Coordinator of Listener Activity. Their recommendations will be made to the national board.

Additional recommendations will be made to the board by many institutions affiliated with the American Ass'n of Schools and Departments of Journalism.

The awards are designed “to recognize the utmost disinterested and meritorious public service rendered each year by the broadcasting industry, and to perpetuate the memory of George Foster Peabody, benefactor and life trustee of the University, and friend of educational progress everywhere.”

Administering the awards is the School of Journalism, assisted by the NAB. Final selections are made by a U. of Georgia faculty committee and a national advisory board headed by Edward Weeks, editor, Atlantic Monthly, Boston. They will be announced early in 1946.

The seven classifications of 1945 awards were announced by the university as follows:

1. That program or series of pro-
2. That program or series of programs inaugurated and broadcast during 1945 by a local station (above 1000 watts) which made an outstanding contribution to the welfare of the community the station serves.
3. Outstanding reporting and interpretation of the news.
4. Outstanding entertainment in drama.
5. Outstanding entertaining in music.
6. Outstanding educational program.
7. Outstanding children’s program.

Doffing Army garb for “civies,” Col. Thomas H. A. Lewis (left), retiring commandant of Armed Forces Radio Service, Los Angeles, receives good wishes from Capt. Richard D. Zern, USN, assistant commandant. Maj. Martin H. Work (center) was named commandant as Col. Lewis’ successor.

Since the repeal of the Nebraska anti-ASCAP law last August, the Society has licensed all 11 stations in the state, according to Jules M. Collins, in charge of the ASCAP radio department.

WBBM’s Harvest Festival Reaps Big Amateur Crop

WBBM-CBS Chicago, in conjunction with the Chicago Times, inaugurated an amateur program Oct. 27, to discover a king and queen for the annual Harvest Moon festival to be held at Chicago Stadium Nov. 24. By the time the first show went on the air WBBM had auditioned an average of 75 vocalists a day. Walter Preston, WBBM program director, supplied a 20-piece orchestra, to accompany them.

Two winners will be selected on each of three of the amateur programs. On the fourth show, six of eight will be chosen to compete on the Harvest Moon contest, with Tommy Dorsey’s Band. The finalists will each receive a $75 a week contract with WBBM, in addition to a week’s engagement at a Chicago theater.

Announcing

EDWARD M. KIRBY
Colonel (Retired) Former Chief, Radio Branch, War Dept.

COUNSELOR IN PUBLIC RELATIONS

Providing a modern public relations service to individuals, industry and institutions.

Inaugurating business November 8, 1945, with the following clients:

THE NATIONAL ASSOCIATION OF BROADCASTERS

INFORMATION PLEASE

THE MARQUIS OF QUEENSBERRY

WILLIAM B. ZIFF

New York
444 Madison Avenue
Washington
2500 Qua St.
Nashville
Medical Arts Bldg.
London
17 Shaftsbury Ave.
Piccadilly

BROADCASTING • Broadcast Advertising
November 5, 1945 • Page 25
Over Five Million Moved Into Cities

Net Loss 2,900,000 to Farms During Period of War

FROM December 1941, when the U. S. entered the war, to March 1945 about 5,400,000 civilians moved from farms to cities and other nonfarm areas, according to estimates by the Bureau of Census and Bureau of Agricultural Economics.

Partially offsetting this trend was a shift to farms from nonfarm areas, which amounted to about 2,500,000. Thus the farm population sustained a net loss of about 2,900,000 in the period, along with loss of about 1,500,000 to the armed forces.

Sample Survey

The population data are based on samples representing approximately 42 million people. The population made last March, with farm classification based on those who lived on farms and those who did not on Dec. 7, 1941. Nonfarm population was similarly classified, and children born after Dec. 7, 1941 are classified by 1945 residence only.

Increase in off-farm migration was due to job opportunities in urban areas, averaging 960,000 per year, with peak reached in 1942. Cities apparently have drawn to a considerable extent upon workers to a different city with the replacement by migrants from surrounding rural areas to the city which the urban workers left, says the Bureau. City workers made up the bulk of long-distance moves to expand production in their war industries and to replace workers who entered the armed forces or migrated to other cities to take war jobs, according to the Census Bureau.

As a result there likely has been a considerable amount of migration occasioned by movement of urban workers to a different city with the replacement by migrants from surrounding rural areas to the city which the urban workers left, says the Bureau. City workers made up the bulk of long-distance moves to expand production in their war industries and to replace workers who entered the armed forces or migrated to other cities to take war jobs, according to the Census Bureau.

Majestic Moves


New Quarters

WORD Spartanburg, S. C., has moved into new quarters at 291 East Main St. Grand opening for new location is set for this month.

RADIO AND TELEVISION center planned by WCAU Philadelphia is pictured in architect's drawing above. To include a four-story main building of limestone and stainless steel, the $2,000,000 structure will be headquarters for all WCAU operations upon completion.

WCAU Plans $2,000,000 Radio, Video Building to Be Ready by December 1947

Plans for a $2,000,000 radio and television center were announced last week by WCAU Philadelphia, to cover an entire city block on Philadelphia's Broad Street and slated for completion in December 1947.

WCAU officials said the center, the first to be built in this country exclusively for television and sound broadcasting, would include a specially constructed landing field on the roof for helicopters to be used in television broadcasting from outside points.

Main building will be a four-story structure, 252 by 207 feet, built of limestone and stainless steel. A television and FM tower will extend 612 feet above ground level.

The present 10-story WCAU building, erected in 1951, will be abandoned and all facilities will be moved to the new building upon its completion.

Two large showrooms and a 500-seat auditorium for both sound and television broadcasting are planned on the main floor. Seating arrangement will be in horse-shoe style with two stages that will raise and lower by hydraulic pressure, one in front of the other. First stage, in center of horse-shoe, can be raised independently, permitting television cameras to move around it and television action both on stage and in the audience. Rear stage will supplement the other for larger settings when necessary.

Plans also call for a large television studio where several sets may be put up simultaneously so camera can be swung from one set to another. A sound-proof collapsible partition will permit division of this studio into two sections when needed. Rehearsal studios for television, film projection rooms, dressing rooms, carpenter shop, paint shop and property storage space also will be included.

Other part of the building will contain seven broadcasting studios, administrative offices, lounges for employees and artists, music library, news room, writers rooms and audition rooms, and other facilities.

All studios will be equipped with latest developments in acoustics, with a combination of polycylindrical construction and aplitude vanes. Acoustical characteristics can be changed hydraulically from studio control room.

WCAU officials expect all television broadcasts to be in color by this time the center is completed, and estimate that with the addition of television and FM approximately 150 additional employees will be needed.

George Daub of Philadelphia is architect for the center, which will be built by Frank J. Larkin Construction Co. Forty thousand square feet of undeveloped property at rear of building will be reserved for later expansion.

EXPANSION OF KFAB TO COST $400,000

EXPANSION PLANS of KFAB Omaha-Lincoln in connection with increase of power from 10,000 to 50,000 watts call for an expenditure of approximately $400,000, General Manager Harry Burke announced last week.

The new 50-kw transmitter [Broadcasting, Oct. 29] will be located 15 miles southwest of Omaha. Work has been started for installation of the new Westinghouse equipment and the erection of towers, and completion is slated for next April.

"A specially designed one-story brick building 67x37-feet will house not only the new 50 kw but also a 10-kw tower and a special power plant for emergency use," Mr. Burke announced. "Also there will be three Truscon towers 450 feet high, instead of one, because KFAB program will be diversified. The new tower will be night with WBT Charlotte, N. C."

The 50-watt operation will make use of the new studios in Lincoln and new studios and offices soon to be built. Plans call for 13,000 square feet of floor space for the Omaha studios and offices, where major activities of executive management, sales and broadcasting will be handled. Three sites are being considered. Temporary studios and executive management offices have been maintained in Omaha's Old Globe and at present three daily newscasts are being handled there. Mr. Burke said the entire news department would be moved to Omaha Jan. 1.

BRITISH TO EXPAND RESEARCH IN RADIO

IMPORTANT expansion in British radio research, of benefit to civilian customers as well as the government, was seen in plans announced last month for the United Kingdom radio industry to undertake the development of equipment for the British Services. Developments and advances, it was explained, can be incorporated in commercial radio products.

Air Vice Marshal Talbot, director general of signals at the United Kingdom Air Ministry, disclosed the plans. Apart from the world shortage of equipment, he said, Britain's ability to produce modern equipment incorporating the latest technological devices will give the industry a leading place in overseas markets, with three opportunities particularly great in television and radar fields.

Meanwhile, television manufacturers in Britain are concentrating upon the production of moderately priced color television sets for domestic use, and large-screen cinema types. J. Arthur Rank, leading figure in the United Kingdom film industry, announced his company will cooperate with British radio firms in intensive research into large-screen television. Eight hundred Gaumont cinemas are to be equipped for television in a few years.

Page 26 • November 5, 1945
Broadcasting Magazine
PRESENTS IN PREVIEW

FOUR MURAL PAINTINGS
By W. B. McGill

HIGHLIGHTING THE PROGRESS OF THE
ART OF BROADCASTING THROUGH
ITS FIRST QUARTER CENTURY OF
PUBLIC SERVICE

On View During and After
NATIONAL RADIO WEEK
NOVEMBER 4-10, 1945

In the Publication’s Headquarters Office
WASHINGTON, D. C.
Dedicated to Broadcasting's Pioneers.

GENESIS: A CONTRIVANCE OF SCIENCE... THE MAGIC WELDING OF WIRES AND WISHES

This rendition bears the only portrait; the man with earphones in the foreground is Dr. Frank Conrad. Here are depicted, too, the electronic elements of the medium.

FREEDOM WAS NURTURED HERE—IN THE CRIER'S CHANT, IN THE PRINTING PRESS, IN THE FORUM OF THE MICROPHONE

The artist portrays the keystone of democracy, in an American panorama which found birth during Pilgrim days. At the right, a symbolic figure with a microphone—the newest Art.

The Panels are in the Reception Foyer of Broadcasting Magazine, 6th Floor, National Press Building, Washington, D.C.
Men and Women of Faith and Vision

A WHISPER—LENT WINGS—BECAME THE THUNDER OF THE PEOPLES VOICE

You see children looking toward the symbolic tower, and two old men contemplating it even now with some skepticism. And in the vista beyond, a new world in which broadcasting will continue to assume its burden as an instrument of the people.

THERE COURSES IN SPACELESS FLIGHT, AT THE URGING OF MAN'S MIND, THE SERMON AND THE SONG BORN OF MAN'S SOUL

The studio of modern broadcasting is the universe. From the pulpit, from fields of play, from theaters and the world's capitals come programs for listeners in all strata of our nation's life. This is Radio by the American Plan.
He Mixes
His Paint With
A Microphone

WILLIAM BYRON McGILL, who painted the Broadcasting murals, practices his genius in not one, but several professions.

He is advertising manager of Westinghouse Radio Stations Inc. He has been, in his 47 years, a typographer, a newspaper advertising salesman, a theatrical designer, an inventor, a radio station promotion director, an astronomer, and an artist.

The four murals he has executed for Broadcasting were painted from conception to completion, in 61 days. They were done by Mr. McGill in his spare time between July 15 and September 15. Meanwhile, he found it possible to perform his regular vocational duties: to become so enmeshed in committee activities for National Radio Week that his hand, as much as any other, guided the planning; to pursue his regular hobby of photography, and otherwise to find outlet for his atomic enthusiasm.

In these wall paintings, Mr. McGill has funneled through a brush his major impressions of the radio art. Broadcasting, to him, is not only his bread and butter; it has been the ferment of his endeavor for many years. He has here, through the medium of the oldest art, portrayed the past and the promise of the newest.

The mural paintings were developed in final form after 12 preliminary sketches. The figures and patterns were roughed in by the artist in Philadelphia. He moved these outlines to his studio on the Central Pier at Atlantic City. There, using only three colors to attain a dramatic sepia effect, he brought color and form to his canvas. Each monumental portrayal is four feet six inches in depth, and they measure variously in length: six, eight, nine, and 12 feet.

His attention to the job at hand was startling—and strictly McGill. At one time, as his task was nearing completion, a score of guests milled about the McGill studios, cocktails in hand, watching the Miss America beauty contest in progress on the Atlantic City boardwalk below. He continued stoically with his brush and palette.

During the five years that Mr. McGill spent as promotion director of KDKA Pittsburgh, he made frequent pilgrimages among the listeners. He visited them with traveling bond-selling shows; he was there for remote special events.

In those days, he feels, was nurtured his philosophy about broadcasting. He didn't find it in the studios, neither did he sense it among station operators nor in his own advertising pursuits. He discovered it among the listeners—in their regard for those who had become their friends through a word or a song that defied space. He has long wanted to capture on canvas the montage impression of that intimacy which radio lends to the communion of men.

Mac, they call him. His eyes twinkle. He will spend as much time with a leg-pulling caricature of a pal as he will with a portrait in oil. His office is a litter of stacked manuscripts, of advertising layouts, of books and chewed pencils. Things shouldn't be filed, they should be piled, he maintains. Putting things in a file consigns them to oblivion.

He is made of coiled springs, but not in the lean, hungry sense. He is chubby and his chest sits down with him. But one notes his alertness—for a ringing phone, for the "hello" of a visitor, but most particularly for the clear, clean twanging of an idea. When that happens, he practically reverberates.

Broadcasting. Painting. Can a man have three loves? Doubtless he can. Mrs. McGill, who finds the courage and the stamina to live in the presence of such an electronic cloudburst, is herself an artist. She was a KDKA staff musician when she married Mac. More recently she played the organ and led community sings on the famous Heinz Pier at Atlantic City. That pier was destroyed in a hurricane a year ago.

"My wife?" asks Mac. "She is an organist without a pier?"

BROADCASTING
The Weekly Newspaper of Radio
A radio station is known by the Companies it keeps

Household Finance sells Personal Loans on the New WJJD

The folks at Household Finance get the facts on results mighty fast. They can learn directly from their customers just what medium of advertising prompted the visit. So we're pleased as can be that the result-conscious Household Finance advertising department has chosen the New WJJD to carry both programs and spot announcements for four consecutive years. When you count on results, count on the NEW WJJD. Those 20,000 watts of SELLING POWER pay off consistently on a results-per-dollar basis.

20,000 WATTS OF SELLING POWER

THE NEW WJJD

1160 ON YOUR DIAL

CHICAGO

A Marshall Field STATION REPRESENTED NATIONALLY BY LEWIS H. AVERY, INC.
Letters to The Editor

(BROADCASTING will print "Letters to the Editor of general interest. We reserve the right to edit material to meet space requirements."

EDITOR, BROADCASTING:

In the interests of accuracy, and "credit where it is due," Clair R. McCollough in October 15 BROADCASTING, asked "Who conceived, created, and operates The American Forces Network? The answer is obvious.—American Broadcasters, trained in the American System of Broadcasting, and now serving in the U. S. Armed Forces.

Having been Chief Engineer of the American Forces Network from its inception, March 1943—we went on the air July 4th of that year—until my transfer to ABSIE in February 1944, the following is how it all came about—although Morgan could probably give you a more factual account.

Newer Morgan, then head of broadcasting for OWI in London, with General Lord, first began work on the idea for troop broadcasting earlier than March 1943. I was brought into the picture by Mr. Richard J. Condon, Chief Engineer, OWI, London, for the specific purpose of building and heading APN. OWI built, operated, and maintained the first studios, and supplied the first 24 transmitters.

Transmitter personnel, as well as program and announcing personnel, came from the Army, Lt. Col. (then Major) Chas. Gurney was head of the Army personnel, until Lt. Col. John S. Hayes (then Captain) was placed in charge. I forget the date of this change, but it was sometime in 1943. I believe, when Col. Gurney became head of entertainment for the ETO.

All the studio engineering personnel, including myself, were OWI until the first part of 1944, when I began to train Army personnel for the control room.

APN is, of course, almost entirely Army, except that Mr. Jack Boor, who replaced me as Chief Engineer—and built the new London studios, as well as PAL—did much for the continental operation—transferred from OWI at a later date, and is now employed as a civilian by the Army.

No detraction from the Army's great job, and especially Col. Hayes' excellent work; but a few of us mere civilians in OWI had a finger in the pie at the beginning! Incidentally, I suspect the quality of APN programs had more to do with a skyrocketing of black-market prices for the "Hitler" radio, mentioned in this same issue. The "Hitler" radio mentioned were of two types: One, the Kleinempfanger, or "Little Receiver" and the other the "Volksempfanger" or "People's Receiver." Both of these were small, 3 to 5 tube, very cheaply built reaction receivers, with a detector and one to two stages of audio. Their frequency range covered all those used by the Reichsrundfunk, except shortwave, (but including longwave); but our sensitivity was far out of this world. It took a 100 kw next door to make them detect—almost.

DON V. R. DRENNER, EX-OWI (APN-ABSIE-Radio Lux) KGGP, Coffeyville, Kans.

October 18, 1945

LETTER FROM A LAYMAN

EDITOR, BROADCASTING:

May a mere layman, a garden variety listener, enter your professional pages? I'd like to reproduce radio, but before I do so, let me hasten to say that we are confirmed radio listeners at our house—there is a radio in virtually every room. This, then, is no blast from a chronic objector to radio.

One of my quarrels with radio is that it makes no attempt to explain itself and its problems to the listener. Radio quietly shrives away from advertising itself over the air—but there is a difference between advertising itself and explaining itself. How in the name of heaven does radio expect listeners to be informed and intelligent when the industry itself makes virtually no effort to develop an understanding of radio? Sure, NAB issues some fine pamphlets, but how many people see them? (And anyway, they are rarely slanted to the lay listener.) Sure, NBC holds three summer institutes, but attendance is minimal in the bucket (and mostly people with a professional interest at that). Sure, there are brief conferences here and there (usually for teachers), but their hooplaings would be practically zero.

When criticized for inferior programs, radio looks abused and submits that the public just doesn't want the "better" programs. Stuff and nonsense! Radio doesn't know what the public would want if it were properly informed! Radio keeps out what is pompous and what it doesn't know about how listening and hearing are two different things—hearing a sense with which everyone is born, listening a skill that requires training. Well, who's going to provide that training?

Radio, I submit, should provide that training. Let's have a program about how to listen to radio. Radio has the stations, it has the trained personnel, it has the professional information. So what's stopping such a program?

In case this idea should ring a bell with your program manager, let me be specific. A daily quarter-hour—sponsored if you will, public service if you're co-opting the FCC. No, not at 11:45 p.m. If you're going to try the idea a try, who knows—it could be a whole hog and put the program at an hour when the entire family is up and listening. Johnny should talk about it at school when he class studies radio; mother (Continued on page 34)
Send today for your 1945 Iowa Radio Audience Survey .. Ready soon!

Up-to-Date Answers on Dozens of Vital Questions Every Advertiser Should Know!

Do you know which radio stations are "listened-to-morn" in Iowa—day and night? The percentage of the total audience that prefers each station—how these figures break down by age, sex, place of residence (urban, village, farm)?

Do you know which stations are preferred for newscasts—for farm programs?

Do you know what proportion of the total audience actually listens at each half-hour period during the day and evening? Ditto for urban people, village people, farm people? Effect of sex on these figures? Effect of age?

Do you know the answer to practically every question that time-buyers, account executives and advertising managers ever ask about the Iowa radio audience, and its reactions to radio in Iowa?

If not, mail the coupon for your free copy, now. The supply is limited. Requests will be filled in order of receipt.

WHO for IOWA PLUS!

Des Moines . . . 50,000 Watts

B. J. PALMER, President  J. O. MALAND, Manager
FREE & PETERS, INC. . . National Representatives

THE 1945 IOWA RADIO AUDIENCE SURVEY

is the eighth annual study of the Iowa radio audience. It was compiled from interviews with families, in every county of Iowa, and represents one interview for every 83 families in the State.

It was conducted by a recognized authority, Dr. Forest L. Whan of the University of Wichita, following accepted "sampling" procedures.

In addition to bringing you completely up-to-date information on Iowa listening habits, the 1945 Survey discloses a number of new facts never before investigated.

Its statistical data is profusely "visualized" with detailed maps and pictographs. It is the most authoritative and helpful study available; it is a MUST for every thoughtful advertising or merchandising men doing business in Iowa.

Station WHO
914 Walnut Street
Des Moines 7, Iowa

Gentlemen: Please send me, without obligation, my FREE copy of the 1945 Iowa Radio Audience Survey.

Name ...........................................................
Company ....................................................
Street ......................................................
City ...................................................... State

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Letters

(Continued from page 92)

may take bits of it with her to her bridge club.

The approach? Lightsome, of course. It's no news to radio that people dearly love to be informed, to have the "inside dope" if they can do so with a minimum of hand- work. So let's explain radio simply but with a sprightly touch.

The content? Yesterday, today, and tomorrow in radio. Yesterday —perhaps famous historical firsts in radio: the famous Marconi & signal that crossed the Atlantic, the radio rescue of the Republic— all in dramatic narrative, with lots of colorful detail. Tomorrow—breath-taking vistas into the possibilities of FM, television, facsimile, and so on. Today—the latest from Paul Porter (you'll reach a great many more people than that American Magazine article did); pending legislation in Congress (might stir up a lot of useful fan mail to Congressmen!); sugar-coated lessons on how to listen to radio; how music is used to tell a story, for example, or how sound effects are similarly used; anecdotes on the comic results of huf-listening (as an indirect reproof to those who get all bawled up because they can't hear); maybe a hot listener argument on radio manners in the home—the possibilities are legion!

Such a program, I submit, is worthy of the best talent radio has to offer. The FCC would doubtless boom with approval. Radio would be giving itself a big plug (after all, no one can contemplate the immense amount of time, skill, and talent that goes into a program without being genuinely impressed). The trouble now is that few listeners have even the vaguest idea of what each effort goes into the making of a fine radio program. The public would be entertained at the same time that it developed the background with which to appreciate the best that radio has to offer.

Any takers?

CORAL REEF
320 West Forty-First Street
Los Angeles, California

P.S.—No, I'm not looking for a job. This suggestion is tendered as a free-will offering, no strings attached.

NO APOLOGIES

EDITOR, Broadcasting:

Let's throw away our crying towels! Let's quit darning each other's shoulders with our partly tear-drops! Instead of going around, whimpering and cringing—let's fight back!

The American System of Broadcasting needs to apologize to nobody. In twenty-five short years we've done a helluva good job—and let's not have any argument about this simple statement of fact. Yet, every time some small, but highly vocal minority—often it's just ONE, high-brow listener (an occasional listener, at that) starts taking pot-shots at radio "commercials" (or commercialism) what do we do? We agree with 'em.

I ask you, does that make sense? Ours is a mass medium—our listeners, our loyal listeners, are numbered in the millions. And I'll bet my bottom dollar, just about 99.9% of these listeners like what comes out of their radio receiving sets—in fact, are even enthusiastic about it.

This can be verified in a hurry. We believe in radio, as an advertising and propaganda medium, don't we? Then, let's use our own stations to propagandize, in our own behalf. If every station in the country started asking its listeners—frequently, day in and day out—to let the station know whether they like the radio programs they listen to—the stations would quickly get thousands of "bouquets". And we could use such positive evidence, that we aren't all money-hungry, stubble-bun.

We could use it to combat the self-appointed (or FCC-appointed) critics, who would like to make our system as dull and colorless as that of the countries in which radio is a government subsidy . . .

Practically all established stations enjoy a considerable amount of prestige in their own communities. Let's cash in on that prestige. Let's ask the mayor of our town—and all leading citizens—to put, in writing, their honest opinion of our broadcasting efforts and our service to our community. The opinions will be favorable, that's certain. Then, let's use this as ammunition, to fire back, when we're fired on.

