The Iowa people who "listen most" to WHO eat 5 times more BREAKFAST FOOD than those who prefer any other station!

According to the authoritative Iowa Radio Audience Survey (1945)—WHO is "listened to most" by 55.4% of the Iowa daytime radio audience, as against 10.7% for the No. 2 station.

Putting it another way, your commercials may be heard by more Iowa people, on WHO, than on all other stations in the State combined.

High power is only a small part of the reason for this outstanding preference. In its home county, with two competitive network stations, WHO is "listened to most" both day and night. The big reason is WHO's superior programming, superior showmanship, superior public service. Ask anybody in Iowa!

WHO

Des Moines . . . 50,000 Watts
FREE & PETERS, Inc., National Representatives
Radio News Commentators

REMARKS
OF
HON. PEHR G. HOLMES
OF MASSACHUSETTS
IN THE HOUSE OF REPRESENTATIVES
WEDNESDAY, OCTOBER 24, 1945

Mr. HOLMES of Massachusetts, Mr. Speaker, there have been recent references on the floor of the House to radio news commentators and in general the observations of Members of this body have been critical. Perhaps a word of commendation for a radio news program of very exceptional quality is in order. I refer to the General Electric’s Voice of Washington news summary we hear every morning at 8 o’clock and at 11 o’clock each evening over Station WOL.

Many of my colleagues have mentioned these particular newscasts to me and in every instance their straight news character has been noted and approved. There is no editorial comment and the presentation is neither colored by infection nor used as a vehicle for the personal opinions of the broadcaster. In fact, the man giving the news on these General Electric programs is never mentioned by name.

If we are critical of some of the things being said over the air when we tune in to hear the news, we should note this splendid public service being rendered by the General Electric Co. with its WOL news programs and let the sponsor and the radio station know of our appreciation. This is the route to go to get action for radio advertisers who want to hold their audiences. When they know we want and appreciate unbiased news they will soon demand it in news programs they sponsor and the result will be a general handling of news on the radio comparable to the high standards governing the news columns of our great newspapers.

Mr. CARLSON, Mr. Speaker, will the gentleman yield?

Mr. HOLMES of Massachusetts, I yield to the gentleman from Kansas.

Mr. CARLSON. I come most heartily in the remarks just made. As a regular listener of the Voice of Washington news program I am very much impressed with its high quality. I also believe the General Electric Co. uses excellent judgment in its advertising on the program. It is brief, interesting, and dignified and in keeping with the quality of the news program.

Sincere thanks to Representative Holmes and Representative Carlson for their unsolicited and unprecedented commendation.

“The Voice of Washington” is a product of the newly-established WOL Washington News Bureau, directed by Albert L. Warner.

A Cowles Station
WOL
“The Voice of Washington”

Represented nationally by The Katz Agency, Inc.
IN NASHVILLE...

A-1 PROSPECTS for POSTWAR BUSINESS

* Radio Daily Survey

Prosperous people make prosperous prospects—and Nashville’s population and income increases have outstripped those of the state and the nation since 1941! Radio Daily Survey rates Nashville as an A-1 postwar city—one of only sixteen such cities in America. Here—with the help of WSIX—you may find more than a million potential buyers for your product. Top shows of both American and Mutual networks guarantee a big, interested audience. Add it up: market, coverage, audience—and REASONABLE RATES, and it’s easy to account for the buyer-appeal of WSIX!

AMERICAN
MUTUAL

WSIX
The Voice of Tennessee’s Capital City

NASHVILLE  TENNESSEE

5,000 WATTS
980 K. C.

Represented Nationally by
THE KATZ AGENCY, INC.
Closed Circuit

MBS President Edgar Kobak may not have known it, but he was almost drafted for Assistant Secretary of State—job now held by William B. Benton, OPA Director Chester Bowles was chosen for the job last week. Kobak reported that he will be in Washington for various high positions, including second secretary in new U.S. Department of State, Secretary of State.

BYRON PRICE, ex-consumer who made news last week with his "inside Germany" report to the President, recently was offered top job at State Dept. He turned it down. He has been reported slated for various high positions, including second secretary in new U.S. Department of State, Secretary of State.

THE INSIDE ON MAYOR LAGUARDIA—and it may be "outside" now for announcement could have been made since BROADCASTING press time: The "Little Flower" will go on American first Sunday following end of his term of office with weekly 15-minute commentary on current events. Sponsor will be William H. Wise & Co., New York book publishers, who have been favorable to his views. Time, 9:30 to 9:45 p.m. Talent cost, $100,000 for 15-week series.

WORST IS YET TO COME—in questionnaire, FCC's legal rights, sought by Commissioners Durr and Denny, both of whom delight in paper work, are taking up quarterly or even possibly monthly financial program, and other reports from stations.

AMERICAN BROADCASTING Co. may have new stockholder soon. Robert Kintner, top executive handling public relations activities, may acquire 12 1/2% interest released by Ex-Vice-Chairman Chester LaForge.

THERE WILL BE FIREWORKS on final disposition of 740 kc with 50 kw in San Francisco. FCC last week set for hearing Brinlan Bros', application to sell KQW for $110,000 to CBS. Previously Commission has been importuned to shift KQW from present 740 kc assignment with 50 kw potential to KSFO San Francisco assignment on 660 kc with 600 kw potential. KSFO, an independent ownership, was the group that would get 740 kc and an open road to 50 kw. Battle for 740 kc has been waged by two stations for several years. Commissioners Wakefield, Jett, Wills wanted to grant transfer conditioned upon frequency switch in favor of KSFO. Commissioners Walker, Durr and Denny voted "no" and it goes to hearing. Chairman Porter was in Bermuda attending British Empire radiotelegraph conference.

ONE POWERFUL farm group, with a strong lobby in Washington, is seeking to obtain surplus waste-paper and wood from its membership. RFC reported hands tied until Army releases transceivers, and noted they

(Continued on page 80)

Upcoming


Dec. 7: NAB Employee-Employer Relations Committee, NAB Hdqtrs., Washington.

Dec. 10-11: NAB Program Manager Organization Committee, 7MB Board Room, N. Y.


Bulletins

STATEMENT of policy was adopted Friday afternoon by House Un-American Activities Committee, which will regard all information it obtains as confidential pending formal investigation. Move is designed to meet criticism of commentators who say more facts they turn over to Committee have been reviewed by House Un-American Activities Committee, which will regard all information it obtains as confidential pending formal investigation. Move is designed to meet criticism of commentators who say more facts they turn over to Committee have been reviewed by

ARThUR GAETH, Mutual correspondent covering Nuremberg trials of Nazi war criminals, on Friday recorded several minutes of testimony of Rudolph Hess, who denied charges he is insane, and rushed them to RCA Communications for transmission to Mutual in America, which on ten minutes noticed cleared time and put recorded voice of Hess, followed by Gaeth's English translation, on network at 3:16 p.m.

NON-SECTARIAN Anti-Nazi League is taking survey of major networks and some local stations to determine whether proper balance of coverage is being maintained among liberals, conservative and reactionary forces, by newscasters and commentators.

Changes In Copy Limits Urged By NAB

REvised limits on length of commercial copy were recommended Friday by NAB Sales Managers Executive Committee, meeting at Hotel Roosevelt, New York (see story, page 14). After meeting with William S. Hedges, NBC; Jack Schineck, CBS, and Willard Egolf, NAB, representing NAB Code Committee, the executive committee voted to recommend to Code Committee and NAB Board that on musical and non-musical programs, any client in announcing and announcement programs, advertisers be limited to three announcements within any quarter-hour period and that time devoted to commercials not exceed 20% of total program time.

Executive group also recommended that commercial time on five-minute news programs be reduced from present 90-second limit to 75-second maximum.

Frank E. Fellerin, NAB Director of Broadcast Advertising, reported to the executive committee on the Joint clinical radio test, Hugh Feltis, president of Broadcast Measurement Bureau, reported on progress of bureau.

Business Briefly

CAMAY SWITCH—Procter & Gamble Co., Cincinnati, has switched the entire responsible for Perry Mason Show 5-weekly on CBS to Dance-Fitzgerald-Sample, New York. Program was formerly handled jointly by Pedlar & Ryan for Camay soap and Dance-Fitzgerald-Sample for Spic and Span. Reason for switch was that Spic and Span will be plugged more extensively with only occasional mentions of Camay.

WHITEHALL PLACES—Whitehall Pharmaco New York, (Hill's cold tablets), with John B. Kennedy thrice-weekly on WBF, also starting a 16-week announcement campaign on WIRE WINS WHN WAB KA ka WBGW WYNY WJS WR J WM WBF KMB WME WRE WAC WCHS WGBF WDG WFLA WGY W 2 WCHS. Agency, Dance-Fitzgerald-Sample, N. Y.

YOU, TOO, CAN
RUN A RADIO STATION!

ANYONE can run a radio station. There are over 900 of them in operation throughout the country today. You don't have to have much on the ball to throw a network switch or play records and transcriptions. But running a radio station that feels a community responsibility, a station that tries to integrate itself into the community, is another thing. Let's take WCHS, for example.

THE city of Charleston, W. Va., like all other cities in the nation, had a juvenile delinquency problem. The whole town talked about it . . . but nobody did anything. Well, we talked about it, too. In fact, we screamed about it! And then, together with the Junior Chamber of Commerce, we hired a paid director and converted the WCHS Auditorium (it's the largest auditorium of its kind in West Virginia) into a gigantic youth center.

THUS the auditorium that housed Bill Tilden playing tennis, Benny Goodman tooting his clarinet, Jimmy Braddock boxing a sparring partner, basketball games, ice revues and many other attractions, became (of all things) THE TURTLE SHELL!

WHY the Turtle Shell? Because that's what kids wanted to call it! So now the auditorium is full of cute bobby-soxers and their boy friends, ping pong tables, pool tables, snack bar, shuffleboard courts, a juke box and dance floor—just to mention a few of the attractions. Once a month a Turtle Shell Forum is held in which the boys and girls conduct a "round table" discussion on controversial topics of the day. These forums are so interesting that we even broadcast them.

THE kids have a swell time and we think we are doing our part toward helping solve Charleston's juvenile delinquency problem. Well, anyway one of the local newspapers finally broke down and ran an editorial putting us on the back.

WCHS
CHARLESTON, W. VA.
5000 on 580 - CBS
Represented by the Branham Co.

JOHN A. KENNEDY, Pres.
(on leave U. S. Navy)

HOWARD L. CHERNOFF
Managing Director
State of Washington farmers, living on well equipped, electrified, modern farms make up an exceedingly large, rich market for a variety of products. A typical farmer with an investment of $2,565 grosses $7,760 annually ... and makes a net profit of $2,497 ... about 31%. And in addition to this profit, which goes largely for merchandise for himself and family, he also spends $2,423 for feed and supplies ... $353 for seed, fertilizer, and spray ... and $575 for new machinery and equipment. Yes, the Washington farmer is progressive and prosperous ... a prospect well worth converting into a customer!

KIRO is the only 50,000 watt station in this rich market ... it brings Columbia Programs to Seattle and the Pacific Northwest.
Merry PEACETIME Christmas

from the WGY community to all of our friends and advertisers in the Hudson Circle

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

WGY’s primary and secondary areas contain 18 cities with a population of over 25,000, 39 cities of over 10,000 population, and 40 incorporated towns and villages of over 5000 population.

GENERAL ELECTRIC

A Community with 98 Hardware Stores

This is Bill... who manages one of the 13,728 Service Stations in the WGY COMMUNITY.

This is Mrs. Smith... One of the 10,055 Homeowners in the WGY COMMUNITY.

This is Mr. Walker... One of the 1,072 Drugstores in the WGY COMMUNITY.

Merry PEACETIME Christmas from the WGY community to all of our friends and advertisers in the Hudson Circle.

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

WGY’s primary and secondary areas contain 18 cities with a population of over 25,000, 39 cities of over 10,000 population, and 40 incorporated towns and villages of over 5000 population.

SCHENECTADY, NEW YORK

50,000 WATTS—NBC—23 YEARS OF SERVICE

BRIDGTON, MAINE

Represented nationally by NBC Spot Sales

December 3, 1945 • Page 7
"You take it and like it
...from a
PRESTO RECORDING!"

"We have each of our programs transcribed on Presto equipment because it's easy to take criticism from a Presto Recording," says lovely Evelyn Knight, singing star of CBS' "Powder Box Theatre". "When you specialize in tricky rhythms as I do, it's important to be able to play back the show to review your work."

Broadcasting stations and recording studios use Presto equipment because they can depend on Presto to produce high quality work. Schools and business organizations, too, prefer Presto because a Presto Recorder can take hard usage and is simple to operate. Write for complete information.

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

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

BROADCASTING • TELEGRAPH • TELEPHONE • RADIO • TELEVISION • PRINT • PICTURES • MOVIES • FM
**The Kentucky Manufacturing Company plans...**

RECONVERSION presented very few problems to us as our war work was a continuation, on an expanded basis, of our peacetime operation.

Prior to the war we were making commercial freight trailers and forging semi-steel and gray iron castings. During the war we made heavy all-steel special military vans, special heavy four-wheel trailers for the Navy and Marine Corps, forgings for the Navy and semi-steel and gray iron castings for the Army, Navy and Marine Corps. We also participated in the Army wood cargo program. During this period it was necessary for us to expand our facilities and our number of employees.

Our present plans are to use these expanded facilities. We expect our employment to be approximately two and one-half times that of our prewar level.

We are again making all types of trailers, commercial freight carriers and farm wagons. We are producing semi-steel and gray iron castings as well as forgings for peacetime industries.

We are proud of our part in the war production record of our country and are entering the postwar era with confidence that we are facing years of good business.

R. C. TWAY, President

---

**The Henry Vogt Machine Co. plans...**

Prior to the war we manufactured industrial boilers, industrial refrigeration equipment, forged steel valves and fittings, and oil refinery equipment for high octane gasoline.

These peacetime products were very necessary for the war effort and had high priority ratings. Many boilers manufactured by the Henry Vogt Machine Company were used in cargo ships. Vogt valves were used in the nitric acid processing in every plant making gun powder for the war effort.

Because there was no change-over for wartime production, there is no conversion problem at our plant. We will go right on manufacturing these boilers, valves and fittings, etc., but now they will again go to the peacetime users. We will continue our practice of adding to the valve and fittings line, improving rolling, machining and production practices, and developing aids to better production.

In addition to our regular lines we will produce a new machine which we have patented for the manufacture of tube ice. This tube ice machine, already in use by the Navy, will be used by hotels and restaurants for preservation of fruits, poultry, fish, etc. It will be a big production item in the postwar era.

For more than fifty years the employment of our company has been most stable. We expect to maintain the same level of employment as we have had during wartime production.

G. A. HEUSER, President

---

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

The Courier-Journal

THE LOUISVILLE TIMES

Radio Station WHAS
My Impression of Europe

By MARK WOODS, President
American Broadcasting Co.
(Twelfth of a series by members of the U. S. Mission to ETO.)

IN SENDING a mission of executives of radio and the radio trade publications to the European Theater of Operations, the U. S. War Department gave those representatives an opportunity to observe at first hand the fine work being done in Europe by the Armed Forces to establish order out of the inevitable chaos which results from war.

The type of leadership, beginning with General Eisenhower, his general officers and down through the ranks, gives first hand evidence of the quality of manpower which brought our country victory over a powerful and despicable combination of Fascist nations.

Although certainly no men deserve a better right to enjoy the fruits of victory, peace, home, families, and the appreciation of a grateful people, most of these leaders are remaining in Europe in an attempt to solidify the victory so that there will be no repetition of the last two world-wide catastrophes.

This sacrifice is certainly no

Sellers of Sales

VERA BRENNAN, time-buyer for Duane Jones Co., New York, has been in the radio business for the past 13 years. Yet she is young, vivacious, capable and one of the most popular time buyers in the industry.

Miss Brennan was born during the first World War in New York City. She attended Columbia U. for about a year, majoring in English. She started in the radio business as a secretary to George Torney, radio account executive, for Blackett-Sample & Hume, New York.

Two years later she joined the Biow Co. as account executive with Biow. But it wasn’t until she joined Biow Co. that Vera Schuebel, then time buyer for Biow. They bought time for radio stations, thus connecting the two elements of radio and advertising.

Use of spot announcements is really competitive. Miss Brennan pointed out, for it has been only in the past six or seven years that clients have begun to use this type of advertising.

Miss Brennan shares an apartment in Sunnyside, Queens, with her mother and sister Louise, who is associated with another agency, Kenyon & Eckhardt. Vera’s pet is a black cocker spaniel named Muffin, because when she first got him he “was very tiny and curled up like a muffin.” She is a member of Radio Executives Club of New York and Delta Alpha Sigma Sorority.

MR. WOODS
easy one and their efforts, together with those of their civilian assist.
(Continued on page 69)
Dreams and bread, while poles apart, are two of man's basic needs. Hence, the weaving of dreams and the selling of bread are combined, with conspicuous success, in "The Dream Weaver"... a unique KDKA origination which has been sponsored for the past five years by the Braun Baking Company, of Pittsburgh.

"The Dream Weaver"... a morning quarter-hour heard daily, Monday through Friday... features the poetry of KDKA's gifted Marjorie Thoma. Her homely, sentimental verse, in the Edgar Guest manner, is read with feeling by Announcer Paul Shannon, and appropriately reinforced by Bernie Armstrong, at the console.

Mail-pull and sales from this series prove that dreams have their substantial side. Braun loaves nourish a considerable portion of KDKA's vast listenership... which, since man does not live by bread alone, is likely to be interested in your product, too!
Welcome back to F&P,
Colonel C. Terence Clyne!

ATTENTION, gents, and help us throw a proud and happy salute at a returning "old F&P Colonel" who actually became a Lt. Colonel in the U.S. Army—our one and only C. Terence Clyne! Entering the Air Force as an humble Lieutenant in June, 1942, Terry shone as brightly in the Army as he had in F&P—rose rapidly to Chief of Supply of the Eighth Air Force Service Command in Europe—won three decorations for outstanding performance.

And now (since November 5) Terry is again hanging his hat in the New York Office of F&P!

We hope the lightning doesn’t strike us for bragging, but we’d like to point out that every one of our old top-star Service men are now either back at work or very soon will be. All of them have done better than well with Uncle Sam. All of them have become even bigger men than when they left. But back they’ve come to F&P—and we’re darned proud of it, and of them.

So welcome home, Terry, you genuine Old Colonel!

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

EXCLUSIVE REPRESENTATIVES:

<table>
<thead>
<tr>
<th>Region</th>
<th>Cities</th>
</tr>
</thead>
<tbody>
<tr>
<td>IOWA</td>
<td>Des Moines, Davenport, Shenandoah</td>
</tr>
<tr>
<td>SOUTHEAST</td>
<td>Baltimore, Charleston, Columbia</td>
</tr>
<tr>
<td>SOUTHWEST</td>
<td>Albuquerque, Brownsville, Corpus Christi, Houston, Oklahoma City, Tulsa</td>
</tr>
<tr>
<td>PACIFIC COAST</td>
<td>Portland, Seattle</td>
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Franklin 6373  Plaza 5-4130  Cadillac 4880  Sutter 4353  Hollywood 2151  Main 5667

Page 12 • December 3, 1945

BROADCASTING • Telematting
They Like American Radio In the Country

Program Criticism Slight, FCC Reveals

The American Farmer, renowned for his independence of thought and action, has told the United States Government that he likes American radio—all Farm Tower opinions to the contrary notwithstanding.

And his wife likes it, too.

This is revealed in a document carried in "Survey of Attitudes of Rural People Toward Radio Service" released by the FCC. The survey, covering farm and small-town dwellers, was undertaken by the Division of Program Surveys of the Bureau of Agricultural Economics, Dept. of Agriculture.

The survey was organized originally under the joint sponsorship of industry and the FCC [Broad-casting, July 23], but some industry members withdrew financial support because they contended Government economists were more interested in programs than in station coverage. Questions were drafted by the Dept. of Agriculture. Chairman of the joint Government-industry committee was Dallas W. Smythe, FCC chief economist.

2,535 Questioned

Interviews were conducted with 2,535 farm and non-farm families in 116 counties selected to provide a cross-section of rural areas. The actual survey, 141 pages of single-spaced typescript, will figure prominently in the Jan. 14 clear channel hearings scheduled by the FCC. The study was made after consultation with Committee 4 of the FCC's Committee 4, actively engaged in gathering data for the scheduled hearings.

Although there is evident in the Commission's report on the survey's findings a certain reluctance to acknowledge the startling clarity of the conclusions, it is obvious nevertheless that American radio is doing a job for the rural dweller. In a later section, the FCC states: "Very few of these people (those surveyed), have any point of reference, either actual or ideal, with which to compare present radio programming; as a consequence, they tend to accept the radio they know as the natural order of things."

When They Listen

WHEN does the rural audience listen to the radio? The survey of radio attitudes of rural people found that two-thirds of set owners turn on their sets before 8 a.m. and one out of eight before 6 a.m. One out of ten turns off his set before 8 p.m.; three out of ten between 9 p.m. and 10 p.m.; and four out of ten between 10 p.m. and 11 p.m. Farm programs find their largest audience at noon when 44% of farmers listen. Twenty-six percent of farmers tune in in the morning, 10% in late morning, 5% in the afternoon and 11% in the evening.

Emphasis from the standpoint of value.

An "overwhelming majority" of rural people say they would miss news programs most if they had to go without radio service.

Generally, farm people prefer the more serious type of program, such as news and market reports, religious music, sermons, and farm talks.

7. Serials are second only to news among rural women as the type of program they would miss most if their radios failed them. At the same time, the serial stories stir up stronger "partisan attitudes" than any other programs.

8. Types of programs which most commonly create "strong feelings of rejection" among rural listeners are 1) serials, 2) dance music, 3) classical music.

9. Most rural listeners "seem to take radio programming for granted" and "tend to accept the radio they know as the natural order of things."

10. About one in every four rural homes has no radio in working order. Nearly 90% of those who have been without radios for five years would like to have them.

The radio attitude study is one of two major surveys assigned to one of the four committees charged with presenting data for the consideration of the clear channel hearings. The second study, soon to (Continued on page 84)

Grants Are Made for New AM Stations

Two Small Towns Get Four of 13 Permits; Hearings Set

(See table on page 85)

FIRST OUTRIGHT grants of pending applications for new standard stations since suspension of normal licensing operations were made last week by the FCC.

The Commission authorized construction permits for 13 local stations in cities which have no primary service. An additional four applications were designated for hearing, bringing to 244 the number of AM applications on which hearings have been set.

Last week's actions left the Commission with 398 of applications for new stations and changes in facilities still to be processed out of a total of 674 cases which had accumulated by Oct. 8 when licensing practices were suspended.

A group of 19 applications involving breakdown of clear channels will be withheld from processing until the clear channel hearings have been completed.

Outstanding among the new stations authorized were four grants in two small cities. Two applicants in Athens, Tenn., a town of 6,830 population, and two in Ellensburg, Wash., with only 5,994 population, were given construction permits.

In Small Communities

The possibility that cities of such size could support two commercial stations in small communities was regarded as highly unlikely but it is understood the Commission felt it was compelled to make the grants since the frequencies were available and the applicants possessed the necessary qualifications. Hope was entertained, however, that arrangements might be worked out by the grantees whereby only one station would be built in each of the two communities.

It was recalled that in 1940 the Commission authorized two stations for Cheyenne, Wyo. (population 22,474) but only one (KBFC) was constructed. In the same year the Commission granted two applications for stations in Las Vegas, Nev. (population 8,422) but only KENO was established. Also in 1940, the Commission authorized two stations for Salisbury, Md. (population 12,000) after it had ordered a daytime outlet off the air because of alleged financial irregularities. The two grantees agreed, however, that the community could support one station and one of the applicants thereupon requested cancellation of its CP to which the Commission consented. WBOC thus became the only station in Salisbury.

'Survival of Fittest'

In granting dual operations for Athens and Ellensburg, the Commission is applying the "survival of the fittest" theory, which was upheld by the Supreme Court in the Sanders-Dubuque case in 1940. It appeared from these grants that authorizations for two and more stations will be made in many other communities with many AM stations, with grantees left to work out agreements as to which shall exercise his authorization or to fight it out for survival.

December 3, 1945 • Page 13
Standard Agency Contract Approved

The NAB Sales Group Acts
On Plan for Formal Recognition

STANDARD agency contract
drafted by a joint NAB-AAAA
group was approved last week by
the NAB's Sales Managers Execu-
tive Committee for submission to
the NAB Board of Directors Jan. 31.
This topped a list of advertise-
ment, research and sales problems
raised on the committee Thursday
and Friday at the Hotel Roose-
velt, New York, climaxing a week
of special committee meetings.

Other actions included:
Approval of plan to submit advert-
ising agency recognition bureau
idea to stations for study.
Approval of analysis of research
methods covering local station audi-
cence with standardization as a
goal.
Decided paid advertising from
Government agencies is proper
acceptable.
Discussed proposed copy accept-
ance bureau.
Rejected proposal to declare 2% a
discount industry policy.
Discussed need for industry data
on broadcast advertising expendi-
tures.
Decided to name subcommittees
on sales practices and on prepara-
tion of report on Jocke's depart-
ment store's radio project.

Presiding at sessions was James
V. McConnell, NBC national spot
sales manager and SMEC chair-
man.

Report on standard agency con-
tracts was submitted by Walter
Johnson, WTC Hartford, chair-
man of subcommittee which met
Monday and Tuesday with AAAA
group. NAB subcommittee re-
commended adoption of revised con-
tract form. SMEC approved plan
which will recommend to NAB board.
AAAA group will recommend ac-
tion by AAAA board. If both
boards approve, form will be re-
commended for general use.

While not entirely to industry
satisfactory to both sides, new form was deemed a considerable improvement over
the present one. Changes include:

- Extension of time required for no-
tice of termination of contracts from
4 to 28 days for programs, remaining
at 14 for announcements. Stations now
will be able to furnish such notices
on a more timely basis.

- Liquidated damages are paid by
agency, new form calls for payment
of $200 to $500 per day for the first
two weeks, with an additional $500
per week thereafter. These terms
are automatically the same as for
announcements.

- Station will pay agency a fair esti-
mate of costs incurred by agency
not to include agency commissions.

Right to Cancel

It is a new form that gives stations right to cancel
any broadcast in order to broadcast another
program which the station's (in its
absolutely defined discretion) does to be of public
importance, or of public interest. If substitute
time is not agreed upon, time charge
will be more than the time charge.

- Broadcasters for broadcast not re-
erve excess hours (reduced from seven
hours) before time of broadcast, station shall notify
agency by teletype to the station
by the following day's box in advance of broadcast.

- Stations that fail to broadcast
must have a signed agreement.

SMEC next heard the report of
Stanton P. Kettler, WMMN Fair-
port, W.Va., chairman of subcom-
mittee appointed at study of
this advertising agency recognition
bureau, which Wednesday had
drafted a plan to present the pro-
posal to broadcasters at NAB dis-
trict meetings early next year.

The committee also approved this plan
and will recommend its adoption
by the board. The purpose is to provide
a half-hour transcribed presentation
leaving broadcasters free to make
their own decision.

In addition to Mr. Kettler, this
subcommittee includes William
Payne, Jr., WLS, Chicago, and
Harold Soderlund, KFBB Lincoln.

On Thursday, Mr. Averly was named
as a member of this committee to
replace Mr. McConnnell, who felt
that as general chairman of SMEC
he should not also be a member of
a subcommittee.

Frank V. Webb, WGL, Fort
Wayne, chairman of committee
(Continued on page 81)

Radio Allocation Plan Will Continue

RADIO NETWORK allocations plan will be continued on a
revised basis after Dec. 8, the Advertising
Council announced Friday, when
details of the new setup were sent
to radio advertisers throughout the
country by a special Council com-
mittee made up of H. W. Roden,
vice-president, American Home
Products Corp.; Lee H. Bristol,
vice-president, Bristol-Meyers Co.;
Stuart Peabody, advertising direc-
tor, Borden Co.

Main difference between new an-
other plan is that the number of
public service messages adver-
tisers will be asked to broadcast is
reduced from one every four weeks
to one every six weeks for weekly
programs, and from one every sec-
ond week to one every third week
for longer periods.

In addition, all advertisers will be
freed of the tasks assigned to
them to reject any suggested assign-
ments, or to ask for a substitute message
or date. Fact sheets will accom-
pany assignments and advertisers
will be free to adopt form of message
to fit their program requirements.

Counsel pointed out to adver-
tisers that their cooperation is
needed to provide our country, the radio in-
dustry and radio advertisers with
three specific benefits:

- "Furnish public information on
matters of national or local inter-
ests increases confidence in Ameri-
can business, particularly
(Continued on page 84)

Benton Sees Private Enterprise Influencing Worldwide Radio

PRIVATE enterprise will
have much to say about peace
time international broad-
casting regardless of the final
pattern for advertising
outlets.

This was implicit in a state-
ment by Mr. Benton, Assistant
Secretary of State in charge of Pub-
ic Affairs, writing in the Saturday
section of the New York
Times for Dec. 2.

Mr. Benton, former partner in
Benton & Bowles, New York ad-
vertising agency, and more
recently vice-president of the U. of
Chicago, says, in speaking of the
information activity of his divi-
sion: "The information activity of
the Department, not yet drawn up
in detail, will follow the general
lines not evolving in the transi-
tion program. Private initiative
and private facilities can do a very
big part—indeed an overwhelming
proportion—of the job of dissemi-
nating abroad information about
America."

Later in the same article, Mr.
Benton observes, "In shortwave radio,
the role of private enter-
prise is under study. This is a
difficult problem, because there
is no profit in shortwave radio.
The Government must put up the
money. Other governments are us-
ing shortwave on an increasing
scale. Technical efficiency grows
from day to day. We cannot re-
tire from the field. We have not
yet determined how to operate it,
or who should run and control it."

