more on the same subject

More people live in those portions of the 7 great states covered by WOR (18,399,713), than live in the combined cities of Chicago, Los Angeles, Detroit, Pittsburgh, San Francisco, and St. Louis.

More money – 26 billion dollars – was spent in 1944 by people in WOR’s territory than the combined goals set for the 7th and 8th War Loan Drives by the United States Treasury Department.

More homes in the WOR area have radios than America’s largest selling national magazine has buyers. Our digit deliverer, Miss Ochs, will remind you that we’re talking about 4,704,675 homes.

More stories of how WOR has successfully sold goods rest in WOR’s files than in the files of any other one station in the United States. The number, we keep repeating, is exactly one hundred and six.
His left leg, paralyzed by polio for 20 months, two-year-old Donald Bresson was taken from his farm home to a hospital in Rockford, Illinois, to use an orthopedic walker given to the hospital by WLS Christmas Neighbors Club. Lifted into the walker for exercise twice each day for eight months, Donald is back home now, walking unaided and looking forward to Christmas with a normal child’s anticipation.

Nurses at the hospital tell us that without benefit of the walker given by WLS Christmas Neighbors Club, Donald would never have learned to walk.

***

Each year since 1935, generous listening friends have sent the WLS Christmas Neighbors Club money providing wheel chairs, incubators, incubators, and other needed equipment for 593 hospitals and other child caring institutions in 45 states and Alaska. 1945 donations gave promise of equaling 1941’s $27,000.00. With this money portable blood pressure machines and fracture beds will be added to the regular gift list.

This kind of help to those less fortunate is possible because of listener confidence in WLS — the result of continuous, reliable service by WLS to individual family, and community in the rural Midwest. WLS serves business needs by frequent weather and market reports, farm problem discussions . . . brings educational programs into rural schools . . . provides entertainment these folks like . . . links inspirational programs with practical demonstrations of Christianity.

WLS Christmas Neighbors Club is but one example of WLS and its listening family combining to foster better living for Midwest America.

A Clear Channel Station

CHICAGO 7

Was it the crowds that made Christmas shopping so tough? Or was it the fact that you could not find what you wanted? Christmas shopping or news-hunting—it's easier and better if you have a choice. 

INS furnishes radio news-casters with the greatest variety of news and human interest news-features. It is written so that it can be read aloud without change or simply and easily edited to fit time limitations or regional interest when desired.

You can make a selection, give to your daily newscasts the same distinction, character, individuality you like to show in your personal Christmas gifts.
SHOULD CBS not acquire KQW San Francisco from the Brunatts at $350,000 purchase price (see story, page 16) because of FCC policy declaration on network ownership, there will be a number of bidders including Marshall Field Enterprises and possibly persons high in Democratic party ranks.

THE ANSWER to many of America’s international communications problems probably will be found in a comprehensive report which has been prepared for the State Dept. by Prof. A. J. V. Mohon of Columbia U. Prof. McMahon spent several months studying the problem and his recommendations have been accepted favorably—in most particulars—by William B. Benton, Asst. Secretary of State, Prof. McMahon favors private participation in international broadcasting and appointment of a committee, to be chairman by an FCC official, to set up program for operation.

WQXR AND ITS FM adjunct, WQXQ New York, shortly will have new executive. Lt. Col. John H. Hayes, former WOR production chief, who directed AFM operations for the Army in Europe until recently, will join the New York Times stations as station manager shortly leaving procured Army release last week. Post is new one and he will report to Elliott Sanger, WQXR executive vice president, who will devote primary attention to policy level matters along with John V. L. Hagen, president.

FATE of Fred Waring morning program on NBC, which was reported to have been canceled by NBC officials, is a mystery. The show, which has been on the air for several years, is reported to have been canceled due to low ratings. The show was hosted by Fred Waring and his legendary Singers, and it was a popular program among fans of Big Band music.

Mid-January way see departures from Treasury’s War Finance Division of two key figures—Charles J. Egan, National Director, and L. David Levy, Section Chief.

LT. COL. TEX McCREA, ex-New York Daily Mirror staffer, now on terminal leave, leaving to travel to London to write about the war in the Pacific. He proposes to organize his last Army job: conducting flying circus of reporters and photographers to scenes of best stories in the Pacific War.

NAB PRESIDENT Justin Miller won’t be seeing James C. Petrillo, AFM president, until after holidays. He wants to see all three network stations. He has been invited to the network stations and has shown an interest in their operations. He is expected to be in New York in late January.