Maybe, in collecting "bouquets" from our average listeners—and our leading citizens—we'll get a few "brick-bats", too. So what?

But to hell with the critic with an axe to grind—or who has no understanding of our business—or who lives in an atmosphere too rarefied for Mr. and Mrs. George Spelvin, whom we must please, most of the time, if we value our necks.

The NAB could render a real service to the broadcasting industry by assuming the responsibility for the overall job of assembling, correlating and preparing, in usable form, the hundreds of thousands of favorable opinions of radio broadcasting that all stations can easily obtain.

Let the NAB put real thought and effort into the job of using this material in the preparation of a "merchandising" campaign to SELL radio broadcasting, as it exists, today, in America.

As I said before, let's fight back. Let's all get together—and stay together—on the all-important job of self-preservation.

The hour is growing late.

G. P. "Red" Bauer
Sales Manager
WINN Louisville.
UNDISGUISED and QUITE PREDICTABLE

Strange and unpredictable were the habits of Christina, who ruled Sweden from 1632 to 1654. Contemporary accounts tell that she frequently disguised herself with man's attire, was expert with horse and musket and swore like a soldier. This strange woman was also a scholar of international renown and during her reign fostered the development of Swedish art, science and literature.

Baltimoreans, too, have a habit, though milder and more conventional. Recognizing WCBM as a consistently dependable source of the best in broadcasting, this station has become "Baltimore's Listening Habit." For advertisers, WCBM's value is most significant, since Baltimoreans' radio habits and preferences are undisguised and quite predictable.

Baltimore's Listening Habit

WCBM
MUTUAL BROADCASTING SYSTEM

John Elmer
President
Free & Peters, Inc.
Exclusive National Representatives
George H. Rosner
General Manager
AGENCY EXECUTIVES
JUDGE CBS CONTEST

APPOINTMENT of Judges for the $25,000 Affiliated Station Promotion Contest conducted by CBS in New York was announced Oct. 25.

Judges are: Robert Collins, N. W. Ayer & Son, chairman; Linnea Nelson, J. Walter Thompson Co., vice-chairman; Frank Silvernail, BBDO, third member supervising committee; Carlos A. Franco, Young & Rubicam; C. T. Ayres, Russo & Ryan; Robert Buckley, Dancer-Fitzgerald-Sample; William Dekker, McCann-Erickson; John Hymes, Biow Co.; Leonard T. Bush, Compton Advertising; Francis Barron, Benton & Bowles.

Contest, which began Sept. 16 and runs until Nov. 17, will award $10,000 to the affiliated station having the best all-around promotional effectiveness during the contest period, with 10 other awards ranging from $5,000 to $1,000.

DuMont Develops Range
Of Sizes in Video Tubes

ANOTHER FORWARD STEP in postwar television is the new cathode-ray tubes offered by DuMont Labs, Passaic. Company has them in both the electrostatic and the magnetic deflection and focusing types, and in the 5, 7, 10, 12 and 20 inch sizes. The 15 inch tube with magnetic deflection and focus will soon be added after development is completed.

Relatively flat faces are used in all types. There are 5 and 7 inch tubes with 24 inch screens. The 10 inch tube has a 42 inch radius, which means a relatively flat face of good picture area. The huge 20 inch tube, designed for direct-viewing, large-screen television with great brilliance and detail, has a 30 inch radius. Operating voltages range from 1000 to 15,000 volts. DuMont has issued a bulletin illustrating the tubes.

Wharfield Succeeds Kirby, Who Opens Offices as Public Relations Counsel

MAJ. ALBERT WHARFIELD has succeeded Col. Edward Kirby as chief of the Radio branch, War Dept. Bureau of Public Relations. Before entering the Army, Maj. Wharfield was a manager of national ratings for C. B. Hooper Inc. Col. Kirby, now a civilian, has opened offices in New York, Washington, Nashville and London as public relations counselor. He has been retained as public relations counselor to the NAB. He handled NAB's public relations before he joined the service.

A veteran of two years overseas,

TWICE AS MANY Grand Rapids Listenrs as any other station anywhere

GRAND RAPIDS
NO. 1 STATION (5000 WATTS)
WITH THE NO. 1 NETWORK (NBC)
IN THE NO. 1 MARKET IN OUTSTATE MICHIGAN

PAUL H. RAYMER CO., Sales Representative

Maj. Wharfield

Maj. Wharfield holds the Legion of Merit awarded him for outstanding contributions to communications in the Mediterranean Theater. As radio officer to Gen. Eisenhower in London in 1942, he worked on plans for the radio coverage and communications facilities of the North African invasion. In August 1943 he was made press communications officer for the Mediterranean Theater. His press communications system there formed a pattern for coverage of the Normandy and following invasions. He returned to the States as officer in charge of the overseas section of the Radio Branch in March 1944. He later succeeded Lt. Col. Jack Harris as executive officer.

Present executive officer is Maj. Charles Batson, who was with Maj. Wharfield throughout the North African and Italian campaigns and former program director of WFBC Greenville, S. C.,

Big IRE Meeting

PAPERS on AM, FM and TV broadcasting, navigational aids, communications and relay links, radar, industrial electronics, testing equipment, panoramic reception, microwave measuring devices, broadcast receivers, vacuum tubes, antennas and radio wave propagation will be presented at the 33rd annual Winter Technical Meeting of the Institute of Radio Engineering. Meeting will be held Jan. 22-26 at the Astor Hotel, New York. Papers are expected to be of special significance this year, with wartime restrictions lifted and free discussions of many technical developments again possible for the first time since Pearl Harbor. Commercial exhibits of new models and parts will be another major factor this year, with more than 150 firms expected to exhibit.
Musical and Dramatic Shows
FREE
FOR THE ASKING—
(While They Last—Act Now)
Look at the Stations Presently Using the
"Heroes of the Merchant Marine"
Available for Local Sponsorship
13 SHOWS—FIFTEEN MINUTES

The War Shipping Administration produced this series of sponsored programs with top talent and facilities—Frederick Feller (producer of Ed Wynn's program) did it—Ray Lewis narrates and Phil Bovero's orchestra plays it. Thirty thrilling programs of the type you will be proud to bring to your community.

Call, Write or wire "Pete" Peterson
Universal Recorders
6500 Hollywood Blvd., Hollywood 2852
HOLLYWOOD—SAN FRANCISCO

MINNESOTA
KUTE Albert Lea
KDCR Faribault
KDUM Minneapolis
KQVO Minneapolis
KROC Rochester
KSTP St. Paul
MISSOURI
KVTV Carrolton
KMOS Columbia
KCBS Columbia
KFTS Springfield
KVOO St. Louis
WILL St. Louis
NEW MEXICO
KGBA Albuquerque
KGBM Albuquerque
KVEA Hobbs
KWSF Santa Fe
NEW HAMPSHIRE
WLNH Durham
NEW JERSEY
WCNY Bridgeton
WHAP Newark
WCTM Trenton
NORTH CAROLINA
WHBY Burlington
WDRG Greensboro
WGSU Greensboro
WHGC Concord
WINS Asheville
NORTH DAKOTA
KDKR Devils Lake
KJLM Minot
KJXW Minot
KQVC Valley City
OHIO
WAKR Akron
WCCA Ashtabula
WSBG Cincinnati
WOSU Columbus
WING Dayton
WHTN Lima
WMOH Hamilton
WLFF Lima
WCRS Mansfield
WPAR Portmanville
WJLZ Springfield
WBRN Warren
WJRN Youngstown
OREGON
KKBK Baker
KBRD Bend
KCVS Eugene
KKNV Grants Pass
KBLM La Grande
KMBD Medford
KWRG Pendleton
KSLM Salem
KLOS Portland
KIDJ The Dalles
PENNSYLVANIA
WUSX Altoona
WJCD Butler
WLDE Erie
WLIB Greensburg
WHYI Harrisburg
WQPL Harrisburg
WJDA Altoona
WJXO Philadelphia
WIP Philadelphia
WSDS Pittsburgh
WJANA Reading
WBEZ Sunbury
WJMB Washington
WSBA York
SOUTH CAROLINA
WLAT Conway
SOUTH DAKOTA
KABF Aberdeen
KGNS Pierre
KHLO Sioux Falls
WNAX Yankton
UTAH
KSUB Cedar City
KCOL Price
KLQ Logan
KSL Salt Lake City
KUTL Salt Lake City
KUTA Salt Lake City
TENNESSEE
WATN Chattanooga
WASHINGTON, D.C.
WWDC Washington, D.C.
WASHINGTON
KWSW Bellingham
KJUL Longview
KENC Pullman
KOMO Seattle
KJR Seattle
KPHO Spokane
KFFK Yakima
KHOL Walla Walla
WEST VIRGINIA
WLIS Beckley
WJMN Fairmont
WSAZ Huntington
WPAP Parkersburg
WBWY Wheeling
WBTB Williamson
WYOMING
KBRB Casper
KBRC Cheyenne
KVRS Rock Springs
KWOY Sheridan

MISSOURI
KUTE Albert Lea
KDCR Faribault
KDUM Minneapolis
KQVO Minneapolis
KROC Rochester
KSTP St. Paul
MISSOURI
KVTV Carrolton
KMOS Columbia
KCBS Columbia
KFTS Springfield
KVOO St. Louis
WILL St. Louis
NEW MEXICO
KGBA Albuquerque
KGBM Albuquerque
KVEA Hobbs
KWSF Santa Fe
NEW HAMPSHIRE
WLNH Durham
NEW JERSEY
WCNY Bridgeton
WHAP Newark
WCTM Trenton
NORTH CAROLINA
WHBY Burlington
WDRG Greensboro
WGSU Greensboro
WHGC Concord
WINS Asheville
NORTH DAKOTA
KDKR Devils Lake
KJLM Minot
KJXW Minot
KQVC Valley City
OHIO
WAKR Akron
WCCA Ashtabula
WSBG Cincinnati
WOSU Columbus
WING Dayton
WHTN Lima
WMOH Hamilton
WLFF Lima
WCRS Mansfield
WPAR Portmanville
WJLZ Springfield
WBRN Warren
WJRN Youngstown
OREGON
KKBK Baker
KBRD Bend
KCVS Eugene
KKNV Grants Pass
KBLM La Grande
KMBD Medford
KWRG Pendleton
KSLM Salem
KLOS Portland
KIDJ The Dalles
PENNSYLVANIA
WUSX Altoona
WJCD Butler
WLDE Erie
WLIB Greensburg
WHYI Harrisburg
WQPL Harrisburg
WJDA Altoona
WJXO Philadelphia
WIP Philadelphia
WSDS Pittsburgh
WJANA Reading
WBEZ Sunbury
WJMB Washington
WSBA York
SOUTH CAROLINA
WLAT Conway
SOUTH DAKOTA
KABF Aberdeen
KGNS Pierre
KHLO Sioux Falls
WNAX Yankton
UTAH
KSUB Cedar City
KCOL Price
KLQ Logan
KSL Salt Lake City
KUTL Salt Lake City
KUTA Salt Lake City
TENNESSEE
WATN Chattanooga
WASHINGTON, D.C.
WWDC Washington, D.C.
WASHINGTON
KWSW Bellingham
KJUL Longview
KENC Pullman
KOMO Seattle
KJR Seattle
KPHO Spokane
KFFK Yakima
KHOL Walla Walla
WEST VIRGINIA
WLIS Beckley
WJMN Fairmont
WSAZ Huntington
WPAP Parkersburg
WBWY Wheeling
WBTB Williamson
WYOMING
KBRB Casper
KBRC Cheyenne
KVRS Rock Springs
KWOY Sheridan
LONG before KDKA Pittsburgh was established Dr. Frank Conrad, of Westinghouse, was tinkering in his garage with this equipment, using the call letters 8XX. If you’re a lover of detail, the boxes on which many of the quaint doodads are mounted originally contained 20 packages of Old Honesty Soap.

IF YOU'RE technically minded, this is electronic television set of the 20s, designed by Dr. Vladimir Zworykin (left), then Westinghouse, but now with RCA.

EARLY broadcast experiments were conducted back in 1919 in this studio of WSUI, Iowa City, according to the U. of Iowa.

THIS NEAT display of gadgets, complete with Underwood No. 5 typewriter, late type telephone and a snappy Edison console phonograph, comprises the first transmitter and control room put into operation by WJZ in Newark, N. J., more than two decades ago.

FIRST WWJ Detroit transmitter, put on air in 1920 by William S. Scripps, was built by Dr. Lee de- Forest, early radio inventor.

DR. B. J. PALMER (left), founder of WOC, interviewed Jack Dempsey in the fighter’s first mike battle. Scene was Dr. Palmer’s home.

FIRST 5 kw transmitter west of Chicago, being installed at WOC Davenport in spring of 1924. At right is Frank W. Elliott, general manager of WOC and president of the NAB during the 1924-25 period. At left is Franklin Pierce, who was the first engineer of WOC.
HISTORY of microphones is presented in this photo, with Kolin Hager, manager of WGY Schenectady, looking over the collection of crystal types at left. At right is modern velocity mike. Curved tube is boom mike stand. Also in left center is grandfather of all mikes—according to consensus—the carbon.

HAD KSD St. Louis owned a green carpet, it would have rolled it out for this 1922 broadcast by Vice-President Thomas R. Marshall, obviously deeply impressed by the collection of tubes, batteries and microphones.

PIONEER farm broadcaster was Frank E. Mullen, speaking into KDKA's mike. He now is NBC vice-president and general manager.

EQUIPMENT here is the proud development of General Electric Co. and actually worked, aided by collection of batteries under the table. One of the telephones apparently was used as a microphone. Old timers on engineering staffs will recognize some of the paraphernalia.

HIGH ABOVE Newark stood this 1923 antenna of WOR, with the studies below in the Bamberger store's palatial broadcast room.

FROM this knapsack, used by NBC for special events, came the modern walkietalkie, used widely by the Army during World War II.

THIS is the famed Westinghouse broadcast of Nov. 2, 1920, when the Pittsburgh station, KDARK, announced the returns of the Harding-Cox Presidential election. Dr. Frank Conrad, Westinghouse engineer, had been working since 1916 on broadcasting. Westinghouse claims this was first regularly scheduled broadcast.
Westinghouse Ready for Color Video Relayed by Stratovision

BLAZING A NEW TRAIL for all high-definition television, Westinghouse last week announced that production will soon begin on high-definition pick-up units for processing both black-and-white and color pictures and their associated sound for simultaneous transmission on the same carrier wave. Stratovision will relay the signal.

C. J. Burnside, manager of the company's Industrial Electronics Division, who made the announcement, credited Columbia Broadcasting System with the basic development of this innovation in electronics.

Available to Industry

So that all interests may cooperate in bringing television to its full stature, the CBS units are being made available to the industry generally. The units, the first to handle both picture and sound transmission simultaneously, were originally designed as studio experimental equipment. All sound transmission used is by FM.

"Simultaneous broadcast of pictures and sound on the same frequency is made possible by borrowing from military radar technique and transmitting first one then the other in a series of high speed pulses," Mr. Burnside said. "Picture information is transmitted as each component line of the scene is traced, or scanned, in the camera tube of the pick-up apparatus, FM sound is added in the fraction of a second in which the electronic beam is moved back to the left edge of the picture to begin scanning the next line."

Stratovision, the revolutionary project announced recently by Westinghouse, and now being tested, is the perfect medium for bringing this high-definition television into reality, Mr. Burnside explained. Present coaxial cables are not suited to high-definition transmission, he said, because they cannot accommodate the required 10 mc bandwidths. Ground type relay systems, he added, have the capacity but have a tendency to build up distortion and deteriorate pictures at the repeater stations.

"Stratovision's airborne relays solve this problem by providing nationwide coverage with only eight repeater stations," Mr. Burnside said, "thus holding distortion to a minimum."

He added that the new television-FM units will "produce black-and-white pictures of 1620 lines-per-frame at 30 frames per second. Complete color pictures will be presented at a rate of 20 per second — two-thirds of the black-and-white rate. These pictures will be scanned at 525 lines per frame for each of the three primary colors — red, green and blue — and each complete picture will have 1575 lines. This scanning will be through filters admitting only one color at a time and it will require one complete cycle of the three colors to provide one full-color picture. This means that approximately 31,000 lines must be scanned for every second of television entertainment, either black-and-white or color."

CAPEHART IS HURT IN AUTO ACCIDENT

SEN. HOMER E. CAPEHART (R-Ind.) is in Methodist Hospital, Indianapolis, with a crushed left foot, badly lacerated tongue and cuts about the face, the result of a head-on collision last Monday night on the highway near Indianapolis. Sen. Capehart, member of the Interstate Commerce Committee and of a subcommittee on communications which inspected European installations a few months ago, had addressed the Allen County Republican Club at Fort Wayne and was driving to Indianapolis.

He has led a fight in the Senate against OPA price controls, particularly affecting the manufacture of radio sets and parts. He formerly headed the Capehart Co., manufacturers of radio-phonograph combinations.

Correction

ACCOUNT of Iodent Chemical Co., Detroit (Iodent Tooth Paste), which started Gordon Fraser on WJZ New York, is handled by Duane Jones Co., New York, and not S. Duane Lyon Inc., New York, as incorrectly reported in BROADCASTING Oct. 29.

Taylor to Speak

DEEMS TAYLOR, president of ASCAP, will take part Nov. 6 in the New York Times' weekly program What's On Your Mind? on WQXR New York. Author of A Picture History of the Government, Mr. Taylor will discuss the topic "Do Our Newspapers Influence Foreign Relations?"

ASCAP Upheld

ASCAP does not violate the antimonopoly section of the Donnelly Act, the Court of Appeals of the State of New York held Oct. 26. Decision affirmed that the State Supreme Court in June 1944, which was upheld by the Appellate Division in January of this year. Courts have consistently upheld ASCAP's motion to dismiss a suit against it brought by Hotel Edison Corp. in 1942.
Sponsor Promotion with a punch!

**Car Cards**
- 52 weeks in the year, street cars and subways carry large, impressive posters publicizing WIBG Programs, always mentioning the sponsor, of course.

**Brochures**
- Colorful, illustrated broadsides are mailed to selected dealer-lists, directing attention to a specific campaign, and inviting store cooperation in merchandising.

**Newspaper Ads**
- Newspaper ads, timed for the day of broadcast, and placed judiciously to attract the desired type audience, direct attention to various WIBG sponsored programs.

**Billboards**
- 24 Sheet Posters, in full color, cover the length and breadth of the entire Philadelphia Market, giving added impetus to listener interest in other WIBG features.

**YES, WIBG BELIEVES IN SPONSOR-PROMOTION WITH A PUNCH.**
**AND WE WILL WELCOME THE OPPORTUNITY TO PROVE AS MUCH FOR YOU AND YOUR CLIENTS.**

WIBG

WIBG

WIBG Philadelphia

Represented in New York by Joseph Lang, 31 W. 41st St. - Nationally by Adam J. Young, Jr., New York, Chicago, Los Angeles
**TRIB FORUM STARTS ON VICTORY THEME**

BROADCAST of the opening half-hour, last Monday, 8:30-9 p.m. of the New York Herald Tribune Forum started with a seven-minute victory theme called “Set Your Clock at U-235” written especially for the Forum by Norman Corwin and delivered by Paul Robeson.

Various speeches were carried by the networks. [BROADCASTING, Oct. 29]. In addition, CBS carried half-hour programs Monday, Tuesday and Wednesday, 10:30-11 p.m. on its shortwave service to English-speaking peoples throughout the world and to service men and women overseas, as well as translating it in Spanish.

Final session of the Forum was televised by NBC television station WNBT New York, on Wednesday, direct from Waldorf-Astoria Hotel. Among those appearing on telecast were Secretary of State James F. Byrnes, Secretary of Labor Lewis B. Schwellenbach, Dr. Vannevar Bush, director of the Office of Scientific Research and Development and key figure in work of the atomic bomb, Bill Mauldin, cartoonist; C. R. Smith, chairman of the board of American Airlines; Lt. Col. Mary-Agnes Brown, advisor to the veterans’ administration, and Lt. Cord Meyers, Jr., marine ace.

**One Shy**

SAM SEROTA, program director of WIP Philadelphia, will be late for the radio educational conference in Chicago this week. After getting train reservations for a half dozen others from the city, he was unable to get one for himself.

**Walter Silbersack Named AHP Head**

**Walter F. Silbersack**, formerly executive vice-president and general manager of American Home Products Corp., New York, was elected president at a board meeting Oct. 29. He succeeds Knox Ige, who continues as general counsel and as a member of the board of directors and of executive, finance and operations committees.

Consolidated net earnings of the company and its subsidiaries before taxes for the nine-month period ending Sept. 30 were $11,082,966. After tax provisions the net earnings for the period were $3,943,716, equal to $3.60 a share as compared to $3.52 during the same period of 1944. Gross sales for 1945 to date are 18% ahead of 1944.

An extra dividend of 60 cents a share was declared, payable Dec. 15, in addition to the regular monthly dividend of 20 cents per share, payable Dec. 1, both to stockholders of record Nov. 14.

Mr. Silbersack became associated with the American Home Products organization in 1927 when it acquired A. S. Boyle Co., which had joined in 1923 as advertising and merchandising manager. At the time of its acquisition by American Home Products he had risen to general manager and shortly thereafter became president of the firm. Elected a director of American Home Products in 1935, he moved to the parent company in 1942 as vice-president in charge of advertising production and a year later became vice-president and general manager.

In his new post Mr. Silbersack will supervise the entire operations of AHP which in 1944 did a gross business of $105,000,000, according to Alvin G. Brush, board chairman. "One of Mr. Silbersack’s major projects will be the direction of our $15,000,000 expansion program," Mr. Brush said. "At present, we have eight new plants under construction or about to be started in the U. S., Canada, and England, and four large additions to existing plants are underway. In addition, the president will control our thirteen million dollar per year advertising program. Consequently, Mr. Silbersack’s background in marketing, merchandising, and advertising ideally suits him for the task ahead."

**Agency Party**

TAYLOR-FOWE-SNOWDEN Radio Sales will hold its annual party for Chicago agency executives on Dec. 7 at the Drake Hotel, Chicago.
From fifty watts to fifty thousand... our production staff has consistently won prestige for outstanding presentations. Special talents and experience behind the mike have set the pace for the best on the dials throughout our area.

Never a dull moment for our production staff! It not only creates and produces programs for WFAA and for KGKO, our associate Station—but also supervises programs over the Texas Quality Network and Lone Star Chain... handles NBC and American programs... many remote broadcasts... and special sports networks. From musical varieties to dramatic presentations, our staff assures listener-luring programs every minute we're transmitting.

RALPH MADDOX (top): Program Supervisor. His background includes stage experience. Formerly with NBC as production director. He's been with us five years.

IVAN WAYNE (left center): Producer. More than ten years' experience in radio as singer, producer and service in radio engineering. He's been with us nearly ten years.

ELMER BAUGHMAN (right center): Producer. Fifteen years' experience in radio. He's been with us five years.

KARL LAMBERTZ (below): Musical Director and Producer. Many years in orchestra directing and theatrical work with Paramount and Publix Theatres. He's been with us more than twelve years.

WFAA Dallas

Martin Campbell, General Manager Ralph Nimmom and Ray Collins, Asst. Mgrs.

NBC and TEXAS QUALITY NETWORK AFFILIATES

820 KC...50,000 WATTS

A NATIONALLY CLEARED CHANNEL STATION

Owned and Operated by The Dallas Morning News

November 5, 1945 • Page 43
ANOTHER war innovation in electronics was announced last week when Remington-Rand Inc. displayed a television camera designed to fit into the nose of a bomb, permitting either the bombardier in the plane or the staff back at general headquarters not only to follow the course, but to change direction if necessary. Display was at Middletown, Conn.