The State Dept. official said the
Government would progressively
retire from the field of news dis-
bution and expresses the hope
that UP, AP and INS will expand
their overseas services.

He adds, also, that the "Gover-
nment should not undertake to
do what private press, radio and
motion picture organizations do
better."
Postwar Telecasting Given Go-Ahead

Rules Are Issued; Standards Out in Short Time

The rules state that metropolitan stations "will not be protected beyond the 5,000-swarm contour and such stations will be located in such a manner as to insure, as far as possible, a maximum of television service to all listeners, whether urban or rural.

Maximum Service

The designation of channels made available for television broadcasting, according to the rules, will be revised from time to time, depending upon demand for stations. Different channels from those designated may be assigned where it can be shown that public interest would be better served.

Of the 13 channel numbers set aside for television, metropolitan stations may use 12. Community stations are given the exclusive use of channel No. 1 (44-50 mc) but any of the remaining channels may also be used. However, community stations provided in the allocations, six are assigned the use of channels other than No. 1.

Commercial stations are restricted to the rules to 1 kw effective radiated power peak with maximum antenna height of 500 ft. above average terrain.

Service rules also provide for establishment of rural stations and the availability of channels No. 2 through No. 13 for their use. A special showing must be made to qualify for a rural station, proof being required that the area to be served would be more extensive than that of a metropolitan station and that the additional area is predominantly rural. It must also be shown that a channel in a rural station would not interfere with other stations or prevent the assignment of channels for facilities likely to be established.

The rules include classification of stations, allocation of frequencies, administrative procedure, FCC licensing policies, requirements relating to equipment, technicians and station operations. The Commission's rules specify a 90-day period for equipment tests of new stations and an additional 60 days beyond the 90 days for program tests. Station licenses will be issued for one year, with applications for renewal to be filed 60 days before license expiration.

Requirements

Rules on licensing policies require that no license be issued without evidence that a station has a contract with a network which prevents it from or penalizes it for broadcasting programs of any other network. The new rules aid in the establishment of a network between stations and no network is limited to two years.

On option time, the rules deny licenses to stations with contracts for more than a total of three hours of network programs within each of four segments of the broadcast day. It is further stipulated that option time must be used against other network organizations and not prevent or hinder the station from playing any single or any part of the time covered by the option, or other time, to other network organizations.

The right of television stations to reject programs is affirmed in the rules which provide where contracts are entered into which would prevent a station from refusing material it believes to be degrading or unable or which would hinder it from substituting programs of outstanding local or national interest.

Rules governing network ownership of stations generally applied to television. Rule No. 3640 provides that control of more than one station will not be permitted except where such ownership would foster competition or provide a distinct service in the public interest.

Under the new rules, the ability to receive and transmit over a station "shall not be operated separately from the visual transmission of the program."}

Brown Quits; Still an Adviser

RESIGNATION of Walter J. Brown, vice-president and general manager of WSPA Spartanburg, as special assistant to the Secretary was announced last Wednesday to the secretary of State is pending, but with the understanding that Mr. Brown would be available for special assignments that would not require his full time.

In the last two years as special assistant to Justice Byrnes while he was "assistant president," serving as Director of Economic Stabilization and of the Revenue Corporation, Mr. Brown returned to the Spartanburg station and to his other interests. He has a 4,000-acre cattle and cotton farm at Thompson, Ga., 100 miles from Spartanburg.

At his news conference last Wednesday, the Secretary formally announced Mr. Brown's resignation, pointing out that he had served the nation and him for three years during the war.

"He has been of greatest assistance to me in every position he has held," said the Secretary.

"With deep regret I accept his resignation because I do not feel I should ask him to remain away from his business and other work he contemplated. He has promised me, however, that I can call on him for special assignments which will not require his full time. I intend to call upon him."

Mr. Brown attended both the Potsdam and the subsequent post-war conferences in London with Secretary Byrnes. As a special assistant to the Secretary, it is presumed he will be called upon to participate in other matters looking toward settling of the peace.

Donald Russell, Assistant Secretary of State in charge of administration, is part owner of WSPA, along with Mr. Brown. Mr. Russell is a Spartanburg attorney and also was with Secretary Byrnes during his War Mobilization and Economic Stabilization tenure.
Station Franchise Tax Bill Expected

Assessment on Profits Above 25% Invested Is Alternative

LEGISLATION fixing a franchise tax on all stations or a federal assessment on profits above 25% of invested capital is expected to be introduced in the House in the next few weeks, it was learned on Capitol Hill last week.

Determination to present such legislation is understood to have followed hearings before the House Appropriations subcommittee on the 1946 deficiency bill (HR-4805) [BROADCASTING, Nov. 26]. In reporting out the bill last Monday, the full committee recommended a slash of 50% in the FCC's request for $785,000, allowing the Commission but $395,500.

Amendment Defeated

Rep. Richard B. Wigglesworth (R-Mass.), who has criticized the FCC on many occasions, introduced an amendment to the bill during debate Wednesday to delete altogether the Commission's deficiency appropriation, but it was defeated by a 100-87 vote. Mr. Wigglesworth charged the FCC was attempting to use the deficiency appropriation for an expansion program, whereas for a $2,000,000 appropriation in the 1947 fiscal year had just been filed.

Rep. Clarence Cannon (D-Mo.), Appropriations Committee chairman who urged that the U.S. adopt the British system of Government-owned radio because of commercials on the air, defended the FCC during debate on the Wigglesworth amendment. He asserted that "there have been greater changes, perhaps, in the field of radio than in any other of our modern developments." He echoed the testimony of FCC Chairman Paul A. Porter that FM would eventually replace AM in the broadcasting field, declaring it is "only a question of time before it (FM) renders obsolete every broadcasting station and receiving set in the United States."

"The Commission must meet this and other changing situations," he asserted. "For us to interfere at this time defers action not only on the many questions which come regular before the Commission, but defers materially a vast industrial and commercial activity which is of the highest importance at this critical time."

Will Slow Down FCC

Chairman Porter had requested the $785,000 to employ 501 additional personnel between now and July 1, 1948, to process the 1,500odd applications now pending. The House late Friday passed the Deficiency Bill, giving FCC $392,000. That will permit hiring only 170 persons, it was learned, and the job of processing applications will be considerably slowed down.

Rep. Cannon told BROADCASTING that the "English system relieves us of advertising interruptions which sometimes are annoying."

"But on the other hand, if we are going to follow the American plan, we must make some of the broadcasting companies to make some compensation for the use of the channels. There is no reason why the United States should give away natural resources for nothing."

Rep. Cannon said the FCC has been "busily giving away FM channels as fast as they can give them away without securing from Congress permission" to do so. He contended that before the Commission issues any construction permits or licenses for FM stations, Congress should be consulted.

(Continued on page 72)

Radio Testimony Highlights

By far the most informative from the standpoint of broadcasting that Congress has held in a long time, hearings by the House Appropriations subcommittee on Independent Offices on the 1946 Deficiency Bill (HR-4805) in late October on some of the importance of radio, was disclosed with release last week of the testimony. Although the hearings were on the necessity of granting the FCC $785,000 for sufficient personnel to process more than 1,500 applications, most of the discussion had to do with overall broadcasting developments. Following are some of the pertinent developments:

REP. CANNON (D-Mo.), Appropriations chairman, after FCC Chairman Paul A. Porter had outlined anticipated expansion in the communications field, commented: "We cannot afford to anticipate these developments, or any of their requirements .... We do not want to interfere with these developments. We would rather keep abreast of progress than to lag behind it, so we want to provide in this appropriation as nearly as we can merely for your current needs. There is some impression that you are reaching out into fields of questionable jurisdiction." Rep. Cannon added: "We will be the bottleneck on this development until we can move all of these applications-get these basic policies determined, and I think that there are hundreds of thousands of jobs involved .... We just do not have the personnel to do the essential things without branching out into fields where we have no business."

ON STATION profits, Rep. Ludlow (D-Ind.) wanted to know the highest profit made by a station. Mr. Porter said WLBW was the most profitable to his knowledge. In 1944, he recalled, WLBW showed a gross income of $4,000,000 and earned about $2,800,000 before Federal taxes.

ON NEWSPAPER ownership Chairman Porter said in excess of 200 newspapers own stations. When Rep. Rabaut (D-Mich.) questioned him as to the propriety of newspaper ownership, Mr. Porter said a number of conservative newspapermen reluctant in the early days "to get their feet wet" have now discovered that stations are considerably more profitable than their newspapers. "It seems to me," he added, "having run a small-town newspaper myself, when a radio station in a community say, of 25,000 or less has to split the advertising revenue between the independent newspaper and independent radio station, you have a very mediocre radio station in that field."

WHAT Chairman Porter told the committee, if any, of the networks on independent stations will never be known—at least officially. It was all off the record, but recorded questions by Rep. Rabaut indicated a keen interest on his part about "local stations yielding so much of their time to the national broadcasts". Mr. Porter expressed the view that "the opportunities for local expression have been limited . . . to a great degree by the practices of the networks because of the high level of economic activity, and I think the tax laws are a factor in connection with national advertisers, in permitting them to charge off as a business expense this charge for advertising". Said Rep. Rabaut: "We will be glad to have some information . . . off the record, because I think it is one of the abuses and will probably call for vengeance some day."

WESTERN UNION plans to replace all lines with radio relays eventually, Mr. Porter told the committee.

ON THE BASIS of present estimates the FCC will need $5,700,000 annually for its budget, Chairman Porter revealed. Total employment would be about 1,700. On June 30, 1948, the FCC had 695 employees and on Oct. 1, this year the number was 1,185.

Trend to FM

RADIO is steering rapidly in the direction of FM, FCC Chairman Paul A. Porter told the House Appropriations subcommittee during testimony Oct. 22. In the 1946 Deficiency Bill, it was revealed last week when the Bill was reported. "It is my opinion," said Mr. Porter, "that within the next three years we will have upward of 1,000 FM stations on the air. There will be a dual system for some time but, ultimately, I think that most of us believe that this FM is a superior service and will entirely supplant AM except for your rural coverage where there will be high-power AM stations giving rural areas their broadcast service."

TRANSMITTER RULES CANCELLED BY FCC

CANCELLATION of FCC Orders 99 through 99-B and 101, which regulate operation of all unlicensed transmitters and transmitters of amateur licenses, other than those held by manufacturers or dealers, was announced Thursday by the FCC.

Under the wartime measures, holders of such equipment were required to register it with the Commission and to report changes in possession. In addition, manufacturers and dealers were required to submit various reports to the FCC on equipment on hand and disposal of it.

The FCC public notice announcing cancellation of 99-99-B and 101, noted that requirements under Orders 96 through 96-C with respect to registration of diathermy equipment were not affected. Neither does cancellation of the registration orders affect the requirement that any operation of transmitters must be pursuant to proper license issued by the Commission.

White Heads NMA

AFRA Orders Weatherman to Join

St. Louis Local Informs KSD That Official Must Have Card
AFRA has demanded that a government official must take out a union card if he is to be heard on the air.

The official is Harry F. Wahlgren, chief of the St. Louis Weather Bureau. Mr. Wahlgren is heard on KSD St. Louis in a daily four to five-minute weather resume.

Notice was sent to KSD by the board of directors of the St. Louis AFRA local that Mr. Wahlgren should join the union if he is to broadcast.

George M. Burbach, manager of KSD, admitted he had received such a notice from AFRA but said no decision had been reached pending further study of the notice.

Delta Network Formed
TWO STATIONS in the Mississippi Delta region, WROX Clarksdale, Miss., and KKFA Helena, Ark., have linked together to form the Delta Network. Lines are being maintained between the two. First client is Interstate Grocery Co. of Helena, Ark., who has purchased King Biscuit Time programs, 12:15-12:30 p.m., Monday-Friday, to which stations are affiliated with Mutual. In addition, WROX is a member of the Mid-South Network.

ACLU Backs World Freedom of Air

"THE ABOLITION of monopolistic and restrictive practices in press, radio and motion pictures, which curtail the rights of the public to freely read, see and listen," was adopted as one of the long-range programs to receive the support of the American Civil Liberties Union at a conference Nov. 24 in celebration of the Union's 25th anniversary.

Meeting also pledged ACLU support to "the development of freedom of communication by press, radio and movies throughout the world." As a means of speeding achievement of this goal a session of the conference on international civil liberties urged the organization to use its influence to have the State Department call an international meeting on this subject, without waiting for the perfection of the United Nations Organization which will eventually deal with it.

A proposal that the broadcasters in each community might set up a committee of leading citizens representing the major groups of the community to decide on the "right of reply" in instances of requests for time to answer alleged attacks made on the air was advanced by Milton Stewart, of the Commission on Freedom of the Press at a morning session on "Freedom of Press, Radio and Motion Pictures." Such a group could decide on the merit of the request impartially, he said, satisfying the asker and releasing the station manager of the responsibility of the decision.

Stewart Interested
Mr. Stewart admitted a personal interest in the subject, as he was refused time to answer an attack allegedly made on him by Fulton Lewis Jr. on Mutual because of an article Mr. Stewart had written on the WHK case. Because of the refusal of WOL Washington, station originating Mr. Lewis' broadcast, to grant him time for an answer, Mr. Stewart said that he has filed a petition with the FCC opposing a renewal of the station's license.

Clifford J. Durr, FCC Commissioner, said he was not advocating any new radio legislation at this time, stating that the present communications law has few defects that can't be remedied by vigorous prosecution and that the power it needs to insure broadcasting in the public interest. If he were advocating any changes in the present law, he said, he might propose legislation giving the broadcaster immunity from libel or slander included in statements made by others using the broadcaster's facilities but over whom he has no control. Mr. Durr added that he might also suggest legislation that would give the FCC licensing power over the networks. This, he stated, would provide more true freedom for the individual station owner who is now sometimes caught between the policies of the FCC and the networks.

A. D. (Jess) Willard Jr., executive vice-president of the NAB, said that like Commissioner Durr the NAB is not sponsoring any legislation at this time. However, he declared, broadcasters are concerned about a tendency to consider them as common carriers who

Strike Aired
FIRST public discussion of issues in a strike of union bus drivers in Tulsa was aired over KVOO Tulsa when Ken Miller, news editor, persuaded company and union representatives to make exclusive joint statements as part of regular news broadcast. During the broadcast, union offered a compromise proposal which was discussed extemporaneously on the air and rejected by the company. Both parties are negotiating for three days. Scores of listeners telephoned KVOO that the program was the first complete presentation they had seen or heard since the strike halted all bus service in the city. The discussion was part of Editor Miller's plan to bring actual participants and outstanding news events together on regular news programs.

FCC Engineering Department Reorganized in Three Divisions
REORGANIZATION of its Engineering Dept., with the Broadcast Division enlarged to a Branch to handle the heavy increase in applications, was announced last week by the FCC.

Headed by John A. Willoughby, the new Broadcast Branch will consist of separate divisions for standard, FM, and television. Named as acting chiefs for the three divisions were James A. Barr, Standard Broadcast Division; Cyril M. Braum, FM Division; and Curtis B. Plummer, Television Division.

George P. Adair, FCC Chief Engineer, said the "unprecedented expansion" in all fields of electrical communications is throwing a tremendous burden on the Engineering Dept., and processing of applications is being retarded by lack of personnel. Broadcast applications for commercial facilities now total 1,523 and similar expansion is taking place in other communications, he noted.

Besides the Broadcast Branch, the Engineering Dept. includes the Field and Research Branch consisting of the Field and Monitoring Division, Technical Information Division, Frequency Allocation Division and Laboratory Division; Safety and Special Services Branch comprising Marine and General Mobile Division, Aviation Division, and Emergency and Miscellaneous Division; and Common Carrier Branch which includes the Domestic Division, International Division, Rate Division and Field Division.

WE Strike Vote
EMPLOYEES of Western Electric Co. in the New York area authorized their union, Western Electric Employees Assn., to call a strike against the company by a vote of 11,069 to 637. Union executives said, however, that the strike call will be issued until after a meeting of affiliates of the National Federation of Telephone Workers to be held this week in Milwaukee, at which a national wage policy is to be worked out. Union has demanded 30% wage increase and rejected the company's offer of a 15% raise.

(Continued on page 70)

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RMA Is to Prepare Relay Standards

Proposed Rules for Ultra-High Frequency Stations Planned

PROPOSED standards for ultra-high frequency relay stations to feed television broadcast stations will be written Dec. 11-12 at a meeting of the Radio Manufacturers Assn. Subcommittee on Satellite Transmitters, to be held at the Hotel Philadelphia, Philadelphia.

Behind the satellite project is the belief among transmitter engineers that hundreds, or perhaps thousands, of unattended transmitters can be used to fill gaps in service areas of present standard AM stations, enable low-powered stations to cover large metropolitan areas, and eventually permit a shadow-free service by FM outlets.

[BROADCASTING, Oct. 1].

Relay stations to feed these satellites, to be located at 1,000uru. or even 2,000 miles, may be AM or FM, and would be based on equipment developed for the military during the war. Engineers familiar with these transmitters will attend the Philadelphia meeting.

After proposed standards are drawn for the relay transmitter equipment the RMA subcommittee plans to have them tried out experimentally. When experience has been accumulated, the subcommittee will submit finally-adopted standards to the FCC.

First day of the subcommittee meeting will be taken up with ultra-high frequency techniques. Proposed standards will be written on the second day.

Engineers believe it will be possible to operate AM and FM stations jointly, and link them to any number of AM and FM satellites by a combination relay transmitting unit.

Chairman of the RMA subcommittee is Howard S. Frazier, SAB Director of Engineering. Companies to be represented at the meeting are General Electric Co., Westinghouse Radio Corp., Western Electric Co., RCA, Federal Telephone & Radio Corp., Commercial Radio Equipment Co. and Paul F. Colley Co.

British Plan Opposed

PLAN of the Labor government in Great Britain to nationalize cable and radio communications into one system is opposed by Cable & Wireless Ltd., holding company now operating the two firms. The government has a substantial investment in the company, created in 1929 by arrangement with Empire governments. Nationalization was revised last year by the Commons, the bill having a substantial investment in the company, created in 1929 by arrangement with Empire governments. Nationalization was revised last year by the Commons, the bill having a substantial investment in the company, created in 1929 by arrangement with Empire governments. Nationalization was revised last year by the Commons, the bill having a substantial investment in the company, created in 1929 by arrangement with Empire governments.

Campaign Is on To Defeat Wood Bill

Un-American Committee Dissolution Also

Is Sought

AN ORGANIZED campaign to defeat the Wood Bill (HR-4775) to control radio commentators [BROADCASTING, Nov. 26] got underway last week when representatives of 15 organizations met in Washington to protest the legislation.

Spearheaded by Rep. Ellis E. Patterson (D-Cal.), the groups also plan to seek dissolution of the House Committee on Un-American Activities, alleging that the committee seeks to suppress freedom of speech on the air.

CIO Opposition

Philip Murray, CIO president, in a letter to Rep. Clarence F. Lea (D-Cal.), chairman of the House Interstate & Foreign Commerce Committee, declared his organization was "unequivocally opposed to the passage of this legislation. It is of the utmost importance that the right of radio commentators to speak as citizens is not circumscribed by the enactments of a group not representing the American people."

"As representative of more than 6,000,000 Americans, who share with other Americans the ownership of the air frequencies and who have therefore a share in the responsibility which is owed by the radio industry to the public, the CIO is most anxious to present its views on these issues before your committee and before other responsible public bodies," wrote Mr. Murray. He requested that the CIO be granted time to testify on the bill.

American Federation of Radio Artists, on Nov. 16, telegraphed protests to members of the Un-American Committee after scripts or seven commentators had been requested by the committee. It was disclosed last Tuesday when Rep. Patterson inserted in the Congressional Record a telegram signed by the National Board, AFRA, by Emily Holt, national executive secretary, and George Heller, associate secretary and treasurer.

In the telegram to Rep. John S. Wood (D-Ga.), Un-American Committee chairman and sponsor of the legislation, AFRA, said it spoke for 20,000 members who were "shocked at the violation of the right of free speech and the unconstitutional exercise of censorship by the majority action of your committee in demanding censorship reports from designated radio artists who have exercised their legitimate right of employment in broadcasting over stations and networks in this country."

Threat to Freedom

The telegram charged the Committee's demands for scripts were "tantamount to the star chamber proceedings which were outlawed by the Bill of Rights". In certain instances the action "threatened the livelihood of American citizens who are privileged to speak as all citizens are in open meeting, on the air, or in the press without fear of favor of censorship," the AFRA wire stated.

"In our opinion your action transcends the boundaries of Congressional privileges and by selecting a few named individuals out of the many artists who broadcast in defense and opposition of the War" we express the entire field and by your action stigmatize those few whose scripts you demand."

In a wire to Rep. Patterson AFRA pledged its support in "seeking to have the House Committee on Un-American Activities and assured the Californian "we are grateful for your effort toward this objective and assure you that you are faithfully portraying the desires of the American citizen."

CIO President Murray advised Rep. Lea: "The CIO, which has frequently been the victim of utter unfair and biased radio interpretation, is unalterably opposed to attempts by Congress to impair freedom of speech and press. Our experience with such attempted gaps as have been supplied by radio stations in the past has led us to this policy, which we propose to maintain now and in the future."

John W. Vandenbrouck, NBC commentator and vice-president of the Assn. of Radio News Analysts, said the Wood Bill was a "perfectly obsolete" attempt to impose censorship on commentators and as such the members of the Association are unanimously opposed to the measure. It is the clearest denial to the right of free speech and press. Most objectionable is the measure obviously in Section 3 which is an offhand threat to impose a set of rules governing opinion and expression of the CIO, those rules not having been specified."

H. V. Kaltenborn, NBC commentator, said: "The FCC, operating under the radio law, is the proper body to deal with radio commentators. The Wood Bill has been introduced by the chairman of the House Committee on Un-American Activities. Its very name makes this a special committee, together with every other responsible commentator, resent the fact that it tries to smear some of our fellow commentators by calling them un-American. Wood wrote me soon after he took over the chairmanship of this committee and asked how it could best serve the country. I replied that the least service would be to smears and to cease functioning. I am more than ever convinced that I was right. It is now seeking to translate un-American and unintelligent censorship into law. I am convinced that there is too much good sense among the members of the Interstate Commerce Committee to permit such a bill to pass."

First Retail Radio Set Price Ceilings

Issued by OPA; 100,000 to Be Available

FIRST RETAIL set price ceilings on postwar models have been issued by the OPA. Because of the classification of sets in the OPA's order to three firms for six table-type receivers, it was disclosed last week. At the same time latest estimates placed the number of sets available for the Christmas trade at less than 100,000.

Emret W. Heilman, price executive, Housewares & Accessories Price Branch, OPA, in notifying regional price executives of the ceilings on the radios and 19 portable phonograph models, said his office would issue weekly reports on prices allowed. First ceilings, dated Nov. 23, but not released by OPA until last week, were granted the Crosley Corp., Cincinnati, for a $45 table model; the Nolditch-Sparks Industries, Columbus, Ohio, for three portable, and Tray-Local Kenmore Radio & Teleph. Corp., Chicago, for two table models. Ceilings also were issued to 15 manufacturers for the 19 phonograph models.

Despite efforts to get production moving in time for Christmas sales, all hope of large-scale production for the holidays has been abandoned.

War Production Board, shortly after V-J Day, estimated that time to four million radios would be on the market by Christmas and that a goodly portion of those sets would be FM sets. As time dragged on and the OPA still hadn't issued ceilings, the estimate was cut to one million, then 500,000. Now a survey of the manufacturing industry indicates that less than 100,000 sets will be priced on dealers' shelves in time for the holiday trade.

Industry blames OPA for the... (Continued on page 72)
Married Woman

Natives do it better. They have a way of putting labels on people and things that define, describe, fit and identify.

She's a coastal Zulu from South Africa in that picture. She's married. She wears the kind of headdress that proves it.

We have no such sure identification of radio stations. None of the call letters say, "We're married to our audience." Too bad.

That's the reason a little station like W-I-T-H, the successful independent in the sixth largest city, has to run ads telling you:

W-I-T-H delivers more listeners - per - dollar - spent than any other station in this big five-radio-station town.

And that's a fact.

Baltimore, MD.

Tom Tinsley, President

Broadcasting - Telecasting

Reprinted Nationally by Headley-Reed

December 3, 1945 - Page 19
Lea Bill Approved
In General by FCC
Strong Lobby Out to Defeat
Anti-Petullo Measure

Approval of the Lea Bill (HR-4737) to curtail the inroads of James Caesar Petullo and his American Federation of Musicians in broadcasting has been given the House Interstate & Foreign Commerce Committee by the FCC, Rep. Clarence F. Lea (D-Cal.), Committee chairman and the bill's author, announced Friday.

With comment on its constitutionality or other legal phases, the Commission wrote the Committee giving its endorsement to the general purpose of the bill, said Rep. Lea. Meanwhile the Committee met last week to discuss the measure [Broadcasting, Nov. 25].

Although no action was taken it is understood some Committee members thought a change in language might be beneficial. A favorable report is expected in a fortnight.

So far no protests have been received by the Committee from the AFM, said Rep. Lea, although it was understood that a strong lobby against the bill already is being conducted. With the Committee in a mood to favorably report the bill, opponents are said to be working quietly, buttonholing various Congressmen and urging its defeat on the floor.

Rep. Lea was to leave Monday for Paris on the preview flight of the TWA's new Washington-Paris airline, returning in about two weeks. He said Friday he hoped to report the bill out of its return.

HR-4737 would make it a felony, punishable by $5,000 fine or two years' imprisonment or both, to force broadcasters to hire more persons, if necessary, to pay tribute for use of transcriptions and interfere with the broadcast of cultural and educational programs where musicians contribute their services.

**APAmends Membership Rules; Stations Can Now Be Associates**

THE BOARD of Directors of the Associated Press will recommend to the new service organization acceptance of broadcasting stations as associate members.

The action was taken Nov. 26 at a meeting in New York in that he would bring it up again at the regular membership meeting next April.

Membership voted to accept the applications for membership of Marshall Field, Chicago Sun (WJJD); Hearst Publications, Oakland Post-Enquirer; Eleanor Medill Peterson, Washington Times-Herald; Times Publishing Co., Detroit Times. All were for full membership except that of Mr. Field, who applied for associate membership because contractual arrangements with United Press, made when he had been refused AP membership, prohibits his transferring his AP position that all the paper's local news be turned over to AP nationally.

Richardson and Pryor
Aboard Lockheed Liner

TWO NETWORK representatives were to be aboard the TWA Paris-Tokyo via Honolulu seven-hour Lockheed Luxery Liner, Monday on a preview flight from Washington to Paris, inaugurating a new 17-hour service. Plane was scheduled to be christened at Washington National Airport at 2 p.m. by Mme. Henri Bonnet, wife of the French Ambassador to the U. S., with takeoff scheduled for 2:30 p.m.

Passenger guests of TWA were to be: Stanley Richardson, London manager of NBC; Don Pryor, CBS commentator; Reps. Clarence F. Long, D-La., chairman of House Interstate & Foreign Commerce Committee, and Clarence Cannon (D-Mo.), chairman of Appropriations Committee; Honey Maestas, president, Mississippi Valley Trust Co., St. Louis; Postmaster General Hannegan; Gail Sullivar, Chicago, second assistant postmaster general; W. A. M. Barden, assistant Secretary of Commerce; Francis Lacoste, minister plenipotentiary of France; Sean Noonan, counselor, Embassy of France; A. Y. Koch, CAA; Henri Lesquier, Air France; Venice Willcombe, INS; Larry Hauck, AP; Thomas Cluck, UP.

RADIO DEPARTMENT
FOR MARCH OF DIMES

NATIONAL RADIO department of the National Foundation for Infantile Paralysis for the 1946 March of Dimes drive has been organized with a complete schedule of national radio activities, according to an announcement by Howard J. London, national radio director. George Brengel, recently with American, will be supervisor.
NOT until recently did any but engineers know or care that far too much of a station's power was being wasted in useless and objectionable skywaves, and even the engineers didn't think there was much to be done about it.

That was before WKY proved that an antenna could be designed and built to squash down skywaves and concentrate them along the ground.

The "pascake" radiation pattern produced by WKY's revolutionary 915-foot Franklin double half-wave antennas has increased signal intensity 58.5% over conventional quarter-wave efficiency at one mile. The intensified ground wave has materially increased WKY's effective coverage and, because of the extremely low angle of radiation, the "fading zone" caused by interference of ground and reflected skywaves has been eliminated.

To advertisers this all has a very simple and important meaning: WKY, always the station to which most Oklahomans listened most, is reaching more potential customers today than ever before.

OWNED AND OPERATED BY OKLAHOMA PUBLISHING CO.
The Daily Oklahoman and Times — The Farmer-Stockman—KVOR, Colorado Springs—KLZ, Denver (Affiliated Mgmt.) REPRESENTED NATIONALLY BY THE KATZ AGENCY

WKY

OKLAHOMA CITY

915 FEET HIGH AND MORE THAN A MILLION LISTENERS WIDE

BROADCASTING • Telecasting

December 3, 1945 • Page 21
A compass is designed to do its particular job—quickly and properly. In radio there are many programs designed to do a job... but outstanding, of course, is *Fulton Lewis Jr.*—"America's No. 1 Cooperative Program."

*Time buyers who are sponsoring Lewis on 184 stations, recognize in him a real "sales tool" that builds audiences and creates sales.

A few choice cities are available at once. Please write, phone or wire to—

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

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**ANA Officers and Directors**


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**Importance of Video in Home Entertainment Seen by Porter**

TELEVISION eventually will become the principal form of entertainment in the American household.

That view was expressed by FCC Chairman Paul A. Porter before the House Appropriations Subcommittee on Independent Offices Oct. 22 during hearings on the 1946 Deficiency Bill (HR-4865). It was revealed last week when hearing records were released.

Mr. Porter said studies had led him to believe that in 10 years television will be a "commonplace service" in most of the larger areas and in another 10 years "you will probably have very severe competition with the motion picture industry." The film people are "very much concerned," he added.