LIKE HIS predecessor, President Truman is concerned with AFM’s internationals. He has been in frequent contact with members of the AFM and has shown interest in their concerns.
MATRON IN MOBILE

OR NEWLYWEDS IN NEW ORLEANS

Folks turn first to—

WWL
NEW ORLEANS
A DEPARTMENT OF LOYOLA UNIVERSITY

THE GREATEST SELLING POWER IN THE SOUTH'S GREATEST CITY

50,000 Watts * Clear Channel * CBS Affiliate

Represented Nationally by The Katz Agency, Inc.
THREE YEARS AGO

A firm named Rosen-Novak came to Omaha, unknown, to sell used cars in one location. . . . They bought 30 spots a week on KOIL.

TODAY

Same firm, now in four big locations, signs for 2,000 spots. . . . KOIL gets 90% of this smart budget. . . .

GORDON GRAY
General Manager

5000 WATTS
Basic

AMERICAN BROADCASTING CO., INC.
Omaha

KOIL 1290 KILOCYCLES

Represented by Edward Petry, Inc., New York
NO WONDER Shreveport ranks so high with the national
time-buyer—when it is 12th in size in the Nation's
twelve cities between 115,000 and 125,000 and yet
SECOND in Bank Deposits.

Small wonder that these same men choose KWKH
as the medium to reach this rich buying market, since
KWKH with its 50,000 watts "Stacks Up" as the BIG
Station of the Ark-Lo-Tex . . . as the "selling power in the
buying market."
When a man goes rummaging in women's purses, he's likely to get some surprises. Or, as emcee Jerry Lawrence proves to the delight of Meet the Missus audiences, anything is possible. Thus far he's found such oddities as smoked tripe, a hand grenade and a stuffed chipmunk. But that's not all...

By far the most interesting item in the handbags of a quarter-million women who each year comprise the studio audience alone of Meet the Missus is a half-billion dollars in buying power.* And this is only the buying power of women who actually see the show. In addition to them...

More ladies listen to Meet the Missus than to any local women's program on the Pacific Coast.*
... by the Idea Network

THE MISSUS

carries a half-billion dollars

Monday through Friday, rain or shine, holiday or washday—the ultra-glamour of Earl Carroll's (where the broadcasts originate), the gag questions and gimmicks, the un-rationed laughter and deep-down sentiment of Meet the Missus on the Columbia Pacific Network make it a housewives' "must".

In person or on the air, Meet the Missus delights the lady with the purse—that all-powerful lady who does most of the Pacific Coast's family buying. And it please sponsors of everything from quick-frozen foods to floor wax, too. So much so that one advertiser voluntarily announced: "...our sales results are ample evidence that you have an outstanding show."

A call to us or Radio Sales will get you an introduction to the Missus and (as soon as an availability opens up) get your product an introduction to the purse-powerful audience of Meet the Missus. Why not call us or Radio Sales now?*

*Computed on $1,002 per capita effective buying income for Los Angeles. Sales Management "Survey of Buying Power" (May, 1945).

*Pacific Network, Hopper ratings (September, 1945).

A DIVISION OF THE COLUMBIA BROADCASTING SYSTEM
Palace Hotel, San Francisco 5 - Columbia Square, Los Angeles 28
Represented by Radio Sales, the SPOT Broadcasting Division of CBS
Feature of the Week

A WAR-END friendship was renewed early this month when Gen. Jonathan M. Wainwright, hero of Corregidor, made good his promise to visit Arizona, where he lived as a boy.

He made the promise to Howard Pyle, program director of KTAR Phoenix, who represented NBC, KTAR and the Arizona Broadcasting System as a war correspondent, as they were flying home after witnessing the Japanese surrender ceremonies on the U.S.S. Missouri and the surrender of Lt. Gen. Yamashita, Jap commander in the Philippines, in northern Luzon.

Gen. Wainwright's Arizona visit included an appearance on Mr. Pyle's Report to the People of Arizona, a statewide network feature; a meeting with Gov. Sidney P. Osborn, accompanied by Mr. Pyle; a party at Williams Field near Phoenix, and a 255-mile flight which gave him a view of his old Fort Grant home, which he hadn't seen in 50 years. Mr. Pyle, the first civilian broadcaster to land on the Atsugi airstrip near Tokyo, was the only radio man aboard the plane bringing Gen. Wainwright from the Pacific to the U. S.

FANCY western riding crop was presented Gen. Jonathan M. Wainwright by Howard Pyle, program director of KTAR Phoenix, during a radio interview when the general made a visit to Arizona.