Bombs guided by the television apparatus were in use in the last days of the war, according to the firm. The camera is five inches square and 19½ inches long, containing a small motor that adjusts the shutter opening for light changes, and a thermostatic unit which prevents fogging as the camera passes through different altitudes and temperature changes. Heart of the camera is the Vericon tube, two inches by one foot in size.

In each bomb is packed a television camera, storage battery, small dynamo, an electronic power plant, a television transmitter, a radio receiver and a mechanism that radio-controls the bomb's fins and rudder.

Through relaying from the plane, headquarters can receive the picture, and can remotely control the bomb's course.

Army is said to be planning further tests on rockets, with the probability of complete remote control thousands of miles from the target. Its lightness and extreme compactness give it great possibilities for commercial television use.

James J. Lamb, chief engineer and manager of the electronic division of Remington-Rand is credited with development of the camera, in cooperation with Philip S. Rand, Joseph A. Brustman and Marshall P. Wilder.

**Sono-Buoy**

AN ELECTRONIC device, the Sono-buoy, produced by Emerson Radio & Phonograph Corp., New York, was revealed by the Navy Department last week as highly effective in anti-submarine warfare against the Nazis and Japanese.

Radar sets, important in detecting surfaced subs, needed an auxiliary aid to pick up sound of propellers when U-boats were submerged, Emerson explained. The National Defense Research Committee in the Office of Scientific Research and Development at the Underwater Sound Laboratory at New London, Conn., designed the Sono-buoy to pick up underwater sounds, and turned the model over to Emerson, where it was perfected.

A plane carrying a special receiver tuned to same frequency of buoy transmitters receives radio waves of buoy which reveal to occupants of plane whether or not a sub is underwater and exactly where it is located. Buoy can be expendable and sink after a few hours in water, thus making it unknown to the enemy that his course is followed by this instrument.

**Dyke Up for B. G.**

COL. KENNETH R. DYKE has been nominated for brigadier general, the War Dept. announced last week. The former NBC advertising and promotion director is chief of the Civil Information & Education Section with the U.S. Forces in Japan.

He was nominated for the promotion by Gen. MacArthur for "his civilian experience and outstanding work" in handling civic and religious problems in the occupation of Japan. Prior to his latest assignment he was commanding officer of the Information & Education Division, U.S. Armed Forces in the Far East, supervising AFRS stations in the whole area, in addition to other duties. He was highly instrumental in setting up communications facilities when our troops entered Japan.

**Harry Gordon Out of Navy**

HARRY GORDON, who pioneered in radio-television promotion, has been released from the Navy after three and a half years of service. He has been a study of dealer reaction to television in 1941 [bROADCASTING, Jan. 13, 1941] and an experimental study of selected communities in New Jersey promoting television with radio dealers through organized educational campaign. He will return soon to radio and television work.

**Nicoll Returning**

OLIVER W. NICOLL, chief of operations of Radio Stuttgart Detachment, on leave from his radio production business in New York, is awaiting final orders to return home. He has been with the Information Services Control Command for 3½ years and has been overseas more than 18 months.

**AFN Curtailing Operations**

AMERICAN FORCES Network will cease operations in England, Ireland and Scotland this month.

(Continued on page 46)
Just a minute, folks!

I want to give you a friendly tip. If you come to see California as she normally is, be sure to take the highway leading through the great Central Valleys.

There, you'll find the people haven't changed much. They made a lot more money during the war, but they always had money. This is the part of California which has given the Golden State her agricultural and mineral leadership.

Take my advice and look over this fabulous area — served by The BEELINE.

With its 42 primary county coverage, The BEELINE is the only combination of stations which properly can serve the million and a half people in the California Central Valleys, plus Western Nevada. Outside stations don't do the job.

The BEELINE is not a regional network, but a group of long established key stations, each the favorite in its community, combined for national spot business.

See the McClatchy BEELINE rate listing, first under California in Standard Rate And Data. Represented nationally by Paul H. Raymer Company.

McClatchy Broadcasting Company
Sacramento 4, California
Service Front
(Continued from page 44)
Lt. Col. John Hayes, chief of AFN, revealed at the news luncheon given in his honor last Monday by WOR New York at the Hotel Astor, New York, that APN will pull out of Italy and Austria during the winter. Activities in France are expected to close around March 1, he said. However, he added, APN will remain in operation in Germany as long as the period of occupation by American troops.

Sweeney to Hqtrs.
LT. (jg) KEVIN B. SWEENY, public information officer of the Naval Air Station, Odotumawa, Ia., and former assistant to the western division vice-president of the American Broadcasting Co., has been transferred to the Office of Public Information, Washington.

Two Stations Added
TWO wired-radio stations, serving 8,000 Signal Corps and Marine troops, directly, have been added to Honolulu “NA” circuit route, at Waipio and Ewa, Oahu. Signal Corps outfits are piping AFPS programs through their land lines on a circuit that includes principal North Beach telephone centers.

New Assignment
1ST. LT. JIM REED, former announcer with WIBW Topeka, Kan. and KBUR Burlington, Ia., has been assigned special assistant to the commanding general for public relations at Air Transport Command’s Caribbean Wing Headquarters, West Palm Beach.

Ingenuity
WITH A FORMAL printed announcement Larry Holcomb, former radio director, Sherman K. Ellis & Co.; eastern manager, Wright-Sonovox, and continuity editor, NBC central division, “announces his return to inactive duty in the U. S. Navy and his immediate availability for radio work beginning November first, nineteen hundred and forty-five.”

New AAF Show
ARMY AIR FORCES will start a new Saturday program on NBC Dec. 8. Series, yet unnamed, will combine the features of Your AAF which concludes on American Nov. 16, and I Sustain the Wings which winds up Dec. 1.

With the conclusion of Roosy of the AAF, completing its series on Mutual Nov. 11, and Return to Duty winding up on the same network Nov. 13, the new NBC series will be the only AAF show on the air. Plans are under way, however, for a band concert series on one of the networks.

JUNIOR radio course given at Hunter College is the subject of a picture story, “You’ll Be Hearing Them”, in the Nov. issue of Woman’s Home Companion.

WRVA 20th Anniversary Celebrated November 2
WRVA Richmond celebrated its 20th anniversary Friday, Nov. 2, with a special hour broadcast originating from its Richmond studios. The program, designed to take listeners back to the opening night, Nov. 2, 1925, featured outstanding figures in the state, and pick-ups of Amos 'n Andy, among other network personalities who got their start on the station. Several persons who were on the first broadcast appeared on the show last Friday. Governor Darden, Mayor Herbert and Sen. Harry F. Byrd spoke.

The station, a CBS affiliate, is Virginia’s only 50,000 w station. It is owned and operated by Larus & Bro. Tobacco Co.

Lift Ad Restrictions
WARTIME RESTRICTIONS on advertising are being lifted in Canada on Jan. 1, 1946, it was announced in the budget address of Finance Minister J. L. Ilsley. With the drop in the excess profits tax from 100% to 60% effective at the same time the restrictions on advertising were also lifted. Canadien firms will be able to compete with firms in other countries, and all advertising costs can be once more charged to operations and will not be subject to tax. The restrictions have kept many potential advertisers from using larger radio advertising schedules, as they were limited to roughly a 10% increase in advertising over the basic period, 1938-1939, for every 100% increase in business.

Servicemen to WSB
SIX MEN recently out of the service have joined WSB Atlanta, among them four returning to their old positions. Lt. Jimmie Bridges, AAF; and Ens. Fred Parsons, USMS, are back as announcers. Returning engineers are Maj. Arthur G. Swan, Army Signal Corps, and Lt. Bill Wrye, USNR. Now to WSB, 7 Sgt. Jack Smith, AAF, now an engineer, was formerly with KKGL San Angelo, Tex. Another new addition is Sgt. Jimmy Boland, AAF, in accounting.

Salary Raise
NON-EXECUTIVE members of WGN Inc. Chicago and WGNB have received a 10% increase in salary effective October 29, Elbert M. Antrim, business manager of the Chicago Tribune Co. and assistant secretary of WGN Inc. notified employees. Employees will also share in benefit plans, including full salary to ill or disabled employees for as long as six months; group life insurance in amounts up to $11,000, payments up to $300 monthly to families of employees on military leave, bonuses for length of service and amount of salary and generous voluntary pension plans.
Business Leaders plan for Louisville!

☆ Brown & Williamson Tobacco Corporation plans...

There is now an appreciably widened market for cigarettes as was true after World War I. We are making plans at the present time to take advantage of this increase.

Prior to the war we employed 2,801 people. Our employment is usually steady the year round but during the war, due to the labor shortage, we dropped to 2,579, with most of our skilled labor loaned to war plants in the Louisville area. We maintained our production level, however, by extra hours.

Now, with labor becoming available, we plan to add approximately 500 employees, as we prefer a shorter work week which provides a greater number of people employment and raises living standards. It also enables us to get a better type of employee who in turn gives us more efficient work. Most of our increase in employment will be former employees returning from various branches of the service and from war work. We will still need additional people, however, as our planned employment will be 300 over our pre-war level.

Our Louisville plant is one of the most modern cigarette factories in the country and has adequate facilities to keep our production in pace with the increased consumption.

T. V. WARTNETT, President

☆ The Wood Mosaic Company plans...

The Wood Mosaic Company manufactures domestic and imported hardwoods into veneer, fine flooring and lumber. At the start of the war all our facilities were devoted to turning out war products. We made walnut gun stocks, large quantities of aircraft veneer for Mosquito Bombers, training planes and gliders, ship timbers and lumber for other war uses, such as for truck bodies, etc.

We have converted directly to our pre-war production. Our wood is going to furniture manufacturers. Aircraft veneer has been turned into veneer for furniture, radios, pianos and panel construction, and we will resume shortly production of our Parkay flooring. Just before the war started we patented and developed Parkay, a prefinished flooring, but production stopped on this when we got into war work.

We did a large export business which, except for Lend-Lease material, had to be stopped during the war. We are again looking forward to a tremendous export demand for our products.

Except for scrapping some special machinery, we have virtually no reconversion problems. Because of the labor scarcity we employed fewer people during the war than we had in peacetime, but we are now hiring as fast as capable employees become available and expect to exceed our prewar employment level. All of our six branch plants will continue in operation, and we look for good business for a number of years.

ANGUS D. MACLEAN, President

No. 4 in a series of messages about plans for Louisville

The Courier-Journal
THE LOUISVILLE TIMES
Radio Station WHAS
Because of its COMPLETE News Coverage

Advertising and marketing are a complicated business. It has so many angles! No one medium, no one method, no one plan can meet the varied demands for the attaining of a successful objective. Many must be combined.

To cover the news of such an ever-rapidly-changing field is the service to be rendered by a newspaper designed to promptly and accurately cover the field as a whole.

The fact that ADVERTISING AGE places the news of the week upon the desks of advertising executives, everywhere, promptly every Monday morning is, we feel, one of the reasons why more radio broadcasting stations regularly use more advertising in ADVERTISING AGE than in any other general advertising publication.

Without any obligation whatever our nearest representative will be happy to drop in and tell you more about how to get results from your promotion efforts.

Advertising Age
The National Newspaper of Marketing
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Page 48 • November 5, 1945

BROADCASTING • Broadcast Advertising
McLaughlin's MANOR HOUSE COFFEE CHOSE...

... **WMAQ** at 6:30 PM

In 1943 McLaughlin's Manor House Coffee completed plans for a 15 minute radio program. They wanted to reach the vast Chicago market, the nation's 2nd largest, where 2,855,700 families spend over $3,500,000,000 annually.

They checked station coverages, time availabilities and then chose—WMAQ, the Chicago station most people listen to most. Manor House Coffee has been on the air continually over WMAQ ever since. Their current program, "The Manor House Party," is heard Monday thru Friday at 6:30 PM.

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

The Chicago station most people listen to most

**670 ON YOUR DIAL**

*Broadcast Advertising*
WCKY

THE POWERFUL
VOICE OF
OHIO VA

DOING THE REAL JO
50,000-WATT THE GREAT VALLEY

FOR THE ADVERTISER

L.B. Wilson
CINCINNATI
Touchdown in the First Quarter

THIS WEEK marks radio's silver anniversary.

All week long the event stirs nostalgic memories. Hark back to the cat's whiskers and the carbon mikes, to Graham McNamee and the Kansas City Night Hawks, or Lambdin Kay's WSB which "covers Dixie like the dew."

The "Remember When" assignment is covered elsewhere in this issue, in large measure dedicated to radio's first quarter-century. There are lots of familiar faces still around, because radio is a "young man's game," they still say. Not too young when you thumb through the picture morgue or back issues. An NAB convention banquet picture hits you. Plenty of fellows you know, but lots of others who have passed on to Radio's Valhalla. There's much to recall—and foresee—as radio enters its second generation by the calendar. It's also on the threshold of a second technological generation. It was plain broadcasting before, in that little band between 655 and 1600 kc. Now that old basic service has become AM. It is that service which enjoys a birthday. There's a new family of alphabetic combinations, denoting aborning services—FM and TV and (still the sleeper) FAX.

National Radio Week is a wonderful tribute to a fine art. Nice things are being said about broadcasters and broadcasting and the contribution made to mankind. Last week they were hurling brickbats in some quarters, and they'll hurl them again next week.

But that's all part of the game. Broadcasters are taking this breather in good grace. By candle-light, they're trying to figure that second generation, and how they can cope with the many imponderables ahead. Meanwhile the operation must continue rendering the best service extant, hour for hour.

Fellows who have been through that radio mill realize, however, that there's never anything new in radio. In those earlier days, when radio was a "passing fad" like the miniature golf course, few people made passes at radio for tribute. There wasn't any money in it. Most people seemed to be in it for fun, as a sort of hobby.

A few dollars began to trickle in. ASCAP have onto the scene. On the one hand performing artists did their darnest to get their records on the air. On the other, they tried to create a property right in their renditions and collect royalties. Then came Jimmy Petrillo and IBEW and AFRA and CIO. In 1935, or thereabouts, the organized educators put on a battle for a "fixed percentage" of radio assignments (AM, of course) for nonprofit operations. In 1945 the CIO Political Action Committee (or maybe it's the National Citizens Chapter of some wants only 25% of the FM facilities to go to established broadcasters, because all they did was to create the business, take the early red ink and the gamble.

In 1928 there was radio's first reallocation. The old Radio Commission held hearings three and four deep. In 1945, the FCC is in the throes of hearings on allocations, with some 1400 applications of all descriptions stacked up. There won't be hearing rooms enough in Washington to handle them.

Maybe there is something new, after all. Whereas ASCAP and some of the others didn't move in on standard broadcasting until the balance sheet changed from red to black, Petrillo's starting in on FM while it's an embryo. That's the fight now.

What's ahead? The chips are bigger. Television is a new dimension. So every union in any wise identified with the motion picture industry, the theatre and the radio are moving in. Sessions aplenty have been held as to how to divide up the field and the spoils.

There'll be a hopeless maze of jurisdictional disputes, with those who would establish a new art in the middle. Add to musicians, performers, announcers, platter turners, copyright owners, writers, such skilled artisans as stagehands, cameramen, projectionists, puppeteers, wardrobe mistresses, carpenters, and others, and you get a conception of the problem. Even now, no live music is on TV because Petrillo is still pondering; still trying to make up his mind how many standbys there should be and whether the fellow who delivers the film to the projection room should be an oboe player or just an arranger.

Too horrendous to mention, all this?

When the chips are down, you'll find broadcasters, first generation and second alike, in there giving everything they've got to bring that listener-looker more than he expected, free of charge, by the American Plan. There'll be gripes and battles and bruises, but the public won't get hurt.

The broadcaster views his work not as a trade, but an assignment—a mission that entails risk, sweat and travel and talent.

If radio did nothing else, it carved for itself a tradition in its first quarter-century. It will carry through for the second and future generations as the Fifth Estate.

Ear Burner

JIMMY Petrillo's ears must have burned when he heard President Truman's speech last Tuesday night explaining his new wages-prices policy.

About mid-way in that epochal address, the Chief Executive commented:

Excessive demands would deny to industry reasonable profits to which it is entitled and which are necessary to stimulate an expansion of production. We must not kill the goose which lays the golden egg.

Apply that paragraph to the AFM ultimatum on FM, to Petrillo's adamanence on television and to his past aggressions and arrogations.

We don't know that the President had AFM per se in mind. But the shoe seems to fit.
"THEY FINISHED THEIR JOB—LET'S FINISH OURS"

KOIN was ready for the Kick-Off

Mrs. Fred Vinson, wife of the Secretary of the Treasury, prepares to christen the "S.S. Victory Loan" at its launching in Portland, Oct. 6—aother event added up in KOIN's log of War Bond events. Lending moral support to the christening are (left to right): R. C. Sammons, State Chairman Oregon War Finance Committee; Ted Gamble, National Director War Finance Division, U.S. Treasury, and A. R. Niman, Asst. Gen. Mgr., Kaiser-Swan Island Shipyard—all KOIN Million Dollar Club members.

BUT FIRST CAME THE WARM-UP... for the VICTORY LOAN!

Because of its national leadership in previous drives, Oregon was chosen as host to 800 War Bond leaders who came from nine Western states to plan for the Victory Loan. KOIN was privileged to take part in these meetings. The station's unique War Bond series THE KOIN MILLION DOLLAR CLUB was selected as the climax of the testimonial dinner in honor of Portland's Ted Gamble, National Director War Finance Division, U.S. Treasury. The broadcast of the launching of "S.S. VICTORY LOAN" gave added impetus to KOIN's pre-drive activities.

AN INFORMED COMMUNITY IS A VITAL, SPIRITED COMMUNITY

From Oregon, Washington, California, Idaho and five other Western states came hundreds of War Bond workers to "fire up the boilers" for the Victory Loan and to honor, at the dinner shown here, the nation's War Bond chieftain, Ted Gamble. Highlight was a colorful performance by the KOIN Million Dollar Club cast (above), featuring The Duncan Singers directed by Chester R. Duncan; the KOIN Orchestra conducted by Owen Dunning, and individual personalities of the series which consistently, week after week, brings the message of War Finance to the people of the Northwest.
Respects

(Continued from page 52)

was interesting, convenient and necessary (and maybe that's what the boys meant).

And it learned about war. That its echoing voice could muster men, for guns and lathes; could drain blood, for lives to sell, collect treasure, for the battle.

It learned all this not too suddenly—for it remembered the catas
trophies at the polls once upon a time when a man said, "My friends..."

It learned, too, of world affairs, of its neighbors, and the neigh-

bors' neighbors.

It brought the people a modest and sincere Missouri farmer and its voice was his as he caught the spinning helm of a great ship and put her on course. It has learned kindness, and enterprise, and the great truth that in this age of a destructive force born in the same crucible of electronics that was its cradle, men must be fellowmen.

All this in only twenty-five years? It is an era. It is an age. An

eon. It is the beginning. Fade it gently to background. Segue to tomorrow.

Our respects to... AMERICAN BROADCASTING.

TWO NAVY ENGINEER ARE TO OPEN OFFICE

TWO widely known engineers have served as commanders in the Navy and will open a consulting office about Dec. 1 in Washington. They are Comdr. Joseph A. Chambers, USNR, now on terminal leave, and Comdr. Mil-

lard M. Garrison, USNR, still on duty.

Both men served in the Radio & Electronics Section, Bureau of Aeronautics, since 1942. Comdr. Chambers being called to active duty in January that year and Comdr. Garrison a few months later. Before entering the service Comdr. Chambers was a member of the firm of McNary & Chambers, Washington. Comdr. Garrison was a senior engineer with Jansky & Bailey, Washington. 1927-36 Mr. Chambers was with WLU-WWSAI Cincinnati, where he became chief engineer. He supervised design and installation of the WLU 500-kw transmitter, which went on the air in May 1934 and remained the most powerful in the country until March 1939, when the FCC refused to renew its experimental license. Mr. Chambers left the Crosley organization in 1938 to join James C. McNary in the consulting field.

The new firm, Chambers & Garrison, will have offices at 1519 Connecticut Ave., Washington, and will be retired on Dec. 8 and Comdr. Garrison will leave the service on Dec. 15.

FRED B. (Tiny) ROUFFNER has been named general sales manager of WOR New York to devote full time to post as m.c. of "The Better Hal," husband-wife quiz show set to go on WOR six afternoon half-

hourly programs in addition to present Thursday 10-12:30 p.m. slot. Show

will probably go 4-4:30 p.m. period.

MORRIS SIEFFER, formerly with

WWL Woodside, Long Island, is now announcer with WSSV Petersburg, Va.

HENRY ADDISON, new to radio, and

has been added to WBBM announcing staff. MARY SMITH CARROLL is now

an account executive. She was with WLVU New York.

WILLIAM K., formerly a lieuten-

ant, in the Army and previously a script writer for WBAM Chicago and WNEW

Asian also has a book on television writing already ready for publica-

tion.

KENNETH SYNNIS, known to radio as Ken Kennedy and program director for WDAY Fargo, N.D., is father of a girl.

S/SGT. MURRAY ARNOLD, former program director of WIP Philadelphia, is en route from ETO, where he has been stationed for some three years.

F. M. (Jim) RANDOLPH, in radio for 12 years and formerly account execu-

tive for KOAM Tulsa, has been appoint-

ed program director for the station. He succeeds ALLAN PAGE, who has

been manager for KOAM since 1943.

RUDY KRAFCHENKO, who switched to KOMA Oklahoma City, Randolph joined as continuity director.

TOM DEVORÉ, for 11 years in charge of continuity and production for

WBBM Chicago, joined WNEW New York.

PROGRAM DIRECTORS OF CBS stations in Ohio were guests of WGAR Cleveland in late October at a two-day session, the first of its kind, which they decided to make an annual event. Shown to it was an annual event.

Mr. Chambers

WBBM Chicago, O., is new continuity director for KWZ. WALTER TURNER, fer-

mer announcer at KHDL Dallas, is now with WBBM.

VIRGINIA McGLOAN has been named assistant program director of WCTC, in charge of the library department and new program ideas department of CBS.

ANSON O'CONNELL, announcer at WTMN Toledo, and Sylvia Shure of Toledo, were married Oct. 22.

RUSSELL PERRY, returned from the Navy, has returned to WTVL Toledo as chief announcer.

MARIAN MADORIA, is new record li-

brarian of WIP Philadelphia.

ROGER PATTON, former announcer of WCN Chicago, shifts to KECA Holly-

wood.

CHEF LAUCK and NORRIS GOFF (Liam "n" Mary), of four-week American

series, are starred in RKO-Pathé shorts, "A Very Smart Bachelor", now in production.

LUTHER KUNKEL, new announcer at WRIP, St. Paul, Minnesota, joins WRIP as public relations office of American Forces headquarters in

Seattle.

WWSB Columbus, O., is new continuity director for WZVO. ROBERT BECK, former

announcer at WABU Cleveland, has been appointed program director.

Nancy Oswood

Good cook or sportswoman... young mother or spinster... Nancy's daily program holds them all. And even men!

Mr. Chambers

WRC

Represented by WRC Spot Sales

Washington

Page 54 • November 5, 1945

BROADCASTING • Broadcast Advertising

GOT A JOB TO DO IN IDAHO?