"There are millions of people who go to the movie houses each week," he continued. "If you have a good, clear entertainment at home where you can sit down in the comfort of your armchair and be diverted for a period of an hour or so, it is going to have an impact. It is my personal view that television is going ultimately to become the principal form of entertainment."

But getting into television will be a costly investment, according to the FCC chairman. He told the Committee that in a city like Indianapolis the initial cost would be about $300,000, and for film and outside pickups (with mobile unit) another $50,000 should be added. "If these applicants in Indianapolis are prepared to spend upward of $500,000 over the next several years in capital costs and development, I think they may succeed," he said.

Commissioner E. K. Jett pointed out it is only through TV that sports such as football and baseball games may be seen and that respect television will have considerable appeal. He expressed the view that at the outset "for perhaps the next two years" some stations will run continuous shows on television "such as you may find in movie houses". Unless such programming is allowed while there is a limited number of receivers in the hands of the public, "it would cost too much money to program a station fulltime," said Mr. Jett.

He explained the difference between "downstairs" and "upstairs" television, said the question of relative definition of the two systems "could be debated for a long time". He expressed the opinion that picture quality changes with the viewing distance from the screen, much as it does in a motion picture theater.

"For example a high quality 1,000 lines per frame will look very good when you are close to it as compared with the 525-line picture," he explained. "However, if you sit far enough back from the 525-line picture the quality is about as good as the 1,000-line picture."

**John W. Sturdivant**

JOHN W. STURDIVANT, 75, vice-president of Erwin, Wasey & Co., New York, died Nov. 25 at his home in New York after an illness of several months. He was associated with the agency for twenty-seven years. Surviving are his wife, Mrs. Alice Barton Sturdivant; a daughter and son.

NBC has printed in booklet form the statement made Oct. 31 by Giles Trammell, president, before the FCC on rules and regulations for commercial television stations. Booklet bears the title "Television Is Ready To Go".
WCOP, Boston's most progressive radio station will soon be moving into Boston's most modern building.

We need this new home. As a Cowles station, we are growing so rapidly that our old quarters are breaking out at the seams.

So we're getting ready to set up shop in the New England Mutual Life Insurance Building.

It's a brand-new, air-conditioned building. Newly designed ultra-modern studios now under construction will be a worthy home for the leading network and local programs which are zooming WCOP to leadership in New England radio.

If you're a Bostonian, you'll know this new location: it was Boston's famous Red Cross Blood Donor Center during the war. If you're not a Bostonian, you'll have no trouble finding us when we move. It's the most imposing building in town.

WCOP Boston

A Cowles Station
Exclusive American Broadcasting Company
Outlet in Boston
Video Display, Telecast Bout Seen at Marketing Forum Meet

PRECEDED by a display of television progress supplied by RCA and topped off by a telecast of the featured fight from the St. Nicholas Arena, received on a number of RCA video receivers, the final session of the First National Marketing Forum, presented by the Sales Executives Club of New York in cooperation with the Advertising Federation of America and the National Federation of Sales Executives, was held Monday in the Waldorf-Astoria, New York.

Charles Luckman, president, prestige division of Lever Brothers Co., speaking at the opening luncheon session, cited the situation of his company 10 years ago, when only the power of Amos 'n Andy kept going a faulty sales and merchandising set-up, as proof of the power of advertising to bring success to an unremodeled business. But the same advertising appropriation after the company's house had been put in order produced 3.5 times as many sales, he said. He urged the perfection of present products before work is started on new postwar products, stating that tomorrow's jam will be valueless if today's bread and butter are not protected first.

The four major tasks of postwar selling and advertising were listed by Clarence Francis, chairman of the board, General Foods, as rebuilding markets, introducing and establishing new products, lifting public demand for goods to new levels and producing an understanding of the American economy and how it works. Asking his audience to compare the standards of living of those nations where advertising is a free and accepted institution with standards of nations where advertising has not been free to create that divine discontent, he said: "You will agree that there seems to be a direct relationship between advertising and the standard of living."

Declaring that distribution costs are not too high but too low, "if we would provide full employment, maintain comparable wage rates, safeguard manufacturers and preserve the American way of life," Don Belding, chairman of the board, Foote, Cone & Belding, stated that it is up to advertising to sell this idea to the American people. He advocated that the AFA or the Advertising Council launch a nationwide campaign toward this end, stating that work along this line is already under way on the Pacific Coast.

Blames Manufacturers

John W. Snyder, director of War Mobilization and Reconstruction, reported that the nation's armed forces, which have been taking the major share of all our manufactured products, will have reduced their demands to about 10% by the end of the year. He sharply denounced manufacturers who are holding up distribution to wait for a more favorable tax situation next year, pointing out that "damping up the flow of goods is increasing the pressure against the controls that protect us from the threat of inflation, which is to no one's interest."

Mr. Snyder spoke at the dinner meeting, presided over by Bruce Barton, president, BBDO, at which the Mutual quiz show, The Better Half, was presented with guests as participants. Joseph M. Dawson, AFA chairman, presided at the luncheon session. J. Penfield Seilerling, president, Seilerling Rubber Co., that sponsored the afternoon session, which was also addressed by George S. Jones Jr., NFSA president, and Robert M. Hanes, former president, American Banking Assn.

Mass to Be Aired

PORTIONS of a Solemn Pontifical Mass at Pearl Harbor for men and women who died in Jap attack and in war years since will be broadcast on CBS Dec. 7, 3:45-4 p.m. Broadcast will open with talk by Bishop James J. Sweeney, Catholic bishop of Honolulu, who will be followed by 100-voice choir of Kanehe Naval Air Station.
A DATE with MUSIC
A New Transcribed Series
260 QUARTER-HOUR PROGRAMS!

The Show of Shows! This is the program that has been especially prepared to satisfy local and regional sponsors...a star-studded musical extravaganza.

A DATE WITH MUSIC is the newest Charles Michelson production...a sparkling quarter-hour musical transcribed series that boasts the nation's all-time hit melodies. Top ranking network artists guarantee it radio's outstanding show of the year.

Write or wire now for costs and audition samples. All offers subject to prior sale.

CHARLES MICHELSON, INC.
PIONEER PROGRAM PRODUCERS SINCE 1934
67 WEST 44th ST., NEW YORK 18 • Phone MUrray Hill 2-3376...5168
Chicago Directors Guild Names Lee as Chairman

CHICAGO RADIO and Television Directors Guild elected officers and adopted a local constitution at their meeting Nov. 25 at Continental Hotel, Chicago.

Burt E. Lee, director of Bachelor Children, was elected chairman; Warren Deen, freelance radio director, vice-chairman; and Herbert LaTou, NBC Chicago staff producer, secretary-treasurer. Four members of the executive board elected are: Harry Bubeck, NBC Chicago staff producer; Philip Bowman, of Dancer-Fitzgerald-Sample, director of Ma Perkins; Herb Howard, WLS Chicago staff producer; and Herb Futran, freelance producer.

WEEI broadcasts of half-hour Philharmonic concerts on WMBC Kansas City, sponsored by Aireon Mfg. Co., Kansas City, have been selected for overseas transcription to American forces.

AT MASTER CONTROL, Radio Tokyo's Station JOAK, are U. S. radio officers, two of whom made the L Day landings in Japan, and who assisted network commentators in the initial broadcasts from the Tokyo area. Lt. Colton G. Morris of WIZ Boston (second from left), stands by as Maj. Henry Untermeyer of WABC New York, prepares to sign the log. Also present are two officers from the USS Cowpens, Lt. J. G. Frick (extreme left) and Lt. Robert Magill (extreme right).

Milton Biow Is Honored By Joint Defense Appeal

MILTON H. BISHOP, president, Biow Co., New York, will be honored guest Dec. 12 at a testimonial dinner sponsored by the advertising, publishers and broadcast division of the Joint Defense Appeal at the Waldorf-Astoria, New York. Joint Defense Appeal makes possible the pro-democratic activities of the American Jewish Committee and the Anti-Defamation League of B'Nai B'rith in their fight against racial and religious intolerance.


WEEI School

FIFTH CLASS in the announcers' training program conducted by WEEI Boston was graduated Friday night, composed of 13 veterans of World War 2, and members are available for employment. The course was conducted by Arthur Eades, educator in the radio field, under supervision of Fred Curripus, assistant program director of WEEI. Classes were held three nights a week, two and a half hours a night, with training in diction, enunciation, reading of commercial and unsponsored announcements, news reports and analyses, ad lib interviews, and other functions of announcers who may also double as producers. WEEI department heads lectured the group at "mid-term" and General Manager Harold E. Fellows, director of CBS operations in New England, made the graduation address. WEEI, which conducted four classes during the war, plans another announcers' school for veterans in January.

A SERIES of articles appearing in "Coronet Magazine" dedicated to Great American television personalities, included Norman Corwin in the December issue. Piece, entitled "Corwin of the Air Waves", was written by Bacteron Shippe.

INDIVIDUAL gifts will be given to more than 500 children in three hospitals during Christmas parties to be given by Ruth Lyons and Frazier Thomas of "Morning Matinee" program on WLW Cincinnati. Parties will be recorded and broadcast on program.

WHAT!

THAT'S WHAT I SAID
TWO TIMES AS MANY
GRAND RAPIDS
LISTENERS AS ANY
OTHER STATION ANYWHERE

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

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OLSON, DAVIS AWARD WINNER

... is typical of Announcing Talent Available to Spot Advertisers on WOW

RAY OLSON
Production Manager

LYLE DE MOSS
Program Manager

RAY CLARK
Chief Newscaster & Manager, Special Events

JOHN LESLIE
Asst. Chief Newscaster

TOM DAILEY
Sports Editor & Commentator

TOM CHASE
Manager, Transcription Dept.

GENE EDWARDS

MERRILL WORKHOVEN

THOMSON HOLTZ

Olson Wins Davis Award 2nd Time

For the second time in four years, Ray Olson, WOW’s Production Manager, has won the H. P. Davis National Memorial Announcers’ Award, regional station category. This marks Ray as one of the best announcers on stations affiliated with the National Broadcasting Company. WOW’s eight other announcers, five of whom are also members of the executive staff, are of similar caliber. You can be sure that your commercials on WOW will always be heard clearly and distinctly.
NARBA Meeting Date Is Moved Up

WITH the clear channel hearings scheduled to open Jan. 14 before the FCC, State Dept. plans to move up the forthcoming North American Regional Broadcasting Conference in Washington from Jan. 15 to the first week of the new year, it was learned last week. The conference is being held to adopt interim allocations pending a new North American Regional Broadcasting Agreement (NARBA), which expires on March 29.

The FCC this week is expected to determine a date most convenient to the Commission. There was some discussion in official quarters as to whether the NARBA conference should precede or follow the clear channel hearings, since some problems involved in the international session have to do with clear channels. Unofficially the Commission is understood to favor holding the NARBA conference before the U.S. clear channel hearings get underway.

Invitations will go out from the State Dept. to Canada, Cuba, Haiti, Mexico, the Dominican Republic, Newfoundland and The Bahamas as soon as the FCC fixes a date on which State Dept. is agreeable. Indications are the conference will be held for Jan. 2, although Jan. 5 also has been considered.

Among the requests to be resolved is one from Cuba for 10 additional frequencies, including some clear channels [Broadcasting, Oct. 8]. The Bahamas seek protection on 640 kc [Broadcasting, Oct. 29].

The U.S. has recommended that NARBA be extended a year pending outcome of the next World Telecommunications Conference. Canada recommended a two-year extension and Cuba asked for a new agreement immediately. Should the extension be agreed upon at the January conference, signatory nations are expected to adopt an interim allocations plan which will, in part if not in full, take care of the pending requests.

Just in Case

KBTM Jonesboro, Ark., is going to be remembered by at least one listener, "just in case". Frequently the station is asked to broadcast announcements of missing persons and lost or strayed livestock. One such request came from a woman whose husband had disappeared. KBTM's letter explaining that the first announcement would be carried in the local news without charge and that others would be aired at the spot-announcement rate brought this reply: "Thank you for the letter received today but have found my husband and I thank you very much. Will remember your station should I ever need your service again."

Newsmen Sketches

SKETCHES of 14 radio newscasters have been compiled by Rev. David Bumala, associate editor of The Sign magazine, into a book titled Molders of Opinion (Bruc Publishing Co., Milwaukee, $1.75). Book contains biographical information, notes on story and analyses of attitudes toward their work of following people: Paul Mallon, Dorothy Thompson, Gabriel Heather, Walter Lippmann, H. V. Kaltenborn, Westbrook Pegler, Fulton Lewis Jr., Sumner Welles, Raymond Swing, Drew Pearson, David Lawrence, John B. Kennedy, George E. Sokolsky, Walter Winchell.

SIGMUND GOTTLIEB, director of Foreign Language Press Institute, is head of radio and press division for the Alfred E. Smith Memorial Fund campaign to raise $1,000,000 for a new wing to St. Vincent's Hospital. Plans are underway to get a group of entertainers world to participate in foreign language radio programs throughout the country.

PETER SCHOFIELD of sales department of CKWX Vancouver, has been elected president of the CKWX Employees Benevolent Assn. Art Miller of CKWX engineering staff is treasurer, Betty Ruehle of the office staff is secretary and Col George, announcer, is purchasing agent.
A radio station is known by the *Companies* it keeps

**RKO Radio Pictures**

**sells**

**Movies**

**on the New**

**WJJJD**

The men who make America's movies really know what makes "boxoffice." And the same smart showmanship that knows how to make pictures that click goes to work in picking advertising that clicks. RKO Radio Pictures have been advertised over the New WJJJD for over three years. Consistently.

Intensively. There's a lesson there for advertisers who are looking for *sales results.* Measured on the results-per-dollar basis, the New WJJJD rates high on the list of best buys. Those 20,000 watts of SELLING POWER zoom into a primary coverage area that includes 3,234,059 radio homes. Is there a message you'd like us to leave for you?

20,000 WATTS OF SELLING POWER

**THE NEW**

**WJJJD**

1160 ON YOUR DIAL

CHICAGO

A Marshall Field STATION REPRESENTED NATIONALLY BY LEWIS H. AVERY, INC.
Day Shows Are Led By ‘Girl Marries’

Hooper Report Gives 2nd Spot To ‘Breakfast in Hollywood’

MOST POPULAR daytime program in November was When a Girl Marries, with a rating of 8.6, according to the report of C. E. Hooper Inc. on November daytime listening.

Average program rating was 4.4, compared with 4.3 in October and 4.8 in November 1944. Average daytime sets-in-use was 16.4, 0.7 less than October, 0.8 more than a year ago. Average daytime available audience was 72.1, an increase of 1.6 from the last report and 1.9 from a year ago.

In addition to When a Girl Marries the top 10 week-day daytime programs included: Breakfast in Hollywood (Kellogg), 7.7; Pepper Young’s Family, 7.4; Portia Faces Life, 7.4; Young Widder Brown, 7.3; Breakfast in Hollywood (Proctor & Gamble), 7.3; Backstage Wife, 6.9; Life Can Be Beautiful, 6.8; Today’s Children, 6.7; Romance of Helen Trent (MTVF), 6.7.

The three top-ranking Saturday daytime programs were Theater of Today, 7.8; Stars Over Hollywood, 7.4; Grand Central Station, 7.0.

Tom Mix had the most listeners per set, 256; Grand Central Station the most women listeners per set, 142; John W. Vandercook the most men per set, 92; Ferry and the Pirates the most children per set, 12.

Tied for highest sponsor identification index were Aunt Jenny and Breakfast in Hollywood (P. & G.) each with an index of 75.0 each.

Pulse Report

JACK BENNY provided the nighttime radio entertainment most popular with New York listeners during November; Kate Smith’s non-time talks were the most popular weekday daytime feature; the Family Hour and the Children’s Hour were tied for first place among weekend daytime programs, according to the November report of the Pulse Inc. on New York listening.

November sets-in-use were 4% higher than October, a reversal of the normal trend as October figures are usually inflated because of World Series listening. This November listening was about 10% above last year’s level, which is explained in part by election night-listening when the sets-in-use average was 22% above that for the comparable Tuesday of October.

Top ten evening programs during November were: Jack Benny, 26.3; Charlie McCarthy, 26.3; Mr. District Attorney, 23.0; Walter Winchell, 22.3; Bob Hope, 21.3; Lux Radio Theater, 21.0; Fibber McGee, 20.7; Fred Allen, 20.7; Alphonse Family, 18.0; Eddie Cantor, 17.0.

Most popular weekday daytime programs were: Kate Smith Speaks, 7.8; When A Girl Marries, 7.4; Big Sister, 7.3; Portia Faces Life, 6.9; Life Can Be Beautiful, 6.8; Our Gal Sunday, 6.8; Helen Trent, 6.8; Bachelor’s Children, 6.7; Light Of The World, 6.3; Young Widder Brown, 6.2.

Most popular Saturday and Sunday daytime programs were: Children’s Hour, 8.0; Family Hour, 8.0; Grand Central Station, 7.7; football (WN-Sunday), 7.7; One Man’s Family, 7.0; Electric Hour, 7.3; N. Y. Philharmonic, 7.3; Clem McCarthy-News, Sunday, 7.3; Nick Carter, 7.0; Stars Over Hollywood, 6.7.

* * *

Canadian Ratings

NOVEMBER DAYTIME program popularity in Canada as released by Elliott-Haynes Ltd., Toronto, on Nov. 24, shows Soldier’s Wife (Canadian origin) most popular English language program with a rating of 16.1 and sets-in-use rating of 21.2. Second was Big Brother with program rating of 16.1, followed by The Poppy Gang (Canadian origin), Ma Perkins, and Claire Wallace (Canadian origin), to list the first five programs.

French daytime programs were led in November by Jeunesse Doree with program rating 29.4 and sets-in-use rating of 49.6, followed by Quelles Nouvelles with program rating of 28.6, Joyeux Troubadours, Grande Sourire et La Rue Principale and La Melodie Rancourt (tied for fifth place).

WVTR on 50,000 w

INCREASING its power to equal the most powerful radio station in the U. S., WVTR Tokyo, AFRS key outlet in Tokyo, began operation on 50,000 w Nov. 12. Army formerly operated station with a 10,000 watt output. Stopped up transmitter of WVTR has a broadcast tower more than 1,000 feet, estimated to be one of world’s tallest.
Profit

From A Habit

Alexandre Dumas was as colorful in his writing habits as were the characters he created in his novels. It was his habit to write novels only on blue paper, while for poetry his choice was yellow. Magazine articles were prepared on rose-tinted sheets. Even special pens were used for each variety of subject matter. In spite of these eccentric habits, Dumas pursued his career with fame and profit.

Time buyers can learn to their own profit that Baltimoreanas, too, have a habit. WCBM is identified in the minds of the Baltimore audience with the best in music, entertainment and news, and it is for this very reason that WCBM has become "Baltimore's Listening Habit."

Baltimore's Listening Habit

WCBM

MUTUAL BROADCASTING SYSTEM

John Elmer
President

Free & Peters, Inc.
Exclusive National Representatives

George H. Roeder
General Manager
Telecasts About Russia
Are Offered by WBKB

WBKB Chicago is presenting a series of four television discussions on the modern history of Russia conducted by Don Elder, radio news commentator and analyst. Series, to be aired weekly—Tuesday 7:30 p.m. CST—highlights numerous special effects, including photographs, maps, and charts. Elder will climax series with inside information on the present-day political structure of the Soviet Union and outline his views on what can be expected in the future.

Frank Kleinholz, nationally-known artist, appeared on television for the first time, Nov. 20, presenting and explaining backgrounds of several of his foremost paintings to the WBKB audiences.

WBKB was off the air Thanksgiving evening but telecast regularly scheduled program No. 29.

Radar Jamming Tube’s Power Greater Than Biggest Station

BURIED DEEP in a report on radar countermeasures, released last Thursday by the Joint Board on Scientific Information Policy, is explosive information on a new tube that should set the television industry ahead with rocket speed.

The section of the report titled “Tuba and the German Night Fighters,” describes a remarkable vacuum tube known as the “resatron,” tunable over a wide frequency range, with power comparable to the most powerful broadcasting station in the U. S.

“The power output developed by Tuba (code name of the project),” the report states, “is of such unforeseen magnitude that our planning for frequency channel allocations in the ultra-high-frequency range will be directly affected.”

Although not mentioned in the pamphlet, it was Westinghouse Electric & Mfg. Co. that produced the tube. The firm also released information on Tuba project last Thursday.

While power is admitted to reach 50,000 w, it is known to operate on much higher power with frequency range 500 times greater than the most powerful station operating. In addition, it has sustained transmitting quality, though at present the band width is narrow.

War story of the tube dates back to 1942, when the German night fighters were taking such a heavy toll of lives, planes and property damage over England.

Devices on Allied planes which jammed the German altitude-detector were proving ineffective, as the jammer itself provided a “beam” on which the Germans could ride in direct to the target.

Finally an enormously powerful jammer was suggested, with “a power a thousandfold greater than any previously attained in the frequency range of operation involved, which in itself was ten times greater than that used for frequency modulation and television.”

In this way the “eyes” of the German planes, their radar, would be “blinded” completely, making a powerful electronic fog through which the Allied fighters could fly unhurt by the enemy.

The project, known as Tuba, was developed, overcoming tremendous odds. A resatron had to be built that would be tunable over a wide range of frequencies, to preclude the Germans modifying their frequencies to combat it. It was also necessary to modulate the resatron’s output with the random “noise” necessary for jamming.

Difficulties were overcome, and the development, sponsored by the U. S. Army Signal Corps, was made so practical that the British placed a large lend-lease order with the U. S. for a complete jamming system using the resatron.

Work on Tuba was still in the blueprint stage in 1943. The first experimental test that was completely successful was in January, 1944. By June of that year the complete system was in use against Germany.

Lowdown

BARNEY KEEP, co-me, with Howard Parent on the Hey Mr. Motorist show on KEX Portland, Ore., was brought to his knees a few mornings ago when he stopped a bantam car for a curbstone interview with the driver. The program, broadcast from 11:45, features informal comments and safety pointers and is handled in cooperation with the Portland Traffic Safety Committee.

BEAUMONT HAS MONEY TO SPEND NOW—LATER!

LUMBER

Employing thousands at high wages, lumber has long been an important industry in KFDN’s territory, contributing over ONE MILLION dollars monthly to KFDN’s market payroll. But regardless of how the 250,000 persons make their above-the-average income, their listening car is attuned to KFDN!

KFDN

LEAN MANUFACTURING

Serving the Magnified Hurricane Area

Affiliated With

AMERICAN BROADCASTING CO., INC.

It's Taylor-Howe Snowden

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Plant Output to Rise

STEADY rise in output from $17,000,000 in September to $44,000,000 a month by next June is indicated by reports from 32 radio plants representing about half the 1939 industry, according to Civilian Production Administration. The June rate will be about four times the 1939 rate, but a third of wartime output. Employment next June is expected to be 21/2 times the 1939 level and 20% below the first quarter of 1945.

CFAB Windsor, N. S., has added Press News wire service. It is announced by the PN head-office at Toronto.
In FM too—
The Same TEMCO Team
Will continue to SET DELIVERY RECORDS

Improved
FM Broadcasting Equipment
NOW Being Produced by
TEMCO'S
Microwave Radar Technicians
NEW MODEL 250 BCF
NOW IN PRODUCTION

Normal Rated Output 250 Watts
Maximum Rated Output 375 Watts

Features...

- New miniature high frequency tubes permitting high efficiency and perfect shielding.
- Newly designed amplifier circuit completely eliminating tank radiation, feedback and radio frequency potentials from transmitting frame.
- Built-in center frequency deviation meter calibrated directly in cycles.
- Frequency range of 88-106 megacycles.
- Frequency stability ± 1500 cps or better of assigned center frequency.
- Audio frequency response ± 3/4 db 30-16000 cps (after deemphasis).
- Audio distortion 50-16000 cycles less than 2 db RMS.
- Noise level FM db below ± 75 Kc swing.
- Noise level AM 70 db below 100% modulation.

Write for complete descriptive data, prices and information for filing with FCC for license application.

TEMCO
RADIO COMMUNICATION EQUIPMENT
TRANSMITTER EQUIPMENT MFG. CO., INC.
345 Hudson Street, New York 14, N. Y.
EMPLOYE-EMPLOYER NAB DEPT. PLANNED RECOMMENDATIONS for creation of a Department of Employee-Employer Relations in the NAB will be drawn Dec. 7 at a Washington meeting called by John Elmer, of WCBM Baltimore, chairman of the NAB Employee-Employer Relations Committee.

Department succeeds the NAB Labor Committee, of which Calvin J. Smith, KFAC Los Angeles, was chairman.

Expansion of labor relations activity within the NAB was recommended by the NAB board at its August meeting and reaffirmed at the October session.

Committee members are: Networks, Frank K. White, CBS; John H. MacDonald, NBC; Regions, Howard Lane, Marshall Field stations; Mr. Smith. Small stations, Mr. Elmer; Harry Le Poidevin, WRJN, Wis.; Frank King, WMBR Jacksonville. Large stations, William A. Fay, WHAM Rochester; J. O. Maland, WHO Des Moines. Board liaison members, John E. Fetzer, WKZO, Kalamazoo; Edward H. Bronson, manager of WJEF; Wendell L. Patton, president.

TOUH of FTO with the Broadcasters' mission was described by John E. Fetzer (second from left), managing director of Fetzer Broadcasting Co., licensee of WJEF Grand Rapids, in address to Grand Rapids Advertising Club. Shown are (l to r) H. E. McNeal, club program chairman and district manager, Shell Oil Co.; Mr. Fetzer; Edward H. Bronson, manager of WJEF; Wendell L. Patton, president.

RAIBOURN SAYS TV OUTLOOK CLARIFIED

DECLARING that the FCC allocation of video channels to major cities has clarified the outlook of television's future for broadcasters and manufacturers, Paul Raibourn, head of the video activities of Paramount Pictures and treasurer of Allen B. DuMont Laboratories, said last week that this allocation "gives justification to their investment of even more job-producing capital in television experimentation and production than would formerly have been sound business."

DuMont, he said, is "fully prepared to take advantage of television's potentialities." He stated that on Oct. 7 the company had net current assets of $2,416,000 and cash of $2,188,000, with the business adjusted to conditions arising after the war's end. These figures, he said, include the $1,463,000 cash obtained by financing a year ago, which is held in readiness for video development.

Paramount Pictures has a 37% interest in DuMont through ownership of the company's B stock, which has no vote in electing the president and vice-presidents of the corporation.

Radio Use in Irrigation Control Is Authorized

USE of radio for relaying information to control the flow of water in an irrigation system was authorized last week by the FCC. The Commission assigned a frequency of 35.46 mc for construction of a station and six portable and mobile units to the Garwood Irrigation Co., Garwood, Tex., which operates 200 miles of canals and many miles of irrigation ditches to serve about 100 ranches throughout Texas.

The company will substitute radio for the slow communications now carried on between messengers traveling by horseback and automobile along the canals and the pumping plants. A continuous control of the irrigation system is maintained by the company to assure proper distribution of the water to avoid waste or damage to the fields or canals. Radio will facilitate information to regulate the flow and distribution of water in the system.

Join Mutual

WMAJ State College, Pa., 250 w on 1450 kc, is to join Mutual today (Dec. 3) as network's 283rd affiliate. WJN C Jacksonville, N. C., 250 w on 1240 kc, joined Mutual Nov. 26. WRHI Rock Hill, S. C., 250 w on 1340 kc, will join as soon as lines are available, and KGEX Sidney, Mont., 1,000 w on 1450 kc, becomes Mutual affiliate Dec. 20.
THE MODERN HOMEMAKER...

Judith Andrews is being talked about these days. But her ears aren’t burning, no sir, for people are saying some mighty nice things about “Judith Andrews—The Modern Homemaker,” WGN’s brand new, co-sponsored homemaking show.

The show has a new and refreshingly different approach to an old theme. Neither “soap opera” nor “school” presentation, it combines the best features of both, with a very definite continuity and purpose.

We’ll admit, under pressure, that Judith isn’t exactly any Rosie the Robot but she can and does help housewives in their daily routine.

The war years, years of women in industry, business and the service, have resulted in a new kind of interest in home management. Women today are vitally interested in the modern viewpoint.

Scripted, produced and acted by the best talent in the business, “Judith Andrews—The Modern Homemaker” is certain to stimulate your radio sales.

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

Listen . . . . it’s WGN and MBS

CHICAGO 11
ILLINOIS
50,000 Watts
720 Kilocycles

Eastern Sales Office: 220 East 42nd Street, New York 17, N. Y.
Another Star Personality

Now! The Original M. J. B. EXCLUSIVELY ON KRNT

- This announcement should cause more than a ripple among experienced buyers of radio time. They will remember that "M.J.B." skyrocketed to 32% of the St. Louis listening audience... topping all eight St. Louis stations.

Back from 3 years with Uncle Sam's army, "M.J.B." is now weaving an audience-winning program pattern for KRNT, 6:00 to 8:30 a.m., every weekday morning.

Of course, "M.J.B." hit the airwaves in Iowa with a salvo of publicity. KRNT believes in that sort of program promotion... the kind that built a six point rating in 13 weeks for the Gene Emerald Show... that helped establish 45.2% of the morning and 30.3% of the afternoon audience at KRNT. The kind that promoted 44% of the Sunday afternoon and 40.9% of the Saturday daytime audience... that jumped the ABC nighttime audience in Des Moines more than 7%.

Yes, "M.J.B." is making Iowa radio history on KRNT with a program that early-morning Iowa listeners want to hear.

ASK YOUR KATZ MAN ABOUT "M.J.B."... AND KRNT.
...added to KRNT's BRILLIANT CONSTELLATION

Jon Hackett, with his top-flight sportscasting, is recognized as a sports authority and accepted as a leader in the community. Hackett is another example of KRNT personality programming.