Sellers of Sales

DYNAMIC, 38-year-old Erwin H. (Ernie) Shomo, sales manager of WBBM Chicago, has been telling the boys along Michigan Avenue ever since 1941 that the most important job a salesman can do is a good job of public relations.

No prophet, but now enjoying the fruits of his pre-war predictions, Ernie is prepared for the future with a long list of satisfied clients now on the air with WBBM and an almost equally long list of accounts to whom he had to regretfully say "No" when they begged for time.

"It has always seemed to me that there is no such thing as a lost account. For this reason, even when we weren't able to satisfy local advertisers' requests for time, that we continued to contact them and keep them interested in radio. Today, as some of the institutional accounts drop off, these people are still anxious to get on the air."

"The radio salesman's big job today and I speak only for the men on our sales staff, is to offer the proper solution to the radio problems a great many accounts will face as they move from wartime to peacetime production."

"The secret of a successful sales force is the ability to coordinate all departments of a radio station to produce results for an advertiser while improving the station's prestige with its audience, Ernie believes.

We put fully as much effort into producing and servicing a local show or a local spot campaign as we would if it were a network production. The salesman is the advertiser's chief contact with the station and the talent. If he has let the "easy money" of wartime accounts interfere with his maintenance of the respect and good will of advertisers hard hit by wartime restrictions, he has lost himself a friend and a future customer."

"It may be of interest to know that our own sales staff has actually spent more time and money in keeping our advertisers satisfied during the war when we had little time to sell, than before Pearl Harbor when the shoe was on the other foot," he declared.

A native Chicagoan, born July 3, 1907, and educated in Chicago public schools, Ernie has been an advertising salesman from the day he walked out of Sena High School with a diploma in 1925. He started with the Chicago Tribune as a classified adman, and moved to New York to join the advertising staff of the Tribune's famed Ocean.
EVERETT L. DILLARD

And

The Staffs of

COMMERCIAL RADIO EQUIPMENT COMPANY

KOZY

Kansas City’s Pioneer FM Broadcast Station

W3XL

Washington D. C.’s Pioneer Developmental FM Broadcast station on the 100 Megacycle Band

Wish Their Many Friends

A Very Merry Christmas

And

A Happy New Year

KANSAS CITY, MO.  WASHINGTON, D. C.  HOLLYWOOD, CAL.
Back in 1938, the makers of Gulden's Mustard decided to test the effectiveness of radio for promoting the sale of their product. WTIC and the wealthy Southern New England market were selected for the experiment. That test has resulted in a mutually profitable association of seven years standing, for Gulden's is today the favorite mustard of Southern New England.

A quality product, a superior sales medium, and an above average market form a combination that is just about impossible to beat. Gulden's Mustard, WTIC, and Southern New England are a case in point.
War Advertising Over KPRO Brings 100% Sales for Peace Time Product

Advertiser discovers, after cutting of promotional budget, that he had made a mistake and decided to carry KPRO through the reconversion and retooling period because of its tremendous farm audience. YOU TOO will find that the large VALLEY OF PARADISE audience of KPRO will get results for you.

FORD MACHINERY CORPORATION
RIVERSIDE DIVISION
RIVERSIDE, CALIFORNIA

September 26, 1945

Mr. William Gleason, Manager
Radio Station KPRO
Riverside, California

Dear Bill:

I was very glad to hear you admit me over the telephone that the news time from 10:30 to 11:00 which we have been using for the past six months has not been sold to anyone else despite our cancelling a half year ago. As I am enlisting my oft-used prescription of "mind changing" and we will continue the news broadcasts without a break.

Frankly, we are getting benefits from this daily broadcast, on our FLYDITEAL process. This despite the fact that many of the commercials have been devoted to local advertising in our Riverside plant. Our salaried employee has been on the road all week and at the end of the week I have assigned him to look into your territory. While we are not sure that our advertising is effective, it is possible that we can increase our effectiveness with the help of the local newspaper. Or, perhaps, we can use our advertising in the local newspapers to bring in new customers. We hope to be able to sell our products in the local newspaper to bring in new customers. We hope to be able to sell our products in the local newspaper.

Yours sincerely,

[Signature]

FORD MACHINERY CORPORATION
Riverside Division

Studio in
Riverside and
San Bernardino,
California

Those Who Know Use
KPRO

For availability consult Adam Young, Jr., Joe McGillyvr or Duncan Scott

BROADCASTING • Telecasting

December 24, 1945 • Page 15
"Fore," please—here comes

JONES SCOVERN!