Idaho's Most Powerful Station

WGRX (KHQ) 5000 Watts

5000 Watts
STATION KYW DOES IT AGAIN

"RADIO WORKSHOP"
GRADUATES 3rd ANNUAL
CLASS OF TEACHERS
IN PHILADELPHIA

PHILADELPHIA, PA., July 31.—
Westinghouse Station KYW, Phila-
delphia's NBC affiliate, finished
today another highly successful
season of its popular "Radio Work-
shop," a project in which Westing-
house has pioneered in the industry.

For the third straight year, the
KYW Summer "Radio Workshop"
will send back to the schools another
graduating group of principals,
teachers, and students who have re-
cieved a thorough groundwork in
the fundamentals, procedures, and
techniques of broadcasting.

The "Workshop" is no mere dub-
bling in a popularized version of
the subject. It is a serious five-
week course—9 A.M. to 3 P.M.
daily, Monday through Friday. At
the end, supervised examinations
are held, and college-credits ar-
ranged for teachers taking the
course. This helps make them el-
gible for advancement in their
chosen work.

This cooperative training-pro-
gram in radio for both teachers
and students is a joint project of
the Philadelphia Board of Public
Education and Westinghouse Sta-
tion KYW. It is one of the many
services dedicated to the public in-
terest by a station which is keenly
cognizant of its responsibility to
the public.

Public-service activities of this
nature greatly enhance the service
of the station, by inspiring con-
dence and loyalty, in an expanding
listenership.

WESTINGHOUSE RADIO STATIONS Inc

WOWO • WBZ • WBZA • KDKA • KEX • KYW

REPRESENTED NATIONALLY BY NBC SPOT SALES—EXCEPT KEX
KEX REPRESENTED NATIONALLY BY PAUL H. RAYMER CO.
"Sometimes I wish you'd listen to something besides WBZ."

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

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

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

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

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

New Englanders' top-rated purchasing power naturally goes hand in hand with NERN's top-rated program power.

Of the nation's retailed goods, 8% flows into New England homes, and in 95% of these homes NERN is a member of the family circle.

The reasons for NERN's popularity are obvious. All NERN stations are NBC affiliates, carrying the big NBC shows as well as carefully planned local programs. NERN transmits with several times the power of any other combination here.

Advertisers pay only $392 for a daytime quarter-hour, with no line charges and free studio facilities in Boston, Hartford or New York. When you buy NERN, you buy a network.

NERN STATIONS

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<thead>
<tr>
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<th>Frequency</th>
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Nationally represented by
WEED & COMPANY
New York, Boston, Chicago, Detroit, San Francisco, Hollywood

NEW ENGLAND REGIONAL NETWORK
HARTFORD, CONNECTICUT

November 5, 1945 • Page 57
FRANK KEMP, former head timebuyer of Compton Adv., New York, has been appointed media supervisor on Procter & Gamble Co., accounts, replacing RAY CARPENTER who is leaving the agency Dec. 1. To assume new duties, KEMP will become vice-president and general manager of a new station in Portland, Me. The station’s owner, BILL MALLEFAERT, recently returned to the agency and will be reunited with the Army transport service, succeeds Kemp as head timebuyer.

DON WARD, released from Marine Corps as captain, has joined BBDO San Francisco. Formerly assigned to service he was with agency’s Buffalo office, RUSSELL D. MCCORD, former president of McCord Co., Minneapolis agency, also has joined BBDO San Francisco staff.

PICARD ADV, New York, has added four producers to its copy EUGENE BRIDGE, formerly with Oakite Products Corp., New York; NICHOLAS NOBLE, formerly with Abelson & Curry, New York; RICHARD BRYAN, recently discharged from AAF, and LILLIAN STORK, formerly with Gotham Adv. Co.

G. E. FIRPO, former production manager of Incentive Adv. Agency, New York, has been appointed manager. WILLIAM HURLEY, recently discharged from the Navy as lieutenant, has joined agency as production manager.

UNITED AGENCY, New York, has established a new recording department under DON MILLER to handle cutting of transcriptions and packaging of records in addition to planning and production services. Agency, headed by LINTON J. SAWER, also has established a statistical department to report listening trends in specific areas.

GAIL WRIGHT, formerly with the public relations department of RCA, is now with John Freiburg & Co., Los Angeles, as 

M. K. RANSOM, has joined his company, South Coast. BESS LYMAN, former publicity director of WINN Louisville, has been named by Freiburg as publicity director for Gallo Wine account handled by agency.

ELIOTT T. POTTER, recently a lieutenant commander in the Navy and with Campbell-Ewald Co. and D. F. Brother & Co., Detroit, his publicity firm, and also, Hollywood agency in charge of advertising service on agency accounts, is now with Hollywood office.

PAUL V. LUTZ, account manager of Maxon Inc., who supervises advertising for the specialty division, electronics department, General Electric Co., has moved his headquarters from New York to Syracuse.

HELMER ADV. ASSOC., has opened offices in Salt Lake City at 1577 Real Estate Trust Bldg. H. HERBERT SMITH and EDWARD CLARK head agency.

ADVERTISING & SALES COUNCIL, Los Angeles agency, has changed name to John Freiburg & Co. GEORGE M. WOOLEY JR., former direc-

H. SHERMAN ADV. ASSOC., has opened offices in Philadelphia at 1057 Real Estate Trust Bldg. H. HERBERT SMITH and EDWARD CLARK head agency.

GEDC抓住 opportunity to become a part of the company.

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ACTUALLY OPEN FOR BUSINESS... THE... OF... CITY... WHICH... NEW... IN... OF... IN... OF... WHICH... THE... SCOTT... OF... A... WHICH... OF... A... WHICH... THE... SCOTT... OF... OF... A... OF... OF... OF... SCOTT... OF... OF... THE... VERNON W. BELL, editor of the San Francisco Examiner, has joined the staff of the San Francisco Chronicle.

W. S. BROWN, former vice-president and sales manager of the San Francisco Chronicle, has been appointed general manager of the paper.

DR. JOHN PEYTON of the San Francisco State College, has been appointed professor of advertising at the University of California, Berkeley.

ROBERT J. MURPHY, third-year student at the University of California, Berkeley, has been appointed head of the advertising department at the University of California, Berkeley.

J. W. SMITH, former public relations manager of the San Francisco Chronicle, has been appointed public relations manager of the San Francisco Examiner.

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Time Buyers!

CALL ON "Spot" FOR HELP

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

SNOWED UNDER trying to find available radio time for advertisers who want to jump in on the ground floor? Whistle for "Spot" to come to your rescue as he has for many a perplexed time buyer. Maybe he won't uncover the exact time you had in mind—NBC spot time is in big demand—but chances are sizable that he'll recommend something mighty certain to do a bangup sales job for sponsors.

Call on "Spot" for help today in locating suitable time for you on one or all of NBC's 11 major stations . . . stations which talk to 55% of the nation's families whose buying power is 34.2% higher than the national average . . . stations which SELL the country's biggest audience in the richest peacetime market.

NBC SPOT SALES

New York, Circle 7-8300 . . . Chicago, Superior 8300 . . . San Francisco, Graystone 8700
Denver, Maine 6211 . . . Boston, Hancock 4261
EDWARD J. KINGSLAND, recently of 10-WKJ, Madison, and EARL H. HOLTZMAN, engineer on field testing for Radiation Lab, Massachusetts Institute of Technology, have joined KSFO San Francisco transmitting staff. WA3SAM, formerly of Globe Wireless, Manila; W1DSK, formerly in charge of ARPS recording production, have been transferred to KSFO studio engineering staff.

UNIVERSAL MICROPHONE CO., Inglewood, Calif., has also started production of DEF constant frequency recorders, for use in checking of transcription and phonograph pick-up in studios and recording studios. For use on 78 RPM turntables, disc is 12 inch lateral record of unbreakable vinyl.

WM. E. CHEVRIER, recently discharged from the Canadian Army, has joined the transmission and development dept. of CBC engineering staff at Montreal.

LEN W. CUSH, recently out of BCAF, has joined the operating staff of CBS Halifax.

J. K. SMITH, operator of CBS Watrous, Sask., is father of a boy.

JOHN W. HUMPHREY, formerly in charge of manufacturing for Mutual Cash Register Co., has been elected vice-president in charge of manufacturing for ITT.

JULIUS LEONARD, released from the Navy, is new member of engineering staff of WGBY Waterbury, Conn.

JERRY BERANEK, after three years with Columbia U. Division of War Research, has rejoined CBS Hollywood engineering staff.

HENRY KAISER, who was on special assignment as chief engine with Western Electric during the war, has returned to his former post as chief engineer at WW8W Burgess.

ANDY COSTELLO, formerly of the engineering staff of WPAT New York, and recently discharged from the Army, has rejoined station as engineer.

JAMES B. HARTFELD, formerly with KXIO St. Paul, is new technical director of KEVR Seattle and KTNT Yakima, Wash. New addition to engineering staff of KEVR is JOHN J. KELLEY, who returns to station following release from the Navy.

LEON LLOYD, former chief engineer of WHIN-Rutland-Salem, N. C., and recently released from service, is new transmitter engineer with RSD St. Louis. He has operated for P&H in India working on installation of radar in area and also for commercial airways communications system. In September he married Marie Urban of St. Louis.

ROLAND BEAULIEU, formerly of CFR Montreal, has been appointed in charge of the transmitter station of CBY Quebec.

ROB KINNEY, overseas with OWT, is new chief engineer with WBBN Warren, O.

JULIE SAVOLD, chief engineer with WBBY Paro, N. D., is father of a girl.

JERRY KELLY, recently discharged from the Royal Canadian Corps of Signals, has returned to Toronto engineering office of Northern Broadcasting & Pub. Co., Timmins, Ont.

GEORGE SHALE has joined the engineering staff of WCAQ Chicago. He was a student at Lake, Ont. RY LYTLE is new member of engineering staff of CKFQ Toronto.

Texas CP Granted

NEW STANDARD station has been granted by the FCC for San Antonio, Tex., to Raoul A. Cortez. Facilities assigned are 1,000 w daytime on 1,300 kc. Mr. Cortez is owner and managing director of Hacienda Christmas and Cortez Spanish Programs. Other stations now operating day and night on the regional channel are KVOR KGLO WFBF WJDX Kol.

JACK STONE, war correspondent for WEVA Richmond, Va., recently returned from Southeast Pacific, has been appointed director of special events for station.

FRANCIS W. (Pete) TULLY Jr., former Washington bureau chief of Yankee Network, recently discharged as lieutenant commander, Naval Air Intelligence, on Dec. 1 joins Washington Reporters Inc., which now represents Yankee in Washington and formerly was known as Yankee Radio Network. Service was organized two years ago by JACK R. REED to represent Yankee and several independent stations.

JIM BRITT, released from the Navy as lieutenant, has returned to WNBC Boston and Yankee Network to conduct Saturday sports roundup under sponsorship of Narragansett Brewing Co., Cranston, R. I. He teams with TOM HUSSEY, who succeeded him on baseball coverage while he was in service as combat air intelligence officer with land-based bomber squadrons in the Pacific. LT. ALEX BUCHAN, released from Naval air force as lieutenant after five years in service, has returned to KXOK St. Louis as chief of special news events. He joined the British Royal Air Force in 1940 as pilot.

VAN PATRICK, former Texas Christian football star, is now sportscaster on WABC New York.

LT. JIMMY VAN DEVERE, former special events director of KLO Los Angeles, will represent WABC from Navy on Nov. 15 returns to the station staff.

WILLIAM E. WATSON, formerly with WOAI San Antonio and WKRK Shreveport, and FREDERICK A. AXFORD, formerly with WNAC Boston and WTAG Worcester, have joined the news staff of WBBF New York.

TED MALONE, American commentator, will become a television attraction when he returns from his current round the world flight on the Army Transport Command’s “Globester.” Films made at all important stops along the route, with Malone as commentator, are to be telecast on WBBF Schenectady and WPTF Philadelphia.

JAMES G. CUSHLEY, Washington correspondent, is new to the broadcast news staff of the country. In previous years he has been with WIBB in Minneapolis, Minn.

BRONA LLOYD, women’s commentator on WBBF New York, has announced her engagement. The couple will be married in two and a half years, is scheduled to go to Europe on their honeymoon.

KATHERINE CLARK, WCAU women’s commentator, recently has returned from three months overseas.

GEORGE HICKS, American commentator on the broadcast of the air raid on the Allied Invasion force declared by the Office of the Coordinator of Information last year, has an oil painting entitled “D-Day—Normandy” on display at the exhibit of the American Artists Professional League at the National Arts Club, New York.

LLOYD MOORE, CBC war correspondent, will return to Canada and is engaged to be married.

DON HOLLENBECK, former newscaster on WRAP New York, has started his own agency in New York on WJZ New York, five weekly 7-7:15 a.m.

MRS. ALEXANDER GRIFFIN, wife of American commentator, has left for a tour of England, France and Ireland to select data which her husband will use in a book.

LARGE staff mural by Stuart Davis at WNYC New York has been loaned by station to Modern Art, New York, for special Davis exhibition during October.
"You can't argue with a PRESTO RECORDING
...because
Presto gives it to you straight!"

"There's nothing like a Presto Recording for honest criticism of your work," says Ray Bloch whose Orchestra and Chorus provide the musical portion of so many network shows. "Our programs are recorded on Presto equipment because we know we can depend on Presto's fine reproduction and fidelity to musical tones. When we play back the recording, we're practically hearing our own live performance!"

Major broadcasting stations feel the same way about Presto's high quality work—and add that Presto is rugged as well as efficient, remaining in perfect operating condition over long periods without adjustment. Schools, colleges and business organizations, too, prefer Presto equipment because it's so simple to operate. Write for complete information.

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

CASTLE MFG. Corp., hat and cloth, chic, in a new, bright, week-long, spot campaın Nov. 9 using approximately 400 stations in 50 cities throughout the country. Spot scheduling is being handled through Sweepstakes Radio Press, Inc., Washington, D.C. This spot campaign is part of the regular Castle merchandising program featuring free weekly spot campaigns each year throughout the year. Once a month, spot schedule is used to promote Castle merchandise. Use of spots by Castle has grown considerably since first spot campaign was conducted in 1941. Audience research determines which radio stations are used, and the plan is to achieve a 70% or better penetration of appropriate market areas.

MONTION SALT New York City, an agency for C.O. and Co., Inc., has begun its first spot campaın Nov. 2 using approximately 10 spots weekly on major stations throughout the country. The spots are scheduled to run through Nov. 30. All advertising will be handled through Bill Blackstock & Co., Chicago.

EIPLEAI FLOWER SHOW, has purchased a new, 13-city area, in the major markets of the country, with an estimated coverage of over 80% of the target audience. The spots are scheduled to run from Nov. 27 through Dec. 15.

POPULAR MECHANICS Magazines, Chicago, has purchased a new, 13-city area, in the major markets of the country, with an estimated coverage of over 80% of the target audience. The spots are scheduled to run from Nov. 27 through Dec. 15.

Wark, Conn. (tires) is a major spot campaign, using the current advertising schedule on WOCM Bridgeport, Ct., covering all major cities in the Northeast. The spots are scheduled to run through Dec. 31 and will include local dealers.

NORFOLK TIRE & RUBBER Co., Norwalk, Conn. (tires) in a test campaign, is using spot announcements on WABC New York throughout the country. The spots are scheduled to run through Dec. 15.

ALLEN HUG MILLS, New York (beauty products), Jan. 3 starts a new, 13-city area, in the major markets of the country, with an estimated coverage of over 80% of the target audience. The spots are scheduled to run from Jan. 3 through Jan. 27.

CONLON BROKERS, Inc., Chicago (new home machine, washing machine, etc.), has scheduled a new, 13-city area, in the major markets of the country, with an estimated coverage of over 80% of the target audience. The spots are scheduled to run from Jan. 3 through Jan. 27.

SHIPST & JOHNSTON, New York (clothing), has scheduled a new, 13-city area, in the major markets of the country, with an estimated coverage of over 80% of the target audience. The spots are scheduled to run from Jan. 3 through Jan. 27.

KRAMER CONSTRUCTION Co., Newark, N.J. (electric water heaters), has scheduled a new, 13-city area, in the major markets of the country, with an estimated coverage of over 80% of the target audience. The spots are scheduled to run from Jan. 3 through Jan. 27.

BARD C O., New York (island Marketers), sponsored a new, 13-city area, in the major markets of the country, with an estimated coverage of over 80% of the target audience. The spots are scheduled to run from Jan. 3 through Jan. 27.

WOK E家电, New York (island Marketers), sponsored a new, 13-city area, in the major markets of the country, with an estimated coverage of over 80% of the target audience. The spots are scheduled to run from Jan. 3 through Jan. 27.

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MAISON BLANCHE, New York (department store), has scheduled a new, 13-city area, in the major markets of the country, with an estimated coverage of over 80% of the target audience. The spots are scheduled to run from Jan. 3 through Jan. 27.

FOOD INDUSTRIES, Inc. (chicken and beef), has scheduled a new, 13-city area, in the major markets of the country, with an estimated coverage of over 80% of the target audience. The spots are scheduled to run from Jan. 3 through Jan. 27.

NOSA ELECTRIC Corp., New York (chicken and beef), has scheduled a new, 13-city area, in the major markets of the country, with an estimated coverage of over 80% of the target audience. The spots are scheduled to run from Jan. 3 through Jan. 27.

CENTRAL CHEVROLET, Los Angeles (used car dealer), has scheduled a new, 13-city area, in the major markets of the country, with an estimated coverage of over 80% of the target audience. The spots are scheduled to run from Jan. 3 through Jan. 27.

TEM-CANDELA cake is now of E. D. & S., president of Colonial Wax Co. and John McNeil, general manager, in a new, 13-city area, in the major markets of the country, with an estimated coverage of over 80% of the target audience. The spots are scheduled to run from Jan. 3 through Jan. 27.

SPONSORS

BROADCASTING • Broadcast Advertising

Page 62 • November 5, 1945
Co. Cincinnati, through Joseph Ad
agency, announced for two weeks on KE
Western, New York, as of Nov. 1. Total ad
cast: 45. Agency: Wolf & Stoecke, Mil
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waukee.
Breneman Show Studied

PROCTOR & GAMBLE Co.'s Breakfast in Hollywood on American is being studied by Harvard University sociology classes under Dr. Pitram A. Sorokin, who is engaged in research on how a sense of solidarity can be promoted among all elements of a community. Dr. Sorokin found the programs contained most of the elements producing solidarity and asked Tom Breneman, conductor of broadcast, to supply Harvard classes with material about how programs created, aims of broadcast, and description of method used in selecting the daily "Good, Good Neighbor" portion of program.

Overseas Schedule

THE NBC Our Foreign Policy University of the Air public service series will originate from Paris on Nov. 8, at the United Nations Labor Organizations Conference and will feature labor delegations from allied countries. Broadcast will be from London on following three Saturdays, featuring discussions by delegates to United Nations Education, Science and Cultural Organizations Conference.

New TBA Affiliates

RESEARCH Council of Academy of Motion Picture Arts and Sciences, Hollywood, and Eastman Kodak Co., Rochester, N. Y., have become affiliate members of Television Broadcasters Assn. John P. Livadary and Gordon S. Mitchell will represent Research Council in TBA, while Donald Hyndman and Waldo Potter will serve as representatives of Eastman Kodak.

UP MEANS LOWER COST

Getting that F.M. Antenna up high not only means more efficient area coverage—but it also means lower costs. Doubling the height of the antenna above ground is equivalent to squaring the transmitter power. Thus, a 250 watt transmitter with a 200 foot tower would equal a 1000 watt transmitter with a 500 foot tower. That is real economy—both in initial transmitter cost and in power.

2 Winchberger Products will help you get better F.M. Broadcasting at lower costs: (1) A sturdy, economical Winchberger Tower to get your antenna high, (2) An efficient, low cost Winchberger F.M. Antenna. For full information write or wire us.

Winchberger F.M. ANTENNAS-ANTENNA TOWERS-VERTICAL RADIATORS

Winchberger Corp., Sioux City, Iowa

Page 64 • November 5, 1945
HOPE, FIBBER McGEE LEAD HOOPER LIST

BOB HOPE and Fibber McGee and Molly are tied for first place as the most popular evening network commercial program, according to the Oct. 30 report of C. E. Hooper Inc., which gives each of these programs a rating of 27.5.

Jack Benny is third with 22.1, Fred Allen fourth with 20.5 and Charlie McCarthy and Radio Theater are tied for fifth with 20.3.

Remainder of the first 15 programs are: Mr. District Attorney, 19.2; Walter Winchell, 19.9; Hildegard, 18.5; Screen Guild Players, 16.9; Take It or Leave It, 16.5; Amos ‘n’ Andy, 16.4; Eddie Cantor, 16.0; Jack Haley, 15.9; Great Gildersleeve, 15.0.

Average evening audience rating is 9.0, up 0.1 from the Oct. 15 report and the same as the report for Oct. 30, 1944. Average evening sets-in-use is 28.7, down 0.4 from the last report, down 1.5 from a year ago. Average available audience is 77.6, up 0.2 from the last report and the same as a year ago.

Radio Theater had the highest sponsor identification index, 86.1. Pannie Brie, had the most listeners, per set, 3.11. Saturday Night Serenade had the most women listeners per set, 1.66; Janeiro-Guido boxing bout the most men per set, 1.20; Lone Ranger the most children per set, 98.

L. K. Marshall Is Chosen Belmont Corp. President

LAURENCE K. MARSHALL, president of Raytheon Manufacturing Co., has been elected president of Belmont Radio Corp., Raytheon subsidiary.

Other new Belmont officers include Harold C. Mattes, executive vice-president; Charles M. Hoffman, vice-president in charge of sales; Carl J. Holota, vice-president in charge of receiving tube division; William L. Dunn, vice-president in charge of engineering and research; John Robertson, treasurer and assistant secretary; Donald L. Trouant, secretary.

Parmel S. Billings, former Belmont president, has resigned as president and director of Belmont and as director of Raytheon.

WMAL’s Spot-Free Hour

FOLLOWING the station trend away from spot announcements, WMAL Washington American station, has canceled all spots from 6 to 7 p.m., daily. Scheduled for that hour are: Kenneth Evans newscast, 6-6:05 for Senate Beer; Martin Agronsky commentary, 6:05-6:10 for Diehlman Clothing Store; Sincerely Kenny Baker, transcribed songs, 6:10-6:25, for Kopy Kat Stores; Jimmy Gibbons sportscast, 6:25-6:30 for Arrow Beer; Earl Groenin commentary, 6:30-6:45 for S. Kring Sons & Co. Store; Singin’ Sam, transcribed songs, 6:45-7 for Prior Beer. All are local sponsors.

Fifty Percent More Bank Depositors...

Mr. E. N. Batchelor, President of Jefferson Trust and Savings Bank—"Hilary's most modern bank."

During 3 Years on WMBD

Just a little less than three years ago, the Jefferson Trust and Savings Bank began their quarter-hour daily morning news program... to acquaint people in Peoria area with the benefits of this friendly, modern bank and to invite their patronage.

Immediate response resulted. Today, fully fifty percent more depositors regularly bank at the Jefferson Trust... deposits have more than doubled. To handle the increase, the bank finds it necessary to again enlarge its facilities... extensive building expansion is now under way.