Your Neighbor Lady, broadcasting from her home a half-hour each weekday, is one of the nation's outstanding saleswomen. Friendly, much-loved, she's proved to advertisers that profitable sales are found in people's minds and hearts.

Betty Wells, conductor of Women's Club of the Air, and magnificent reader of best sellers. Her daily, highly-rated, programs attract the air personality.

Stanley Dixon, formerly heard on the Mutual Network, his two daily programs play one of the top slots. Authoritative, public speaking—must be demanded.

Bert Van Dyke, two morning programs daily, given in this beautiful spot, has become a hit and helped KRNT's ever-increasing listener base.

Glen Law, with the right personality, builds up the KRNT audience, every day to new heights.

Russ Van Dyke

THE COWLES STATION FOR DES MOINES
KRNT REPRESENTED BY THE KATZ AGENCY

KRNT IS AVAILABLE WITH WHOZ AND WMT AS THE MID-STATES GROUP. ASK THE KATZ AGENCY FOR RATES.
Fulfilling a Promise...

Look to Lingo

- for PEAK PERFORMANCE
- for LOW MAINTENANCE
- for INSURED STABILITY

All during the war we promised an even more efficient Lingo Radiator when production started again. While we were busy constructing thousands of steel structures for the U. S. Signal Corps and Army Air Forces, our drafting boards also were at work for you. Now, we stand ready to fulfill our promises by presenting a tried and proved design to meet your requirements with maximum efficiency at a minimum of cost and maintenance. Remember, only Lingo offers you "6 Extras" at no extra cost.

Write for Recommendations:
The services of our consulting engineers are available to you on such pertinent problems as proper radiator height, ground systems, performance expectations, etc. In writing, please indicate location, power and the frequency proposed.

John E. Lingo & Son, Inc., Est. 1907, Camden, New Jersey

Most Set Makers Endorse FM Plan

One Firm Rejects FCC System Of Channel Designation

UNIFORM system of FM channel designation for radio receivers, probably conforming to the plan adopted Nov. 16 by the FCC, may be recommended for adoption by all manufacturers at a meeting to be held in New York Dec. 5 by the Engineering Dept. of the Radio Manufacturers Assn., Receiver Section Executive Committee.

Informal polls of manufacturers by RMA and by the NAB's FM Dept. indicate that practically all companies are willing to go along with the FCC system, by which the first channel (88.1 mc) will be numbered 201, and upward. RMA has not completed its industry-wide poll but the NAB survey shows 13 set makers ready to use the channel number plan in lieu of frequency designations, with only one firm (Pilot Radio Corp.) rejecting the number system.

Await Action

Several set makers have endorsed the FCC system but prefer to await action by the RMA group before making final decision. One firm (Belmont Radio Corp.) may abbreviate the symbol by dropping the first digit. Firms indicating willingness to go along with FCC in their replies to Robert T. Bartley, NAB FM Dept. director, are: Admiral Corp., Emerson Radio & Phonograph Corp., Ansley Radio Corp., Magnavox Co., Majestic Radio & Television Corp., Crosley Corp., Wells-Gardner & Co., Meissner Radio Corp., the Stromberg-Carlson Co., Philharmonic Radio Corp., Freed Radio Corp., Farnsworth Television & Radio Corp.

Bank Radio Pays

FIRST FEDERAL Savings & Loan Co., Washington, heavy radio user during war, adds full hour of music Sundays to WOL Washington schedule. Since 1938 Federal has sponsored 7:30 a.m. newsm on WOL and in past sponsored Wake Up America Forum. Since 1938, when firm began radio use, deposits increased from $3,000,000 to $23,000,000 this year. Account was placed direct.

Cox to Address AER

H. QUENTIN COX, assistant manager of KGW Portland, Ore., will speak on the 18-year service of his station and its school of the air in conjunction with the Portland public schools at the first fall meeting Dec. 5 of the Washington Chapter, Association for Education by Radio, at the Holiday Inn, Col. Harold Kent, past AER national president, will report on activities of other chapters and Mrs. Gertrude Broderick, secretary, Federal Radio Education Committee, will review the recent School Broadcast Conference in Chicago. Officers of the Washington Chapter, AER, are Hazel Kenyon Marke, WTOP-CBS, president; Belmont Farley, National Education Assn., vice-president; Gertrude Howard, secretary; Stanley Field, War Dept. Radio Branch, treasurer.

Answer Filed

ANSWER was filed last week by Henry J. Handelsman Jr., Bridge Handelsman and William Handelsman, trading as The Camera Man, and Henry J. Handelsman Jr., Inc., Chicago, in the case in which Federal Trade Commission accused them of falsely representing, in radio and newspaper advertisements, that their cameras were equipped with fast lenses, have appearance and durability of much higher-priced cameras and will take color pictures with ordinary film and charged that they failed to make good their offer to give refunds to dissatisfied buyers. In their answer respondents said the advertisements were made in good faith but that a manufacturer defaulted under his contract and that Henry J. Handelsman Jr., Inc., agency handling the advertisements, refunded thousands of dollars to the public. Answer further contains the advertisements were "never repeated.

Pound Indicted

AN EARLY trial for Ezra Pound, 60, native of Hailey, Idaho, on charges of treason is expected following his indictment last Monday by a Federal Grand Jury in Washington. The indictment cites seven specific dates between Sept. 11, 1942-May 15, 1943, on which he is alleged to have made recordings in Rome Radio studios for later broadcast. Recordings, it is charged, were of treasonable nature. The indictment alleges that the American-born poet "committed each and every one of these acts for the purpose of and with the intent to aid, abet, encourage and comfort to the Kingdom of Italy" while Italy was at war with the U. S. Seven witnesses, former radio employees of Italian stations, testified before the Grand Jury. Pound was indicted in the District of Columbia for treason on July 26, 1943, after the FCC recorded what was said to be his voice during a Rome propaganda broadcast.
BOXING—Blow-by-blow broadcasts of the nation's outstanding boxing bouts direct from leading arenas. Descriptions and commentaries by veteran sportscasters Sam Taub and Joe Cummiskey.

Carried in New York exclusively by WMCA at 10:00 p.m., Mondays.

CONCERTS—A full season of symphonic music by the celebrated Seattle Symphony Orchestra under the direction of Carl Bricken. World-famed soloists include Szigeri, Milstein, Petri, Piatigorski.

Carried in New York exclusively by WMCA at 11:30 p.m. on "concert" Tuesdays.

DANCE MUSIC—Hours of scintillating music by top dance bands direct from the country's foremost clubs and hotels.

Carried in New York exclusively by WMCA from 10:45 p.m. to midnight daily.

Just the beginning of a l-o-n-g, l-o-n-g line of surprises WMCA... and Associated... have in store for the metropolitan New York market. Surprises which spell the brand of (1) SHOWMANSHP that wins over listeners and (2) SALESMANSHIP that moves the wares of our advertisers. Sure, we'll talk to you about network time... and local schedules, too. Just ask us for availabilities.
From Spindle Eye
CAPT. SANFORD T. TERRY, Jr., of the good ship Spindle Eye, is back on the job at the transmitter of WRVA, Richmond, Va. He left the ship just before the Army decided to send it on a world cruise. The Spindle Eye has two powerful broadcast transmitters, two studios, two controls, radiophoto, radioteletype, telegraph and recording equipment. The floating radio city was to have been used in the Jap invasion.

International Radio U. Is Proposed by Educator
ESTABLISHMENT of an "International Radio College of the Air" has been proposed by the Polish educator, Professor Mikołaj Olekiewicz of the U. of Lublin.

Dr. Olekiewicz, who represented his country at the United Nations Education Conference in London, contends a "radio university" would provide a practical solution to such problems as teacher and textbook shortages and lack of school and university buildings. He thinks well-known specialists in the various fields could deliver radio lectures supplemented by correspondence courses.

MOST POPULAR attire of the season was worn by NBC Correspondent George Thomas Folster when he appeared at the studios of Radio Tokyo in civilian clothes. The ensemble, carried Tokyowards by his wife, Helen Folster, arrived the day after Gen. MacArthur's directive that correspondents must wear no more insignia, and was given an obvious examination by other correspondents and broadcast technicians.

IN THE PUBLIC SERVICE

Gifts for Vets
A DRIVE for Christmas presents for returning veterans who will disembark in New York between Dec. 20 and Jan. 1 was launched by Margaret Arlen, WABC New York commentator, on her daily broadcast starting Nov. 23. Presents will be given veterans who would not otherwise receive gifts because they were in transit during the holiday period. When Miss Arlen campaigned for stamps for hospitalized veterans, listeners sent in more than $5,006,000.

Show for One
HALF-HOUR show for the entertainment of just one person—Miss Norma Wood, 25-year-old Tully, N. Y. music teacher who has been hospitalized for six months and faces another three months in a hospital bed—was broadcast by WAGE Syracuse in response to a request from a businesswoman's octet which she had organized, along with two church choirs, in addition to her school duties. Norma Wood Appreciation Night included a musical program and tribute to Miss Wood broadcast from Tully Central School auditorium and an interview with the honoree in her hospital room. Glenn Williams, WAGE news editor, was m.c. of the auditorium program, which attracted a capacity audience, and Doug Johnson, local news editor, handled the interview with Miss Wood.

Comic Books for Hospitals
APPEALS on WROK Rockford, Ill., have brought hundreds of comic books for convalescent infantile paralysis patients in city hospitals. Books are distributed daily.

Sped Up Response
ALMOST split-second response was received on the Ella Mason WHN New York program Nov. 20 when Mrs. Herbert Carlebach, co-chairman of the housing committee of the officers service committee, made an appeal for rooms for veterans. One of the urgent requests was for a blind veteran who had been granted a scholarship to teach Spanish to other blind veterans at Columbia U. No sooner had the program ended than a listener phoned that she would open her Greenwood Lake home for the veteran and his mother, and would also organize a committee in her community to find rooms for other veterans.

WHIO opens the right doors for your sales message in Dayton

- WHIO offers you a responsive audience won and held through ten years of faithful service to Dayton and Miami Valley.

Good program planning balances Basic CBS programs with the finest local shows, also complete, reliable news coverage . . . a combination that opens the right doors for your sales message to the Dayton area.

NEWS: UP, INS, AP plus CBS' BEST

5000 WATTS
BASIC CBS
G. P. Hollingsbery Co., Representative
Harry E. Cummings, Southeastern Representative

WHIO 1290 ON THE DIAL
DAYTON, OHIO

Page 40 • December 3, 1945
For many years, HARVEY OF CAMBRIDGE has built transmitters considered standards of quality and dependability. Yet, these new HAR-CAM FM Broadcast Transmitters that are about ready for release, will be far and away the finest ever to bear the HAR-CAM name.

Here's why:

As specialists in the manufacture and development of communications equipment, receivers as well as transmitters, for Commercial, Marine and Emergency use, we have gained a thorough knowledge and understanding of all phases of the industry. This sound background has been greatly enhanced by the additional skill and "know-how" gained through war work, particularly in the development and production of vital Loran Radar Transmitters and other important communications units. Add to this improved production facilities and advanced precision methods of manufacture and you can readily understand why HAR-CAM FM Broadcast Transmitters will provide the last word in efficient, dependable and economical transmission.

Now is the time to get the complete story on these new HAR-CAM 250 and 1000 watt FM Broadcast TRANSMITTERS.
SERVICEMEN ADDED TO AGENCY'S STAFF

THREE EX-SERVICE members of the staff of Needham, Louis and Brorby, Chicago, recently returned to the agency, out of 17 lost to the armed forces. William P. Bager, former copy chief, assumes a new post as counselor to copy and art departments, after three years service. Marvin Clausen, who served as a lieutenant in naval aviation for over three years, becomes account executive on Industrial Food Products Division of Kraft Foods Co.

Ruth Woodward Cumberland, former secretary to President Maurice H. Needham, has returned to temporary secretarial duties awaiting the release of her husband, Cpl. Julian O. Cumberland, from the Army. She served as a lieutenant with the Marine Corps Women's Reserve.

In addition, the agency has hired 11 ex-servicemen who are new to the organization: Lawrence Nolte, account executive on Swift & Co. accounts; Noel Turner, account executive on Eagle-Picher and Wilson Bros. accounts; Leslie Mather and Martin Savela, copy departments; Jack Sullivan and Russel Eavey, research department; Robert Rayan, traffic department; Charles Coleman, proof reader; John Willoughby, publicity; Vincent Erickson, accounting; Todd Mayer, mailing department.

Business More Than Doubles...

Mr. G. Hicks Fallin, Executive Vice President of Peoples Federal Savings and Loan Association of Peoria.

During Eight Years on WMBD

"Names in the News" has been broadcast over WMBD each weekday morning for the past eight years, direct from Peoples Federal Savings and Loan Association, its sponsor. During this time, the number of accounts at Peoples Federal has more than doubled, and the business volume of this home-financing institution has increased nearly three-fold.

Mr. G. Hicks Fallin, Executive Vice President says: "We feel that our consistent use of WMBD for the past eight years has played a principal part in the rapid growth of our association during this time. It is proof to us that WMBD has a loyal listening audience, and that it carries considerable influence in Peoria area."

BENDIX PURCHASING TOWSON, MD., PLANT

Bendix Radio Division of Bendix Aviation Corp. has announced that it is buying from Defense Plant Corp. for $1,700,000 the plant it operated at Towson, Md., near Baltimore, during the war. Additions and improvements will cost another $500,000.

When components become available Bendix radio and radio-phonograph products will comprise 60% of the company's dollar volume. Advance showings of the complete line of 24 models have just been held.

W. P. Hilliard, division general manager, said Bendix turned out over $400,000,000 in war electronic equipment. The company's payroll will soon exceed $500,000 a month.

William T. Cavanagh

WILLIAM T. CAVANAGH, 37, director of radio for The Blackstone Co., advertising agency, New York, died Nov. 22. Surviving is his wife, Sally Cavanagh, formerly timebuyer for the agency.

Armstrong Declares FM Controversy Still Open

CONTRARY to official statements that the argument over location of FM is closed, Prof. E. H. Armstrong, FM inventor, declared, in a letter to the editor of the New York Times that the controversies "concerning the laws of nature are never closed until the truth comes out". Following is his letter dated Nov. 21, in reply to an article appearing in the Times and quoting FCC Chairman Paul A. Porter:

"In your issue of Nov. 18, under the heading 'FM's Growing Pains,' you report that in reference to the controversy over the comparative efficiencies of the old and new FM band that FCC Chairman Paul A. Porter said he considered the case closed. I would like to point out that controversies concerning the laws of nature are never closed until the truth about them comes out. May I express the opinion that this matter will be discussed on the floors of the technical societies until the facts are established."

Making Steel Talk... WATCH!
"For our San Francisco office we have found a man who believes as we do about Radio Station Representation . . .”

**DAVID H. (Sandy) SANDEBERG**

Sandy has had 25 years experience in advertising covering both printed media and radio:

- 14 years in the publication field
- 11 years in radio—

Sales Manager of KYA, San Francisco
San Francisco Manager for McClatchy Broadcasting Company
Pacific Coast Manager for a nationally known firm of station representatives

He is an exponent of "Aggressive Activity" as practiced by Lewis H. Avery, Inc.

On December 3rd our San Francisco office opens in the Russ Building, with David H. Sandeberg as Manager.

**LEWIS H. AVERY INC.**

Radio Station Representatives

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

Russ Building  
San Francisco, Calif.

333 No. Michigan Ave.  
Chicago 1, Ill.  
ANDover 4710
WCKY
THE POWERFUL VOICE OF OHIO VA
DOING THE REAL JC
50,000-WATT
THE GREAT
LEY

FOR THE ADVERTISER

L.B. Wilson
CINCINNATI
The Cannon Roar
IT WAS ONLY a few months ago that the halls of Congress rang with railings against European dictatorships. The people were enslaved by the infamous tyrants Hitler and Mussolini. Liberty and freedom had vanished. The press was kept, the radio was Government-owned.

Today we witness the spectacle of a highly placed member of Congress urging Government ownership of American radio—following the example of the European pattern. The erudite Rep. Clarence Cannon (D.-Mo.), chairman of the important Appropriations Committee, unburdened himself during committee hearings on the 1946 fiscal year deficiency appropriation, which included a stipend for the FCC.

Mr. Cannon is probably the outstanding parliamentarian of the House. He has served for 12 consecutive terms, or since 1923. He has been the guiding parliamentary light at the Democratic conventions of the past two decades.

But, it is evident, Chairman Cannon has never been a student of radio, American or European. He has been exposed to American radio since its aborning days. He did visit Britain in 1939 and probably was given one of those personally conducted tours of the BBC by the BBC for the benefit of the same state-owned entity.

Mr. Cannon’s espousal of the British System (and for Government ownership here) was unwarranted. It has been shown that a man needs is a frequency from the Government and he becomes a multi-millionaire overnight. The Government, he believes, simply hands out one of these frequencies “worth millions of dollars”, and, presto, we have a new radio tycoon.

Rep. Cannon, great statesman as he is, doubtless was too busy meeting parliamentary notice that while radio has prospered during the windfall years of the war, other industries and services (newspapers and magazines for example) did likewise. Fiscal expert that he is, he must have overlooked the fact that radio (and the others) had most of those profits siphoned off by the excessive profits taxes.

And looking ahead a mile, Rep. Cannon should take legislative note that all broadcasters today are faced with heavy investments in new services—FM and television. They are faced with new competition, too, as well as with the levelling off of our national economy; that is, if reconversion eventually sets in and the Petrioles and their like go.

Mr. Cannon alludes to the vast sums the Government is losing by handing out “gratis” those frequencies for radio service. He points to the revenues derived by BBC from its service. But he’s got his bookkeeping mixed. Sure BBC expenses run £35,000,000 to £37,000,000 a year, with the income derived from license fees on receiving sets (which the British public doesn’t like), and from advertising in radio papers published by the non-commercial BBC. That income wouldn’t pay American radio’s program bill for a week!

Mr. Cannon forgets his geography. The entire British Isles could be lost in the heart of Texas. Mr. Cannon, might ask any returning constituent GI whether he preferred the BBC to our Army Radio, which was strictly American plan.

Mr. Cannon, we fear, has been buried too long in his Government statistics and his parliamentary law. He might try talking to the people and find out how they like their radio, rather than listen to the hand plucked stuff of British career bureaucrats. Or he might even try listening once in a while.

In reading the hearings on the deficiency appropriation, it was refreshing to find that not all members of Mr. Cannon’s committee went along with him and that FCC Chairman Porter and Commissioner Jett took issue.

When Chairman Cannon said he favored Government ownership of radio, Chairman Porter responded: “I would not like to see the Government in the radio business.”

For Mr. Porter well knows that if the Government takes over radio, it won’t be America. He knows what happened in the Axis countries. He, like Chairman Cannon, was there, too. But it must have been under different auspices.

NARBA Yardstick
BECAUSE of the emphasis upon the newer broadcast services, there may be a tendency to overlook developments in standard broadcasting, which is destined to continue radio’s breadwinner for some years.

Early next month—probably the first week in January—engineering representatives of the North American nations will meet in Washington to consider a Cuban proposal for revision of the so-called NARBA agreement concerning assignments of standard broadcast channels. Cuba demands rights for stations on some 20 additional channels now assigned to other nations signatory of NARBA. The NARBA agreement would expire on March 29 after five years. Canada has proposed that it be extended two years; we have suggested a one-year extension. Cuba wants a new agreement.

To comply with Cuba’s proposal would result in deterioration of standard broadcast service not only in the United States, but in Canada and Mexico. Existing standard channels in this country already are crammed, with resultant interference.

Our State Department, of course, is interested in fostering the Pan American Good Neighbor policy. So are all of us. But it certainly wouldn’t help those relations if one nation is favored to the detriment of others because of violation of fundamental engineering allocation principles.

According to existing logs, Cuba has 115 broadcast stations, of which 85 of all descriptions are in its principal city of Havana. The Cuban population is less than 5,000,000. Havana has a population of some 570,000. The United States, with 140,000,000 population, has less than 1,000 AM stations. Thus Cuba, with only about 3% of the population of the United States, has a station population, in comparison, of more than 10%.

It is to be hoped that when the engineering delegations of our neighbor nations get together they will not lose sight of the factors of service on an equitable basis to the nationals of all nations. The per capita distribution of stations certainly should prove a just and mutually acceptable yardstick.

ROBERT WILLIAM BUCKLEY

TRUE to the American tradition, Bob Buckley worked his way through college selling magazines, and then worked his way up to become a top advertising executive. The boy who used to peddle subscriptions to Periodical and Delineator is now head of media operation of Dancer-Fitzgerald-Sample, New York.

Born in Boston, Dec. 28, 1905. Mr. Buckley attended Brown U., where he received his Ph. D. degree. While at Brown he was advertising manager of the school paper and captain of the wrestling team—in his freshman year. After graduation, he went to Harvard Graduate School of Business Administration.

During his summers he met scholastic expenses by selling magazines for Butterick Publishing Co. Soon he became top salesman of the college crew that sold the magazines. By the end of his sophomore year he won a trip to New York as a prize for his efforts.

During the New York trip he was offered the post-graduation job of organizing college crews of salesmen for Butterick. He went to that job after he was graduated from Harvard Business School. While in Detroit for the company, he met Jane Spaden, then Detroit representative for CBS, who was so sold on radio himself, he got Bob Buckley interested, too.

So on Jan. 1, 1936, he resigned from the publishing house to join WOR New York, handling the western accounts at the station for William G. Rambeau, station representative. Nine months later he was put in charge of the Rambeau New York office.

After two years, he took a position as salesman for CBS in New York. Then in 1940 he left radio work to take over the Ludlow Typograph Co., Chicago, owned by his father-in-law. He was eager for the business experience the company offered.

He stayed there for three years, but in July, 1945, returned to the field that held his greatest interest—radio. This time he became a member of Columbia’s sales force in Chicago. A year later he was appointed assistant sales manager of CBS western division.

On April 1 of this year he joined Dancer-Fitzgerald-Sample as media director. In this capacity he handles the radio and magazine advertising campaigns of American Home Products and Sterling Drugs, accounts averaging approximately $5,000,000 a year in radio.

On that early trip to New York when he became interested in radio through Joe...

(Continued on page 18)

BROADCASTING • Telecasting
Dear Johnny:

Before you get too tied up with Victory Bonds, I want to thank you for your help in our United War Chest Campaign. We had the best radio publicity I can remember in any Chest Campaign, and I know that you are the person responsible.

Please accept my personal thanks for the very fine job you did for us as Chairman of the Radio Committee, and also for the broadcasts you arranged on Station KOIN. I don't know how many people have told me about the interviews you did with service men when you used the Eisenhower transcription and tied it all into one show. It was tops!

Sincerely yours,

General Chairman

SPM:MW

Mr. John Carpenter, Special Events Director
Station KOIN
Portland, Oregon

"The USO shows are oke!" agree these happy servicemen as they land in Portland from the Pacific war, and are interviewed at dockside by KOIN Special Events chief Johnny Carpenter. Listeners learned firsthand how their War Chest dollars help to support USO activities at home and abroad.

and did it...

RADIO helped to alert the community...and to drive home the urgency of War Chest needs. The result—100%-plus subscription of toughest quota in Portland history.

Much of the success of radio's contribution was traced to Johnny Carpenter, KOIN Director of Special Events. He was an outstanding accomplishment as War Chest radio chairman.

...for the community!
Respects

(Continued from page 46)

Spadea, he also found another interest: Joe Spadea was tutoring a
tall attractive brunette, Marion Heddy, in math at the time. She is
now Mrs. Bob Buckley. They were
married in June 1955, and have two children, Bob 7½ and Ar-
thur, 2½.

Incidentally, Richard Buckley,
partner of John Blair & Co., radio
representative, is Bob’s brother.
This radio business runs in the
family.

His athletic ability has held over
from his college days. He can now
bargain for a golf score in the lower
80’s. Skiing is another hobby. Prac-
tically every winter week-end finds
him and young Bob skiing over the
snow-covered highlands not far
from New York City. He taught
his son to ski about three years ago.
In addition to going in for the
sport of it, Bob is also chairman of
the Snow Information Committee
of the Sno-Chase Club.

For indoor sports, he goes for
bridge, and was once champion
bridge player of Rhode Island. Other
favored activities include gin
rummy, backgammon and squash.

"Queen in New York"

“QUEEN for a Day”, Miles Laboratories Inc. program, on Mutual, originated
from New York from Nov. 26 to Dec. 3
where it starts its tour of the country’s
cities. Agency is Wade Advertising

GUESTS at a cocktail party given by Frank M. Russell, NBC vice-
president, honoring David Sarnoff, RCA president, who is in Washington
as a delegate to the Labor-Management Conference, included (I to r)
Maj. Gen. J. A. Code Jr.; Mr. Sarnoff; FCC Chairman Paul Porter;
FCC Commissioner William H. Wills.

Literary Records

SATURDAY Review of Literature, New York, is planning a series of
recordings of great literary pieces to be sold as phonograph records.
Magazine feels this will “overcome a
deficiency in the radio field” by
offering a million records of “good
taste” to the public.

Albert Laughter

ALBERT LAUGHERY, 32, news
writer of Don Lee Broadcasting
System, Hollywood, and recently
returned from armed services, died
at his Van Nuys, Calif., home on
Nov. 17.

Coin Sets for Hotels

CONTRACTS calling for nearly
$8,000,000 for nationwide hotel
radio sets have been signed by
Coin-O-Matic Hotel Radio & Tele-
vision, Chicago, according to J. P.
Griffith, vice-president and general
manager. New company, incor-
porated in New Jersey two months
ago with home offices in Chicago,
will install approximately 35,000
five-tube superhetodynes sets in
hotels throughout country. All sets
will be coin-operated with basic
charge 30 minutes for 10 cents and
two hours for 25 cents. No central
control will be used, with full
range of standard band available.

Anderson to Address
Radio Farm Directors

SECRETARY of Agriculture An-
derson will discuss “Farm Radio
and Agriculture’s Reconversion” at
Dec. 3 session of second annual
convention, National Association
of Radio Farm Directors, which
opened two-day meeting Dec. 2 at
Stevens Hotel, Chicago. On open-
ing day Lee Hannify, UP farm
editor, was to speak on “The Job
of Reporting the Farm News
From the Nation’s Capital” and
Bill Newton, British Broadcasting
Corp., was to discuss “Farm Radio
Broadcasting—BBC-VS-U. S. A.”

Monday’s speakers, in addition to
Secretary, will be John Baker, chief,
Radio Service, U. S. Dept. of
Agriculture, on “The U. S.
Department of Agriculture and
RFD”. Panel discussions are sched-
uled as follows: “Farm Radio Serv-
ing Agriculture in Peace”, Wil-
lae Kadderly, KGW Portland,
Ore.; Ed Lemmons, WKY Okla-
homa City; Ted Mangner, KMOX
St. Louis; Homer Marit, KDKA
Pittsburgh. “What Constitutes
Good Farm Service on the Part
of a Radio Station?” Nelson Mc-
ninch, KFI Los Angeles; Bill Mc-
Donald, KPFA Boston; Jim Chap-
man, WTAM Cleveland; Don
Lerch, WEA New York; “Rela-
tionship of Commercial Radio,
USDA and State Extension Ser-
service”, Dutch Elder, Iowa State
College; Al Bond, KIRO Seattle; Bill
Zifp, Ohio State College; Charles
Stokey, KXOK St. Louis.

Larry Haeg, WCCO Minneapolis,
is president of RFD and Herb
Plambeck, WHO Des Moines, sec-
retary.

Voltage Regulators

SYLVANIA Electric Products, industrial electronic division Bos-
ton, has announced three miniature cold cathode voltage regulators for
65-90 volt operation where currents range between two and three milli-
amperes and maximum voltage variation not exceeding three volts.
Balls of the tubes are mounted in
miniature polarized bayonet bases
and enclosed in metal shield color
coated for quick visual identifica-
tion. Applications include cathode
ray oscilloscopes, synchroscope
and other electronic instruments.

Benjamin Memorial

A HENRY BENJAMIN Memorial
Fund, in honor of the late vice-
president and director of Davego-
City Radio Inc., New York, has
been established as special feature
of the radio industry campaign in
support of the $30,000,000 appeal of
the Federation of Jewish Phil-
thanthropies of New York for its
building effort. Campaign started
on Nov. 27 with a dinner at the
Hotel Commodore, New York.
Benjamin Abrams of Emerson
Radio and Phonograph Corp., New
York, has been named chairman of
the division.

WE’RE WORKING IN ROANOKE!

Today more than ever before, Roa-
noke is one of America’s bright spots
for radio advertising. Unlike many
communities, Roanoke is a three-big-
industry city—steel, rayon, railroads.
It is inconceivable that “post-war re-
adjustments” will cripple or paralyze
this diversified market.

AND—in Roanoke and Southwest Vir-
ginia, WDBJ alone gives you top cov-
erage with only slight competition
from either inside or outside stations.
Your dollar buys more than one-third
or one-half of a chance at the audience
—it buys the audience, at lowest cost!
Write us (or ask Free & Peters) for
complete facts!
WMT stands out in IOWA

WMT covers 126,500 square miles . . . reaching 3½ million people . . . at the lowest rate in Iowa per radio family.

Reach rich Iowa with WMT . . . the station that blankets most of Iowa's 2½ billion dollar yearly income . . . the station that covers an area 320 miles in diameter, 22 million acres of the nation's richest farm land.

Represented by the KATZ AGENCY
Webster, Budlong To Bermuda Meet Frequency Allocations May Be Slated for Discussion

INDICATIONS that the U.S.-British Commonwealth Telecommunications Conference in Hamilton, Bermuda, would discuss frequency allocations was seen last week in the sudden departure by air from Washington of Commodore E. M. Webster, Director of Commonwealth-Coast Guard, and Lt. Conrad, A. L. Budlong, his chief assistant, for Bermuda.

Assistant Secretary of State James C. Dunn, chairman of the American delegation, is understood to have requested the presence of the Coast Guard communications officers, both experts in the allocations field. They left Washington Tuesday.