Yes, friends, alack and alas. Despite his cherubic face, the character depicted above is both a gin rummy hound and an amateur golf champion. Also, we hasten to add, he had seventeen years of successful advertising experience even before coming with F&P (including four years of top-notch work in local and regional sales at KSD) and is really one of the cracker-jack radio time salesmen in the U.S.A. . . . All in all, Jones has long proved himself to be one of your most valuable F&P "Colonels"!

Yes, we mean "your most valuable", as stated! Here at F&P, Jones Scovern and all the rest of us have some rather original conceptions of radio-station representation—which include the idea that we represent your interests to the same extent as those of the radio stations we serve. Because we are convinced that if we "sell" you the right stations, and if those stations fully understand your needs — then you, and the stations, and F&P will all be more successful, and enjoy life a lot more while we're doing it!

Too good to be true, you think? Well, give us a ring and see if we can't show you, here in this pioneer group of radio-station representatives.

FREE & PETERS, INC.
Pioneer Radio Station Representatives

Since May, 1932

Franklin 6371 Plaza 5-4130 Cadillac 1889 Sutter 4353 Hollywood 2151 Main 5667

BROADCASTING • Telecasting

Page 14 • December 24, 1945
Nets, Affiliates Feel Double Petrillo Blast

More Musicians, No Overseas Music
AFM Demand

By Bruce Robertson

JAMES CAESAR PETRILLO, president of the American Federation of Musicians, fired a double blast at radio last week in demands on the major networks and affiliate stations.

He forbade the networks to broadcast any musical programs from abroad (except Canada) effective Dec. 31 and told networks affiliated with the AFM that they must hire their networks expected to lose latest demands into lap of newly-formed Industry Music Committee.

CONTINUING a campaign to tighten his grip on radio, James C. Petrillo, AFM president, has banned pickup of foreign music (except Canada) effective Dec. 31 and told networks affiliated with the AFM to hire their networks expected to lose latest demands into lap of newly-formed Industry Music Committee.

He ordered the networks to "do something" about the fact that independent stations receiving network programs, only 218 employ staff musicians while 41 do not. He wants musicians employed in every station affiliated with any major network.

International Questions

Mr. Petrillo's first demand—that networks cease broadcasting music from abroad—is expected to have international repercussions. It came on the eve of the State Dept.'s program for a world-wide information dissemination which includes, among other things, fostering the exchange of radio programs between this country and others (see story on page 26).

Officials of the major networks were surprised by the double blast. No formal comments were available, but it appeared likely that Petrillo's demands for musicians in every network affiliate would be lost to the new Industry Music Committee organized by NAB President Justin Millard. That committee held its first session in Washington Dec. 6 [Broadcasting, Dec. 10].

In identical letters to the presidents of the major networks, the AFM chairman asserted that affiliates which do not now maintain "should employ live musicians if they are to continue to receive network programs. He said he would be "very happy" if the four chum companies saw fit to alter the "holy grail of the industry" and "share the burden of international broadcasting with the networks." He said he would be "very happy if the four chain companies saw fit to alter the "holy grail of the industry" and "share the burden of international broadcasting with the networks." In the meantime Mr. Petrillo suggested that the network heads might "cooperate by advising their stations that something must be done to remedy this situation." He said the argument that musicians are unavailable in certain cities will not stand up as the union now is "willing and ready to service all of the stations." That goes for Canada as well as the U.S., he added.

The musicians-for-every-station demand reached networks' headquarters shortly after his previous communication forbidding pickup of music from abroad. In that letter Petrillo said the war is over and there's no longer any need for such foreign programs. He commented it's time to get back to normal operating conditions, indicating that to him "normal" means music performed only by AFM members.

No analysis of network musical programs from abroad was available as Broadcasting went to press, but network spokesmen informally expressed the opinion they were so few in number their absence would have little effect on overall programming of networks. These statements apparently overlooked the regular exchange of broadcasts conducted in cooperation with the Broadcasting Commission, carried in this country and England.

Many of these are not primarily musical programs but would lose much of their effectiveness if incidental music had to be eliminated. Stephen Fry, program director at BBC's North American headquarters in New York, said. Mr. Fry reported that he has requested BBC counsel to approach the AFM with a request for an explicit definition of musical pickups, pointing out that many addresses of international importance, such as those of Gen. Eisenhower, have been accompanied by military music which the new AFM edict, if strictly interpreted, would invalidate.