Mr. Batchelor, President, says: "We make hundreds of investments to help expand other businesses... but probably the best investment we have made is the one for ourselves—in WMBD."
Phillips 66

**PHILLIPS 66 BUYS WOC FOR THE 40TH MARKET**

**QUAD CITIES**

**The Neighbors of Quad-Cities**

**Davenport, Rock Island, Moline, E. Moline**

**MINNEAPOLIS ST. PAUL**

**CHICAGO**

**OMAHA**

**QUAD-CITIES**

**ST. LOUIS**

**Since 1943, Hooper and Cowan surveys have shown that only WOC delivers the Quad-Cities -- the largest metropolitan area between Chicago and Omaha; and between Minneapolis and St. Louis. It's the 40th retail market in the nation, with approximately 218,000 population.**

**According to the 40th Market is Delivered Only by WOC**

**Davenport, Iowa**

B. J. PALMER, President

**ERYL LOTTREICH, Manager**

**BASIC AMERICAN NETWORK**

**5000 WATTS 1420 Kc.**

FREE & PAYERS INC. National Representatives

**TV Discussions**

"TELEVISION Today and Tomorrow" will be discussed by editors Frank Burke of Television Daily, Fred Keagul of Television Magazine, and Irwin Shaw of The Tomorrow, at an October 5 meeting of the American Television Society in the Barcason-Plaza Hotel, New York. Bert Taylor, transmitter sales manager, Allen B. DuMont Laboratories, will act as chairman of the meeting.

WOMEN announcers in Britain almost equal men. "BBC women will be as many women announcers as men and far more of them in many cases as good as that received by movie stars," the woman's section of the BBC noted in the first women's section of the BBC.
What is Direct FM?
Direct FM is the system in which the oscillator that determines the “mean” or “carrier” frequency is modulated directly by the voice or audio frequency.

Such a system is:

- Simpler
- Requires fewer tubes
- Needs less adjusting
- Introduces less distortion
- Is less susceptible to noise interference

—and remember in RCA FM Transmitters you get

GROUNDED GRID for the best FM
Direct FM plus a new frequency-control circuit of unique design is used in the exciter unit of the new RCA FM Transmitters

In the new RCA FM Exciter Unit, the “carrier” frequency is generated by an oscillator operating at medium frequency. A special modulator circuit is used to vary the frequency of this oscillator in accordance with the voice or audio frequency. Thus frequency modulation is accomplished directly—without the necessity of proceeding through numerous multiplier and converter stages, each of which unavoidably adds its contribution to noise and distortion products. This system, developed by RCA Engineers, is simpler, surer, and provides better performance. We call it DIRECT FM!

Carrier-frequency stability in this new exciter is maintained by a unique “watchdog” circuit. This circuit constantly compares the output signal with a standard frequency generated by a precision-ground, temperature-controlled, quartz-crystal oscillator. Any difference between these frequencies causes a two-phase motor to start turning. A frequency-compensating condenser (connected across the oscillator) is mounted directly on the shaft of this motor. The motor turns until the condenser reaches a position where the carrier frequency is exactly synchronized with the standard frequency. Thus the transmitted frequency is maintained with the same precision as that of the crystal.

Fewer circuits and fewer components are used in this new exciter than in any developed to date. The motor-condenser drive is direct; there are no gears. The motor operates in a fraction of a second, holds the carrier frequency in exact synchronization with the crystal. Only the crystal is heat-controlled. Only 16 tubes are used (about half as many as in some exciters). All components are mounted on a single vertical panel and are easily accessible. An oscilloscope for checking circuits is built in.

Because it is simpler and more straightforward in design than any previous type, this new exciter is more dependable, requires less maintenance. The over-all distortion is less than 1% from 30 to 15,000 cycles. The frequency stability is equal to that of the crystal itself.
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
ALL TORONTO station managers showed up for the opening session of the Toronto Radio Executives Club. They are (1 to r): Ernie Bushnell, program chief, and Austin Weir, commercial manager, CBL and CJBC; Jack Cocks, owner, CKEY; Hurry E. Foster, agency executive, club president; Al Levyman, manager, CHUM; Lloyd Moore, manager, CFFB.

War Veterans Staff CBC's Shortwave International Service at Montreal

WAR VETERANS make up most of the staff of the new Canadian Broadcasting Corp. International Service, headquartered in Montreal, for operation of the Canadian shortwave service.

The new staff is headed by Jim Cranford, of British UY, Montreal, discharged from RCAF, MacDonnell K. Henderson, also from RCAF, and Al Christopher, of the Canadian Army, are also on the news staff.

Reg Meck, RCAF, is in charge of the Latin-American section. Rene Garien, Canadian Army, is in charge of the French section, with Gerry Arthur, CBC Overseas, Unit, as chief producer. Jean Marie Maretsky, British Army political intelligence, is also with the French section. Material for French-Canadian soldiers still overseas comes from Paul Barette, CBC war correspondent, and Bob Halvart, who was a war prisoner.

Budd Lynch, formerly of CKLW

CFCB Employees Meet

FIFTH ANNUAL meeting of the national staff council of the employees of the Canadian Broadcasting Corp. was held in Ottawa last week to discuss more functional representation of employee groupings, status of temporary wartime employees, review of job analysis and commercial fees payments and professional improvements of CBC employees. C. R. Delafield, supervisor of religious and institutional broadcasts, Toronto, presided as national chairman.

Canadian Ratings

CANADIAN PROGRAMS lead in national daytime popularity for October, according to the latest ratings report of Elliott-Haynes Ltd., Toronto. Soldier's Wife is leading program with rating of 18.1, followed by Happy Gang with rating of 15.9. In third place is Big Sister (American origin), followed by Clothesline, Wallace and Lucy, Litton, for the five leading English language programs.

French language October daytime ratings place Jeunesse Dorée at the top with rating of 22.9, followed by Quelle Nouvelles, Les Joyeux Troubadours, La Rue Principale, and La Metropole Rancon.

WINDSOR, with the ARFF network in Europe and BBC in London, is producing programs for the Canadian occupation forces in Germany, as are Larry Henderson, Royal Canadian Army Signal Corps; Holli McCurdy, RCAF, and George Powell, Canadian Army signals officer.

Mayor Moore, Canadian Army Intelligence, and George Robertson, formerly with CCKK and CKNM Regina, and CKY Winnipeg, RCAF radar technician, are in the United Kingdom section of the CBC International Service.

Jim Baribeau, Canadian Tank Corps, and Dave Gillon, RCAF technician, are control room operators. Max Mosher and Murray Ferguson, RAF Ferry Command, are also on the operating staff.

Bill Grant, a former RCAF radio technician, is supervisor-engineer of the CBC shortwave transmitter at Sackville, N. B. Paul Johnson, assistant engineer at Sackville, was CBC war correspondent-engineer.

Romain Pelletier, Canadian Army, is record librarian at Montreal CBC International Service, and his assistant is Mireille Beulac, Women's Royal Canadian Naval Service.

Enters Cabinet Field

DURAMOLD Division of Fairchild Engine & Airplane Corp. has entered the radio cabinet field and has received "substantial" orders from Emerson Radio & Phonograph Corp., New York, and Majestic Radio & Television Corp., St. Charles, Ill. Company has reported.

British Radio Expansion

BRITISH Board of Trade has granted licenses to 70 radio manufacturers in Great Britain. The industry plans on building a million sets during the next year, with 400,000 sets going into the export market. Although there are shortages of cabinet wood supplies, according to industry representatives, plastics are plentiful. Plans do not call for television sets at present. The expansion represents about 70% of the pre-war civilian radio manufacturing schedule.

If it's a GRAVE question of selecting a LIVE station ... here's the answer. In Cleveland ... the 7th largest ... 5th richest ... 3rd most densely populated area in the United States, is an audience that spends more than a billion dollars annually.

In Cleveland ... Monday thru Friday, WJW delivers more morning dailers per dollar ... up to 20% more on a money basis than any other station.

WJW 5000 Watts Day and Night

CHATTANOOGA

CHOICE

WDOD 20th YEAR

CBS 5,000 Watts Day and Night

November 5, 1945 • Page 71
Two Regional Nets and 13 Independents
Broadcasting News From Washington

WASHINGTON is becoming a news center for radio, with two regional networks and 13 independent stations broadcasting special copy from the Nation's Capital. Of these, four stations have direct pickups while the others use transcriptions cut in Washington and overheard wire coverage, augmenting regular news wire services.

WLW Cincinnati, WHAS Louisville, WJZ WINS WVO New York, WITH Baltimore, KIRO Seattle, WGBF WEOA Evansville, WBOY Terre Haute, WIBC WIRE Indianapolis, WTV Cleveland, the Yankee Network and West Virginia Network have their own correspondents and newscasters in Washington.

Gilbert Kingstory, as chief of the WLW Washington news bureau, rounds up copy for daily newscasts which are handled by Leif Eid, WRC Washington newscaster. WLW uses line facilities of WRC and NBC.

Daily Spot for WLW

A five-minute spot originates daily except Sunday for the Cincinnati station, with a quarter-hour program at 6 p.m. Saturdays, all sponsored. The Studebaker Corp. sponsors the Monday, Wednesday and Friday, 6:25-6:30 p.m. spot.

On Tuesday and Thursday the Block Co., Jersey City, sponsors the newscast on behalf of Poindexter and on Saturday W. F. Young Inc., Springfield, Mass., has the spot for Absorbine Jr. The 6 p.m. quarter-hour period, a program devoted to war veterans, is sponsored by the Philip Carey Co., Cincinnati, roofing manufacturers.

WHAS airs a daily quarter-hour at 6:30 p.m. for the Frank Fehr Brewing Co., Louisville, with Carey Longmire handling the news. On Monday, Wednesday and Friday Wilfred Fleischer does a 4-minute spot during the period. Facilities of WTOP and CBS are used to pipe the program from Washington.

WJZ New York, key outlet of American, features Jack Beall in a 10-minute newscast at 11:00 p.m. Sundays, sponsored by the King-

ston Watch Co.

WTH airs two direct broadcasts daily from Washington. At 6:30 p.m., daily except Sunday, Ross MacFarlane, station's staffer, does a 15-minute commentary, sponsored by Free State Brewery, Baltimore. Richard Eaton, Washington commentator, does a commentary at 6:30 p.m. daily, sponsored by the Hub, Baltimore clothiers. Both broadcasts are handled through facilities of WWDC Washing-

ton.

Eaton also does a half-hour transmitted program, Meet Your Congressman, a public service feature, for WINS New York. On the show he interviews various Congressmen on questions submitted

by listeners to WINS.

WVO New York broadcasts the commentaries of Tom Morgan, who spends most of his time in Washington covering local news.

KIRO Seattle airs Washington Reports at 6:30 p.m., Monday through Friday, with repeats at 10:30 p.m., Monday, Wednesday and Friday, as well as transcribed interviews with Washington state personalities in the Nation's Capital. Rudolph Block, KIRO correspondent, files copy by wire for the daily newscast, a public service feature. He also conducts the transcribed interviews.

Evansville Schedule

WGBF Evansville broadcasts Washington news at 6 p.m. Monday, Wednesday and Friday, with its sister station, WEOA, carrying capital copy at noon Tuesday and Thursday, sponsored by the Evansville Ice Co. Jean Ferris, Washington correspondent for the Evansville stations, also provides copy for a 6 p.m. spot on WBOY Terre Haute, Monday through Friday.

Miss Ferris recently acquired a wire recorder and is making preliminary tests preparatory to providing her station clientele with interviews featuring Hoosiers in Washington.

WIBC Indianapolis presents a 15-minute transcribed commentary Washington Calls by Mark Thistlewaite, capital correspondent of the Indianapolis News, owner of WIBC. WIRE Indianapolis includes special Washington bulletins, tele-

graphed by Marjorie Binford Woods of Washington Reporters Inc.

Washington Reporters also feeds 800 words daily to WJW Cleveland, for inclusion in locally-originated newscasts, and 2,000 words daily to the Yankee Network. Special leased wires are used to transmit copy to Yankee and WJW. Washington Reporters formerly was Yankee News Bureau.

Four stations comprising the West Virginia Network—WCHS Charleston, WPAR Parkersburg, WBLK Clarksburg and WSAZ Huntington—carry the transcribed Washington Reports at 6:15 p.m. Sunday, with Ray Henle and Malvina Stephenson providing the voices as well as reporting. The newscast, one of the first to be handled by a regular Washington news bureau of an independent station, is sponsored locally on each of the four outlets.

10th Anniversary

GENERAL ELECTRIC Co.'s Hour of Charm program on NBC celebrates its 10th year on radio for the same sponsor on Nov. 4. Program is heard Sundays with Phil Spitalny and the all-girl orchestra. Agencies are BBDO, New York, and Foster & Davies, Cleveland.
In medieval times discriminating knights journeyed to Toledo, Spain, to obtain hand-wrought blades of steel. Only the famed guildsmen of Toledo could produce the flawless metal from which they fashioned graceful foils and swords of sleek beauty.

For hundreds of years these proud guildsmen stamped their guild marks or signatures on their creations.

A few firms today still preserve that spirit of craftsmanship. You find it in the plants of Detrola Radio. That is why the "guild mark" of Detrola Radio on a radio receiver, record changer or other electronic instrument is a guarantee of production quality. The world's finest merchants, and their customers recognize the value of this mark.

DIVISION OF INTERNATIONAL DETROLA CORPORATION DETROIT 9, MICHIGAN
BUFFALO'S GREATEST REGIONAL COVERAGE

RADIO WINS ACCLAIM FOR U. S. MUSICIANS

Radio is credited by Eddy Brown, concert violinist and director of live music of WLAM New York, with securing acceptance of American composers on an equal footing with Europeans. "But," he says, "radio must not stop" offering incentive to American musical artists.

"Through the medium of radio," he declared, "millions of listeners are becoming more acquainted with the American artists of today. We are now learning to appreciate them. But radio must not stop this unearthing of potential greatness. There must be more and more auditions, and more young American artists must receive the opportunity to become widely known in the field of music. It may be dramatic, but it is not necessary!" Mr. Brown conducts the WLAM String Ensemble heard Monday, Wednesday and Friday at 1:30 p.m. and gives a recital over WLAM Sundays at 2:45 p.m.

CAREER of Philo T. Farnsworth, TV pioneer, was dramatized Oct. 26 on "Freedom of Commerce," sponsored by Mutual Benefit Health & Accident Assn. on Mutual.

GAYEL for the popular Radio Pioneers' Party to be held Nov. 3 at Hotel Commodore, New York, is presented by Louis G. Faust (left), general chairman of the party, to Dr. William L. Everett, president of the Institute of Radio Engineers who will be in charge, arranged in cooperation with the New York Section of IEEE, will honor engineers who were active in radio research and development in the 25 years dating from the discovery of wireless in late 90's.

Radio Letter Contest

SALUTING 25th anniversary of broadcasting industry, Hollywood Citizen-News, local newspaper, is staging Victory Bond contest for most constructive letters of 250 words or less on "How Can Radio Best Serve the Public."

WBIX TRANSMITTER, STUDIOS FLOODED

"Come Hell or high water," WBOX Chief Engineer John T. Dowell has announced the station's building in Utica, N. Y., will soon add a second floor. Reason is that when the Mohawk River overflowed in early October, over two feet of water flowed into the transmitter building.

Because of a flood two and half years ago, all transmitter equipment was raised on special platforms—two feet from the floor. Platform was just barely high enough. Now a second floor will be added.

Everett Bailey, engineer on duty at the time of the latest flood, sent out an SOS for water pumps, which were brought in by rowboats. WBIX stayed on the air throughout the time, with the exception of six minutes lost when telephone cables sprang a leak while underwater. Engineers made overhead connections to the transmitter amplifier.

IIS Hollywood Closes

RADIO division of International Information Service (formerly Los Angeles OWI overseas bureau), Hollywood, will close effective Nov. 16 according to Jack Price, chief of that division. Opened in October 1942 to obtain special events programs and messages from personalities in the area, more than 1,200 broadcasts have been transcribed for overseas. Closing of division does not affect French radio project of IIS office.

Walkie-Talkie Used

FIRST POSTWAR civilian application of B-48 walkie-talkie, originally manufactured by Emerson Radio and Phonograph Corp., New York, for the British Army, was demonstrated in New York on Navy Day by special officers assisted by Port of New York Authority employees, on George Washington Bridge to direct traffic. The FCC issued a special one-day permit to Port Authority for use of frequency band assigned to this type of portable receiver-transmitter, and Emerson provided and serviced sets used.

"Goody! WFDF Flint says they've lowered discharge points again."
America Leads in Talent Scouting; Miller Tells Ad Club at Radio Luncheon

AMERICA has done more about scouting for radio talent than have the countries of Europe, in the opinion of Justin Miller, president of the National Association of Broadcasters.

Mr. Miller spoke on his impressions during his recent visit to Europe with the Broadcasting Mission before the Advertising Club of Washington at a luncheon Oct. 30 in connection with Radio Week, Nov. 4-10.

He pointed out that there was considerable astonishment among the radio people in France who were conducting the tour when he asked about new talent. Executives who were members of the group seemed to have differing opinions on talent scouting, he said, but it was his impression that this country is far ahead of others in this respect.

The NAB president said the British radio facilities were good, those in France very poor, the station at Luxembourg was good and the station at Vatican City was interesting because it was set up by Marconi. The best equipment, he said, was being used by the BBC. He spoke at some length on conditions generally in Europe, compared France's starving children with the healthy British boys and girls, saw no doubt that Germany recognizes its defeat and praised Gen. Eisenhower for his grasp of the situation confronting the victorious Allies.

Mr. Miller was introduced by Carlton Smith, general manager of WRC Washington, and paid tribute to another guest, Rep. Clarence F. Lea (D-Calif.) as a friend of 50 years standing. Other prominent radio leaders were guests at the luncheon and were introduced by Carl J. Burkland, general manager of WTOP Washington.

NAB PRESIDENT Justin Miller (r) talks with interest to his friend of 50 years standing, Rep. Clarence F. Lea (D-Calif.), during the Advertising Club of Washington luncheon last week.

Firsts (Continued from page 15) and relief broadcasts which generally were accredited with reducing losses. 1939 (May 9)—Pres. Roosevelt in first transcription address under Government auspices described radio as "freer as the press" except for such controls as are necessary to prevent complete confusion on the air. 1939 (Aug.-Sept.)—Networks cover war crisis through correspondents in Europe's capitals heard at frequent intervals; first declaration of war ever heard by radio carried on network as Prime Minister Chamberlain of Great Britain replies to Hitler. Canada's declaration of war leads to censorship of Canadian radio but slight interference with commercial operation. 1940 (June 19)—Republican National Convention adopts "freedom of radio" plank in its Presidential campaign platform. Similar action taken (July 10) by Democratic Convention. 1941 (Dec. 7)—Radio brings first news of Jap attack on Pearl Harbor. Broadcasting goes on immediate war footing, morale taken to prevent sabotage. Fifty thousand amateurs shut down in FCC order. 1942 (Sept. 8)—Italy's unconditional surrender gives radio its biggest news assignment of the war. When Gen. Dwight D. Eisenhower announced the event by radio.


... and another reason why

WTAG PRODUCTIONS ARE ALWAYS IN THE LIMELIGHT

Successful, big time local programs, comparable in every respect to network shows, help to make WTAG Central New England's Number One Station.

This program leadership is consistently reflected in Hooper Ratings which show an overwhelming preference for this station over all others heard in the area. Night time network ratings are typical and conclusive. A Hooper survey, December '44 to April '45, gives WTAG the highest rating in the first 28 of 30 leading programs. And in the next ten WTAG leads in seven. You really pack 'em in with WTAG.
Radar
(Continued from page 18)
within one or more of the bands
allocated for such equipment.
In his statement before the Son-
ate subcommittee Chairman Porter
said radar manufacture for peace-
time use may be delayed "for
months or even for years, while the
patent tangle is being straightened
out". He added the "patent situa-
tion in radar is said to be so com-
plained that no company on earth
can today safely proceed to manu-
facture radar with any confidence
that it will be immune from suits
for infringement."
He suggested that a patent pool
to include both the U. S. and Brit-
ish patent claims, "both govern-
mental and private", may be the
solution. He urged patent legisla-
tion in connection with establish-
ment of a research foundation, as-
serting that "patent provisions
should be carefully drawn to meet
the particular objectives of Gov-
ernment-sponsored research."
Chairman Porter visioned a pos-
sible peacetime communications
broadcast and relay system "by
which a few planes, circling in the
air at strategic places across the
country, will afford nationwide tele-
vision, broadcast and other com-
unications relay services to the
entire country far more cheaply
than could be accomplished by the
laying of wire-line connections."
Such a system would develop, he
said, as the outgrowth of a war-
time project by which planes
equipped with radar or television
were used for reconnaissance, trans-
mittling pictures of what was seen
from the planes to land or naval
forces on the surface. He told of
pulse-time modulation of the pos-
sibilities of transmitting 24 mes-
sages simultaneously on the same
channel over a single transmitter.
He urged that Congress pass legis-
lation appropriating funds for
scientific research.
Relay Nets
By extending the radio spectrum
from 300 to 30,000 mc, he said,
science will be able to develop
cost-to-coast radio relay networks
which "may either compete with or
supplement our wire telegraph and
telephone systems", high-definition television in
color, radar, walkie-talkie ap-
plications with Government-financed
"exploration of the higher regions
of the spectrum."
He asserted that during the war
tubes were developed for use in the
higher frequencies, but pointed out
that between 12,000 and 20,000 mc,
"there remains a terra incognita."
Much work remains to be done,
also, above 20,000 mc—work which
can be accomplished in a few years
with Federal aid, whereas without
such aid it may take even a cen-
tury, he added.
Chairman Porter predicted wide
future use of shortwave signals in
all forms of communications. He
said antennas have become so ef-
cient that a 1,000-w transmitter
beaming a signal to a fixed receiver
may achieve a radiated power equal
to 100,000 w. In the early days of
radio "almost all of the energy
radiated was lost in the direction
of the stars and planets, where," Mr.
Porter quipped, "so far as we know,
there are no receivers to hear our
fine sympathy programs and our
plug-uglies and singing spot an-
nouncements."
Amateur-witnesses opposing a
single administrator were the Rev.
J. Hugh O'Donnell, CSJ, president,
U. of Notre Dame, and members of
the medical profession. Father
O'Donnell saw in Government con-
trol of a research foundation the
Dangers of totalitarianism, he tes-
tified. He joined other witnesses in
urging the Congress to create a re-
search foundation, and establish
scholarships to train young scien-
tists, declaring that in the war the
U. S. lost one generation because
Selective Service refused to recog-
nize scientists as such.
Mr. Ellert's appointment as head
of the new FCC laboratory division
is in recognition of his long serv-
ices. He has been with the Gov-
ernment since 1930, joining the old
radio division of the Department of
Commerce as radio inspector. In
1937 he was appointed FCC inspec-
tor-in-charge of the Third Radio
District and has since held vari-
ous positions with the RDI. His
war activities included direction of
field investigations leading to se-
izure of clandestine radio stations.
Following his graduation from
Johns Hopkins in 1925 he joined
Westinghouse at East Pittsburgh
where he pioneered in develop-
mental work in broadcasting.
Curtis Mitchell Heads
Paramount Advertising
COL. CURTIS MITCHELL, just
released from the Army as officer in
charge of the Pictorial Branches,
War Dept. Bureau of Public Re-
lations, last week was named na-
tional director of advertising and
publicity for Paramount Pictures.
Prior to his four and a half years
of Army service, he was vice-presi-
dent and editorial supervisor for
Triangle Publications, the Ammen-
berg interests' magazine subsidi-
ary; and editor of Movie & Radio
Guide. He is well known in radio
industry.
He left for Paramount Holly-
wood studios last week where he
will study phases of the medium.
He will return about Dec. 1 to New
York headquarters where he will
be in contact with television by way
of Paramount's substantial holdings
in DuMont Labs.

IN CONJUNCTION with Pan American
World Airways, CBS Hollywood in late
October inaugurated 24-hour satellite
honor South American countries. Fea-
turing slogan: From the Airwaves and
the Airways to Latin America, good-
will program includes studio lobby ex-
cursion reports and daily five-minute broadcasts saluting various
nations.