Although frequency allocations were not on the official agenda, it was learned that the British Commonwealth delegation favored discussion informally on the subject. Whether the discussions would be confined to Government and carrier frequencies could not be determined, although it appeared likely that the overall spectrum would be taken up informally.

Meanwhile a committee on press rates, headed by Sir Gurunath Bewoor of India, was named to study proposals by the U.S. delegation, submitted by FCC Chairman Paul A. Porter, chairman of the American group, and those of the British Commonwealth.

British Commonwealth spokesmen agreed in general that the American proposal for a ceiling of $20 a year between British areas and the U.S. was not an economic rate. The United Kingdom promised to present its own ceiling proposal later.

The U.S. proposal for a pair press rate as the ultimate objective was met with the response by Commonwealth spokesmen that the British penny rate (about 1½c) was an instrument of policy introduced during the war and no change was contemplated. Britain offered to extend the rate, however, to the entire world. Mr. Porter pointed out that since American telecommunications companies were privately owned and not nationalized, American business needed rates to pay a reasonable profit on its investment and likely could not compete with the 1½c rate.

ROBERT DONAHUE, manager of WLLH Lowell, Mass., who since start of station's operations were still in the state of Washington, has been released from active Army Service in Europe and is now in his former capacity as assistant to President Eugene McBoyle.

NICOLAS ROOSEVELT, assistant to the Publisher of the "New York Times" and radio liaison executive, which cl ~ "operations of WPBS and WQXQ (FM) New York, leaves this week for the Panama Canal. His vacation on the West Coast, where he maintains a home.

LT. EDGAR JONES, former assistant director of the FCC's Information Section, is back in the United States from Tokyo occupation activities. He was connected with WJZ Tokyo, but his transfer to the United States was ordered because of a serious case of "jungle rot."

ROY HOFF, manager of CKWS Kingston, is father of a boy.

ROBERT F. KLIMENT, former program director of WBBR Buffalo, is now station director of WJPA Washington, D.C.

J. LEONARD REINSCH, managing director of the Cox Radio stations (WSB Atlanta, WHIO Dayton, WIOD Miami), is returning from an extended vacation performed in Atlanta Nov. 16. He expects to return to his office this week.

ROBERT O. REYNOLDS, manager of KMBC Hollywood and president of Columbia Broadcasting, has been appointed number of the Los Angeles Committee on Economic Development publicity division.

CARL BURKLAND, general manager of WTOP Washington, is in New York to present a program promotion, "So You Think You Know Washington" to CBS Radio Sales.

EDGAR KOBAR, president of Mutual, was confined to his home last week with a severe sinus condition. George Clark, account executive of Mutual's Chicago office is in New York conferring with network executives and expects to return to Chicago the middle of the week.

SIDNEY J. FLANN, managing director of WERF Philadelphia, will be a speaker at the annual dinner of the Clifton, N.J. Civic League on December 11. His topic will be "The Romance of Radio."

C. L. MENSER, NBC vice-president in charge of programming, has accepted the post of chairman of the national radio division of the National Foundation for Infantile Paralysis 1945 March of Dimes campaign.

Top Talent

WHEN A MAN came up on the stage and asked to take part in Tennessee Barn Dance broadcast every Saturday over WNOX Knoxville, Lowell Blanchard, m.c. was a bit startled. "Who are you and what do you do?" he asked. "I'm Congressman Luther Patrick from Alabama," he replied. "I used to do a spot on radio back in Birmingham," he continued. Five minutes on the show, reciting poetry and telling jokes. Joining in the applause from the audience, it was later learned, were E. B. R. White, Alabama, Engel of California, and Martin of Iowa, all in Knoxville on an inspection trip.

CONCERT DEBUT

DAVID STREET, tenor, and Helen Moore, soprano, will make their concert debut at Town Hall, Philadelphia, supported by Luigi Carnevale and the Pennsylvania Philharmonic. Paul Punte, discovered in auditions conducted by WPEN Philadelphia, under the direction of Norman Land, music specialist, and Joseph Fransosa, musical director, Station has been encouraging young, unknown artists and giving them air time. Miss Moore and Mr. Street, signed as a permanent duet with the WPEN orchestra, are featured daily on Morning Bouquet of Melody.
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 2,555,700 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
We're ready now to produce

The removal of restrictions on the production of broadcast transmitters has caught us right where you want us... ready now to produce the equipment.

Both AM and FM transmitters—and other broadcast equipment—can be scheduled now for delivery as soon as your order is received. And your order will be handled promptly, pushed along into its rightful spot on our production chart... you can get complete delivery information on any equipment shown on these pages by calling Westinghouse at the number shown on the opposite page.

The tough wartime service demanded of radio, understaffed maintenance programs and parts shortages have all contributed to the extra wear and tear on transmitters. This is doubly true for the more than 50% of the nation's AM transmitters that are over 10 years old.

But the war years have brought extra benefits, added gains in Westinghouse transmitter design. One of these is the "plus" value of station operation gained through 25 years of AM broadcasting. In addition, Westinghouse now operates five FM stations—more than any other company.

This shirt-sleeve experience in keeping stations on the air has been used to build more solid dependability and faithful performance into both AM and FM broadcast equipment. And we're ready now to produce it for you. For help in placing your order, wire or phone your nearest Westinghouse office. Or go directly to the Westinghouse Electric Corporation, P.O. Box 868, Pittsburgh 30, Pa. Phone Atlantic 8400.
transmitters and fast!

Precipitron ... The Electrostatic Air Cleaner

50 kw AM Transmitters

Air Conditioning Equipment

5 and 10 kw AM Transmitters

Transformers

For Complete Delivery Information Call Atlantic 8400 Pittsburgh, Pa.

Westinghouse
PLANTS IN 32 CITIES ... OFFICES EVERYWHERE

Electronics at Work
North Carolina’s third largest city in population, second top city in retail and drug sales. This growing, spending community makes 25% of all the nation’s cigarettes. Now it’s again in the hungry consumer spotlight as the large Durham Hosiery Mills and Golden Belt Mfg. Company start turning out nylon hose for your wife and Gal Friday. To dominate this market, one station does the trick at surprisingly low rates.

Baltimore Factory Offered for Sale

Radio and radar plant at Baltimore operated by Westinghouse Electric Corp. has been offered for sale as war surplus by the Reconstruction Finance Corp. It is described as a valuable production of radios or other light electrical equipment and will accommodate 1,280 employees.

Labor supply ample, says RFC, with housing, transportation facilities improving. Location is 3601 Washington Blvd., in the Lansdowne section. Site contains almost 62 acres, including main factory, boiler house and truck-sealing building. Factory contains 171,000 square feet.

Also offered for sale by RFC is the Radio Specialty Mfg. Co. plant at Portland, Ore., where radios, crystal sets and small parts were produced. Property has one-story building of brick, reinforced concrete and heavy wood construction, with basement. Total floor area is 15,000 square feet. General information can be obtained from any RFC regional office. Specific data are available at RFC regional offices in Detroit, St. Louis, New York, Louisville, Cleveland, Seattle, Los Angeles, New Orleans, Portland, Ore., and Nashville.

Crossland, Davis Get Farnsworth Positions

Appointment of George Crossland and Claude Davies as assistant managers of Capehart Sales Division of Farnsworth Television & Radio Corp. has been announced by I. C. Hunter, manager of the division.

Mr. Crossland, released from the Navy on Oct. 2 as a lieutenant, was district auditor for General Electric Contracts Corp. before joining Farnsworth in 1939. He was assistant sales manager of the Capehart division when he entered the Navy in 1942 as an ensign. Veteran of action in the Mediterranean and Pacific, he won 10 battle stars.

Mr. Davies, formerly sales manager of the Fort Wayne Printing Co. and also on the executive staff of S. F. Bowser & Co., has been with the Capehart company since 1929. During the war he was an expeditor in the field for Indiana and Ohio, and speeded up delivery of material for electronic war equipment. He has published several articles in Hardware Management, salesmanship and advertising.

Jordan Marsh Co. Signs For Newcasts on WCPN

Contract for 12 quarter-hour newscasts a week for 52 weeks on WCPN Boston has been signed by Jordan Marsh Co., Boston, effective Dec. 10. It is said to be the largest department store contract placed in Boston.

Jordan’s will sponsor the 8:8:15 morning news and the 11-11:15 evening news Monday through Saturday. Program copy will be similar to “Voice of Washington,” sponsored by General Electric on WOL Washington. Name for the newcasts will be “Voice of Jordan,” with a rotation of voices to handle the broadcasts. Copy will be written by WCPN’s news staff.

R. H. Edwards, vice-president, signed the contract for Jordan Marsh Co.; Paul Hoag signed for Badger & Browning, the company’s agency; A. N. Armstrong Jr. signed for WCPN.

American program, “America’s Town Meeting of the Air,” sponsored by Reader’s Digest through BIBCO New York, will continue on full network starting Dec. 6 as sustaining feature. Format will not be changed.

Great Lakes shippers have asked General Electric, Westinghouse, Sperry, RCA and Baytheon, as manufacturers of radar equipment, to install test installations on a number of cargo ships for purposes of safer navigation. Tests will start in the spring.

Twelve World War II veterans were graduated Nov. 30 from the fifth class of announcers to be conducted by WEEI Boston,
BILL WILSON IS BACK!!

Twice decorated, Lieut. William M. Wilson saw a lot of action in a number of major engagements. He served as Communications Officer on the Staff of Admiral Oldendorf in the now famous battle of Surigao Straits.

We are happy to announce that Lieut. William M. (Bill) Wilson, who has been on leave of absence to the U. S. Navy for the past three years, is back in "civvies" and back in charge of the New York office of the William G. Rambeau Company. We believe that all of Bill's good friends in the advertising agencies will be as proud and happy to welcome him home as we are. Welcome home, Bill!

WILLIAM G. RAMBEAU COMPANY
Radio's First Special Representatives
NEW YORK CHICAGO LOS ANGELES
Walker Pays Tribute To Dr. Robert Neuner

TRIBUTE to the work of Dr. Robert Neuner, FCC special counsel on loan to the Office for the Prosecution of Axis Criminality, who died in Washington Nov. 23, was paid last week by Acting Chairman Paul A. Walker.

In a letter to Mrs. Neuner, Mr. Walker cited Dr. Neuner's published articles as "among the most reflective expressions of the principles of international law underlying the prosecution of crimes against nations and peoples which may be tried and punished by an international tribunal."

Dr. Neuner joined the Commission in November of 1942 for special work on domestic foreign language broadcast matters. Later he was assigned to the Common Carrier Division where he handled international communication problems. He lectured at Yale and Harvard law schools, U. of Prague and U. of Munich over a period of 17 years. He came to the U. S. from Czechoslovakia in 1939 and became an American citizen. He was...

American Transformer To Construct New Plant

PLANS for a new plant for American Transformer Co. of Newark, to be built on Vauxhall Road in Union Township, have been announced by President Thomas M. Hunter. Mr. Hunter said the site had been bought through David T. Houston Co., Newark, and that the company planned to construct the first unit of the plant immediately and perhaps a large part of the operations from Newark to Union within the next year. Entire operations eventually will be moved, he said. Extensive postwar operations are being planned, he asserted, in anticipation of employing approximately 1,500 workers.

CAB Pocket Report

COOPERATIVE Analysis of Broadcasting is mailing members extracts of a new pocket report to contain ratings of all network commercial programs, shown by day and hour for both daytime and evening programs, and, in addition, to list all programs in order of their ratings. CAB plans to issue the new pocket reports twice a month, starting Jan. 7.
"Throw Your Voice Where It Will Do the Most Good!"

WXYZ maintains an aggressive Promotion Department insuring advertisers the best possible results. Tested types of promotion guarantee sponsors outlets to all potential customers!

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

(Key Station of the Michigan Radio Network)
Affiliated with the American Broadcasting Company, Inc.
Owned and Operated by the
KING-TRENDEL BROADCASTING CORPORATION
1700 Stroh Building • Detroit 26, Michigan
Represented by the Paul H. Raymer Co.
On The Service Front

All Surplus Radio Equipment Must Be Sold Through RFC

DISPUTE over the surplus radio and radar equipment "abandoned" by the Army Air Forces near Wright Field, Dayton, as reported by the AP, was clarified last Monday by Lt. Col. R. V. Waters, public relations officer for the Air Technical Service Command. According to the AP story, ham radio operators had attempted to buy some of the equipment but "received no encouragement" from theAAF, and the materials were being "damaged by the weather".

"All that equipment has been declared surplus," Col. Waters told Broadcasting, "and the Army couldn't give away or sell 10c worth. As soon as the Army is finished with it, it is in the hands of the RFC. Their lack of manpower makes quick disposition impossible."

He said that as to the equipment being damaged by the weather, all is waterproofed, fungus-proofed, and tropicalized, made ready for overseas shipment, or just returned from overseas, and a little Stateside weather would do no damage.

"However," he said, "for future reference, it should be made clear that the overwhelming majority of the Army electronic surplus material is about as useful in amateur or commercial radio as a battleship is to a yacht club. There may be a tube or a switch that would be useful to a civilian, but most of it is built for a particular type plane, or for purely military purposes. The radios are on very short range, for communication between aircraft, and would be too short range for any practical purposes.

"Going through that mass of material for a few switches or a dozen tubes," he concluded, "would cost the Government far beyond its worth to anyone."

GI Writers

WOUNDED veterans have formed a GI Writers' Workshop at Hal- ran General Hospital, Staten Island. Vets will be given opportunities to write, produce and enact radio plays. Workshop is under the direction of Henrietta Starnes, a social worker. Finished productions are transmitted overseas through "Voice of America" shortwave radio.

Marshall Sent to Holland

LAWRENCE MARSHALL, formerly engineer in charge at CRB Watrous, Sask., is now attached to the CBC Overseas Unit in Holland, where he will be putting Radio Hilversum on the air for the Canadian Army. On the production staff of Radio Hilversum is Sgt. Wilt Davidson, formerly of CKY.
Sponsors

“Campus Club,” on WOR, New York, on Dec. 15 for 13 Saturday broadcasts. Program features high school and college students. Each broadcast will feature a different group, and listeners will get a bonus offering from a local record company.

JACOBS Knickerbocker, Chicago (KOCH), has been announced as an agency for the Greencam Club Divi-ision of KOCH. This is to be the first national promotion.

KUKE Publishers, Television Magazine, as chairman.

Eddies, Inc., New York (Garden of Eden performer), has appointed Paterson Adv., Inc., New York, as their sales agency. Spot campaign will start Dec. 14 in New York, Boston, and Detroit.

POTTER DRUG & CHEMICAL CORP., Montclair, N.J., has announced a series of 10 spots on local radio stations, six times weekly on WAPW, New York. Agency is Dellenbach & Carney, N.Y.

Edward Halley, advertising manager of Mason-Harris, Inc., Boston, has been appointed to the position of vice president and sales manager.

James H. Dalrymple, assistant advertising manager, becomes advertising manager. Company appointed Lakeside-Pennine Television Co. as its advertising agency effective Dec. 1. with A. H. McKee to represent the company in New York. McKee is in charge of account and Paul Nordkom is sales representative.

James W. Edlin, released from Moors, as sales manager, has been appointed as director of sales for the department store. He will also be responsible for the operations of United Aircraft Products Inc., Dayton and will continue to be a member of the board of the company.

SONG HITS MAGAZINE, New York, features half-hour junior program.

FOUR TOP MARKETS!

Central Kentucky

Lexington, Ky.

Amarillo

KFDA, Amarillo, Tex.

The Tri-State

WCTI, Addent, Ky.

Knoxville

WBIR, Knoxville, Tenn.

CHICAGO is the center of the entertainment world.
LYNN A. MCKINLAY, supervisor of public service broadcasts for KSL Salt Lake City, has been appointed acting program manager. WAYNE RICHARDS, former KSL promotion man, following release from Army as major, has returned to station as program finance supervisor. TED KIMBALL, released from Navy as lieutenant, returns to KSL as supervisor of public service broadcasts.

HAL KOLB, released from the Army, has returned to WTIC Hartford, Conn., as staff announcer and pianist.

GASTON DUNAMEL, announcer of WHQH Memphis, is father of twin boys, Terry and Jerry.

GEORGE EDWARDS, ex-Marine Corps master sergeant, is new addition to announcing staff of WFNJ Philadelphia. Prior to his two years with the Marine Edwards was with KTW and WHTI Philadelphia.

BOB MCCOY, after three years in Navy, has rejoined announcing staff of KIMO Hattiesburg, Miss. J. SCOTT SMITH Jr., also released from Navy, has returned to KHMO continuity staff.

ART PALEN, discharged from armed service, has rejoined WWSW Pittsburgh announcing staff.

GEORGE LEE, who rejoined announcing staff of KWH Philadelphia after serving as petty officer with Navy, has rejoined announcing staff of KIMO Hattiesburg, Miss. MURRAY ARNOLD has returned to post as program director of WIP Philadelphia, ED WALLIS, who held position of assistant program director at WIP Philadelphia, is now program director.

JACK STAPP, program director of WSM Nashville, Tenn., has returned to that post following 22 months service in New York and London with OWI. "The Red Network" of WSM, has returned to station after 42 months military service with American Red Cross, nearly two years of which were spent overseas. JUD COLLINS rejoins WSM as announcer. He was released from Army as lieutenant and served as pilot in training command of AAF.

PICK CAMPBELL, program director of KWHO Portmouth, Va., and newswoman of WOPI Bristol, Tenn., is new announcer at WSTA Huntington, W. Va.

C. NED LEFEVRE, released from Coast Guard, has been assigned to WNBC New York, central division, Chicago.

BERNIE BRICKER, chief announcer at WTIC Hartford before entering the Army in 1944, was, prior to being assigned to military duty, in charge of station in Kirtland, Iowa.

ART FORD, former "Milkmans Matinee" on WNEW New York, has been made assistant program director of Alfred E. Smith Memorial Hospital Drive.

MARY MARGARET McBRIDE, WAFB New York commentator, was honored Nov. 28 at luncheon of meeting of radio group of American Marketing Assn. at Hotel Sheraton, New York.

BEN FEINER, assistant program manager, WCBS New York, CBS television station, is to address Art Directors Club of New York at its luncheon meeting Dec. 5.

GEORGE WRIGHT, known as "the worlds fastest organist," has negotiated a one year's exclusive contract with NBC Theatres, will record two sides of a 15-minute record each month, his original arrangements will be recorded last month. Wright recording tunes using both his right and left hands at same time.

STAN SMITH, formerly with WGGI New York and WNEW New York, a veteran of four years of submarine warfare, has rejoined WLIR New York as staff announcer.

PAUL SCHLICHTEN, formerly with Eastern Aircraft, Terrytown, N. Y., has joined WMC New York as personnel director, replacing ERNIE DAVIDSON, resigned.

J. C. LEWIS, with Army discharge, has rejoined Don Lee Broadcasting System.

BENTLY MORRIS, after three years in armed forces, has joined to KFWB Hollywood as announcer.

SHEIPEGHT, LOUISIANA

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

SHREVEPORT, LOUISIANA

STACKS UP!

12TH IN POPULATION...

- 4th in Buying Income (thousands of dollars)
- 1st in Drug Sales
- 4th in Lumber, Building, Hardware Sales
- 9th in General Merchandise Sales
- 4th in Per Capita Income
- 12TM IN POPULATION...

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PRODUCTION

To stimulate annual campaign for funds to fight tuberculosis, WGN Chicago posed David Lee Brown, above four-year-old actor on KGN's "Punky Penny, Party," as young patriot portrayed on the 1946 Christmas Seal Stamp.

LARRY KRUPP, discharged from the Army as staff sergeant after three years, has rejoined announcing staff of WJW Cleveland. Trained as a FM radio school shortly after he joined the Army, he served a year and a half in Europe as front-line combat squad leader.

BILLY CRIB, formerly of CHEX Peter- borough, has rejoined CJX Kirkland Lake as chief announcer.

BILL GOODWIN and ART BAKER, Hollywood announcer and manager of "c.c." compare notes, backstage, with other announcers and celebrities in the David O. Selznick film, "Spellbound.

KNOX MANNING, CBS Hollywood commentator, has been signed as narrator for "The Warner Bros. film, "Ranch In White".

CLIFF ENGLE, special events announcer of AFAB San Francisco, with Army discharge, has resumed work as freelance announcer.

JULIUS HARRY KUNEY, formerly with WOR New York, has joined KMPC Hollywood as producer.

JERRY LAWRENCE has been assigned to CMBW New York, replacing JACK BAILEY. Latter is on tour with "Queen of the Air,"" as announcer.

CARL SKEELEY, chief of editorial section of AFAB Hollywood, and producer of "MBX Broadcasts," is father of a girl born Nov. 18.

FRED DARLING, released from RACAP in Chicago, has rejoined AFAB Chicago as public relation staff of CHEX Peterborough. He was formerly with WLW Cincinnati.

BAXNEY GOULET, production man-ager of CKCJ Montreal, has been nomi- nated for the VSM Canadian Drama Award for outstanding services to the Canadian Broadcasting Industry.

CHARLES VAUGHAN, former day super-visor of Don Lee Broadcasting Sys-tem, Hollywood, is to be replaced by Audemars, of the WMBV department of CHEX, has announced their engagement.

JACK LESTLING, formerly of WLLW Battle Creek, has joined the WKOK Kalamazoo announcing staff. Other new staff members are KAY SMITH and EVELYN BERLANT to the continuity department.

WITH close of football season, CBS on Dec. 8 resumes "Assignment Home," program dealing with problems of returned veterans which the network pro- duced in cooperation with the U. S. Veterans Administration. Serials is broadcast Saturday, 3-3:30 p.m.
Top off your good work on your Payroll Savings Plan with an outstanding showing in the Victory Loan—our last all-out effort!

Help bring our boys back to the homes for which they fought—and give our wounded heroes the best of medical care—by backing the Victory Loan! You know your quota! You also know by past war-loan experience that your personal effort and plant solicitation are required to make your quota.

**Sell the New F.D. Roosevelt Memorial $200 Bond through your PAYROLL SAVINGS PLAN!**

In rallies, interdepartmental contests, and solicitations, promote the new Franklin Delano Roosevelt Memorial $200 Bond! Better than "cash in hand." Victory Bonds enable the buyers to build for the future—assure a needed nest egg for old age.

Keep on giving YOUR MOST to the Victory Loan! All Bond payroll deductions during November and De-

*The Treasury Department acknowledges with appreciation the publication of this message by*

**BROADCASTING PUBLICATIONS INC.**

*This is an official U. S. Treasury advertisement prepared under auspices of Treasury Department and War Advertising Council*
Sixteen of more than 70 members of Newell-Emmett Co., New York, have returned to their former positions within the last month after serving with the armed forces. They include: [list of names]...
NOW IN PRODUCTION
FOR EARLY 1946 DELIVERY

Federal's Complete FM Broadcast Equipment

STUDIO EQUIPMENT - FM TRANSMITTERS - ANTENNAS AND TOWERS

With production now under way, Federal will deliver 1 and 3 KW FM Transmitters early in 1946...delivery of the 10 and 50 KW following shortly thereafter...featuring the latest in design, circuits, tubes and technique for unsurpassed operations in the new 88-108 mc. band.

Available with these transmitters will be complete associated equipment—from microphone to antenna—entire FM Broadcasting Systems...supplied by one experienced and dependable source—Federal...for more than three decades a leading contributor to radio progress.

Federal engineers are ready to consult with you...help plan every step of your installation...and then stay with the job until your station is in completely satisfactory operation. And Federal assumes full responsibility for the performance of its equipment.

Call in Federal now...be among the first on the air with the finest in FM Broadcasting.

Federal Telephone and Radio Corporation
Newark, N. J.
EDWARD TOMLINSON, KBOC authority on Latin-American affairs, spoke Nov. 25 before the National Convention of Public Enemies in Chicago. On Dec. 4 he is to speak at El Paso, Tex., forum of American Legionnaires, then is to go to Mexico City. He will broadcast from XEW Mexico City Dec. 8 and 13 on NBC. He plans to interview both candidates for President in the forthcoming Mexican elections.

LEE WOOD, former news writer of KQO and KFRL Denver, has joined newsroom staff of Don Lee Broadcasting System, Hollywood.

NEWSCASTERS of American western division are now heard at same time each day. Monday through Friday, WILLIAMS ( Archie) Hall handles the early morning newscasts, GENTRY KOFORD has been given afternoons' segment, with HUGO CARLSON, evening and night periods.

CAL TINNEY, humorous news commentator formerly on Mutual and recently released from the Army, Nov. 26 started series of quarter-hour broad- casts on WJS New York. Pitted "Hoots With Cal Tinney," the program is heard Monday through Friday 4:45-5 p.m.

JOE HASEL, WJ2 New York sports-caster recently with APBS, has resumed narration of Paramount News film coverage of football games.

LT. COMDR. ROB EDGER has returned to WWJ CBS video station in New York, as director of sports and special events post he held before entering the service.

JIM BLAINE, chief announcer of WPJA Washington, Pa., is new sports director of KFBC Cheyenne, Wyo.

LAMBERT MUNSON, from WMAL Fair- mont, Md., joins KFRC as assistant sports announcer. STUART AUBER, formerly with Associated Broadcasting Corp. is named to KFRC air announcing and special events staff.

WILLIAM L. SHERRY and HOWARD K. SMITH, CBS correspondents who were broadcasting the trials of the Nazi war criminals at Nuremberg, returned from a trip home last week, and are now reporting from Los Angeles. SMITH says: "The broadcast booth is nearly closed up tight for the month. People are now starting to get out for the month. The entire setup is being dismantled with a large group of people. The microphone is set in the middle of the room. The audience is standing looking up into the booth." GRAHAM on Nuremberg to join ARTHUR GASTF and LESTER NICHOLS on coverage of trial.

JAMES JACOBS is replacing ALEXAN- DER GRIFFIN on Mutual's co-op news commentary program 12:35 P.M. Mon- day through Friday. JOE GRIM is to be his associate.

JOHN Enright is joining ARTHUR GASTF and LESTER NICHOLS on coverage of Nuremberg trials.

MARTIN BURKE, released from the Air Force after three years service, has been appointed news editor of WJLA, New Orleans.

CHET HUNTLEY, director of public affairs for CBS western division, has been assigned new quarter-hour series sponsored on network Pacific stations by Robert Products Co. (RPM).

FERD HENRY, director of news and special events for APBS shortwave op- erations, San Francisco, returned from Nuremberg to join ARTHUR GASTF and LESTER NICHOLS.

Down MEMO LANE

The inter-office memo is no novelty to the radio executive . . . nor is the BMI Music Memo.

Mutual Co-Op News Service

Edward Tomlinson of KBOC, Austin, Texas, announce that his company will be adding 68 local sponsors to their newscast. This move is seen as a strategic move to increase their audience and market share.

New News Service

Announcement of Washington, D.C.'s latest radio news service was made last week when incorporation papers for Radio Washington Inc. were filed in the District of Columbia. President of the firm, a group of radio executives who plan to operate the station, has announced that they will operate the station.

Racial unity program of Win Phila- delphia, "Juke Jive," sponsored by Fellowship Commission, has been se- lected for broadcast by the national radio program.

MUNDIAL on Dec. 2 broadcast ceremony for 16,000 disabled veterans of World War II throughout the nation as a way to honor the veterans who served in the war.

FOREIGN service of Radio-Diffusion Francaise, Paris, now broadcasts to the U.S. and Canada a daily program schedule. In English and French, the programs are heard from 9:30-10:30 p.m. and feature music, round-table discussions, comedy and poetry.

Like Wes in Chicago

LIKE WES IN CHICAGO

CATV station, The Arizona Network, in Phoenix, is offering a new program called "Wes in Chicago." The show is hosted by Wes Blain and features music, comedy, and interviews with local celebrities.
SHAW, LA VALLY GET FINANCE BUSINESS
THREE DAYS after resigning from Leo Burnett Co., Inc., Chicago, Jack Shaw and Norman La Vally, both account executives, not only opened their own offices at 209 S. La Salle St., but also took over one of the biggest accounts in local radio—Household Finance Corp.

The new firm will handle all advertising for Household, an account which runs into six figures annually, and which prior to signing with Shaw and La Vally was serviced by BBDO. Mr. Shaw also brought with him the Lumberman’s Mutual Casualty Co. account which he had serviced while with the Burnett agency.

Mr. Shaw was formerly with Henri Hurst & McDonald and later was advertising director for Purity Bakeries Corp. Mr. La Vally, former account executive on the Hoover Co., Brown Shoe Co., and A. B. Dick Co. for Leo Burnett, was at one time Chicago advertising representative for Curtis Publishing Co., representing Saturday Evening Post.

PERSONAL Relief for Italy campaign, which ships food and second-hand clothing packages to Italy, has been conducted on WNYC New York on Luigi D’Ianni’s “March of Opinion” program. Promoted days on the radio, campaign produced more than a shipload of packages, necessitating another ship to be chartered.

PLANNING to initiate television broadcasting for San Francisco and the Bay area within nine months, personnel of KFRC, Don Lee station in San Francisco, are getting thorough training in video. Here Chief Engineer Jim McArlette explains the kinescope, observed by (1 to r) Production Manager Mel Venter, Technician Robert Baldwin, General Manager William D. Pahlst. KTSL Hollywood is Don Lee video station.

Strikers on WOL
FREEDOM of the airwaves was proven dramatically during the latest Washington transit strike. WOL’s Lou Brott attended one of the labor meetings at which a bus driver arose and made disparaging remarks about radio and the press, accusing them of prejudice against the strikers. Immediately, Mr. Brott sought out the striker, told him how management and labor had both been offered time on the air, by WOL and other D. C. stations. Management had taken the time, labor had refused. “Now’s your chance,” said Mr. Brott, “come with me.” The driver went on the air at the same time providing an executive of the transit company two weeks earlier. The next day the 15-minute program was played back from a wire recorder at a labor meeting, to the cheers of the strikers.