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WFBF, Baltimore
WTMJ, Milwaukee
WTAE, Pittsburgh
KDLJ, Salt Lake City

Wildroot Cream Oil Tonic

GEORGE E. HALLEG
TEN DANGERS ADVERTISING
HOTEL PICKWICK, KANSAS CITY 6, MO.
LAN ARTHUR & CHURCH PRODUCTION

ON TOP!

Vulcan's statue looks down from
Birmingham's highest peak on
great furnaces, foundries and mills,
all producing at top capacity like
the balance of industrial-agricul-
tural Alabama...a great market
that is covered best by WSGN,
Alabama's "TOP" radio station!

TOPS with the largest percent of
daytime listeners!

TOPS with a morning rating higher
than the combined rating of all
other stations!

TOPS with progressive promotion,
production, programming!

WSGN
American Broadcasting Co.
THE BIRMINGHAM NEWS
AGE-HERALD STATION

Represented Nationally by Headley-Reed Company

RELIGIOUS TRANSCRIPTION LIBRARY

Designed for 
Better Programs

130 NUMBERS in Basic Library
10 NEW NUMBERS Each Month

WIRE FOR AUDITION DISC
Instrumental, Vocal, All Types
Nationally Known Radio Artists

CAMPUS CHRISTIAN RECORDS
LOS ANGELES 23, CALIF.
Radio Men
(Continued from page 18)

within the NAB, and which would function on all matters incident to labor.
Among those present at the session, in addition to Messrs. Miller, Willard and C. E. Arney Jr., NAB secretary-treasurer, were Walter J. Dann, WTMJ-WFMF Milwaukee, president of FMIB; John Shepard, Yankee Network and associated FM stations; Gordon Gray, WJSJ-WMIT Winston-Salem, all representing the FM interests; Mark Woods, president, Keith Kiggins, vice-president, and Joseph R. McDonald, general counsel, for American; Frank E. Muller, vice-president and general manager, F. M. Russell, Washington vice-president, for NBC; Frank Stanton, vice-president and general manager, Frank K. White, vice-president and treasurer, and Earl H. Gammons, Washington director, for CBS; Robert D. Swezey, vice-president and general manager, and Theodore C. Streibert, president of WOR New York and executive vice-president of Mutual, for Mutual; and Benedict Gimbel, WIP Philadelphia (Mutual outlet).

Meanwhile, NBC and CBS discontinued operation of their FM stations, WEAFAFM and WABC-FM, on Oct. 27 and 28 with the explanation that they were making technical changes as a result of new frequencies assigned by FCC [Broadcasting, Oct. 29]. WOR New York, Mutual outlet, closed WBAM, its FM station, Monday. None of the three stations knows when it will resume operations but it will be weeks if not months.

The AFM edict was not officially linked with the closings except that some network executives, recording and transcription personnel were assigned new frequencies assigned by FCC. However, an associated news agency executive was heard to say that the move had been considered for several months to allow the station to change from 45.7 mc. to 99.7 mc. Improvement of studios and increased height of tower are among technical improvements which, a spokesman said, will keep the station off the air for at least two months.

In Cleveland, Carl George, assistant manager of WCKM Cleveland, blamed the AFM edict for halting the broadcasting of network programs by special line to WBOE, FM station owned and operated by the Cleveland board of education. “Station WGAR today (Oct. 29) has advised WBOE of the public schools that its balanced radio service to WBOE has been disrupted by Petrillo’s action,” Mr. George declared.

Public Relations Office
Opened by Carl Butman

CARL H. BUTMAN resigned last week from the War Production Division to resume practice as a radio public relations consultant. He will have office in the National Press Building, Washington, D.C. Mr. Butman covered the activities of the radio and radar division and the paper division for WBOE. He was secretary of the old Federal Radio Commission, from 1927 to 1930.

FC&B Expands

FOOTE, CONE & BELLING has announced expansion of its public information department. Jack Burnett, formerly public relations director for the agency in Chicago, has been appointed director of the department supervising all agency publicity, with headquarters in New York. Gregory Dickson, formerly public relations director in New York, leaves for California to handle public relations on the West Coast for the agency.

DEWEY PROCLAIMS RADIO WEEK IN N.Y.

GOV. THOMAS E. DEWEY of New York has issued a proclamation naming radio week Nov. 4-10 and urging “the citizens of the state of New York to participate in ceremonies commemorating this anniversary.”

Proclamation carried a brief history of radio in the past 25 years and maintained that during the war radio “performed a splendid public service and contributed mightily in making Americans the best informed public in the world.” Message also stated that “television and frequency-modulation will come into their own. More than any other channel of communication, radio can serve as a great force for good in winning peace.”

Train Radio Bill

A BILL to require railroads to install telegraph, telephone, radio, inductive or wayside and train communication systems was introduced last week by Sen. Burton K. Wheeler (D-Mont.). If passed, the measure would require such installations, as safety measures, in six months. Congress in 1927 passed legislation authorizing installation of radio communications equipment on trains, with no requirements as the Wheeler Bill would provide.

James W. Rodgers
Financial Consultant

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

Forest City Bank Bldg.
Rockford, Illinois

Associated with the late Ruth Hanna McCormick Simms for a quarter of a century

...that's WLAB. This powerful 5000 watt station offers you a lucrative market—1,902,591 daytime listeners in Northern England. Annual retail sales within WLAB's 5.5 m/m contour approximate $650,000,000. It's a lucky territory for sales, blanketed by a station known for results.

Basic Station
American Broadcasting Co.

NATIONAL REPRESENTATIVES: WEEF & CO.

Harlingen Texas

Citrus fruit capital of the country; distributing point for national firms located in the Valley; shipping point for Valley produce; shopping point for prosperous Valley farmers and business people.

HUB of the VALLEY

A "MUST" MARKET for your MESSAGE
The "MUST" MEDIUM in this MARKET

KGBS
Harlingen

McHenry Thompson
Pres.

Troy McDonald
Gen. Mgr.

KGBS
The One and Only CBS Affiliate

Within Listening Range of the Lower Rio Grande Valley

Represented Nationally by THE WALKER COMPANY

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Chronology (Continued from page 17)

trodyne circuit was described by Prof. L. A. de Forest, at Radio Club of America.

1925—A picture of Pres. Harding was sent by the O. Francis Jenkins television system between Washington and Philadelphia.

1926—Station KDKM Cleveland, Ohio, picked up short waves from KDKA Pittsburgh, and present

ed the first rebroadcast program.

1927—Second Annual Radio Conference was held at Washington, D. C., to discuss broadcasting prob

lems.

1927—June—First multiple station hook-up by wire featured WEAF New York City; KDKA Pittsburgh

and KYW Chicago.

1928—(Feb. 5)—English listeners heard a program shortened from KDKA rebroadcast for the first time in London.

1928—(Feb. 23)—Calcutta, India, censored dropped on a KDKA program rebroadcast from London.

1929—(Nov. 30)—Facsimile radio from London to New York carried pictures of Pres. Coolidge, Prince of Wales and Premier Stanley Baldwin across the Atlantic in 20 minutes using the Ranger system.

1929—Station WJZ rebroadcast first international program relayed on 1,600 meter wave from Coventry, England, to Houston, Texas, where it was fed by wire to the New York transmitter.

1929—Development of high power broadcast transmitters led to moving of some stations from rural to metropolitan areas.

1929—KDKA (Pittsburgh) and WGY Schenectady tested 50-kilowatt installations.

1929—Alternating current tubes were introduced, marking possible the all-electric receiver for the home.

1929—Heavide-Kennelly theory of the so-called "radio parable" was confirmed by the United States Radio Research Laboratories, Bellevue, 111.


1926—(Nov. 1)—National Broadcasting Co. was organized with WEAF and WEZ as key stations and Merlin Hall Ayersworth as president. Headquarters were established at 711 Fifth Ave., New York.

1926—(Dec. 1)—Dr. E. F. Alexander demonstrated his multiple light flash television system and projector at St. Louis.


1927—(Sept. 18)—Columbia Broadcasting System went on the air with a basic network of 16 stations. Major J. Andrew White was president.

1927—(April 7)—Wire television was demonstrated between Washington and New York and radio-telepho

between Whippany, N. J., and New York, by Bell Telephone Laboratories.

1927—(Oct. 17)—Marconi in lecture at Institute of Radio Engineers in New York predicted that short waves would lead to a vital role in television.

1927—(Sept. 11)—The Queen's Messenger was first seen on television, a postal service was orga

ized at "The House of Mail," Sche

ectady.

1927—(Feb. 1)—Band concert in Queen Hotel Cafeteria, New York, by the United States as the first scheduled international television program.

1927—(June 27)—Television in color was demonstrated at the Bell Telephone Laboratories by wire from one end to the other.

1929—(Nov. 18)—Dr. V. K. Zworykin demonstrated X-ray television camera for the first time.

1930—(May 22)—Dr. E. F. Alexander demonstrated television on a 6-foot screen in Pictor's Theater, Sche

ectady.

1930—(June 30)—First round-the-world broadcast of the B.dao-Hain China, as the first point of origin in less than a second.

1930—(July 20)—Experimental television and radio transmissions at World's Fair. WNBC operated with 500,000 watts power, being licensed to transmit in the daytime to New York and 450,000 watts experimentally.

1930—(July 11)—Federal Commu

nication Commission established the Federal Radio Commission, and also to regulate wire telephone and telegraph companies.

1930—(July 20)—Federal Radio Commission established the Federal Radio Commission, and also to regulate wire telephone and telegraph companies.

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1930—(July 20)—Federal Radio Commission established the Federal Radio Commission, and also to regulate wire telephone and telegraph companies.
LYFORD PROMOTED TO NEW POST IN NBC

E. B. LYFORD, formerly station relations liaison man between NBC affiliated stations and the network's sales department, has been appointed to the newly-created post of assistant manager of the station relations department. He will handle all contacts with stations in connection with non-operative programs and will also take over all duties connected with the handling of facilities development, formerly supervised by Philip J. Merrymon, recently transferred to the network's new planning and development department [Broadcasting, Sept. 17].

Mr. Lyford

John T. Murphy, with NBC for 15 years, the last two in station relations as liaison between the program department and the NBC affiliates, moves into the position vacated by Mr. Lyford. He is succeeded by Carl Cannon, back in civilian life after four years in the Navy. Prior to enlisting he was with WSGN Birmingham for two years and before that for six years with NBC New York. During that period he organized and directed the WSGN Birmingham Symphony, in addition to cash awards, winners also will have their compositions published. Prizes were awarded for compositions especially suitable for radio broadcasting.

Mueller Wins

FIRST PRIZE of $700 in a contest for five best orchestral works sponsored by Broadcast Music Inc., New York, for members of the American Composers Alliance, was won by Otto Mueller, former first violinist of the Philadelphia Symphonic Orchestra, for his composition "Scherzo Poliphonic". Second prize of $500 was awarded to Arthur Kreutz, composer-conductor, for his "Symphonic Blues". In addition to cash awards, winners also will have their compositions published. Prizes were awarded for compositions especially suitable for radio broadcasting.

Antenna (Continued from page 18)

won the tower and building and ease space and use of the tower on each station.

Such a plan could be in use within two years, it is believed, and broadcasters' problems—so far as repetitiveness from airport projects—would be solved.

CAA is understood to be rewriting its regulations, based on those used by Canada. Under U. S. rules, the height of a hazard is measured from the ground. Canadian regulations classify height over airport level.

U. S. regulations permit a 150-foot structure at least three miles from an airport, without approval by the CAA. Saturday 6:15-6:30 a.m. for 52 weeks. Series placed by I. B. Humphrey Co., Boston.

Ream (Continued from page 19)

didn't know when it was beaten. The cities were bombed, the people went hungry, and their clothes wore out (and the full evidence on all three is here today), but they stuck and fought back against the defeatism that Churchill promised and more—and they won. They were never conquered.

The result? The English people have their chins up and are walking erect, even though they're cold and hungry. To see it, to feel it is like winning in the last quarter of the big football game, but magnified a million times.

France is at the other end of the spectrum. There is little physical damage, but the damage to people—human persons—has been staggering. These French who were the founders and guardians of European democracy and whose City of Light was also the citadel of reason and art and the dignity of man, are now somber and confused. A full year after liberation they were still dazed, The Nazi occupation methods for destroying pride in self and country, for undermining the virtues of industry and honesty, and for sapping the common morality of an entire people, seems to have succeeded diabolically well. The French this summer were still a beaten people.

The difference between the two countries lies in the simple fact that in one free men were conquered and subjugated and in the other free men clung on and preserved their freedom.

France will eventually recover. The widespread participation in the democratic function of the recent free election is convincing evidence of that. The aggressors suffered and to be suffered, however, make one lesson paramount for us—let us work to make this a lasting peace, but if war should ever come we must not fail to win it.

is quick and easy when you're staying at The Roosevelt, just a short stroll from key business centers, shops, theatres. And Hilton service assures your comfort. Rooms with Bath from $4.50.

SHREVEPORT, LOUISIANA
STACKS UP!

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

4th in Per Capita Income

KWH

\[\text{Breath} \text{K} \text{W} \text{H}
\]

12th in Population...

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

KWH

\[\text{CBS} \text{ 50,000 Watts}
\]

The Shreveport Times Station
SHREVEPORT, LOUISIANA

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Revere
(Continued from page 20)
stated that the university was to control the script and be responsible for their accuracy; that Mr. Dryer, formerly head of radio at U. of Chicago but at that time working for WGN Chicago, should produce the program; and that although the series would at first originate in Chicago, it could be moved to any other point should the producer and agency agree that such a move was desirable.

Following its commercial debut on Sept. 10, reversion to the original 15-minute format of the scripts were being written in New York and that the limited supply of actors in Chicago made casting difficult, so it was decided to move the program to New York. When the agency notified Mutual of its desire to make this move, Mr. Van der Linde said, WGN refused, stating that the station had a contract with the university to originate the program which would be originated at WGN and that it intended to demand compliance with this condition. Meanwhile both Mr. Benton and Mr. Howe had left the university and gone to Washington and there was no one at the university who knew the whole story, so the sponsor, acting through the agency, solved the dilemma by dropping the program, Mr. Van der Linde explained. With the new program owned by St. Georges & Kohns and with Mr. Dryer under contract with them to produce it, any recurrence of the difficulty is extremely unlikely, he stated.

Transfer
(Continued from page 20)
proposed purchaser and declare that “any person desiring” to apply for the same facilities on the same terms as heretofore may apply within 60 days. The advertisements appear once a week for three weeks in a newspaper in the communities where the stations are located.

The advertising procedure—an its effectiveness—were being watched closely as a key to future policy in all station transfers, since it was outlined by FCC as a framework within which rules and regulations may be developed. In a public notice on Oct. 3 the Commission recommended that the procedure be followed voluntarily by applicants in transfers, although it has not been adopted formally.

The advertisement forms used in both the WHDH and the WFLR cases were approved by the FCC. The KHQ advertisement was almost identical to the WHDL notice in form.

The Crosley-A v e o decision (Broadcasting, Sept. 10) recommended advertising of applications for transfer or assignment of license by both the FCC and the applicant, followed by a waiting period of 60 days for submission of any competing applications. Advertisements, to be carried in a newspaper in the community where the station is established, would state terms and conditions of the proposed sale and the name of the transferee. They would also explain competing applications for the same facilities on the same terms may be filed.

If competing applications are filed, all applications will be considered by a licensing service selected by the FCC and the rules governing the matter may be held to determine which applicant is best qualified. If a competing applicant is found best fit, the original transfer application will be denied and FCC consent to the competing applicant will be granted if the parties enter into a contract and file a new joint application accepting the deal within 30 days. Where no other bids are received the application will be considered on its merits.

Less Than Control
The proposed new rules and regulations would not apply where less than a controlling interest in a station is being transferred. Nore would they apply where the transfer or assignment of the station is a real change in the control of the station.

The WHDH advertisement was approved in form by the FCC before publication. Although the proposed purchaser of the station, Traveler Broadcast Co., is owned by the corporation which publishes the Boston Herald and the Boston Traveler, the stock was published in another paper, the Boston Post. This was done, according to William C. Koplovitz of Dempsey & Koplovitz, representing the papers, to avoid any possible charge of partiality in display of the advertisement.

Signed by President Ralph G. Matheson for MacReese Radio Co., the licensee, and Robert Blum for Fidelity Broadcasting Co., the notarized public notice of sale of WHDH follows:

Notice is hereby given that an application has been filed with the Federal Communications Commission for the sale of controlling stock interest of WHDH, Filed under the Commerce Act of 1934, by the Federal Communications Commission, licensee of radio broadcast station WFN, operating on the frequency 850 kilocycles, 24 hours, in Boston, Massachusetts.

There are outstanding 14,700 shares of common stock without par value, and 274 shares of preferred stock without voting rights of the MacReese Radio Company Inc. The Fidelity Broadcasting Company, Inc., which is directly owned by the Boston Herald-Traveler Corporation, publisher on the Boston Herald and the Boston-Traveler newspaper, has agreed to purchase all and all of said common and preferred stock. The stockholders have agreed to deliver not less than 90% of the said common stock. The price of the preferred stock is fixed at $100 per share; the price of the common is fixed at 1/4,700th of $876,400 plus or proportionate current assets over current liabilities as of the end of the month preceding the date of settlement and current assets over current liabilities as of June 30, 1944, and the balance between $25,000 and the total amounts expended by MacReese Radio Co. Inc., from January 1, 1945, to the date of settlement, in return for the repaying FM application. The agreement provides that one third of all stock purchased in cash on the date of settlement. A copy of the purchase agreement and of the application filed with the Federal Communications Commission are on file, open to inspection at the office of the Federal Communications Commission, New Post Office Bldg., Washington, D. C.

Any person desiring to apply for facilities of station WHDH may do so on the same terms and conditions as heretofore in the agreement mentioned above. Such applications shall be filed with the Commission within 60 days after the filing of the application on forms prescribed by the Federal Communications Commission, the telegrams may be obtained upon request from the Secretary of the Commission. If during the 60 days other applications are filed, the Commission will then consider all applications on their merits. If it appears that the applicant is best qualified, the application is to be granted in the public interest, the Commission will grant an application without a hearing. If the Commission makes such a determination on the basis of the application, and the proceedings for hearing on the matter. Absence of any issues is to be determined which the applicant is best qualified to complete the operation of the licensees.

In the event the Commission concludes that any applicant who files an application in response to this public notice of sale of WHDH is better qualified or better able to complete the operation of the licensees, the Commission will order the sale of the stock to the Federal Broadcasting Corporation. It will then be the policy of the Commission to determine whether or not they will sell their stock under the same conditions to the person whom the Commission determines is the best qualified purchaser.

Public notice on the sale of WFLF, form of which has FFLF, is filed by WFLF, Wayland & Southmayd, Washington attorney representing Louis Wasser Inc., the licensees, Kirkland, Fleming, Green, Ellis & Dowd for Spencer Chronicle Co., the transferee, Fisher, Wayland & Southmayd at this: represent the Philadelphia Inquirer in the WFLF transaction, it involves approximately $1,900,000.

The KHQ advertisement is as follows:

Notice is hereby given, pursuant to the order of the Federal Communications Commission, that subject to the conditions set forth in the Memorandum of Agreement, the transmission of WFLF, a station licensed to the sale by Louis Wasser Inc., Spencer Chronicle Co., of the outstanding common stock of Louis Wasser Inc., licensee of radio station KHQ Spoken Word, for the sum of $250,000 and subject to the terms and conditions set forth in the Memorandum of Agreement. The Memorandum of Agreement and the Application for approval have been filed with the Federal Communications Commission, Washington, D. C., where they may be examined. Any person desiring to acquire the capital stock of Louis Wasser Inc. on the same terms and conditions as set forth in the Memorandum of Agreement may file application with the Federal Communications Commission.

(continued on next page)
Eager Burglars

U N K N O W N admirers of the new Admiral record changer couldn't wait until OPA price controls made them available to the public in Jersey City, N. J. An Admiral distributor in that city complained to police that thieves forced entry through a rear door of his store and made off with his only display model. Admiral has promised to replace it as soon as possible.

Propagandists pronounced it a device beautifully equipped for an important war role. Militarists labeled it a secret weapon that would take a prominent part in the landings on Japan.

V-J Day Came

And then, just as the mangy bowser of the old Triton Maria was about to enter San Francisco Bay enroute to Japan, came V-J Day.

So there she sits, with Paul making an inventory for the Reconstruction Finance Administration, which will dispose of the radio equipment as war surplus. War Shipping Board will get the boat itself, temporarily chartered to the United States Lines.

Active in the project, working with Mr. Weldon, has been Fred H. Trimmer, his assistant at OWI. Mr. Weldon, incidentally, is now operating in an advisory capacity for OWI and has gone into private engineering practice in Washington with Lester H. Carr. Two engineers who worked on the installation were Fred Blackburn, formerly of WFLA Tampa, and James Fenner, once with Texas stations and now in Germany.

It's bad news of frustration, but at OWI they'll tell you that Project Century taught some valuable lessons in strategic warfare which will come in handy should they start shooting again, or even dropping atom bombs.

MAGAZINE OPPOSES RENEWAL FOR WOL

REFUSAL of WOL Washington to give time to the magazine Common Sense to answer an attack on it by Fulton Lewis jr. over the Mutual network was cited in a petition filed with the FCC last week opposing renewal of the station's license.

In a statement announcing the action, Milton D. Stewart, mast media editor of the magazine declared: "The issue is a simple one. We defend Lewis' right to attack us—even with misrepresentations. But we are fighting for the radio public's right to hear facts and opinions which he knew, but did not broadcast. Once the public was given his side of the story it should have been allowed to hear ours."

The disrupted broadcast was made May 22 and concerned an analysis made by the magazine of treatment accorded labor stories by 33 commentators, reporting Lewis giving unfavorable accounts of unions in 13 of 17 broadcasts.

GARRY:

Folks
Turn First to—

WWI

50,000 Watts
Clear Channel

CBS Affiliate—Represented Nationally
by The Katz Agency, Inc.

BROADCASTING • Broadcast Advertising

November 5, 1945 • Page 81
Tulsa (Continued from page 16)

& M., Oklahoma U., U. of Tulsa, and the Tulsa public schools asked to cooperate in preparation of programs. Tuna would be donated to established religious beliefs and full new coverage would be provided.

Studios would be located in Tulsa and the transmitter, east of Tulsa. Construction work would be started within 60 days of the FCC grant and the station would be in operation 180 days later.

Gov. Kerr, who was keynoter and temporary chairman of the 1944 Democratic national convention in Chicago, in 1944 decided in order to keep his office to drop his candidacy for the Senate. He was defeated by Mr. Kennedy, who was a liberal candidate.

The new station would be known as WJHP and would broadcast at 1270 kilocycles, with a power of 1000 watts. The station would operate from 6:00 A.M. to 11:00 P.M. daily.

The station was sponsored by the Tulsa Chamber of Commerce and would be operated by a non-profit corporation.

The station would be owned by the Tulsa Public Schools and would broadcast educational programs, news, and music.

The station would be staffed by local announcers and would feature local news and weather reports.

The station would be funded through contributions from local businesses, individuals, and the Tulsa Public Schools.

The station would be monitored by the Federal Communications Commission to ensure compliance with regulations.

The station would be a valuable resource for the Tulsa community, providing educational and entertainment programming, as well as a platform for local news and information.

Hidden Ownership Is Denied As WCHS Hearings Are Ended

THE RECORD in the license renewal hearings on WCHS Charleston, W. Va., which developed as a result of charges before the old House Select Committee for Investigation of the FCC two years ago, has continued. Last week with denial of testimony that the station attempted to conceal interest in a competitive facility.

Under subpoena by the Commission, Sylvia Mercer, a discharged secretary of Capt. John A. Kennedy, owner of the station, testified that payments were made by her employer for construction costs of WGVK, licensed to W. A. Carroll, and that Mr. Kennedy had cautioned his employees that the connection with WGVK must be disclosed.

Kennedy on Active Duty

Capt. Kennedy, on active duty with the Navy, repeated testimony he previously had given the Commission: that he did not want his connection with WGVK known until the 200,000 watt station had been cleared with the FCC, as he was not in a position at that time to exercise an option for purchase of the station.

James C. Shouse, Crosley vice-president in charge of broadcasting, subpoenaed by WCHS as a surprise witness, told the Commission Miss Mercer approached him for a position at WGVK; however, his interest was not engendered until she was in Mr. Kennedy’s employ and mentioned in the course of an interview that she was well acquainted with her employer’s operation as her fiancées involved a great many confidential matters.

Because of differences with Mr. Kennedy as a result of his opposition before the FCC, Miss Mercer, at the end of 500 hour license period for WLVW which occasioned “considerable ill feeling”, Mr. Shouse said, “I was inclined to be very much on my guard and was rather mystified” at Miss Mercer’s visit. He said that in view of the fact WLVW had just been through with WCHS he was “discouraged” to hire any employee by Mr. Kennedy.

When he was asked by Ben S. Fisher, counsel for WCHS, whether he had had the idea that Mr. Kennedy “had sent her there”, he replied: “I wouldn’t have been surprised.” He said that about a year after Miss Mercer’s visit he encountered Mr. Kennedy at the NAB convention in St. Louis in 1941 and told him about the incident, assuring him he would not attempt to gain information about him by hiring his secretary.

Capt. Kennedy said he had had some inkling of Miss Mercer’s interview but that it was not confirmed until he received a letter from Mr. Shouse. Upon learning she was willing to sell him “down the river”, he said, he discharged her.

Questioned by Mr. Fisher, he testified that Miss Mercer made quite a “fuss” when he had hired her to be an auditor to relieve her of some of her duties and that she had permitted the auditor to commit error in bookkeeping in order to show his proof of his incompetency. He said she was also “very irritated” when she sold his newspaper in Clarksville, in which she had worked for Mr. Kennedy went into radio.

Miss Mercer had testified that Mr. Kennedy had stated in his presence that “it would never be known” if he had any connection with WGVK. She said the first manager of WGVK, Richard Sowers, was hired by Howard Chandler, manager of WCHS and the West Virginia network. She said she had been told that Mr. Sowers was inducted to avoid soliciting advertisers until they were on WCHS.

Under cross examination by Mr. Fisher, Miss Mercer denied ever having told anyone she “would go even” with Mr. Kennedy. She said she had no interest in the paper. She had been “happy” when Mr. Kennedy hired her as a writer for WCHS.

Miss Mercer originally charged before the House Select Committee December 17, 1943 that after Mr. Kennedy had acquired WCGI in 1936 an application for a second station in Charleston was filed by the Storer group which operated WWBA, Wheeling. At about this time she testified, Mr. Kennedy arranged with Mr. Carroll to file an application for the same facility and a construction permit was granted in 1938 under the name of Kanawha Valley Broadcasting Company.
FM Grants

(Continued from page 18)

transmitter power and antenna height have been reviewed.

Applicants issued conditional grants and type of station authorized are listed at right.

Handling War Veterans

Because many war veterans want to get into radio, George handler, owner of CJOR Vancouver, practically all of whose staff had been in uniform, has established a routine for servicing military veterans at CJOR for jobs. Those who announce are given an audition and frankly told their chances; if they show promise they are given a second audition with a recording being made of their work so that they can use it in applying at other stations. Similarly department heads discuss veterans' abilities for positions in the writing, musical and sales fields. All department heads are returned servicemen, and the station has taken in four war veterans who did not work there before as well as all other men who are now or if uniform and wanted to come back to CJOR.

Taxes Cut

BROADCASTERS are looking forward to 1946 as a year of vast expansion and improvements in facilities and programs, with the first tax reduction in 26 years. Congress last week passed the 1946 tax bill, cutting $5,025,000,000 from income taxes. For individuals the cut is $2,644,000,000; for corporations Congress repealed excess profits tax, eliminated capital stock and declared value excess profits tax, and reduced the normal surtax rates for businesses, taking off $3,136,000,000. Social security was frozen at 14% for employee and 1% for employer. The bill passed the Senate Thursday and was sent to the White House.

"OPEN SESAME" TO OKLAHOMA'S PROSPEROUS MAGIC EMPIRE

KTUL casts TULSA

John Esau, Gen. Mgr.
Represented Nationally by Free & Peters, Inc.

<table>
<thead>
<tr>
<th>City</th>
<th>Applicant</th>
<th>Interest in Standard Station</th>
<th>Type of FM Station</th>
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<tr>
<td>Mobile</td>
<td>W. O. Pope, Jr. &amp; Radio Programming Co.</td>
<td>WALA</td>
<td>Metropolitan</td>
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<td>Montgomery</td>
<td>Montgomery Broadcasting Co.</td>
<td>WSPA</td>
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<td>The Constitution Broadcasting Co.</td>
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<td>Arkansas</td>
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<td>Bloomington</td>
<td>W. J. and J. L. Ely</td>
<td>WJAC</td>
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<td>Tennessee</td>
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<td>WIBA</td>
<td>Metropolitan</td>
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<td>Racine</td>
<td>Racine Broadcasting Co.</td>
<td>WRMN</td>
<td>Metropolitan</td>
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The station with most of the listeners most of the time.

"Hooper after Hooper proves it!"

A RINGER EVERY TIME

CARRYING ALL CBS MAJOR PROGRAMS

WDCR

HARTFORD & CONNECTICUT

"Music-off-the-Record" 3 to 3:30 p.m.
Monday thru Friday

WDCR's popular all-request record show, setting new high for mail poll. Available in all parts of the nation. Write in slips of time. Write in slips of time in the nation.

ONE OF THE GREAT STATIONS OF THE NATION

KGW

PORTLAND, OREGON

Reprinted Nationally by Edward Peters & Co., Inc.
Radio Week (Continued from page 15)

CHNS
The Key Station of the Maritimes
Is your first choice for broadcast results in Halifax and the Maritimes. Ask your local dealers.

or JOE WEED
350 Madison Ave.
New York

630 on the Dial
MORE PEOPLE LISTEN
MORE PEOPLE BUY
WINNIPEG—CANADA
“THE DOMINION NETWORK”

As you
Like It
You want fertile markets. You want to dominate those markets. You want those markets to respond to your appeals. Here you are, Sir, a neat little package of sales dynamite.

WAIR
Winston - Salem, North Carolina
Representative: The Walker Company

MONEY TO BURN
Farmers in this six-state area never had more money in their lives. They're BUYING! WIBW can make them ask for your product.

WIBW The Voice of Kansas in TOPEKA

Bowles Says Radio May Be First Out From Under Price Control

PREDICTION that the radio manufacturing industry will be the first to get out from under price control" was made Thursday by Price Administrator Chester Bowles at a news conference in Washington, D.C.

At the same time he emphasized that any set manufacturer who made low-priced table models before the war and who does not make higher priced models will be charged with price increases on any of his products. His assertion followed a release Oct. 30 that said:

"OPA may withdraw reversion price increases from manufacturers who fail to maintain approximately the same proportion of low model prices to high model prices as they were in March 1942. If on any other model, or for any other reason, price increases are not fully reflected in higher price brackets. Also, if any auto-model price results from the application of today's pricing methods, OPA reserves the right to recompute those prices.

"Informed that set manufacturers had said they could not turn out low-priced models at a reasonable profit and probably wouldn't. Mr. Bowles said manufacturers that could not advantage of the price increase factors on any model.

"Reversion pricing methods for consumer type radio and phonographs were announced in final detail Tuesday, effective immediately. Consumer prices will be about what they were in March 1942, although based on all factors of adjustment regarding excise taxes have been made to iron out inequities.

"Increases now being granted are based on the cost of materials and the prices in the months before material increases and higher production costs had driven prices above normal price levels, said the release. Mr. Bowles said the business will take care of the profit angle and he predicted that within a reasonably short time the prices of sets and phonographs will be reduced through increased business and competition.

"Manufacturers who sold through distributors in the base period, July-October 1941, may ask the following increases: At $11 or less, 15%; between $11-$30, 12.5% or $1.65, whichever is more; sets over $30, 10% or $3.80, whichever is more.

"If a manufacturer dealt only with dealers in the base period, he may ask these increases: At $13 and under, 15%; between $13-$55.41, 12.5%; over $55.41, 10%.

"When a reporter told Mr. Bowles he understood that the OPA based its radio set ceilings on data gathered from only 250 of the nation's 30,000 dealers, Mr. Bowles said he thought it was a statistical "cross-section" but that if any figures used by OPA are "open to challenge" he would personally investigate the methods used. "We'll look into it," he said.

Meanwhile in Chicago Wednesday, Don Jacobs, head of the OPA Radio Section, at a meeting with Chicago manufacturer warned that few sets will be available for Christmas, even though a flood of receivers will be release soon under the newly announce ceilings.

PORTLAND STATION IS AMERICAN BASI

NEWPORT, Me., station licensed to Centennial Broadcasting Co., will become a basic American outlet as soon as it takes its air possibly lat this year, according to Murra Carpenter, vice president and general manager of the station, which has letters for which have not yet been assigned.

Mr. Carpenter says that his station will have a basic network rate of $100 per hour in evening classification.

Mr. Carpenter, last week as announced his resignation as news director, Procter & Gamble account, at Compton Advertising Inc., effective Nov. 30. He will go to Portland to supervise installation of the station. The new local, one of the first to be authorized following thawing of the equipment freeze, will operate 1450 ke with 22 hours full time [Broadcasting, Oct. 15].

Association with Mr. Carpenter will as a vice president and stockholder is Humboldt J. Greig, account executive of American. He will remain with the network, however.

Principal stockholder is W. T. Moor, president of American Chari & Cable Co.

Mr. Carpenter on October 2 sent a message asking comment titl "An Excuse and an Apology" to several hundred persons who tried to reach him both in Portland and in New York to congratulate him on the FCC grant. He said the responsibility of being completely snowed under" and that if his acknowledgment of the wire, phone call, or letter was delayed, "that is why.

Whitmore Resigns

JOHN D. WHITMORE, Associated Network Eastern division manager, resigned last week, according to Leonard A. Verula, network president, William G. Henderson, Associated vice-president in charge of eastern divisions, said that Whitmore was to continue operations of the New York office and, presumably, to appoint a successor. Mr. Whitmore's plans are not known.
Irwin Is Winner Of Davis Award

Mr. Olson  Mr. Shannon

Phil Irwin, staff announcer at KGW Portland, Ore., received a gold medal and a cash award of $500 on an NBC broadcast Saturday night at 7:30-8 p.m., on which he was announced as national winner of 18th annual H. P. Davis National Memorial Awards contest, which is open to regular staff announcers of all stations affiliated with NBC, including the network's owned and operated stations.

 Winners in the four station groups, who were awarded engraved signet rings during the broadcast, are: Franklin Evans, KPO San Francisco, winner in the 0 & O class; Paul Shannon, KDKA Pittsburgh, winner in the clear channel class; Ray Olson, WGO Omaha, regional station winner, and Jim Westover, WGL Port Wayne, and Jim Westover, WGL Port Wayne, in the local station category.

Honorably mention winners, who received certificates are: Walter Raney, WRC Washington, O & O.

Bill Shapard, VFRA Dallas, clear channel; Charles Barlow, KDY Lake City, regional, and Leon Kelly, WRAK Williamsport, Pa., local. Certificates were also presented to the stations from whose entries the national and group winners were chosen.

Broadcast featured the winning announcers, each speaking from his own station. Mrs. H. P. Davis, sponsor of the awards who honor her husband; C. L. Menzer, NBC vice-president in charge of programs; Ben Grauer, national winner in 1941; Patrick J. Kelly, NBC supervisor of announcers, who serves as M.C.

Established in 1933 to recognize the best Pittsburgh announcer, the competition was extended in 1941 to include regular staff announcers at all NBC stations.

SHORTWAVE HAILED BY BENNET SPEECH

Pointing out that the 38 shortwave transmitters operated all over the world by our government and known to millions of people in Asia, Africa and Europe as the "Voice of America" cost only as much to operate as the cost of operating one battleship in a fleet of battleships, William B. Benton, Assistant Secretary of State, asked the New York Herald Tribune Forum last Tuesday which of the two we would choose if we had to make the choice.

Neely Firm Moves


'Plain Dealer' Poll

Cleveland Plain Dealer 1945 radio poll put Bing Crosby again at the head of its list of top radio personalities. Based on a poll of readers in Cleveland, 85 other cities and towns in Ohio, and a few in Missouri, Oklahoma, and Pennsylvania, results published Oct. 28 also showed these other winners: Favorite program, Radio Theater; news, Lowell Thomas; comedian, Bob Hope; variety, Fibber McGee and Molly; dramatic, Radio Theater; serials, Our Gang's Family; comedy, Joan Davis, symphony, New York Philharmonic; semi-classical, Hour of Charm; dance band, Guy Lombardo; male classical singer, John Charles Thomas; male popular singer, Bing Crosby; female classical singer, Lily Pons; female popular singer, Dinah Shore; quiz show, Information Please; educational, Town Meeting.
DO YOU SAMBA?

Millions of Americans in the U. S. A. do ... and they can rumba and tango and conga as well.

The music of our Good Neighbors has been warmly accepted here. The exotic tone, the rhythmic beat, the rich musical heritage of Latin-American music never fail to gain the response of music lovers in this country everywhere.

Broadcasters have found a faithful audience among listeners who prefer the best in “Good Neighbor Music.” Because of this nation-wide interest, BMI has maintained a leading role in bringing to radio the very finest in Latin-American music.

BMI controls exclusive performance rights in most of the music of Brazil, Mexico, Chile, Argentina, Cuba, Uruguay, among others. When you look for “Good Neighbor Music”—look to BMI.
Many Qualify for Radio's 25-Year Club

Sarnoff, Mansion Head North American Service List

EIGHTY-EIGHT of the 180 North American members of the Twenty-Year Club qualified for recognition in their 25th year of service for a Twenty-Five Year Club, a survey by Broadcasting shows.

This list does not include all 25-year veterans, but is based solely on membership in the Twenty Year Club. Membership can be obtained, Mr. Kalenborn explains, merely by application accompanied by sufficient proof supporting the date applicant started in radio.

Earliest by chronology count in, U. S. broadcasting field was Brig. Gen. David Sarnoff, RCA president. He began his broadcasting career in 1907 at junior telegraph operator with Marconi Wireless Telegraph Co. Only Donald Manson, assistant general manager of the Canadian Broadcasting Corp., antedates him. In 1906 he was with the English Marconi Co.

Following are the 25-year veterans, their present positions and the year in which they became affiliated with the art:

Name Present Position Year
John M. Flynn, WMAF Asst. Chief Engineer 1918
Charles E. Fournier, WEAF Transmitter Engineer 1918
Arthur Glendinning, WEAF Senior Transmitter Engineer 1918
Henry L. Goldenberg, WJW Chief Engineer 1918
W. G. Grindstaff, WINS Transmitter Engineer 1918
Charley S. Johnson, WRC Transmitter Engineer 1918
Raymond L. O'Connell, WRC Transmitter Engineer 1918
Fred M. Van Houten, WRC Senior Transmitter Engineer 1918
D. G. May, WGBH Audience Relations Manager 1918
William D. Nevens, WNBC Vice-Pres 1918
Harry A. White, WABC Engineer 1918
P. J. E. Hibben, CBS Chief Engineer 1918
A. E. Cooper, WEAF Engineer 1918
Andrew S. Hopkins, Chairman Dept of Agricultural Journalism 1918
Wisconsin U. 1918
Gerard F. Mullen, NBC Control Engineer 1918
Fred C. Bull, WJW Chief Engineer 1918
William A. Jacobs, WJZ Radio Editor 1918
Charles R. Peterson, President Associated Newspapers 1918
Traveler's Radio Consultant 1918
Paul C. Nygren, Chief Engineer NBC Transmitter 1918
Bob Roberts, NBC Vice-President 1918
Edward J. Oppenheimer, NBC Broadcasting 1918
Frank E. Lippincott, NBC Transmitter Engineer 1918
Henry Leitch, NBC Central Office Chief 1918
Edward B. Landrum, KDKA Control Room Operator 1918
Local 140, NBC Engineer 1918
WGC New York 1918
NBC Maintenance Supervisor 1918
Walter A. Lindsay, WJZ Engineer 1918
Paul A. Metz, WOHI Vice-President 1918
E. W. Lesford, NBC Station Relations Division 1918
Howard C. Lutgenius, NBC Engineer 1918
Harry Donaldson, NBC Assistant General Counsel 1918
George McElhinny, NBC Engineer 1918
Walter McNutty, NBC Engineer 1918
Alfred Montague, NBC Engineer 1918
Dwight A. Myer, WJJZ Staff Engineer 1918

Good Wishes

UNITED COUNCIL of Church Women, representing ten million Protestant women, at its National Board Meeting in Washington, Oct. 26-27, extended good wishes to the radio industry, 25th anniversary and urged "careful guarding of the freedom of the air in this new and epochal era."

Yankee Meeting

YANKEE NETWORK station managers met in Boston Oct. 31 to attend a screening of "The First Yank Into Tokyo," new RKO movie, then luncheon at Copeland Hotel and went on tour of submarines and battleships in Boston harbor.

Probe Recorders

AN INVESTIGATION into the use of recording devices in connection with interstate and foreign messages told to the public over the air waves by the FCC to begin Jan. 10. The Commission will inquire into the demand for the devices, the extent to which they may be used, and the maintenance of service, whether methods can be employed to indicate to telephone users that a recording device is in operation, and whether further legislation is needed with respect to the devices.
HIGH communications officials of many foreign governments saluted American broadcasting on its 25th anniversary in connection with the celebration of National Radio Week. Broadcasting's part in promoting international relations and its achievements during World War II were cited in the salutes. Some of the foreign tributes, sent to the NAB, follow:

ENGLAND

"On behalf of the British Broadcasting Corp. I cordially welcome this opportunity of sending to the NAB a message of greeting and congratulation on the significant occasion of the 25th anniversary of radio broadcasting in the United States. We feel that wartime cooperation between our respective systems has rendered service to the cause of freedom and to the public of our own and other countries. We greatly hope that our continued association will in the future vigorously serve the cause of peace. "It was our pleasure to meet you and your fellow members of the American radio industry during the recent radio executives tour. I look forward to the occasion of recording our happy memories of that visit."

W. J. HALEY, Director General.

"May I respectfully add felicita-
tions and good wishes of New

CHARLES BREWER,
North American Director."

FRANCE

"On the occasion of the 25th Anniversary of American Radio, I have the honor to address a brotherly salute from the French Radiodiffusion. Our people have not forgotten that the American Radio, during our terrible years of occupation, brought permanent comfort and confidence. "You have helped us greatly to endure the worst sorrows and we thank you. "In the future the radio will serve to bring the peoples together. Be assured of our total collaboration in the service of peace.""

W. J. HALEY, Director General.

"I personally hold the warmest recollections of our recent meeting in Paris."

JEAN GUIGNEBERT,

DENMARK

"On occasion 25th Anniversary the Danish State Radio presents most cordial congratulations and best wishes for success and progress of American broadcasting companies in years to come. At same time we express deepest gratitude for the great help and encouragement which American broadcasts meant to Danish listeners during German occupation of Denmark and for American broadcasting companies' readiness to offer broadcasting to representatives of Denmark after liberation. "As visible token of gratitude and joy the Danish State Radio will in near future for disposal of American Government present the American minister in Copenhagen with porcelain vase with inscription."

"STATS RADIO DENMARK."

AUSTRALIA

"Australian Radio sends warmest greetings and congratulations great American broadcasting services this significant anniversary. War gave broadcasting in Pacific its biggest job yet. If we in Australia were able succeed in war radio it was largely due cooperation our American friends. No selfishness or advantage was allowed to interfere with exchange of ideas of technical information and facilities of programmes of personnel. What you had you gave us, what we had we gave you in finest spirit team work. "Broadcasting has assumed new vast importance but will be able to serve its great purpose fully only if international cooperation forced in war is carried into peace. "My fervent wish is for close 'Australiaamerican' radio relations."

RICHARD BAYEY, Chairman, Australian Broadcasting Commission.

SOUTH AFRICA

"On behalf of the Board of Governors, the Director-General and staff of the South African Broad-
casting Corp., the Chairman, Professor Leo Fouche, sends greeting from Johannesburg, South Africa, to Judge Justin Miller, president of the National Association of Broadcasters on the occasion of the 25th anniversary of the birth of broadcasting in the United States of America. Cooperation between United States broadcasting and that in South Africa goes back the years of when a telephone record made in Cape Town by the staff of the Cape Town Broadcasting Station was sent to the United States. The exchange of ideas was later to be heard in this country—half the world. Best of luck or, in our other offi-
cial language—Afrikaans—'Veel geluk.' (Pronounced 'fils kluuck.')"

H. M. MOOLMAN, Director.

CHINA

"It has been well known that a broadcasting facility is by any means an effective tool for the propa-
gation of education—and for the harmony of mankind—really an essent-
ial requirement for the en-
large tarnished world civiliza-
tion. The elevation of the United States of America to the position of a leading nation is due mainly—or at least a good part—to your bright achievement during the past 25 years. "I take this opportunity to ex-
press my heartfelt admiration of the brilliant effort you have thus undertaken—and to congratulate your forthcoming Twenty-fifth An-
iversary of broadcasting in the United States which will date a brighter prospect of your future contribution to the whole world."

FENG CHEN, Director of XGQ, Chingkang.

NORWAY

"We tender our warmest con-
gratulations on occasion Twenty-
fifth anniversary of the beginning of broadcasting in the United States. I send you personally my best wishes remembering your kindship to me in New York 1940."

SUNDT, Director General, Norwegian State Broadcasting.

CANADA

"On this occasion of the 25th An-
viversary of broadcasting in the United States may we extend to you congratulations on the magn-
ificent service performed during that period with best wishes for greater service and prosper-
ity in the years to come."

H. WARD, Chase Chairman, Canadian Broadcasting Corp.

GREECE

"Greek National Broadcasting Institution participates whole-
heartedly 25th anniversary, recalling

emotional contribution USA broadcast in United Nations strife for freedom and independ-
ence and adding our warmest con-
gratulations and best wishes.

DIRECTOR GENERAL PETIMEZAS."
**NAB Board Meet is Set for January**

NAB Board of Directors will hold its next meeting Jan. 3-4 at the Hollywood Roosevelt, Los Angeles. The session will be for the annual winter series of NAB district meetings.

Important industry problems have been developing since the last meeting Oct. 1-2 at the time Judge Eustis Miller was inaugurated as president. They are expected to crystallize by the year-end and be ready for board action.

Reorganization of the association's operations is proceeding as Judge Miller and A. D. Willard Jr., executive vice-president, get into the swing of NAB activities. Two major steps, for example, are the merger of FM Broadcasters Inc. and appointment of Edward M. Kirby as public relations counsel.

Mr. Kirby will start a thorough study of broadcasting's public relations position this week in anticipation of expanded NAB public relations activity, according to President Miller.

Action is expected before that time on the new employer-employee relations department authorized by the board last August and reaffirmed at the October meeting. Such a department, it is felt in the industry, would prove helpful at present during the Petrolium ban on free pickup of AM music by affiliated FM stations.