Sinatra Honored
FRANK SINATRA was unanimously elected to receive the first annual Golden Slipper Unity Award, according to Morris Sobel, president of the Golden Slipper Square Club, Philadelphia fra-

HUB OF THE LOWER RIO GRANDE VALLEY, known as TEXAS’ 4th CITY
900,000 acres of the Lower Rio Grande Valley are composed of fertile, irrigated delta soil valued at from $1,000 to $3,000 per acre, producing more citrus fruits and winter vegetables than any other single section of the United States.

That’s why “Texas’ 4th City” is a fabulously rich market for your merchandise. Because of its central location, up-to-the-minute equipment, and program popularity among prosperous Valley people KGBS is the logical medium to carry your message.

KGBS McHenry Tichener, President, Troy McDaniel, Manager, Harlingen, Texas
Nationally Represented by THE WALKER COMPANY

WINCHARGER
F.M. ANTENNAS * ANTENNA TOWERS * VERTICAL RADIATORS
WINCHARGER CORP. SIOUX CITY, IOWA

December 3, 1945 • Page 65
Northwestern Michigan's Only NBC Station Serving a Triple Market—Saginaw—Bay City and Midland

INTER-HIGH SCHOOL quiz and grade school spelling quiz are two new programs started by WNTF Gloversville, N. Y., as weekly half-hour features. High-school quiz is heard Thursday 8:30 p.m. under sponsorship of People's Bank of Johnstown and Trust Company of Fulton County of Gloversville, cities of the two competing high schools. Both towns also are represented in spelling bee for 6th, 7th and 8th grades aired Tuesday 7:30 p.m. under sponsorship of Gloversville City National Bank. Both contests will run through the school year. Awards will be made to top-Ups with highest scores.

Sports Schedule

A new protective type of news. Women commentators will be featured. Script that will permit listeners to present local news during first five minutes.

Sea Stories

WEEKLY dramatic series seeking to bring Americana to the air. The new action started Dec. 1 on NBC as a weekly program called "Out of the Sea." Program will be part of the life of Capt. G. H. Carlisle, U. S. N., a real-life hero of the war and adventurer.

Tea Shopper

TITLED "The Store Christmas Shopper," half-hour weekly program on WGN Chicago started Dec. 2. Built around real-life shopping boys in the city, the program gives tips on shopping for items for all families of the family. Program will continue each Sunday until Christmas.

On Russia

PUBLIC SERVICE feature now heard twice daily in New York and in Philadelphia is "An American in Russia," designed to give Americans a more thorough understanding of Russia through the eyes of a countryman. Quarter-hour-long program features a different notable each week who writes his own script.

Questions for Questions

LISTENERS of cooperative "Ladies and Seated" audience-participation show on 1130 WWAJ, Philadelphia, will participate in starting Dec. 3 by contributing questions for the "Metropolitan Travelogue" on the portion. Westinghouse electrical application will be used to make possible the impossible and the program will be shown in all communities.

Travelogue

NEW TITLE for weekly program of talks about New York. Formerly called "Metropolitan Travelogue" on WOR New York is "Let's Go." Philip Hynman conducts verbal sight-seeing trip through Manhattan area. Program is heard Wednesday 9:30-9:30 a.m.

WINS Dramas


Junior Forum

WJZ Hartford, Conn., now presenting weekly "Junior Town Meeting of the Air," in which four high schools participate each week a different school is host for program which originates from school auditorium.

'The News' on the" "How human hands performing daily tasks depend on "Time of" "New work alarm Clock" gives time at end of program.

Tote Talent

PUBLIC SERVICE program started by WWO Topeka, Kan., is Saturday morning, "Junior Juniper," produced and written by high school students of area and specializing in the talent from that group.

Traffic Corp

WNYC New York series, "Traffic Court of the Air," starts Dec. 6 for quarter hours. Organizers of the series, conducted by Archibald Watson, county clerk of New York County, with experts as guests.

To Network

HALF-HOUR cowboy and novelty program, "Western Trails," developed in Canada, has been heard by 1,000,000 listeners for eight months. It has been started on CBC Dominion network.

Audience Participation

AUDIENCE participation program, "Brunch with Bundy," started on WIBX, Utica, Nov. 26 as daily half-hour broadcast.

KLUF Clinton, Iowa, has appointed William Y. Rambo as executive representative.

Network Accounts


ANDREW JERGENS Co. Cincinnati. Dec. 26 renewes "Mr. & Mrs. North" for 12 weeks on NBC network. Monday evenings. 8:30 p.m. Agency: Leinen & Mitchell, N. Y.


LEVER BROS., Toronto, Canada. Dec. 26 renewes "Mr. & Mrs. North" on full NBC network for 14 weeks starting Dec. 26. 8 p.m. Agency: Leinen & Mitchell, N. Y.

PHILCO Co. of Canada, Toronto (radio receivers). Dec. 26 renewes "Mr. & Mrs. North" on full NBC network for 14 weeks starting Dec. 26. 8 p.m. Agency: Rutherfurd & Rau, Toronto.

PHILCO Co. of Canada, Toronto (radio receivers). Dec. 26 renewes "Radio Hall of Fame" on 23 CBC Do-

KOGY OKLAHOMA CITY

A MUTUAL STATION - Ask the Walker Co.

Page 66. December 3, 1945

Broadcasting * Telecasting

Allied Arts


PHILCO Co. of Canada, Toronto (radio receivers). Dec. 26 renewes "Mr. & Mrs. North" on full NBC network for 14 weeks starting Dec. 26. 8 p.m. Agency: Rutherfurd & Rau, Toronto.


JOHN GUEDEL RADIO PRODUCTIONS Inc., Hollywood, has been signed to supervise production of NBC "Electric Scrapbook" and "World Parade" programs, under management. Produced by John Gueidel Corp. (Ralphie cigarettes, smoking to- tems), and W. A. Sharp Co., respectively, are sponsors. Agency is Russell & Pepto Co., Chicago.

ROBERT JAY BURTON, head of the legal department of BML, is father of a man who was killed in action for his country.

G. S. GILL, formerly with WPB Communications Section and president of General Telephone & Electric Co., Virginia, Ill., has been named manager of surplus materials division of Stromberg- Carlson Co.

DURING 1945 season talent of WLB "The Newies" was booked by more than 40 radio stations in Ohio, Indiana, Ken- tucky, West Virginia, and California to travel.


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PHILCO Co. of Canada, Toronto (radio receivers). Dec. 26 renewes "Radio Hall of Fame" on 23 CBC Do-
ED HOPPER, released from AAF as a major, has resumed WBNY New York as assistant chief engineer.

HOWARD WESENBERG, released from the Navy as chief petty officer, is to return to the engineering staff of WRTH Hartford. He entered Naval Reserve in 1942.

BARRY B. MILLER has been appointed vice-president of Langerman Co., New York, in charge of all broadcasting station and audio facilities.

Paul Jones, formerly with WBNY, is now in transmitting division of engineering department of WOR New York.

Paul J. Moore, released from the Army as major and formerly attached to Signal Service Corps, Frankfurt, Germany, has returned to central division of NBC Chicago as transmission division.

Richard Johnson, released from the Army in November after 40 months of service, has returned to control room staff of WOR-. Mission: 1st carrier for more than two years in Azores, Brazil and East Africa.

Theodore B. Bowes, previously with General Electric Co. patent department, has returned to central division of engineering department of WILB in Hartford, Conn., and is more recently a radar project manager for this company, has joined Saint-Gobain Carbon Co. as patent attorney for the engineering and research division.

WILBUR G. CLANCY, studio supervisor of WBC in New York, has completed the RCA broadcast engineering department.

Alfred C. Davis, for year and a half held position on National Defense Committee, has joined Universal Research Laboratories, San Francisco, as planning and research engineer.

Nathan Williams, consulting radio engineer, has opened his offices locally in Oak Lawn, Ill., to 20 Aipma Bird.

DELETERIOUS first of its type used for telecasting, this 40-foot focal length lens is scheduled to be used for the first time by CBS-TV New York employed to cover Army-Navy game in Philadelphia on Dec. 1. With focal speed of f/8 and having back focus of 20 inches, lens was obtained from Bausch & Lomb.

H. Leslie HOFFMAN, president of Hoffman Radio Corp., Los Angeles (radio, systems, equipment mail., currently is in New York and Chicago. He returns to Los Angeles in Jan., December.

S. J. CUNNINGHAM has returned to the employment staff of KDKA Salt Lake City after nearly four years in the Navy. He now holds warrant officer rank. He was aboard the Indianapolis last year.

Frank BARRON, engineer of KPO San Francisco, is recovering from emergency operation.

David PARRISH has returned to KREO Honolulu. He was chief engineer upon discharge from Army Signal Corps after three and a half years.

M. S. Adams, with release from U. S. Marines, has rejoined HBO Hollywood as field supervisor of engineering department.

Joseph E. Jones, network audio field engineer for A&P.

PROMOTIONS IN NBC ENGINEERING DEPT.

Increasing demands on the executive personnel of NBC's engineering department have necessitated a redistribution of duties and four promotions in the department.

George McElrath, formerly in charge of detailed coordination of technical operations, has been appointed manager of the engineering department, and will be responsible for all departmental business management activities as well as technical operations. Edward F. Burke, formerly assistant manager of the nation's largest radio network, was appointed manager of the engineering department.

William A. Clarke, formerly manager of technical services, becomes administrative assistant, and James C. Woods Jr., succeeds Mr. Clarke.

Under new arrangement, four new groups constitute network's engineering department—radio facilities, audio and video facilities, director of technical development, and manager of technical services.

MANAGEMENT OF CBCA Edmonton are public service club members. Gordon B. Henry is president of the Edmonton Rotary Club and has held important posts during war bond drives; Rollie Barnes, assistant manager, is a director of the Oporto Club; Doug Moir, production department, and Bill Verdon, news editor, between them hold three committee chairs on the Edmonton Junior Chamber of Commerce. RCN, A. A. Metais, public relations director, is editor and publicity chairman for the Kinney Club and YMCA.
WAVE DOESN'T TOOT AT THE WALLS OF JERICHO (Ky.)!!

If Jericho's like some other little Kentucky towns we've seen, the whole place sure enough could be brought tumbling down by a good trumpet blast . . . but tumbled-down walls aren't what we're seeking! More to our taste (and that of our advertisers) is the Louisville Trading Area, home of more wealth, more prosperous people, more industry than the rest of Kentucky put together. And we're offering it at lower cost because our broadcasts (unlike Joshua's), don't reach Jericho! You're dazed too!

LOUISVILLE'S WAVE

2000 WATTS . . . STC N.E.C. N.E.C.
FREE & PETERS, INC.
National Representatives

Promotion Personnel

JOHN W. BARNES, former publicity director of WMBR Univeity, Pa., has been appointed publications editor of Government Services Inc. in charge of all publications. He also will assist in general public relations and advertising work for company.

ALBERT E. GIBSON, promotion manager of WJIB Nashvile, has returned to station following 34 months in Army. He served in G-2 section of 9th Infantry Division as well as with Second Army Headquarters and AFN New York, San Francisco and Los Angeles. He was released as captain.

ALBERTA CURTIS, research director of WNUE New York, is co-author of an article titled "Montclair Studies the Experiences and Attitudes of Its Residents," appearing in the Journal of Marketing.

MILDRED O'NEILL, former staff writer for Radio Daily, has been appointed publicity and promotion director of WHNY Brooklyn. Dec. 3 she starts three-weekly quarter-hour "Column of the Air," noon program on subjects of interest to women.

LEO MISHKIN has resigned from the press relations staff of CBS to become radio editor of Cue Magazine.

Post Cards

KELLOGG Co.'s offer of a Tom Breneman postcard picture series on Breman's "Breakfast In Hollywood" program on American, brought so many requests that sponsor had to withdraw offer after two weeks. Postcards picture Breneman and Hollywood stars who have appeared on program and include recipe for rhubarb nectar. Agency is Kenyon & Eckhardt, New York.

Car Cards

MARKET LAUNDRY, reported first Oak-land, Ca., laundry to use radio and now sponsoring Sunday morning half-hour musical program on KROW, is promoting series with advertisements in George C. Cummings Agency has account.

Morning Man

LEYEY MILLER, WPHL Philadelphia morning man, is featured in folder issued by station. Back of folder gives rates.

Program Selected

MUTUAL'S "You Make the News," weekly news-drama radio series, has been selected for study by undergraduate radio courses at New York U. Presented in cooperation with Newsweek magazine, program was chosen because it offers a wide range of study for the student and combines practically all elements of radio on each program. Students will follow program through its entire stages of development.

ROBERT A. MOONEY, sales representative of Station WHDD, has been elected secretary of the Hartford Junior Chamber of Commerce.

Borden Show Boosted

POSTAL mailings to 800 grocery outlets, display material in 200 stores, 40 counter displays, three window display, and newspaper ads were used by WXYZ Detroit in promotion of Borden Co.'s "I've Got Your Number," twice-weekly give-away program. Preliminary data indicates 40 percent of 100,000 coupons used in campaign. Courtesy announcements were given each week to different grocery chain and independents. Kenyon & Eckhardt, New York, agency for Borden's Instant Coffee, cooperated in campaign.

WPAV Leaflet

WPAV Portsmouth, O., distributed to national agencies and advertisers 500 copies of a leaflet containing excerpts from talks of local industrialists concerning the employment situation in Portsmouth made on recent broadcasts. Title of folder is "Industrial Employment in Portsmouth, O., Today and Tomorrow!"

WTOP Booklet

GENERAL industrial exhibition held in Washington as a post-war market are corrected in "So You Think You Know Washington," a splendidly and amusingly illustrated promotion piece handed out by WTOP Washington. CBS owned and operated outlet.

WOWO Telegram

TELEGRAM preceded mail piece of WOWO Fort Wayne, Ind., to timebuyers, suggesting placement of accounts in a "market that represents 50-50 rural-urban population in nation. Blueprint styled market data folder followed telegram.

WINNER of combined promotion stunt staged by WEJ Buffalo and local 20th Century Theater is Mary H. Camp, who receives $25 Victory Bond award from Earl Hubbard (r.), advertising director of the theater which recently booked HACO's "The Falcon in San Francisco". WEJ carries radio version, "Adventures of the Falcon". L. to r. William A. Schweitzer, WEJ promotion manager; John K. Muyeva, "flying Falcon" identified on Buffalo streets by Miss Camp; Harry Pecky, district supervisor of American Beauty Razor Co., sponsor of Falcon program on Mutual, Tuesday 8:30-9 p.m. with 73 station network.

WCAO Balloons

IN A UNIQUE advertising stunt, WCAO Baltimore has been flying a balloon over the main sections of the city. Marked "WCAO CBS in Baltimore", the balloon carries huge streamers labeled "The Sign of Good Listening" and "600 on Your Dial!"
Mr. Woods

(Continued from page 18)

ents, to carry out their tasks should be encouraged by appreciation and understanding on the part of our people at home.

The trip also gave us an opportunity to observe at close range the dangers of the tremendous power of radio as a weapon for both evil and good.

All radio in the Axis countries was operated under strict governmental control and used as a propaganda weapon. One of the best illustrations of the Germans' appreciation of the force of radio was their use of it, despite the many opportunities as they retreated, to destroy stations such as Radio Luxembourg. Of course, it was obvious that they hoped to recapture those stations and resume their use for propagandistic purposes.

At first thought it is inconceivable that before the war there was no commercial system independent of government in these countries. At Wiesbaden this matter was the subject of a heated debate after V-J Day as to the desirability of establishing a commercial system for Germany in order to convince the people of some of the advantages of democracy through competitive radio.

However, when the problem is examined without prejudice there are several vital reasons why a free competitive system is non-existent in Europe, and why such a system is not at present suitable in many of these countries. First and foremost is the problem of the adjacency of each nation to the other. All of Europe consists of 16 independent countries, except for Russia, is compressed into a relatively small area. These 16 independent countries with many different languages, countless dialects and customs is in most cases smaller than many of our states and the distribution of the number of broadcasting frequencies is a major problem even under international agreements.

Second, the all-important question of international politics has been a paramount reason for governmental control of radio.

Consider for a moment Radio Luxembourg or Radio France permitting a Windfall or a Pearson or a Kaltenborn freedom of expression on the air. Every Sunday night would in all probability bring its own international incident with the resultant severance of diplomatic relations, and possibly even more drastic consequences.

The third reason why Europe lacks a competitive system of radio is a question of its underlying economics. Europe, with its lower purchasing power and its extremely low advertising expenditures as compared with those of the U.S., is in a weak position to support a competitive system of commercial radio.

The license-fee system for radio receivers seems to prevail in all of Europe, including England, and in my opinion has no bearing on the subject except insofar as it may tend to curtail the total circulation of such receivers.

What then is the answer? Can we and our allies afford to allow this vital instrument to be used again for stimulating a national spirit which will lead to war?

In my estimation, we might as well permit Germany to rebuild her vast munitions and chemical plants and her airplane factories, as well as resume her research, in atomic power. Our Armed Forces, in reopening German schools, are carefully screening text books, teachers and professors so as to eliminate any trace of Nazi activities in teaching the present children. The few newspapers that are presently being distributed are also carefully screened by our Armed Forces in the zones we occupy.

The lesson to be learned is not only that it is important that the German radio be kept under our supervision and that of our democratic allies, but that every European must be taught what every liberty-loving citizen of our great country knows: that to have freedom one must want it; and to maintain freedom requires a fight as serious and as desperate as any waged in war.

Radio in the defeated countries of Europe is presently under the supervision of the Armed Forces, and I believe they understand the problem better at this moment than any private organization. They also appreciate that radio's power can be used for harm as lethal as atomic force, or for the salvation of mankind.

Plea to Kidnapers

WNAC Boston was the scene of a touching broadcast last Thursday when Mrs. James Carlin broadcast an appeal to the Yankee Network for the return of her kidnapped six-month-old son, Fred Land. "Teletest" announcer, read the appeal a second time and urged all listeners to call Yankee Network News Service any time of day or night if they had any information as to the child's whereabouts.

NEW TV SET RELEASE AWAITS BY WBKB

WHENEVER manufacturers release new television sets, WBKB, Balaban & Katz video station in Chicago, will be ready with the type of entertainment the public is demanding from the new medium, station officials signified Tuesday. Latest equipment is only half of the picture, William Eddy, general manager of WBKB, told Broadcasting.

"Talent will always be the deciding factor in television, just as it is in any other medium," he declared. This includes writers and producers as well as professional entertainers, Mr. Eddy added.

WBKB plans to augment its staff from time to time with people who believe in the future of television "as a commercial medium", the WBKB executive pointed out.

Indicative of the station's program to obtain experienced personnel, was the return this week of Reinald Werretrath, who left WBKB to enter the Navy three years ago. Mr. Werretrath came to Chicago from NBC when Mr. Eddy took over the station operations. He will act as an assistant to Mr. Eddy, supervising program and production of new shows planned by the station. These will include a number of outdoor remote television programs, sports events, parades, conventions and "anything of interest to newsreels", Mr. Werretrath said.
ACLU
(Continued from page 17)
should afford all comers access to their microphones, which he termed an utter impossibility. "It is the responsibility of the individual broadcaster to make the decision as to what shall be heard on his station in his community," he stated, "and we want that responsibility kept there."

Mr. Willard agreed that the law which forbids the broadcaster from censoring the talks of a political candidate while requiring him to take all candidates if he takes any, should in fairness exempt the broadcaster from any responsibility for the candidate's remarks. The station has the right not to carry any political speeches, he said, but in a hotly-contested campaign that would not be good public service.

A third matter of concern to broadcasters, Mr. Willard stated, is the power of the FCC to exercise the power of censorship, forbidding it by its Communication Act, indirectly through its licensing power. Broadcasters, he said, would welcome legislation that would remove their fear of interference by the FCC.

Controversial Time

The radio committee of ACLU unanimously agreed that the way to inspire an adequate discussion of public issues on the air is through a legal requirement that a certain percentage of a station's time be given over to the discussion of controversial issues, the committee's chairman, Thomas Carskadon, reported. The committee's unusual unanimity was immediately broken, he added, when it discussed the possibilities of time and what hours of the day.

Arthur Garfield Hays, ACLU counsel, took immediate issue with this position on controversial issue time, describing it as "appealing". Emphasizing the importance of forcing broadcasters either to give or to sell time for controversial issues, Mr. Hays said he would leave it all to "the pressure of public opinion and enlightened self-interest". Protests against improper operation should be raised only when a station's license is up for renewal, he declared.

Dr. Paul Buehler, director of Columbia U's office of radio research, suggested that more attention be paid to daytime serials and evening comedy programs, which he said have many times the audiences of forums. He proposed a continuous audit of such programs to see how they treated public issues, if at all, that the results would probably stimulate those responsible into action and that publicity of the findings might do what legislation can't.

Lew Frank, of the National Citizens Political Action Committee, expressed disagreement with Mr. Willard's statement that the broadcaster must bear the responsibility for what goes on the air. The NPCAC, he stated, believes the law should prescribe rigid standards of public service and define times for public service broadcasts. To keep the public reminded that the air belongs to the people, not to the broadcasters, Mr. Frank proposed a rule requiring every station, not merely at signoff time but several times a day, to announce that the air belonged to everyone. If the station operates on a government license for public service.

Fly Is Chairman

James Lawrence Fly, former FCC chairman, served as chairman for the radio, press, and motion picture session. Much time was used to discuss the Post Office censorship issue in the Enquête case and activities of the Hays office, state and city censorship boards, the Legion of Decency and other pressure groups attempting to influence the production and showing of movies. When radio's turn came speakers had to be cut after 10 minutes. This left no time for debate.

In licensing the new channels available with the development of FM broadcasting, the FCC should give preference to "newcomers" with a sense of public responsibility," Mr. Darr said in an address to the general luncheon meeting of the conference. Stating that the FCC had sought diversity in control of radio by its licensing, he said that it had not been secured, even with 950 AM stations. The four networks take up half of the time and a much larger proportion of evening time, he stated, with the control of national advertisers superimposed on that of the networks. This situation, he declared, "is not conducive to diversity and tends to force the general public to let the people exercise the choice of selection in their listening."

Pointing out that over 70% of the FM applicants have been standard broadcasters and 40% newspaper owners, Mr. Darr said that the opening up of FM will not mean diversification unless these new stations are operated by "new owners with new concepts."

The present 15% of applications from newcomers is not enough, said, urging for more public awareness of the fact that "too-exclusive occupation of the air by one small group to the exclusion of other groups can be as effective censorship as government censorship."

Mr. Fly, who also spoke at the luncheon, urged international agreement to break down present barriers to a free worldwide communications system with exact circuits connecting major centers of the earth and with no restrictions or preferential rates favoring any single nation or group at the expense of others.

FUTURE OF RTPB TO BE CHARTED SOON

FUTURE course of Radio Technical Planning Board, industry advisory group organized several years ago at suggestion of ex-Commissioner Henry Lawrence Fly, will be charted at a meeting to be held in early January by Har- den Pratt, RTPB board chairman and IT&T vice-president.

High praise for RTPB's help in hearings and studies leading up to FCC spectrum allocations was paid by Chairman Paul Porter in a letter to Mr. Pratt. The chairman voiced the hope that RTPB will continue to function in close cooperation with FCC on technical controversies and problems. He emphasized, however, that RTPB's work is not to be confused with purely technical aspects, with companies presenting commercial aspects and others their particular points of view.

RTPB, the chairman added, is reorganizing and strengthening its laboratory and technical facilities and intends to make all technical information fully available to the public as rapidly as possible.

Chairman-elect of RTPB is Howard C. Frazier, NAB Director and Associate Engineer; Will Balitin, Television Broadcasters Ass'n, is treasurer, and Dr. W. H. Crew, Institute of Radio Engineers, is secretary.

Hicks to Ferry-Hanly

LT. COL. THOMAS EDWARD HICKS, released from the Marine Corps, has become a stockholder in Ferry-Hanly Co., and has been elected an officer and director of the New York agency. From 1933 to 1942 he was president of the Pacific Products Corp., a Johnson & Johnson subsidiary.

In the Corps, he saw service in Marine Aviation in England and with Marine Night Fighting Squadron 311 in the South Pacific. During the last year of the war, he was on the staff of the Commanding General, Aircraft, Fleet Marine Force, Pacific.

Clarke Released

TOM CLARKE, with release from U. S. Marine Corps to United Photo & Printing, San Francisco, as assistant account executive.

Nordicity Moves

THOMAS H. MORRIS, formerly with advertising and publicity operations of D. P. Brotier & Co., has joined Riner & Ingram, Ltd., Canadian office, as copy staff.

WRC's Doll House

"THE DOLL HOUSE", WRC's Christmas campaign to provide dolls for Washington's poor children, will be revived on Dec. 3, when Bill Herson starts his six-week broadcast from the corner of 11th & F Sts., 6-9 a.m. "Coffee With Congress" regular Sunday feature will be discontinued until Sat., Dec. 29.
delay, alleging that the Government agency failed to issue ceilings; when ceilings on parts were announced they provided no margin for profitable operation, and virtually all manufacturers must file individual requests for price adjustments before receiving sets can be turned out at a "reasonable profit".

OPA on the other hand charged that industry failed to cooperate by withholding cost-production data necessary to fix ceilings. OPA did issue some parts increase factors in late August but several weeks later revised them upward, in some instances doubling them. All of the first ceiling prices set by OPA were for small AM models. FM receivers are not expected to reach the market in any quantity before late winter or early spring.

While the major manufacturers asserted a few weeks ago that the OPA ceilings virtually eliminated the profitable manufacture of table models [Broadcasting, Oct. 22], the first requests for set ceilings, oddly enough, were for models ranging from 4- to 8-tube sets. Prices are from $10.20 to $30. Following are the ceilings, including Federal tax, announced by OPA:

- Croxley: Model 56-TC, 3-tube, AC/DC, 4-inch speaker, wood cabinet, 11 x 11 x 9 inches, 2 bands, $30.00. (Prior to war Croxley featured the Flurry, a 5-tube table model at $15.00)
- Noblit-Sparkes: Model 444-Arvin, 4-tube, AC/DC, 4-inch speaker, metal cabinet, 12 x 12 x 10 inches, 1 band, $20.00. Model 444A-Arvin, same specifications as 444-Arvin, $20.50.
- Model 442-Arvin, 4-tube, AC/DC, 4-inch speaker, metal cabinet, 5 x 10 x 9 inches, 1 band, $20.00.
- 640-Arvin, 3-tube, AC/DC, 3-inch speaker, bakelite cabinet, 12 x 12 x 10 inches, 1 band, $20.00.
- 660-Arvin, 3-tube, AC/DC, 3-inch speaker, bakelite cabinet, 12 x 12 x 10 inches, 1 band, $20.00.

Portable phonograph price range was from $22.50 to $25.00.

Lost Papers Found

Robert St. John's plea on his daily commentary program on NBC News on Nov. 25 for vital medical data was lost by Lt. Comdr. William T. Foley of the Navy Medical Corps. Last week when Comdr. Foley reported that his papers had been returned at 4 p.m. the same day. Letter to NBC's information department was received at 9:15 a.m. last Monday, and Mr. St. John went on the air at 10 a.m. Papers contained data on new type of vitamin deficiency disease and were invaluable to medical science.

Wood Bill

(Continued from page 18)

OPA Ceilings

(Continued from page 18)

is no such thing as purely objective news. And what the Wood Bill assumes is that the networks abandon their responsibilities in favor of the news agencies, which the bill in no way controls.

John Daly, CBS commentator, had this to say: "The Wood Bill marks another call to battle for all those who hold that 'freedom of expression' is essential to the maintenance of democracy. The radio industry, particularly the radio news branch, has aptly demonstrated its integrity and appreciation of responsibility in the recent and trying crucial years of war. The self-regulation that maintained a cool head and good taste under the excitement of immediate news developments during the war will certainly serve the interests of honest, objective reporting in peace. The disconcerting aspect of the Wood Bill is that radio news, which served the nation so well and faithfully during the long months of the war, should now have this suggestion from a member of Congress that it lacks integrity and good faith. It is hardly a just reward for a job well done."


for the first time one network

Will Blanket the Richest

Agricultural Market in America

MISSISSIPPI VALLEY NETWORK

NORTH CENTRAL BROADCASTING SYSTEM, INC.

CHICAGO 1, I11.
360 North Michigan Avenue
Central 4995

ST. PAUL, MINN.
E-622 First National Bank Building
Gopher 678

NEW YORK 1, N.Y.
Empire State Building
Langusta 3-4019

December 3, 1945 • Page 71
Franchise Tax
(Continued from page 16)

cause of the "fabulous value" of FM channels.

Excess Profits Tax

"Anybody in charge of the resources should take the matter up with Congress," he continued. "I think that radio's excess profits taxes alone would amount to an estimated $20 million dollars annually." [Broadcasting, Nov. 19]. Rep. Cannon declared: "I opposed repeal of the excess profits tax. The companies are still making more profits. Why should they pay the tax?"

Mr. Cannon wouldn't be adverse to a franchise tax, he said, although he explained such legislation must originate in the Ways & Means Committee. "If we tax the telegraphing and the telephone companies, why shouldn't radio pay a franchise tax?" he asked.

"I realize that anyone in public life would hesitate to take a position against what would be considered critical of broadcasters because they're able to assert influence," he stated. "But some attention should be given this problem by the FCC and the Congress."

Rep. Cannon was a member of the official American delegation making the maiden flight of the first trans-Atlantic clipper in June 1939. The Americans were feted at dinner by the British minister in charge of broadcasting and were taken on a conducted tour of the British Broadcasting Corp. He has not been in England since. He was to leave Monday on the first Washington-Paris flight by TWA.

It was learned on Capitol Hill, from the disclosure of the subcommittee hearings, that some Congressmen favor a fixed franchise tax, depending upon the station's frequency and power. This tax proposal would be graduated for local channels, regional and clear channels.

FCC Might Approve Tax

It was understood the FCC would go along with another group which favors a tax on radio's profits above 25% of invested capital.