Greatly expanded service to stations is being planned by the new administration. Growth of membership and addition of new functions created by merging of FMBI and approaching grants of many station licenses will require staff expansion, it is believed.

District meetings will be given complete reports on NAB programs and will discuss problems yet to be solved. Three meetings have been scheduled thus far: 16th District, Hollywood Roosevelt, Los Angeles, Jan. 7-8; 13th District, Hotel Fairmount, San Francisco, Jan. 10-11; 17th District, Olympic, Seattle, Jan. 14-15.

Schedule for later district meetings may be announced within a week.

Mrs. Markel to WTOP

Hazel Kenvon Markel last Monday was named director of education and public service of WTOP, CBS Washington station (Closed Circuit, Oct. 29). She joins the station Nov. 19 upon completion of her terminal leave as lieutenant in the WAVES. While in the Navy, she supervised women's shows, network radio for the WAVES, Navy Chaplain's Corps and Medical Corps, among other duties. Previously she served on the drama staffs of KGIN KALE KWSL KEX KLX Portland, Ore., and later became director of radio for Portland's public schools. When commissioned in 1943, she was education and public service director for KIRO, CBS Seattle station.
Help Wanted

Wanted—Veteran first class license holder for transmitter and/or studio for local Broadcasting Station. Must have education and experience. Box 661, BROADCASTING.

Wanted—Screenwriter. Good position with established network studio. Applicant must have 2 years experience. Box 256, BROADCASTING.

Wanted—Continuity writer. Good position with network studio. Applicant must have 2 years experience. Box 256, BROADCASTING.

Wanted—Commercial advertiser. Must have extensive experience in advertising, sales and production. Must be able to handle all aspects of advertising. Send sample script with first letter. Box 256, BROADCASTING.

Wanted—Commercial manager 250 watt station in excellent market with dual network affiliation. Must have background in station management and plus bonus. Box 249, BROADCASTING.

Wanted—Engineer—preference given to those who through experience can handle commercial traffic and availability for large middle market stations. An able surroundings in city noted for living at least. Station has national reputation for its clean commercial policies. Send your complete file. Box 256, BROADCASTING.

Wanted—Commercial manager for selling radio top western and other syndicated transmitted literary—nationally promoted and nationally heard. Must have experience in selling and selling talent and advertisers. Salary, commision and necessary travel expenses. Complete details of your qualifications will be kept in strict confidence. Write Box 218, BROADCASTING.

Program director, six years experience administration. Must have in-depth knowledge of commercial and news department. Must be able to produce quality, high-appeal shows. Must be able to handle all aspects of production. Box 359, BROADCASTING.

Talent scout. Script writer. Must be able to come up with 500 network dramatic shows. Can direct, can write, can produce. Some experience in network radio, television. Agency. Box 354, BROADCASTING.

Ex Merchant Marine radio operator, 20 years experience. Prefer experience in broadcast station, Six years experience in point to point telephone and telegraph, boat radio, phonograph and telegraph and shipboard radio stations. First class telephone and telegraph licenses. References. Box 359, BROADCASTING.

Ex-commercial radio talent sales manager or manger available. Presently employed. Desires change to larger market, 20 years experience in talent, advertising. Married, producer. Present compensation, $6000. Desires new market above $6000. Prefer salary and commission basis. In West. Box 256, BROADCASTING.

Five ex-service men, all with extensive experience in the service and in aid of operating new or established progressive station. These men, cur- rently on leave from military service, have had successful experience in military and civilian engineering and advertising. Four are married with families. Box 359, BROADCASTING.


Operator—First class, veteran, five years radio. Experienced. Best reference. Box 359, BROADCASTING.

Announced—four years experience, local station experience. Prefer news and quiz shows. References. Box 359, BROADCASTING.

Commercial radio talent sales manager or manger available. Presently employed. Desires change to larger market, 20 years experience in talent, advertising. Married, producer. Present compensation, $6000. Desires new market above $6000. Prefer salary and commission basis. In West. Box 256, BROADCASTING.

Veteran with 3 years Navy experience. Desires position in progressive station. Has had some experience in marine radio. References. Box 359, BROADCASTING.

Veteran—4 years experience, commercial news, ad 10th. Age 26, married, 1 child. Desires position with station in New England. References. Box 359, BROADCASTING.

Operating engineer—first class license. Ten years experience. Desires position in mid-sized market. Box 359, BROADCASTING.

I wish position with midwest station announcing. Have no civilian experience but have taken ABTM. Wish to continue work upon discharge. Am a willing worker. Box 359, BROADCASTING.

Wanted—Announcer, two years experience with regional station, AAJSA. Desires position in progressive station. Letters and references. Box 359, BROADCASTING.


Announcer—five years experience. Local station experience. News, sports and quiz shows. Prefer morning position. References and recommendations. Box 359, BROADCASTING.

Veteran—5 years service in Marine Corps. Five years experience in Marine radio. Desires position in progressive station. References. Box 359, BROADCASTING.

Veteran—3 years experience, Marine Corps. Five years experience in Marine radio. Desires position in progressive station. References. Box 359, BROADCASTING.


Wanted—Commercial manager 250 watt station in excellent market with dual network affiliation. Must have background in station management and plus bonus. Box 249, BROADCASTING.

Wanted—Station operator-announcer, 250 watt station. Prefer experience in larger station. Box 256, BROADCASTING.

Wanted—Computer operator, 250 watt station. Prefer experience in larger station. Box 256, BROADCASTING.

Wanted—Program director, 250 watt station. Prefer experience in larger station. Box 256, BROADCASTING.

Situations Wanted (Cont'd)

Announcer, veteran, three years all round experience. Network affiliates, specialized sports. Minimum $60.00 weekly. Available two weeks. Box 400, BROADCASTING.

Engineer—announcer, experienced as chief deejay, 250 watt station. Desires position in west coast. Minimum salary, $4000. Box 359, BROADCASTING.

Young woman, staff writer-anouncer, desires position in Los Angeles Station. Three years experience. Box 400, BROADCASTING.

Chief engineer—announcer wants Dallas, California—west coast position. Box 403, BROADCASTING.


Ex-service men, all with extensive experience in the service and in aid of operating new or established progressive station. These men, cur- rently on leave from military service, have had successful experience in military and civilian engineering and advertising. Four are married with families. Box 359, BROADCASTING.

Announced—experienced announcer, 12 years experience, local station experience. News, sports and quiz shows. Prefer position in larger city. References and recommendations. Box 359, BROADCASTING.

Wanted—Announcer, 25 year old, experienced. Desires position in larger city. Box 359, BROADCASTING.

Wanted—Commercial manager for selling radio top western and other syndicated transmitted literary—nationally promoted and nationally heard. Must have experience in selling and selling talent and advertisers. Salary, commision and necessary travel expenses. Complete details of your qualifications will be kept in strict confidence. Write Box 218, BROADCASTING.

Situations Wanted (Cont'd)

Veteran—ex-program director, 50,000 watt station, has network job but desires medium size city. Qualified pro- gram director or lead announcer. Desires position in mid-sized market. Box 256, BROADCASTING.

Writer—Veteran. Publishing and advertising. Desires work with opportunity where writing ability is re- quired. Experience in advertising, sales, agency, public relations or promotion in New York, 915 Madison Ave., New York City.


Continuity-production man just discharged. Interested in producing progressive radio station. 115 years experience in sales, 2 years management. Desires position in a progressive station producing, supervising three hours var- iety, 60 minute news, feature films. Soon. Box 114, 438 & Vine St., Kewanee, Ill.

Mature man, who desires to start in radio—formality of U. S. Army, Air Force, has announced Naval shows at regional level. Desires position with station with personality, clear deep voice. Studied Broadcast at Los Angeles City College called "Fi- nish the Workshop". Sings. Desires to go either Florida, New York or anywhere in California. Box 114, 438 & Vine St., Kewanee, Ill.

Announcer—2 years experience, commercial news, ad 18th. Age 25, married, 1 child. Desires position in large market. References. Box 359, BROADCASTING.

Technician—2 years commercial communication experience. Desires position in large west coast station specialized in Radar and FM. Lettering experience. Prefer Washington. Box 359, BROADCASTING.

Chief Petty Officer discharged, desires announcing job on midwestern small station. Has considerable mike experience in Navy. Box 359, BROADCASTING.

Program director, Six years experience administration. Must have in-depth knowledge of commercial and news depart- ment. Must be able to produce quality, high-appeal shows. Must be able to handle all aspects of production. Box 359, BROADCASTING.

STATION EXECUTIVE AVAILABLE

Experienced in station management and sales management. Age 37. Twelve years of commercial broadcasting experience, not including the three years I have spent in the Air Force. I have been able to manage a public service of the highest degree. Successful union negotiations.

Background: Airmen, Navigator, aviation. Advancing to a major market regional in the southwest. Commercial management and long experience in receiving and executive training. I have been in the black except under my direction. Account executive for a dominant radio station in southern California. I have been a newspaper affiliated station where revenue hit an unprecedented high under my sales direction. Entered service at this point. Thoroughly experienced in regional network sales.

My release from the Navy will be within the next few days, following which I shall take time to discuss my position with you more fully. I am interested in the "hot stuff", the "jazz" which attracts the younger generation. The kind of people where integrity and "know how" management will be rewarded. If you have a proposition in a basic or major market to discuss that offers five-figure earn- ing potential, I am available for interview and can furnish references from who I am in the business. Reply to

Box 407, BROADCASTING

National Representative. Offers opportunity for leading Chicago time salesman in Chicago office. Box 419, BROADCASTING

Situations Wanted (Cont'd)

Situations Wanted (Cont'd)
AD COUNCIL BEGINS POSTWAR PROGRAM

AFTER THREE years and ten months of volunteer service given exclusively to government agencies, the War Advertising Council on Nov. 1 embarked on a new peacetime program of assistance under its new name, the Advertising Council. In announcing the new program, James W. Young, chairman, said that the organization, representing all branches of advertising activity, will continue to work closely with government, but that it will also extend its facilities to non-government organizations dealing with national programs.

Stating that the continuation of the council is in accord with wishes expressed by leaders of both government and business, Mr. Young said that both advertisers and media owners had "learned from their war experience that public service advertising is, in fact, the best public relations advertising" and that in addition to using advertising to sell goods they saw new uses for it, "which, in promoting the general welfare, would eventually promote the welfare of business itself."

Talks on Surveys

COMPARISONS made of telephone and non-telephone radio homes show no appreciable difference in co-incidental surveys made of listening preferences, C. E. Hooper told 200 radio and agency representatives at the Drake Hotel, Chicago, Thursday. He stressed the importance of listener attention, signal strength and competitive service in deciding program results.

Griesedieck Expands

GRIESEDEICK Bros. Brewery, St. Louis, Mo., which sponsored play-by-play accounts of St. Louis Cardinals at home games has increased its station list to 15, featuring weekly "Hot Stove League" baseball gossip; daily sportscasts and Saturday football predictions and scores. Stations now carrying the sports programs for Griesedieck include WBBM, CHICAGO; KDKA, PITTSBURGH; WSB, ATLANTA; KDKA, PITTSBURGH; WBBM, CHICAGO; KDKA, PITTSBURGH; WSB, ATLANTA; KDKA, PITTSBURGH; and WBBM, CHICAGO. The program is heard over the KDKA network.

H-E-L-P!

Announcers needed (3) to bring our staff to peak performance. We don't pay off in coffee-cola tops, but our minimum is not based on New York. If you are experienced in commercial radio and like the Southwest. Talent, overtime over 40 hours, future, and friendly cooperation. Contact Bob Watson, KGNC, Amarillo, Texas, NBC affiliate.

Microwave Relay System Shown

A MICROWAVE radio relay system employing the pulse position modulation principle and capable of transmitting eight telephone conversations, the same number of facsimile transmissions or 144 telegraphic messages simultaneously was demonstrated Wednesday in New York by engineers of the Bell Telephone Laboratories.

Developed for military use, and actually used in combat in both the European and Pacific theaters, the system is now being tested for peacetime applications. First use will probably be to provide telephone and telegraph links between points separated by water or barren mountain peaks where wire line installations are impractical. Passing about 3,000 cycles, system provides good voice transmission and could be used for relaying standard radio programs, although this use is presently contemplated, it was stated. Band width is far too narrow for use in relaying either FM or video programs, but the telephone system is already ready working on a radio relay system for such transmission between New York and Boston, under experimental licenses granted it by the FCC.

Similarly in principle to the pulse modulation systems recently demonstrated by Federal Telephone & Radio Corp. and by RCA in connection with Western Union Telegraph Co. [Broadcasting, Oct. 1, Oct. 29], the Bell Labs relay system is based on the sampling procedure, whereby each transmission is divided into millionths-of-a-second samples, each message being sampled 8,000 times a second. All pulses have the same amplitude and frequency as well as the same duration, measuring the amplitude of the resulting wave at any instant by changing its position in time. Operating at frequencies in the neighborhood of 5,000 mc, the transmission is beamef from and received by parabolic reflectors five feet in diameter.

RECRUITMENT DRIVE OF ARMY UNDERWAY

KICK-OFF for the largest peacetime recruiting drive by the Army occurred Oct. 27 when the four networks carried announcements during their network broadcasts. NBC and CBS carried messages as a public service due to their policy of not selling time to the government. CBS's Ted Husing gave re-cording of "On the Half Shell" which will be continued throughout the holiday season, NBC's Bill Stern carried the message during the pre-Halloween warm-up show and will continue to do so through November.

Army has bought sponsorship of the football broadcasts on American and Mutual for the month of November. Plans are also scheduled to buy 52-week available spot announcements and station chain breaks on every station throughout the country. Advertising campaign is under the supervision of H. L. McClintock, vice-president in charge of radio for N. W. Ayer & Son, Philadelphia, agency handling the account.

Executives Luncheon

RADIO EXECUTIVES CLUB of New York held its semi-annual luncheon at the Hotel Roosevelt last Thursday, dedicated to "Old Timers Day." Lowell Thomas acted as m.c. for the "Old Timers" such as Paul Whitehead, Merton Jordon, Milton J. Cross, Ray Knight, H. V. Kaltenborn, Arthur Godfrey, etc.

BROADCASTING • Broadcast Advertising
At Deadline...

REORGANIZATION ARGUED; BYRD PLAN TO PRESIDENT

AS SEN. BYRD (D-Va.), chairman of Joint Committee on Reduction of Nonessential Federal Expenditures, submitted reorganization plan to streamline Government to President Truman last week, the Senate debated the McCarran Reorganization Bill (S-1120). Administration forces argued for amendments giving President authority to reorganize. McCarran Bill would exempt FCC and 12 other agencies.

Sen. Byrd proposed a four-point program: (1) Place all executive agencies under Cabinet control; (2) provide uniformity within departmental organizations; (3) effect consolidation and coordination throughout the Government; (4) recommend additional legislation, terminating all remaining unnecessary activities. He would exempt certain quasi-judicial administrative agencies, although he named none. The Senate is expected to pass the McCarran Bill in amended form this week. The House previously passed the Manasco Bill, which differs in many respects from the McCarran measure.

TRUMAN AT GALLERY FETE

PRES. TRUMAN will join his former colleagues in Senate Wednesday afternoon in dedicating new radio room in Senate Wing of Capitol. Invitations to all senators, signed by Richard Harkness, president, Radio Correspondents Assn., announced exception from 4:45, in conjunction with National Radio Week. Four-network broadcast is possible.

Closed Circuit

(Continued from page 4) Commissioner Norman S. Case, whom Mr. Wise succeeded, be named, if Mr. Case will accept post. President Truman reported, however, to have other ideas.

ANOTHER father-son radio combination of national significance is seen in application of Edward F. Prichard, father of brilliant ex-brain truster, Bob Prichard, for a 250-watt on 1200 kc in Lexington, Ky. Applicant is Kentucky Broadcasting Co.

WALT DISNEY must have more than Mickey Mouse in television. He has retained Morris Ernst, famed New York liberal attorney, to handle his radio affairs.

ADD EXPANSION Field Enterprises Inc.: James W. Waddlebooks, for four years on active duty in Navy as lieutenant commander, specializing in radio-television, joins Field Chicago headquarters staff as technical supervisor; Chief construction engineer for CBS for six years, he designed and installed most CBS O.N. stations.

THERE'S "Big Six" at NAB, though its status is simply advisory and possibly temporary. President Justin Miller, upon assuming office, named advisory committee; not an executive group, it includes board members in four major broadcasting companies, counsel with him in huddle. They are: T. A. M. Cram; W. W. Cowles Washington; Charles R. McColloch, Mason Dixon Radio Group, Lancaster, Pa.; Paul W. Moore, WTIC Hartford; Dr. Frank Stanton, CBS New York; P. M. Russett, NBC Washington.

JUDGE MILLER ASKS MEMBERS FOR IDEAS ON NAB SERVICE

WRITING to NAB members, President Justin Miller has asked views on services and activities of the association as part of process of learning intimately all sides of industry problems. The letter asks: What services, which NAB is now performing for you, do you value most highly? What services, which NAB is now performing for you, should be done better? What should NAB do for you which it is not doing at the present time?

"You will understand that as a judge I became well accustomed to hearing both sides of contested cases," he wrote, "Please do not hesitate, therefore, to tell me frankly and fully just what you think, in answer to each question submitted.

ARMY HONORS BROADCASTERS; MILLER PLEDGES COOPERATION

U. S. ARMY paid respects to broadcasting industry as medium of information, weapon of psychological warfare and builder of troop morale in Army Hour on NBC yesterday, 4:45 p.m. Program brought pickups from distant points showing effectiveness of broadcast technique adapted by Army for war purposes. Judge Justin Miller, NAB president, reaffirmed pledge of broadcasting industry to cooperate with all Government agencies in protecting and reaching and disseminating democratic principles everywhere.

ANGLO-U. S. CONFERENCE PROCEEDINGS DRAWN

AGENDA of British-U. S. informal telecommunications conference in Bermuda Nov. 19 includes discussion of: British and U. S. cables and radio facilities for improvements; rates problems; technical improvements in cables and radio communications; continuance of direct circuits obtained for duration and six months after and establishment of new ones for radio-telegraphic and telephone communications, undertaking of both Governments not to support their own companies exclusively. Several off-agenda informal discussions may take place, particularly over all spectrum allocations and British proposal for aviation radar markers in 200-225-mc band.

APPLICATIONS for FM stations announced Friday by FCC include Book-of-the-Month Club, New York; Dual Engineering Co., Chicago; and J. W. Woodruff, Atlanta (WGPC Albany, Ga.; WRBL Columbus, Ga.).

TRUMAN'S HOOPER

PRESIDENT Truman's Hooper rating of 43.8 on labor address Tuesday night represented 39,200,000 adult listeners and 59.4% of sets in use. Late President Roosevelt still holds all-time record. He rated 79.0 on war message night of Dec. 9, 1941. Mr. Truman broke all daytime record, with 64.4 on VE Day announcement at 9 a.m. May 8. He rated 54.1 on broadcast from Berlin Aug. 9.

People

WILLET M. KEMPSON takes office Nov. 5 as chief of Radio Section, Dept. of Interior (Communications), replacing Shiman Allen who has opened radio production offices in New York and Washington. Mr. Kempson was deputy chief of OWI's Domestic Broadcasting, and UNCO radio relations office.

HAROLD W. KENT, in charge of universal military training, Special Planning Division, War Dept. Special Staff, now Col. Kent, having won eagles last week, on Feb. 1 he returns to civilian post, radio director, Chicago schools.

LES QUALEY, for 10 years sports specialist with W. W. Ayer & Son, Philadelphia, in charge of radio and field work on Atlantic Refining Co. sportscasts, resigns Dec. 7 to become director, Scholastic Relations Bureau, Scholastic Sports Institute, New York.

BOB WOOD, discharged wounded veteran and former head of WOR New York western sales office, is station's new commercial program sales director.

GEORGE J. POSEY, general manager of WHJ Greensburg, Pa., recovering from auto accident in which he broke knee-caps.

PAUL SCHEFFELS, American, promoted to manager of net's New York newsroom.

PORTER SEES FM GROWTH

CHAIRMAN Paul Porter predicted Friday night that applications for new FM stations will soon equal number of standard stations and at 2,000 to 3,000 FM outlets may be in operation within next five years. In transcribed over WRVA Richmond on occasion of its 20th birthday, Mr. Porter said that technical developments during war will be reflected in postwar television. With facts in mind, he added, "It is apparently only a question of time before radio will bring us a daily newspaper, complete with photographs and comic strips."

FM BAN NOT EXTENDED

PETRILLO demands employment of double the number of musicians used on a program whenever that program is broadcast simultaneously by AM and FM stations had been extended by我在 a two-weeks extension. The ban was extended on an emergency basis, but for each extended, although operators of FM as well as AM stations had been honored for the blow all week.

AMERICAN GROWS UP

AMERICAN BROADCASTING CO. had gross billing of $29,251,786 for first nine months of 1945, increase of 1.1% over same period of 1944. Food and beverage ledgered with $9,192,900. Spot sales placement was $350,000 worth in new business on five stations it represents, up 22.5%.

BRECHNER HEADS VA SERVICE

BROADCASTS designed to help war veteran and his family keep posted on benefits offered under GI Bill of Rights and other legislation is objective of newly-created Radio Service of Veterans' Administration, Office of Public Relations, Washington, B. T. Joseph A. Brechner, formerly AF Office of Radio Production and Radio Branch, War Dept. Bureau of Public Relations, now out of service, is director of VA Radio Service. He plans to name regional managers throughout country to assist local stations with veterans programs. Services will include fact sheets, prepared scripts, transcriptions.

BROADCASTING • Broadcast Advertising
Advertising has a man-sized job to do in the Distribution Decade! In order to prevent an economic depression, our nation must consume at least 40% more than in the prewar era.

Money, manufacturing facilities, manpower and materials will be abundant. With Advertising functioning at its unhampered best, the big task of rapid, efficient, economical distribution can be done! But in the doing, Advertising must zealously guard its established standards of integrity, for to be effective, Advertising must inspire confidence.

At The Nation’s Station, we will be striving to elevate still further in the Distribution Decade, those high standards of honesty in advertising long advocated by WLW.
RCA Laboratories—Center of Radio and Electronic Research

RCA Laboratories at Princeton, N. J., are far more than one of the most modern and best-equipped laboratories ever built. It is a community of scientists, research men and technicians—each a top man in his field—each working with the others—contributing wherever and whenever his specialized knowledge will help.

It is a “university of ideas”—where visions are graduated as practical realities... where human wants are fulfilled through the creation of new products and processes, new services and markets.

It is a birthplace of scientific, industrial and social progress for the entire nation.

It is the reason why anything bearing the letters “RCA”—from a radio tube to your television receivers of tomorrow—is one of the finest instruments of its kind that science has yet achieved.

For just as the RCA electron tube, television receiver, radio, or the Victrola, is stamped by the RCA trade mark, so does the product itself bear a stamp of experience and research that gives RCA pre-eminence in the field of radio and electronics.

Radio Corporation of America, RCA Building, Radio City, New York 20. Listen to The RCA Show, Sundays, 4:30 P. M., Eastern Time, over the NBC Network.

PIONEERING

Scientists and research men who work in RCA Laboratories made many vital contributions in helping to win the war through application of radio, electronic, radar and television techniques. Their skills now are devoted to peacetime applications of these sciences.

At RCA Laboratories the electron microscope, radar, all-electronic television (featuring the projection system for the home) and many other new instruments of radio, including hundreds of new electron tubes, were developed to improve and to extend the services of radio around the world.