An effort to assess radio's income above normal taxes was made in the House in the late 30's when the Ways & Means Committee reported out a bill to assess the gross receipts of stations. The bill died in the Senate, however.

Rep. Taber (R-N.Y.) questioned Rep. Porter during the appropriations hearings on the question of a franchise tax, commenting: "The railroads, utilities, telephone and telegraph companies did have to contribute that kind of a tax and some people have the idea that the broadcasting stations would not be hurt too much if they had to pay something of that kind." He added that the franchise tax was not Federal but State.

"It is possibly a little more difficult to handle it from the State standpoint in connection with broadcasting stations than it is in connection with these other public services, perhaps not—-I do not know about that," added Rep. Taber.

Rep. Ludlow (D-Ind.) also displayed keen interest in radio's profits, asking: "Under the law which you operate and in your administrative procedure do you take into consideration a profit of a station? Do you let them make all they can? That is none of your business?" Chairman Porter replied: "There is some view in the Commission, which I share, that stations with this public franchise making that kind of profit owe something to the public in the services performed and so I look at their renewal applications with that in mind." Mr. Porter had testified that radio's profit was 200% of depreciated plant value, declaring that broadcasting "is an enormously profitable industry."

Problem Develops in Interim Station Sale Procedure Plan

The applicants are advertising the contemplated transfers in newspapers in their respective cities.

The notice on KROTV says license of the standard station is proposed for assignment to Harmco Inc., Sacramento, from Royal Miller, Marion Miller, L. H. Penney and Gladys Penney, doing business as Royal Miller Radio. Purchase price under an agreement dated Oct. 25 is $150,000. Competitive bids will be accepted by FCC for 60 days from Nov. 14, date of the application.

The KMTR case involves the transfer of control from Marilyn Dalton Alcorn and other stockholders to Dorothy S. Thackrey of New York City. FCC's notice said purchaser had agreed to buy 747 1/4 shares of the 1,000 shares of common voting stock issued and outstanding, for $375 a share, "subject to certain adjustments". The notice says other bids will be acceptable for 60 days from Nov. 9. The agreement, however, stipulates that it shall become null and void unless approved by FCC by Dec. 31, but this is subject to purchaser's option to extend the time to March 31.

Lecture at Georgia U.

THREE radio executives have served as special lecturers at the Henry W. Grady School of Journalism, U. of Georgia, during the autumn quarter. Leonard Reinsch, director of the Cox stations, and radio adviser to President Truman, spoke on the President and on the broadcast mission to Europe. Wright Bryan, commentator on WSB Atlanta and NBC, and editor of the Atlanta Journal, spoke as a Press Institute guest. Wilton E. Cobb, manager of WMAZ Macon, Ga., and a duPont award winner, discussed broadcasting as a career.

Snow in September...

down South...

Cotton is the 16-county WSPA-Piedmont's largest money crop. Over 27,500,000 baled-pounds each year are produced in Spartanburg County alone.
Gen. Cramer, Andrew Haley Form Law Partnership; Phil Baker Joins Firm

MAJ. GEN. MYRON C. CRAMER and Andrew G. Haley formed a partnership as Cramer & Haley, radio lawyers, in Washington effective Dec. 1, the day after Gen. Cramer's retirement as Judge Advocate General of the Army.

Philip M. Baker, a member of Mr. Haley's staff, is associated with the firm. Offices are in the Earle Bldg., Washington 4, D.C.

Gen. Cramer, who received the Distinguished Service Medal and the Legion of Merit from Secretary of War Robert P. Patterson on Oct. 4 and was praised for "exceptional distinction" in solving "difficult, complex and unprecedented legal problems" as Judge Advocate General, received his A.B. degree from Wesleyan U., Middletown, Conn., and his law degree from Harvard U. He practiced law in New York for three years and was deputy prosecuting attorney for Pierce County, Wash., in 1916 when he was called into Army service for patrol duty on the Mexican border, and in the first World War he went to France as a captain with the 41st Division, returning in 1919 as a lieutenant colonel. He was awarded the Ordre de l'Etoile Noire of France.

Later commissioned major, Judge Advocate General's Dept., Regular Army, he was appointed Judge Advocate General on Dec. 1, 1941. His Army career includes assignments as assistant professor of law, U.S. Military Academy, West Point, and chief of the Contracts Division, Office of Judge Advocate General.

Lauded by Patterson

Secretary Patterson lauded "his aggressive leadership and astute judgment" as Judge Advocate General.

Mr. Haley, who received his A.B. degree from George Washington U. and law degree from Georgetown U., Washington, has practiced law in Washington for seven years. He was counsel for FCC, 1934-38, after practicing law in Tacoma 1928-34. Following outbreak of war he entered military service as a major, Judge Advocate General's Department, AAF. In September 1942 he was relieved of active duty to become president of Aerojet Engineering Corp., Pasadena, Cal., which was engaged in wartime rocket and jet propulsion work. With the end of the war he returned to full-time law practice.

In September 1945 he was appointed adviser on aircraft to the Senate Special Committee investigating the National Defense Program (Mead Committee). He has contributed numerous articles to law reviews, including "The Law on Radio Programs," which was made a Senate document.

Mr. Baker received his law degree from Georgetown U. and has been a member of the bar of the District of Columbia for 12 years. Before joining Mr. Haley's staff, he was counsel for the FCC and other Federal agencies for several years.

NAB PROGRAM DEPT. TO BE CONSIDERED

FORMATION of a program department in the NAB will be considered at a meeting to be held Dec. 10-11 in New York by the Program Managers Organization Committee of the National Broadcasting Co., organized after the NAB Board of Directors asked for suggestions on the subject. Meeting will be held at the BMB board room.

Chairman of the committee is Harold Fair, WOS, Des Moines. Other members are Henry W. Slavick, WMC Memphis; Eugene Carr, WBRC Canton, O.; Howard R. Chalmers, WLW Cincinnati; Ralph W. Hardy, KSL Salt Lake City; Clarence L. Menser, NBC; Douglas Coulter, CBS.

McElroy Announces

JACK McELROY has been assigned announcer on "Round-Up Time," Hollywood-originating sustaining series on American Broadcasting.

Mr. Hilker Mr. Goodnow

ARTHUR GOODNOW, of Westinghouse Electric Corp., and Ross Hilker, of KSTP St. Paul, have joined the consulting engineering firm of Weldon & Carr. Mr. Goodnow was chief engineer in charge of AM and FM broadcast transmitter development at Westinghouse and Mr. Hilker was technical supervisor of KSTP.

Mr. Goodnow, a graduate of Armour Institute of Technology, was with RCA Marine Division, later chief engineer of WJJD Chicago. He joined Westinghouse in 1931 and was audio supervisor at KYY Chicago, KDKA Pittsburgh and again KYY when it moved to Philadelphia. Transferred to the Westinghouse radio division, he supervised installation of 50 transmitters at WBZ Boston, WPTF Raleigh, WBBM Chicago and KXEL Waterloo. Since last December he has been in charge of broadcast transmitter development.

Mr. Hilker was major in engineering at U. of Minnesota, working at KSTP and at WCAL Northfield, Minn., while in school. He joined KSTP after leaving school, becoming technical supervisor in 1942, and also was radio engineer for the state. He carried out construction of the new KSTP studios and was in charge of television research. He is chief mechanical engineer for Weldon & Carr.

Young Wins Award

PHILIP A. YOUNG, copy chief of the radio department of N. W. Ayer & Son Inc., New York, is winner of the national radio script contest sponsored by the National Council of the YMCA to promote greater understanding of other peoples of the world. Prize awarded is $500 and a guarantee of publication. Young built his script, entitled "Nine September," around a night encounter on Iwo Jima between two GI's, a Negro, a Jew, and a wounded American-educated Japanese soldier. Play points out that people, no matter what their race or creed, are the same the world over. Judges were Mrs. Dorothy Lewis, Coordinator of Listener Activity, NAB; Richard McDonagh, manager of script division, NBC; Dr. Harrison Summers, American director of Public Service; Peter Lyon, president of the Radio Writers Guild; Earle McGill, producer-director, formerly with CBS; and Harper Sibley, chairman, International Committee of YMCA.
BROADCASTING

18,000 WATTS FULL TIME

Ocean Broadcasting Co.

IN THE UTAH MARKET

THE POPULAR STATION

RADIO STATION

ST. LUCIE BROADCASTING

THE ST. LUCIE BROADCASTING CORPORATION

FORT PIERCE, FL.

The St. Lucie Broadcasting Corporation is a broadcasting station licensed to Fort Pierce, Florida, operating on Fort Pierce, Florida, operating on the_2 to 655x866 MHz portion of the broadcast spectrum, with a power output of 18,000 watts. The station's call letters are WSTL. It is a part of the St. Lucie Broadcasting Network, which includes stations in various locations throughout the state of Florida.

In the UTHER MARKET

THE POPULAR STATION

Page 74 • December 3, 1945

NATIONAL DESIGN SERVICE

Consulting Radio Engineers

A.M. • F.M. • TV

STUDIOS DESIGNED & BUILT

N.Y. C. 96 Liberty Street B 3-0507

1129 Vermont Ave., N.W. 2-11646

WASHINGTON, D.C.

NATIONAL DESIGN SERVICE

Consulting Radio Engineers

A.M. • F.M. • TV

STUDIOS DESIGNED & BUILT

N.Y. C. 96 Liberty Street B 3-0507

1129 Vermont Ave., N.W. 2-11646

WASHINGTON, D.C.
TV SHOW ON WKBW FOR ACROBATIC SHOES
FIRST of a contemplated series of television shows planned by Guthrauf & Ryan, Co., division of Aerobic Shoe Co., division of General Shoe Corp., Nashville, was presented Wednesday by Marshall Field & Co. over WBBM Chicago. Titled "Amazing Adventures of Tambin Tim," the show featured acrobatic shoes and a tree ornamented with Acrobatic shoes.

Thornet Appoints Mayor
HORNET MOTORS, Fresno, Calif., manufacturer of fidget motors for model trains, has appointed Maurice Co. Los Angeles, to handle advertising.

George A. Carlin

GEORGE A. CARLIN, 54, editor and general manager of United Features Syndicate, New York, died at New York Hospital Nov. 28, in his association with United Features Syndicate, he provided humorists with opportunities to go into national syndication, and distributed the work of many fanatical comedians.

Col. Kirby to Speak
COE. ED KIRBY, public relations consultant to the NAO, will speak Dec. 5 at a luncheon meeting of the Overseas Press Club, New York.

Record Shop
COLUMBIA RECORDING CORP., Bridgeport, Conn., has planned Record Shop With Martin Block" on Dec. 15 at 15.5-tared station WNYX throughout the country. Program will feature latest RCA record promotion on Columbia records with interviews with Martin Block. Program will be heard with more stations than will be added. Agency is Benton & Bowles, New York.

Gillette Bicycle Schedule
GILLETTE SAFETY RAZOR Co., Boston, on New Year's Day, will send one of its four-year-old bicycles to every person who will present a copy of the 1946 Mutual Bicycle schedule for the Cotton Bowl game at Dallas, Texas, to the Mutual Bicycle Company, 124 West Washington St., Houston, Tex., no later than 12 noon, Dec. 31, 1946.

November 28

AMENDMENTS
United Broadcasting Co., Cleveland—CP new FM (Metropolitan) station on frequency 1555.5 mc., covering the city of Cleveland, and to be amended to cover the entire metropolitan area.

WABR, Inc., Bridgeport, Conn.,—CP new FM (Metropolitan) station on frequency 1555.5 mc., covering the city of Bridgeport, and to be amended to cover the entire metropolitan area.

Miami Broadcasting Co., Inc., Miami—CP new FM (Metropolitan) station on frequency 1555.5 mc., covering the city of Miami, and to be amended to cover the entire metropolitan area.

November 29

WMAJ Centre Broadcasters Inc., State College, Pa.—Lincoln, Nebraska, for new station. Also authority to determine operating power by direct measurement of input power.

KVA Radio Network KEFW Ltd., Brownsville, Texas.—CP for changes in the above.

November 29

AMERICAN AVIATION TRAFFIC GUIDE

- "Airline Travelers' Handbook" (12 monthly supplements and volumes) $9.95
- "Aircraft Travelers' Handbook" (12 monthly supplements and volumes) $11.50

AMERICAN AVIATION PUBLICATIONS
American Building, W. 42nd St., New York 18, N. Y.
## Rules Governing Television Broadcast Stations

### Classification of Television Stations and Allocation of Frequencies

#### § 3001 Numerical designation of television channels — The channels or frequency bands set forth below are available for television broadcast stations.

<table>
<thead>
<tr>
<th>Channel No.</th>
<th>Megacycles</th>
<th>Channel No.</th>
<th>Megacycles</th>
</tr>
</thead>
<tbody>
<tr>
<td>2</td>
<td>545-600</td>
<td>3</td>
<td>545-600</td>
</tr>
<tr>
<td>4</td>
<td>545-600</td>
<td>5</td>
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</tr>
<tr>
<td>6</td>
<td>545-600</td>
<td>7</td>
<td>545-600</td>
</tr>
<tr>
<td>11</td>
<td>545-600</td>
<td>12</td>
<td>545-600</td>
</tr>
</tbody>
</table>

#### § 3002 Sharing of Television Channels — Channels 2 through 6 and 12 through 14 are available for assignment to radio stations other than television stations upon the consent of both communications agencies.

#### § 3003 Community stations — (a) A Community station is designated primarily for rendering service to the smaller metropolitan districts or principal cities. Television stations No. 3 and No. 4 are assigned exclusively for Community service.

(b) The power of a Community station may not exceed 1000 kilowatts. The maximum antenna height for such stations shall be 1000 feet above the average terrain.

(c) The Community station shall be located in the city or town served and the transmitter shall be located at a height of at least 1000 feet above the average terrain.

#### § 3004 Metropolitan stations — Metropolitan stations may be assigned to channels 2 through 12, both inclusive. These stations are designated primarily for serving the larger metropolitan districts or principal cities.

(d) The maximum power of a Metropolitan station shall be 5000 kilowatts. The maximum antenna height shall be limited to 500 feet above the average terrain. The antenna shall be located on a clear line of sight to the point where it would be located if the station were a Community station.

(e) The Metropolitan station shall be located in the city or town served and the transmitter shall be located at a height of at least 1000 feet above the average terrain.

#### § 3005 Rural stations — Rural stations are assigned to channels 14 through 17 and 21 through 23, both inclusive.

#### § 3006 Table Showing Allocation of Television Channels to Metropolitan Stations in the United States — The table below sets forth the channels which are available for the areas indicated. The table below shall be revised from time to time depending upon the demand for television stations which may exist in the various cities. Where it is desired to use a different channel in any such area, or to use one of the channels in another area conflicting therewith, it must be shown that public interest, convenience, or necessity will be better served thereby than by the allocation set forth in the table.

The first 140 metropolitan districts are listed in the table below. Stations in other metropolitan or large areas not listed in the table shall not be assigned unless they are on the same channel or 86 miles on adjacent channels except upon an adequate showing that public interest, convenience, or necessity will be better served thereby than by the allocation set forth in the table.

Persons desiring to enter into a voluntary sharing arrangement of a television channel may do so in accordance therewith, provided consent of the Commissioner is obtained therewith.

<table>
<thead>
<tr>
<th>Metropolitan Area</th>
<th>Channel Numbers</th>
<th>Total Stations</th>
<th>Community</th>
<th>Metropolitan</th>
<th>Community</th>
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<tr>
<td>Akron, Athens, Ogdensburg</td>
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</tr>
<tr>
<td>Atlanta</td>
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<td>2, 4, 7, 9, 11</td>
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<td>1</td>
</tr>
<tr>
<td>Baltimore, Ocean City</td>
<td>22</td>
<td>2, 4, 7, 9, 11</td>
<td>1</td>
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<td>1</td>
</tr>
<tr>
<td>Buffalo, Rochester, Syracuse</td>
<td>2, 4, 7, 9, 11</td>
<td>1</td>
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<td>1</td>
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<tr>
<td>Charlotte, N.C.</td>
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<tr>
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<tr>
<td>New York, Brooklyn</td>
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<th>Metropolitan</th>
<th>Sales</th>
<th>Popula-</th>
<th>Total Stations</th>
<th>Community</th>
<th>Metropolitan</th>
<th>Community</th>
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## RULES GOVERNING ADMINISTRATIVE PROCEDURE

### § 36.201 Collection of fees for broadcasting, retransmitting, and/or rebroadcasting applications

Each applicant for a construction permit for a television station or for a license to retransmit or rebroadcast the signal of an existing television station shall submit an application fee of $100 with the application. This fee is non-refundable. Applications for a renewal of a construction permit or license shall include a $10 renewal fee. The Commission may determine that a larger fee is necessary to defray the costs of processing an application and may order an additional fee to be paid. The fee for a construction permit or license shall be increased or decreased by the Commission if it determines that a change in the fee is necessary to defray the costs of processing an application.

### § 36.202 Replacement of damaged or lost application materials

An applicant for a construction permit or license may request a replacement of any damaged or lost application materials at any time before the application is submitted to the Commission. The applicant must submit a written request for the replacement of any damaged or lost application materials. The Commission will not replace any damaged or lost application materials after the application has been submitted to the Commission.

### § 36.203 Installation of new or existing transmitting equipment

An applicant for a construction permit or license shall install all required equipment before the application is submitted to the Commission. The Commission may require an applicant to install all required equipment before the application is submitted to the Commission.

### § 36.204 Approval or denial of applications

The Commission will approve an application for a construction permit or license if it determines that the application meets all applicable rules and regulations. The Commission will deny an application for a construction permit or license if it determines that the application does not meet all applicable rules and regulations.

### § 36.205 Filing of construction permit or license application

(a) Application for a construction permit or license shall be filed on the Form FCC No. 332 or Form FCC No. 334, as applicable, with the Federal Communications Commission. The application shall be filed with the Commission on or before the expiration date of the construction permit or license.

(b) The application for a construction permit or license shall be filed with the Commission on or before the expiration date of the construction permit or license. The application shall be filed with the Commission on or before the expiration date of the construction permit or license.

### § 36.206 Equipment tests and proof of performance

(a) Equipment tests and proof of performance shall be conducted before the application is filed with the Commission. The equipment tests and proof of performance shall be conducted before the application is filed with the Commission.

(b) The equipment tests and proof of performance shall be conducted before the application is filed with the Commission. The equipment tests and proof of performance shall be conducted before the application is filed with the Commission.

## RULES RELATING TO LICENSING POLICIES

### § 36.301 Exclusive affiliation of stations

No license shall be granted to a television broadcast station having any contract, arrangement, or understanding with any other station or agency, which is not a part of the ownership of the station, with the exception of those stations which are owned and operated by the same network. The terms of the contract, arrangement, or understanding shall be set forth in the application for such license. The application shall be filed with the Commission on or before the expiration date of the construction permit or license. The application shall be filed with the Commission on or before the expiration date of the construction permit or license.

### § 36.302 Terrestrial exclusivity

No license shall be granted to a television broadcast station having any contract, arrangement, or understanding with any other station or agency, which is not a part of the ownership of the station, with the exception of those stations which are owned and operated by the same network. The terms of the contract, arrangement, or understanding shall be set forth in the application for such license. The application shall be filed with the Commission on or before the expiration date of the construction permit or license. The application shall be filed with the Commission on or before the expiration date of the construction permit or license.

### § 36.303 Term of affiliation

No license shall be granted to a television broadcast station having any contract, arrangement, or understanding with any other station or agency, which is not a part of the ownership of the station, with the exception of those stations which are owned and operated by the same network. The terms of the contract, arrangement, or understanding shall be set forth in the application for such license. The application shall be filed with the Commission on or before the expiration date of the construction permit or license. The application shall be filed with the Commission on or before the expiration date of the construction permit or license.

### § 36.304 Termination of affiliation

A license shall be granted to a television broadcast station having any contract, arrangement, or understanding with any other station or agency, which is not a part of the ownership of the station, with the exception of those stations which are owned and operated by the same network. The terms of the contract, arrangement, or understanding shall be set forth in the application for such license. The application shall be filed with the Commission on or before the expiration date of the construction permit or license. The application shall be filed with the Commission on or before the expiration date of the construction permit or license.

### § 36.305 Relocation of broadcast stations

No license shall be granted to a television broadcast station having any contract, arrangement, or understanding with any other station or agency, which is not a part of the ownership of the station, with the exception of those stations which are owned and operated by the same network. The terms of the contract, arrangement, or understanding shall be set forth in the application for such license. The application shall be filed with the Commission on or before the expiration date of the construction permit or license. The application shall be filed with the Commission on or before the expiration date of the construction permit or license.

### § 36.306 Termination of construction permit or license

Any construction permit or license shall be terminated if the station fails to meet any of the conditions set forth in the construction permit or license. The station shall be terminated if the station fails to meet any of the conditions set forth in the construction permit or license.

### § 36.307 Termination of broadcast services

Any broadcast services shall be terminated if the station fails to meet any of the conditions set forth in the construction permit or license. The station shall be terminated if the station fails to meet any of the conditions set forth in the construction permit or license.
TV Rules

(Continued from page 77)

may not be exclusive or against other network organizations and may not pre-
vent a transmitter from being in operation at any time, subject to the time
covered by the option, or at other time, to other network organizations.
§ 3.834 Right to reject programs.—No license shall be granted to a television
broadcast station at a time or a place where the station is, at any time, in a
state of contract, arrangement, or understanding, express or implied, with a
network organization which (a) with respect to programs offered to the pub-
lic, is controlled nor in any way directed by, the program supplier, or (b) with
respect to networks or other related matters that competition would be sub-
stantially restricted by such a relationship.
§ 3.837 Dual network operation.—No license shall be issued to a television
broadcast station affiliated with a network organization which maintains
more than one television service or to a station whose owners or operators,
directly or indirectly, own or control two or more television stations which
have affiliations with different network organizations.
§ 3.840 Multiple ownership.—(a) No person (including all persons under
common control or ownership) shall own or control more than one televi-
sion broadcast station that would serve substantially the same service area
as another television broadcast station owned, operated, or controlled by
such person or by such owner.
(b) No person (including all persons under common control) shall directly
or indirectly own or control more than one television broadcast station, excep-
to a single television service, or to a station whose owners or operators,
directly or indirectly, own or control two or more television stations which
have affiliations with different network organizations, or (c) No person (includ-
ing all persons under common control) shall directly or indirectly own or
control more than one television broadcast station that would serve substantially the same service area as another television broadcast station owned, operated, or controlled by such person or by such owner.

RULES RELATING TO EQUIPMENT
§ 3.911 Transmission power.—The rated power and operating power range
of transmitters shall be in accordance with the Standards of Good Engineer-
ing Practice concerning Television Broadcast Stations.
§ 3.914 Required equipment.—Each television broadcast station shall have in operation at the transmitters frequency and independent of the frequency control of the broadcast station.
§ 3.916 Interchange.—Any two television broadcast stations shall have in operation at the transmitter a matching monitor for the visual signal to determine that the signal complies with the Standards of Good Engineering Practice concerning Television Broadcast Stations.
§ 3.920 Auxiliary transmitter.—An auxiliary transmitter shall be in operation, and performance of the television broadcast transmitter system shall be in accordance with the Standards of Good Engineering Practice concerning Television Broadcast Stations.
§ 3.950 Auxiliary transmitter.—(a) Upon showing that a need exists for the use of auxiliary transmitters in addition to the regular transmitters of a television station, a license therefor may be issued provided that:
(a) Auxiliary transmitters shall be installed on one television broadcast station located at the same place as the main transmitters or at another location.
(b) A licensed operator shall be in control when auxiliary transmitters are placed in operation.
(c) The auxiliary transmitter shall be maintained so that they may be put into immediate operation at any time for the full period of the license upon the failure of the main transmitters.

(e) The auxiliary transmitters shall be equipped with satisfactory control equipment which will enable the maintenance of the frequency emitted by the transmitters within the limits specified by the Commission.
(f) The operating power of an auxiliary transmitter shall be less than the authorized power of the main transmitters, but in no event shall it be more than one-half the authorized power of the main transmitters.
§ 3.955 Interchange main transmitters.—The license of a television broad-
cast station authorizing an auxiliary transmitter shall be subject to the conditions that such auxiliary transmitter is located at the main station and that the auxiliary transmitter shall have the same power rating as the main transmitter.
§ 3.960 Change in license.—The Commission may change or modify the license of a television broadcast station in order to: (a) Change in the station's antenna system, including transmission line, (b) Change in location of main station, if it is proposed to move the main station to a different city or territory, (c) Change the station's antenna system, or (d) Change the power delivered to the antenna system.
§ 3.980 Specific authority, upon filing formal application (Form FCC No. 55110), is required for a change in service area or for any of the following changes:
(a) Changes involving an increase or decrease in the power rating of the transmitters.
(b) A replacement of the transmitters as a whole.
(c) Change in the location of the transmitting station.
(d) Change in the antenna system, including transmission line.
§ 3.970 Time of operation.—(a) All television broadcast stations shall be
required to remain on the air for a period of at least 14 hours per day.
§ 3.990 Time of operation.—(a) All television broadcast stations shall maintain a regular program operating schedule of not less than 2 hours in any given broadcast day, and it shall remain in effect at least 28 hours per week.

(b) The program schedule of each station shall be as follows: The program schedule shall be maintained at all times of broadcast.
§ 3.1010 Station inspection.—The license of any television broadcast station shall be subject to inspection by an authorized representative of the Commission.
§ 3.1015 Station inspection.—The license of any television broadcast station shall be subject to inspection by an authorized representative of the Commission.
§ 3.1020 Station inspection.—The license of any television broadcast station shall be subject to inspection by an authorized representative of the Commission.
§ 3.1030 Station inspection.—The license of any television broadcast station shall be subject to inspection by an authorized representative of the Commission.
§ 3.1040 Station inspection.—The license of any television broadcast station shall be subject to inspection by an authorized representative of the Commission.
§ 3.1050 Station inspection.—The license of any television broadcast station shall be subject to inspection by an authorized representative of the Commission.
§ 3.1060 Operating power: how determined.—The operating power, and the requirements for maintenance thereof, of each television broadcast station shall be determined in accordance with the Standards of Good Engineering Practice concerning Television Broadcast Stations.
§ 3.1070 Modulation.—The percentage of modulation of the aural transmis-
sion shall be maintained, at all times of broadcast, at not less than 50 per cent nor more than 80 per cent on peaks of frequent recurrence during any day of broadcast and not less than 50 per cent nor more than 80 per cent at the maximum level of broadcast.
§ 3.1080 Frequency tolerance.—The operating frequencies of the aural and visual transmitters of a television broadcast station shall be maintained within .0025 of the assigned frequencies.
3.600 Inspection of tower lights and associated equipment.*—The}

3.600 Inspection of tower lights and associated equipment.*—The

3.600 Inspection of tower lights and associated equipment.*—The
Sale of KHQ Violates Duopoly Principle, Local Groups Say

PROTESTS that approval of the proposed sale of KHQ Spokan Chronicle Co. would violate the principle of the FCC's multiple-ownership rule and threaten freedom of expression have been filed with the FCC by three Spokane organizations.

The Democratic Central Committee of Spokane County declared in a resolution that W. H. Cowles Education Council and the Spokesman-Review, "the only two daily newspapers serving Spokane and the surrounding area", and that combination of the proposed sale "would deprive the public further of that freedom of expression and unbiased news service to which the people are entitled... and would render nugatory the action of the Commission in adopting the multiple ownership rule...."

Praises Stations

"The radio stations have been the one source of free and unbiased information for the public," declared Edward Chambers, chairman of the Democratic Central Committee, in a letter accompanying the committee's protest of the contemplated sale. The resolution said ownership of both Spokane papers "constitutes the same centralized control in the radio field which the Federal Communications Commission has sought to prevent in newspapers."

A resolution by the North Side Grange said "if the means of communication become monopolized by a few owners, the cause of freedom of speech will be nullified to the extent of that ownership" and asserted that the Grange group considered the proposed purchase "inimical to freedom of speech."

William Barry, writing as a business manager of Plumbers and Steamfitters Local Union No. 44, Spokane, said sale of the station to Spokane Chronicle Co. "would constitute the same centralized control in the radio field which the Federal Communications Commission has endeavored to prevent."

The proposed sale has been advertised by both Louis Wasmir, station owner, and the FCC (Broadcasting, Nov. 5, 25) under the procedure suggested in the FCC's Crosley-Arco decision. Bids for the facilities on the same terms will be accepted by the Commission until Dec. 30. Thus far, no competitive bids have been submitted.

In his letter accompanying the Democratic Central Committee's resolution, Mr. Chambers said "we are in deadly earnest about this matter and we hope to approve a change of ownership that will be more advantageous than the continuation of the ownership of both KHQ and EGA other Spokane station owned by Mr. Wasmir in one owner could possibly be."

"This is clearly a case where the public interest should be protected. The public would have no way of knowing the true facts if the sale were to go through," Mr. Chambers added. Mr. Wasmir has filed suit to block the sale and the matter is now pending in a state court.

Price Recommends Changes In German Radio Supervision

THOUGH supervision of radio, press and other media of public information and entertainment in Germany has generally been handled, Byrons Price, former Director of Censorship, reported to President Truman on November 18, that the battle to control the media in Germany has been less successful than anticipated. Mr. Price recently returned from a six-week study of conditions in Germany and, in his report, expressed the view that the German press and radio were more free than previously reported. He recommended that the press and radio be supervised by a German body, which would be responsible to the government, and that the supervision be extended to the film industry.

CHANGES IN NAB STANDARDS COME UP

CHANGES in the NAB Standards of Practice adopted several months ago will be considered at a meeting of the NAB Code Committee, to be held Dec. 17-18 at the Palmer House, Chicago.

Statement on clarification of the standards on length of commercial copy will be drafted for the NAB Board of Directors, which meets Jan. 3-4 at the Roosevelt Hotel, Hollywood. Standards do not now cover minute news programs.

Among proposals to be discussed will be a formula specifying that: "one-tenth of a program time should be the maximum allowed for commercials. This would apply to programs an hour from a quarter-hour, possibly to shorter programs."

Committee members are: Herbert Hollister, KANS Wichita; chairman; Edgar L. Bilt, WNBQ Peoria; Arthur B. Church, KMBQ Kansas City; Henry Johnston, WSNB Birmingham; Merle S. Jones, WOL Washington; Ed Yeo, KGBL Billings; William S. Hedges, NBC, Jan Schimke, CBS.
NL & B Promotes Three; Stadelman Becomes V-P
NEEDHAM, LOUIS & Brophy Inc., Chicago, announced three new officers following a meeting of the board of directors, according to President Maurice H. Needham. Otto R. Stadelman, secretary-treasurer of the agency for the past 20 years, has been appointed vice-president in charge of media and markets; and Howard K. Miss Currie, director of the research department since its inception, becomes vice-president in charge of research; and Max D. Anwyl, assistant treasurer since 1943, was appointed secretary-treasurer.

Mr. Stadelman

Mr. Stadelman, widely known in national advertising circles, was general manager of the Lure Products Co., Chicago, and entered advertising in 1923. He joined Needham, Louis & Brophy in 1925 and pioneered new techniques in the purchase of media which emphasize market coverage at minimum cost.

Both Miss Currie and Mr. Anwyl joined the agency in 1933.

Wronke & Hallicrafters Personnel Are Merged
MERGER of personnel of Louis J. Wronke Inc., Oak Park, Ill., industrial designers and engineers, with that of Hallicrafters Co., Chicago, producers of high frequency radio equipment, has been announced by Hallicrafters.

Louis J. Wronke, president of the Wronke firm, joins Hallicrafters as chief mechanical engineer and director of design. A graduate of the engineering school of the U. of Illinois, he has been active in radio and mechanical designing since 1929, having served as chief draftsman, assistant chief mechanical engineer, plant superintendent and director of design in radio manufacturing plants.

Before the merger of personnel, the Wronke staff had designed or taken part in designing postwar lines of radio cabinets for Hallicrafters and other radio companies. They also have designed tone arms, record changers, microphones, hearing aids, and other electronic devices, as well as toys and playground equipment.

CBS has reported that a German publisher has approached William L. Shirer and Howard K. Smith, now covering the war criminal trials at Nuremberg for CBS, for permission to publish Shirer's "Berlin Diary" and Smith's "Last Train From Berlin."

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of Qualified Radio Engineers DEDICATED TO THE SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

McNARY & WRATHALL
CONSULTING RADIO ENGINEERS
National Press Bldg., D. C.

GEOGE C. DAVIS
Consulting Radio Engineer
Munsey Bldg., District 8456
Washington, D. C.

There is no substitute for experience
GLENN D. GILLET
Consulting Radio Engineer
982 National Press Bldg.
Washington, D. C.

JOHN J. KEEL
CONSULTING RADIO ENGINEERS
Earle Bldg. • NATIONAL 6513
Washington, D. C.

MAY and BOND
CONSULTING RADIO ENGINEERS
1422 F St., N.W., Wash. 4, D. C.
Kellogg Bldg. • Republic 3984

WORTHINGTON C. LENT
Consulting Engineers
INTERNATIONAL BLDG., WASH., D. C.
1319 F STREET N. W. DISTRICT 4127

ANDREW CO.
Consulting Radio Engineers
363 E. 75th St., Chicago 19
Triangle 4480

WELDON & CARR
CONSULTING RADIO ENGINEERS
WASHINGTON, D. C.
1605 CONNECTICUT AVENUE PHONE—MICHIGAN 4151

GOMER L. DAVIES
Consulting Radio Engineer
P.O. Box 71
Warfield 9089
College Park, Md.

EQUIPMENT ENGINEERING CO.
ENGINEERING & INSTALLATIONS OF
Radio Stations
1459 MAIN STREET, COLUMBUS, S. C.

A. EARL CULLUM, JR.
CONSULTING RADIO ENGINEERS
HIGHLAND PARK VILLAGE
DALLAS, TEXAS

PAUL GODLEY CO.
CONSULTING RADIO ENGINEERS
LABS: GREAT NORTHERN OFFICE: MONTCLAIR, N. J.
319 E. Gregory Boulevard, Kansas City, Mo.

RING & CLARK
Consulting Radio Engineers
WASHINGTON, D. C.
Munsey Bldg. • Republic 2347

R. A. DEMARS
CONSULTING RADIO ENGINEER
1469 Church St., N.W., Washington 5, D. C.
Decatur 1234

RAYMOND M. WILMOTT
CONSULTING RADIO ENGINEER
Washington, D. C.

LOHINES & CULVER
CONSULTING RADIO ENGINEERS
Munsey Bldg. • District 8215
Washington 4, D. C.

HERBERT L. WILSON
ASSOCIATES
CONSULTING RADIO ENGINEERS
AM FM TELEVISION FACSIMILE
1018 VENICE AVE., N.W., WASHINGTON 6, D. C.

W. B. RAY
Consulting Radio Engineer
991 Brook St., Suite 9-11
Bridgewater, Conn.
Telephone 3-2055 • Lab. Phone 7-2463

GARY W. RAY
Washington, D. C.

HOLEY & HILLEGAS
CONSULTING RADIO ENGINEERS
1146 Briarcliff Pl., N.E.
Atlanta, Ga.

DIXIE B. MCKEE
ROBERT C. SHAH
CONSULTING RADIO ENGINEERS
1108 16th Street N.W., Suite 405
Washington, D. C.
National 6032

KEAR & KENNEDY
Consulting Radio Engineers
Albee Building
Republique 1951
Washington, D. C.

ROBERT L. WEEKS
CONSULTING ELECTRICAL ENGINEER
429 Russ Bldg.
San Francisco, California

December 3, 1945 • Page 81
Situations Wanted (Cont'd)

Veteran--Available January, desire position with small western or midwestern station. College graduate, second class phone, seven years experience, including two with Armed Forces Radio. Held managerial position previously.experienced in progressive station on coast east. Age 27, married, dependable, ambitious, can take responsibilities. Full qualifications in first letter. Box 319, BROADCASTING.

Radio engineer--Discharged from Air Force. First class phone license. Eight years experience in radio. All phases of broadcasting, also FM and television training. Desire permanent position with progressive station. Box 251, BROADCASTING.

Honorially discharged veteran, 25, married with family, 5 years experience in installation, maintenance, and operation of Navy shore stations, all-ground equipment and all types of navigational aids. Graduate of best Navy technical schools. Eager and willing to work at a position with a secure future. Box 252, BROADCASTING.

Woman, 37, lively, attractive, national--known, wants one job location with station or agency. Three years free lance writing commenting, program, public relations, organization, five years educational director, director commercial department, woman's committee, Chicago station. Available interview December 10. Box 553, BROADCASTING.


FOR SALE

Established 250 watt network affiliated Pennsylvania radio station.

PAID IN ADVANCE--Checks and money orders only—Minimum $1.00. Situation Wanted 10c per word. All others, 15c per word. Count 3 words for blind box number. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

Situations Wanted (Cont'd)

Chief engineer seeks position with progressive station. Experienced in all phases of station operation, maintenance and installation. Past employers include NBC, WJW, and WWJ. Experienced in the work of a chief who gets things done well. Box 544, BROADCASTING.

Station manager—Chief engineer. Naval Intelligence Bureau. Desires connection with new station in Eastern or Midwestern (not necessary). Thoroughly experienced in all phases of station operation, management and construction. Capable announcer available, willing to work for hard work and lots of it in return for minimum salary of $3500 per month. Available February 15th. Box 545, BROADCASTING.

Veteran available for announcing or technical work with good technical training and some commercial experience. Will apply for engineers' license. Lew. D. Dalforth, 121 S. Maple St. W. Hempstead, L. I. New York.

Army captain on terminal leave, college graduate, 6 years experience announcing, and script writing, desires position in midwest states. Andreas C. A. Hansen, 1861 Bavley Ave., Madison, Wis.

Veteran awaiting discharge; experience includes communication, ZM radio, control operator, production shows, remote. Box 551, BROADCASTING.

Announcer—newscaster, thoroughly experienced. Would like to announce for a year or two, then graduate to engineering. Available soon. Ed Blackman, WEEL, Boston.


Experienced engineer, veteran, 2 years round experience with local, regional and National networks. Also has experience in various fields. Prefer middlewest or west coast. Col. Robert H. Turner, 325 Riverside Drive, New York, N. Y.

BA in radio broadcasting, taught radio production at N.Y.U., produced and wrote for small stations while at school. scorches production, voice work or rewrite. Eugene Vanelli, 2190 Wallace Ave., New York 67, N. Y.

Engineer announcing, m.c., writer. Veteran, Manager of Army overseas station, program director and another Field administrative shipping post with AFPs. Married, 31. Seeking executive, high level, control, etc. Robert T. Dyart, V/SGT. 5056 Lucile Ave., Los Angeles, Calif.

Chief engineer-announcer. Desires permanent position combination, chief or operations, located in midwest or southwest. Box 558, BROADCASTING.

EXPENSE ADVERTISER

Classified Advertisements
Peabody Award Entries Must Be Filed by Jan. 7

ENTRY DEADLINE: 15 January 1945. George Foster Peabody Award entries must be submitted by January 7, 1945, according to the Henry W. Grady School of Journalism, U. of Georgia, Athens. They should be sent to John E. Dreyer, the school. Eligible to submit entries are stations, networks, radio editors, listener groups or any person or organization desiring to direct the attention of the Peabody board to a program or group of programs. Listening-post committees all over the nation also will submit entries.

Several classifications are specified: Programs by regions (over 1,000 w) aiding public welfare; programs by locals (under 1,000 w) aiding public welfare; outstanding reporting and interpretation of the news; outstanding drama; music; educational programs; children's program.

Final selections are made by a special advisory committee and a national advisory board headed by Edward Weeks, editor, Atlantic Monthly. Selections will be announced early in 1946.

Dubnac at WNC

JOE C. DUNCAN has rejoined the engineering staff of WNC Amers, N. C. after service in the armed forces.

Expo-WBZ Brooklyn

A BROADCASTER in "Expo-Wbiz, Service to New England," is being distributed to major stations by the Associated Press this week. Engineers of the "Expo," 11th year on the Boston station, have put together pictures made at 10th birthday party of "Expo Reporter." Included among the guests were Colonels Col. Thomas H. C. Cole, who presented a plaque to C. S. Young, WBC general manager, and to WBZ-WLW anniversary stunts.

Betsy Briggs Discharged

BETSY BRIGGS, the former Betsy O'Conner of WXXL New York, has been discharged from the WBC service. Replaced by veteran. Excellent reference.

Veteran, Radio Engineer


Announcer, Television

Announcer, 7 years metropolitan commercial and news experience with Naval Reserve Honor Station, Free North Shore, N. Halsted, Chicago, Illinois. Total of eight years experience in various phases of radio maintenance and operating. Telephone: 985-9757. Will handle combination job with proper compensation. Also experience in southwest, northwest on Rockies. Veteran. Box 557, BROADCASTING.

Frederick F. Ahl, Announcer: 27 years experience: 25 years old. Exciting voice, trained, writer, producer, editor, etc. Available immediately. Box 556, BROADCASTING.

Station Manager

6 years successful station management.

11/2 years as station manager. No station. Have hit ceiling here.

$9,000.00 salary minimum or share profits. All negotiations in strict confidence.

WANTED TO BUY

Orders for products advertised on your station may be worth thousands of dollars to the manufacturers and transport companies to you. We are confidential, exclusive agents for major buyers of small orders: manufacturers, distributors. For full particulars contact-Mr. Buhl, S. D. Cates Company, 1010 Spring Park Road, Chicago, Ill.

WMFM Changes Its Call Letters for Fourth Time

WMFM OBSERVED its fourth chionening Dec. 1, when it changed its call letters to WTMJ-FM. The change was made in anticipation of eventual duplication of programs on WMFM, the Journal AM station and on its FM outlet.

The Journal's FM station went on the air Feb. 26, 1940, under an experimental grant, and was known as WXXAO. With the advent of commercial operation of the station it became W5SM, in accordance with a new system of naming stations to indicate frequency and location. When the FCC discontinued the practice, the station took the call letters WMFM. The change Dec. 1, to WTMJ-FM made the fourth set of call letters to identify the station.

SERVICE DIRECTORY

Broadcasting, Feb. 15, 1945
Federal Jurisdiction in New Mexico Sales Tax Case Is Argued by NAB

THREAT of the State of New Mexico to issue warrants directing sheriffs to levy upon and sell transmitters, equipment and real property of stations provides adequate basis for the Fifth District Court of Appeals of New Mexico to assert jurisdiction in the petitions of stations for relief from the State’s sales tax, the NAB claims in a brief filed with the court.

Argument on the court’s jurisdiction to hear appeals from imposition of the State’s 2 1/2% gross sales tax against radio stations was heard Nov. 19 (Broadcasting, Nov. 26). The court at that time postponed argument on the merits of the appeals until late January after the State contended it was not prepared to offer technical testimony.

The NAB’s brief, prepared by John Morgan Davis, general counsel, and Milton J. Kleiber, assistant, contends that the State’s threat provides basis for Federal relief despite the fact that the State has not levied the tax, because the action pending outcome of the station litigation, NAB enters the case as a friend of the court. Petitions of a number of stations have been consolidated by the court.

Besides pointing out that the stations have no adequate and speedy remedy at law in State courts or in equity, NAB observes that the standing of stations with the FCC would be jeopardized should the State go through with threats to levy on station property in collecting taxes and interest back to 1935 when the law was passed. At that time the State revenue department had ruled that radio, as a medium of interstate commerce, was not liable to the interstate tax.

Farm Survey

(Continued from page 18)

be completed, will seek to determine radio coverage in rural areas.

The three other committees will offer technical evidence on signal strengths and interference.

The survey was undertaken, the Commission explained, “to obtain information on the issues as to whether there is a reasonable number of clear-channel stations render a program service particularly suited to the needs of listeners in rural areas.”

The sponsoring committee includes the FCC chief economist and representatives of the Clear Channel Broadcasting Service, Regional Officers of the Broadcasters Measurement Bureau, American Broadcasting Co., CBS, NBC, Radio Technical Planning Board (Panel 4), National Council of Farm Broadcasters, and various experts in the field of broadcast measurement.

Letters Isolation

The report was based on answers to a lengthy questionnaire used in interviewing 4,293 principal members of the rural households surveyed.

While the purpose of the study was to show attitudes of rural listeners toward radio, the report shed some light on the ability of radio to serve isolated areas as well as subject to be covered by the technical committees. On this point the report declared:

“Neither the amount of reception difficulty nor the degree of choice among stations bears on how important people say radio is to them. It might be expected also that people whose choice of stations is limited are more often unable to find programs of interest to them than people who can choose among the programs of a number of stations. The survey indicates that this supposition is likely incorrect.”

The report pointed to the great service radio performs in bringing the outside world to rural areas and lessening the isolation which so often means a much fuller and better life. This value is such, it was suggested, that rural people “are not disposed to look for shortcomings in the radio service they have access to.”

Only 17% of rural listeners say they have ever lived where reception was better than it is now, even though 400,000 rural households were radio owners when the survey was conducted; 1,260,000 rural households are former owners; 1,880,000 rural householders own radio and never owned a radio. Ownership is highest in the West and lowest in South, according to the report.

FCC Summary

Following is the FCC summary of a survey of attitudes of rural primary radio receivers.

Most rural people in the United States value radio highly. Three out of four “farm” and “rural non-farm” respondents feel they would miss radio very much if it were inaccessible to them. Approximately the same proportion of former owners say they miss radio very much as do farmers who have never had radio. They would miss radio more than 10 months of the year. Rural dwellers who have not had radios for five years or more say they would like to have one. Radio has become a greatly valued aspect of the fabric of many homes’ which have radios; a highly desired one in most of those homes that do not.

Radio is valued above equally by rural radio receivers in each of the three major regions of the country, North and including the Northeast, South, and West. Differences in education, income, and age seem to have little effect on the extent to which rural listeners feel they would miss radio if they had to be without it. Rural listeners whose range of available stations is low and those whose reception difficulties are many place high on radio as about as frequently as those who have greater choice of stations and better reception. Those listeners, both men and women, who listen to their radios more than one hour a day, are more likely to say radio highly than are those who listen only a little.

Radio is valued by rural listeners for the two great functions it serves: as a source of news and as a source of entertainment and company. When asked to explain why they would miss radio if they were to be without it, men, especially among farmers, most often mentioned news and sports as sources of entertainment and information. A somewhat smaller number refer to its entertainment value.
Grants on AM Stations

Following is a list of grants for AM stations made last week by the Commission. Story on page 13.

<table>
<thead>
<tr>
<th>City</th>
<th>Applicant</th>
<th>Construction Permit</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dublin</td>
<td>W. W. Miller</td>
<td>Frequency 1450 ke, 250 watts, unlimited time (86-B-P-4617).</td>
</tr>
<tr>
<td>Columbia</td>
<td>W. E. Buntington</td>
<td>Frequency 1450 ke, 250 watts, unlimited time (86-B-P-4618).</td>
</tr>
<tr>
<td>Portland</td>
<td>M. M. Abbott</td>
<td>Frequency 1450 ke, 250 watts, unlimited time (86-B-P-4619).</td>
</tr>
<tr>
<td>Seattle</td>
<td>W. T. Williams</td>
<td>Frequency 1450 ke, 250 watts, unlimited time (86-B-P-4620).</td>
</tr>
<tr>
<td>Denver</td>
<td>J. H. D. Raine</td>
<td>Frequency 1450 ke, 250 watts, unlimited time (86-B-P-4621).</td>
</tr>
<tr>
<td>Chicago</td>
<td>F. S. R. Bronson</td>
<td>Frequency 1450 ke, 250 watts, unlimited time (86-B-P-4622).</td>
</tr>
<tr>
<td>New York</td>
<td>M. M. M. M. M. M. M. M. M.</td>
<td>Frequency 1450 ke, 250 watts, unlimited time (86-B-P-4623).</td>
</tr>
<tr>
<td>Philadelphia</td>
<td>J. H. B. Raine</td>
<td>Frequency 1450 ke, 250 watts, unlimited time (86-B-P-4624).</td>
</tr>
<tr>
<td>St. Louis</td>
<td>W. T. Williams</td>
<td>Frequency 1450 ke, 250 watts, unlimited time (86-B-P-4625).</td>
</tr>
<tr>
<td>Boston</td>
<td>M. M. M. M. M. M. M. M. M.</td>
<td>Frequency 1450 ke, 250 watts, unlimited time (86-B-P-4626).</td>
</tr>
</tbody>
</table>

Wave Propagation Will Help Radio

Details of Military Secret Are Revealed for First Time

RESEARCH in radio wave propagation and in the techniques of prediction, carried out during the war by the Interservice Radio Propagation Laboratories, is now expected to provide valuable aid in civilian broadcasting, it was disclosed today.

Details of the IRPL work, here-tofore a military secret, were disclosed in a release by the Dept. of Commerce for publication today. "Many American and Allied armymen are receiving benefits of their work, the results of which are of the utmost importance. The job is a very large one, but we are making progress."

Working under the general supervision of Signal Corps Maj. J. H. Dillingham, ARRL, the information and communication Board which, in turn, was under U. S. Joint Chiefs of Staff.

Work had to go largely with air to land and land to air, new methods being developed for long-distance transmission over the ionosphere. The IRPL's primary function was to furnish radio propagation information and predictions to the allied military services of all nations and to aid in the solution of communication problems of operational importance.

Among its duties IRPL developed methods for solving high-frequency propagation problems. A. H. Sturns, who studied wave absorption in the ionosphere, analyzed traffic data from the propagation viewpoint and correlated high-frequency detection finder errors with ionospheric conditions.

A considerable part of the IRPL work is being continued because of its importance to peace-time applications. To determine how far the work has been lifted, the findings are expected to be valuable particularly in FM and television transmissions.

Associated with IRPL are laboratories at Stanford U., Berkeley, Calif.; Louisiana State U., Baton Rouge; U. of Puerto Rico, San Juan; Harvard U., and Massachusetts Institute of Technology, Boston. A total of 2200 men have worked or are working on the project under the direction of the Carnegie Institute, Washington, and Depts. of Terrestrial Magnetism at the U. of Calif., Caltech, U. of Colorado, Central, and U. of Illinois.

December 3, 1943 - Page 85
At Deadline...

HOPE, FIBBER, THEATER
HEAD HOOPER REPORT

BOB HOPE is most popular program of all network evening shows according to the Nov. 30 Hooper report which gives his program rating of 27.9. Other leaders, Fibber McGee & Molly 25.3; Radio Theater 25.6; Walter Winchell 25.3; Charlie McCarthy, 22.6; Jack Benny 22.4; Mr. District Attorney 19.6; Fred Allen 19.3; Abbott & Costello 18.4; Screen Guild Players 18.5; Take It or Leave It 18.4; Music Hall 17.5; Eddie Cantor 17.5; Jack Haley Jr. 16.2; Aldrich Family 15.8. (Ratings, page 30.)

Average evening rating was 9.4, unchanged from Nov. 15 report and down 0.4 from year ago. Average sets-in was 29.7, up 0.3 from last week and average available audience was 79.2, up 0.9 from the last report and up 0.1 from year ago.

BALABAN & KATZ SIGNS
CHICAGO COLISEUM

WBBK, Balaban & Katz television station in Chicago, has contracted for exclusive video rights to Chicago Coliseum events for next five years. Agreement was signed before WBBK cameras Friday during regular 7:45 p.m. program. Signatories were John Balaban, station owner; William C. Eddy, television director of Balaban & Katz, and Leo Selitzer, Coliseum operator.

VIDEO HEARING SET

FIRST action on television applications since resumption of normal licensing was taken by the FCC late Friday in designating all requests for metropolitan stations in Washington, D.C., for hearing. Cases consolidated are NBC, Allen B. DuMont, Labs. Inc., Hamburger Bros. Ass'ing Co., Philco Radio & Television Corp., Scripps-Howard Radio Inc., Evening Star Broadcasting Co., Washington Times-Herald, Marcus Loew Booking Agency, and Capital Broadcasting Co. Permission by NBC for reinstatement of its construction permit, surrendered in 1942 following the freeze, was denied.

TO OBSERVE BIBLE SUNDAY

INTERNATIONAL Bible Sunday, Dec. 9, will be observed by networks with special broadcast arranged by American Bible Society. Paul A. Walker, FCC Commissioner, will broadcast on American Dec. 8, 7:15-8:30 p.m. Gov. E. T. Allen of Georgia will be heard on Mutual, Dec. 8, 3-3:15 p.m. Rep. Charles A Eaton (R-N. J.) will speak on NBC Dec. 9, 8:45-9 a.m.

OPTION ON ASSOCIATED

THAT $150,000 loan by Atlas Corp. to Associated, disclosed exclusively in last week's BROADCASTING, carries 30-day option for acquisition of control of company, which can be extended only by an increase in loan under final terms reached last year by Leonard A. Versluys, Associated president, with Floyd Odlum, Atlas president and head of RKO. If option is exercised, Atlas Corp., by advancing another quarter million, would acquire about two-thirds of company. Mr. Versluys and Roy C. Kelley, executive v-p of Associated, would hold approximately one-third interest. Close association between network and Liberty Magazine, controlled by Atlas, is expected if purchase goes through. Atlas also owns over a million dollars worth of CBS stock, according to Dec. 31, 1943, financial statement. Meanwhile, conversations between Associated and American toward out-of-court settlement of former's suit over "ARC Network" identification are nearing stage where announcement that identification will be exclusively American's may be expected at any time, in which case Mr. Odlum probably will help pick new name for the 4th network.

FOUR NETWORK PICKUPS FROM ST. PAUL INSTITUTE

FOUR network broadcasts, including a session of Mutual's American Forum of the Air on "How Can We Keep Radio Free?" are scheduled to originate Dec. 4 from the monthly meeting of the Women's Institute conducted by the St. Paul Pioneer-Press (WTCN) and this time devoted to radio's 25th anniversary. Harold E. Stassen, former governor of Minnesota, recently a captain in the Navy, will discuss "Freedom of Radio: An International Necessity", at the meeting, arranged by Dorothy Lewis, NAB Director of Listener Activity.

Samuel Gale, director of advertising for General Mills, will speak on "A Sponsor's View of Radio". Frances Farmer, Wilder of CBS on "The Daytime Program"; Mary Margaret McBride of WEAF New York on "Women and World Peace"; Esther Van Waggoner Tufty of WWDC Washington and Associated on "Are We Getting More Listening in Washington?"

Other broadcasts include Behind the Scenes on NBC; St. Paul Symphony Orchestra, conducted by Dr. Frank Black, general music director of NBC, on NBC; Club Matinee on American; U. of Minnesota Radio Workshop presentation, "25 Years of Broadcasting" on KUOM Minneapolis-St. Paul.

PLANS STRIKE VOTE

UNITED ELECTRICAL, Radio & Machine Workers of America (CIO) completing plans for strike vote Dec. 19 under Smith-Connally Act for employees of General Electric Co., Westinghouse Electric Co. and electrical division of General Motors Corp., according to James J. Mantles, national director of organization of the union. Companies rejected union's demands for $2-a-day increase; union rejected General Motors' counter offer of 10% rise.

TWO TEXAS STATIONS GRANTED

CLEARING up a complicated situation which arose five years ago as a result of applications for conflicting frequencies, FCC Friday granted a regional station to WACO Waco, Tex.; a new local station to Beaumont H. Jes ter, Waco; an increase in power to KDNT Denton, Tex.; and a new station to Truth Kimzey, Greenville, Tex. In all cases except KDNT the Commission made the grants subject to condition that transmitter sites are approved by Civil Aeronautics Administration.

Two Texas Stations Granted.

CHARLES E. SEEBECK named sales manager of WTON, new station, St. Aubain, Va., station on 1400 kc.

WILLIAM H. WARRICK, discharged from Army as lieutenant colonel, on Nov. 21 joined Jonathan Conrow, New York, as national account executive.

ROBERT G. HUGHES, who joined Duane Jones Co., New York, last October after three years with Coast Guard, has been appointed head of agency's copy department, in charge of both radio and publication copy.

LWELLYN HARRIES, manager of sales promotion division of National Retail Dry Goods Assn., New York, for two years, on Dec. 1 became vice-president in charge of retail services at Abbott Kimball Co., New York.

JOHNNY NEBLETT, narrator of NBC Top Paw Alley of the Air and head of his own transcription company in Chicago, Dec. 26 to marry Angeliene Orv, actress.

LT. SHERMAN E. ROGERS, USNR, returns to Platt-Forbes, New York, as director of motion picture, radio and television activities.

RICHARD ROSENBLEUTH, copy; E. GRAY WOYEMOUTH, media; VINCENT GAL TERIO, research; STEVE RICHARD, rock, lity, Detroit office; JACK HANSEN, ALEX ANDER AITCHISON and BERNARD DIEL, general, have returned from military service to their positions at Arthur Kudler Inc., New York agency.


LT. (jg) ED DUNNING, formerly with sales staffs of WHN and WINS New York and discharged from Navy after three years service, joins sales staff of World Broadcasting System, New York.

DR. LESTER F. MILES, account executive of Maxon Inc., New York, has resigned. He was associated with electronics department of General Electric Co., account.
WLW

ANNOUNCES ANOTHER STEP FORWARD IN STATION AUDIENCE MEASUREMENT

with

NIELSEN

RADIO INDEX

This month, another chapter is added to the WLW story of progress in station audience measurement. Now—when FACTS about coverage and listening are increasingly vital, WLW becomes the best radio station anywhere to make available to its clients, its management, and its program department, the Nielsen Radio Index—mechanical measurement of minute-by-minute listening in an accurate cross-section of homes in the WLW Merchandise- Able Area.

This is the fifth step in WLW's march toward FACTUAL time-buying information:
1940—Merchandise-Able Area established
1941—Cooperatings adopted
1942—Cost Allocation System developed
1943—First rural coincidentials
1945—NIELSEN RADIO INDEX adopted

With the start of the new year, this additional information about listening in the WLW area will enable us not only to show you the WLW story more accurately measured by standard yardsticks, PLUS new yardsticks never before available to us...but also to improve station operation and programming, beyond even the high standards for which the Nation's Station is famous.

WLW
The Nation's Station
NEW YORK CINCINNATI CHICAGO

MIXED HOLLYWOOD ATLANTA
Radar—a “Moving Roadmap” for Flying

Pilots can now have an accurate radar “roadmap” of the earth below—showing landmarks and major details of terrain. Radar will make it a whole lot safer to fly at night or in stormy weather—as well as in broad daylight.

This is only one of the many possible uses for radar. For example, on shipboard, radar will “see” icebergs or islands many miles away—day or night—and will thus enable ships to avoid them. Radar will provide man with an amazing new “sixth sense”—and will be used in a great many ways that are yet to be discovered.

RCA research and engineering have played a leading role in the development of radar . . . the same research that goes into all RCA products.

And when you buy an RCA Victor radio or television set or Victrola, made exclusively by RCA Victor, you enjoy a unique pride of ownership. For you know, if it’s an RCA it is one of the finest instruments of its kind that science has achieved.

Radio Corporation of America, Radio City, New York 20. Listen to The RCA Show, Sundays, at 4:30 P.M., E.T., over the NBC Network.

HOW RADAR WAS BORN

During RCA experiments at Sandy Hook in the early 1930’s, a radio beam was shot out to sea. Men listening with earphones discovered that this beam produced a tone upon hitting a ship that was coming into the New York harbor.

Later on the question arose, “If radar could ‘hear’ couldn’t it be made to ‘see’?” So the viewing screen—or scope—was incorporated into radar. This scope is an outgrowth of the all-electronic television system that was invented and perfected at RCA Laboratories.