Mr. Fry also pointed out that if an attempt to interpret the edict generally, prohibition on musical programs from abroad would seriously hamper radio's effectiveness as a means of promoting international understanding, as music, needing no translation, has played an important part.

Rises Social Problem

On the domestic front, Mr. Petrillo has raised a problem of social and economic responsibility of independent stations as well as the issue of employment for AFM members. If the union's figures are correct, there are three network affiliates operating without employing live musicians for every two that do employ them. Those not employing musicians obtain their musical programs from the networks and records.

In addition to his latest demands, (Continued on page 85)

Jett Calls NARBA Meeting for Jan. 4

Technical Meet Precedes State Dept. Conference Called for Feb. 4

RECOGNIZING the importance of clearing up hemispheric standard broadcast allocation problems before expiration of the "Havana Treaty" next March, both the State Dept. and the FCC went into action Thursday, arranging a preliminary engineering meeting of representatives of U.S. stations on Jan. 4, to be followed by a conference of North American representatives in Washington on Feb. 4.

Full impact of the NARBA meeting, precipitated by Cuba's demands for additional standard broadcast facilities, apparently was not felt in either until after the State Dept. moved toward calling a full-dress "treaty conference" in Washington for early January [Broadcasting, Dec. 17]. The FCC promptly took over the State Dept., urging a technical conference looking toward an international agreement to obviate Senate ratification, because of lack of time in which to complete an international conference and who participated in the drafting of the NARBA in 1937; Chief Engineer George P. Adair, and General Counsel Rosell H. Huyton, with representatives of industry on Jan. 4 to discuss matters to be considered at the forthcoming engineering conference relating to the North American Regional Broadcast Agreement.

Importance of the conference is stressed in the FCC announcement, because of the possible effect of partial compliance with the Cuban demands upon standard station operations in this country. Cuba has "demanded" new assignments on some 20 additional channels, mainly below 100 kc, and most of them with power of from 15 to 50 kc and all of them requiring protective directional antennas. Following the 1942 NARBA signing, many stations suffered intolerable interference from Cuban stations which did not comply with engineering standards specified in the agreement.

Every effort is being made to hold the Feb. 4 session within the limitations of an engineering conference, rather than a formal treaty meeting. The expectation is that an executive agreement may (Continued on page 78)
TV Standards Are Adopted by FCC

TECHNICAL standards to govern television operation were adopted by the FCC last Wednesday at its final meeting of the year. The Standards of Good Engineering Practice Concerning Television and audio-frequency transmission (29 pages of text, in addition to 10 charts and drawings) will be published in full text in the Broadcasting 1946 Yearbook Numbers now in production, which will appear in early 1946.

Subject to revision as progress in the art of the industry, the Standards are based upon the best engineering data available. They are complete in themselves, the Commission pointed out, and supersede previous standards or policies concerning television.

The Commission said that while the Standards provide for flexibility and indicate the conditions to which they apply, “it is not expected that material deviation from the fundamental principles will be recognized unless full information is submitted as to the need and reasons thereof.”

The Standards cover 12 sections which include definitions, transmission requirements, typographical data, interference determination, field intensity measurements, transmitter location, antenna systems, transmitter design, and studio equipment. Sections 13 to 20, which include approved transmitters and monitors and television broadcast application forms, are to be supplied.

The Standards are virtually the same as those proposed by a joint FCC-industry engineering conference and submitted last summer for the Commission’s approval [Broadcasting, Aug. 6].

Spiegel Appoints

SPIEGEL NECKWEAR Co., New York, has appointed Stuart Bart Adv., New York, to handle advertising. Firms may use spot announcement campaign in 1946.

CBS May Need New Station

To Help Pay Costs—Kesten

Network Officials Make Plea at FCC Hearing

To Be Allowed to Acquire KQW San Jose

OWNERSHIP of another station may be needed, CBS Executive Vice President Paul W. Kesten, told the FCC last Thursday, to help maintain the company’s operations.

Appearing at a hearing in behalf of Columbia’s proposed purchase of KQW San Jose, Mr. Kesten declared that signs are evident that broadcasting operations are going back to normal. And, he added, at normal level there is a threat of operating at a loss because “circulation” has reached the ceiling. The present 32 million radio homes, he said, approaches the ultimate.

Replacement for WBT

He said CBS, which owns seven stations and 45% of another, is not seeking to raise the ceiling on its station ownership but is seeking to replace WBT Charlotte, sold several months ago for $1,505,000 under FCC network regulations. CBS, he said, will need the revenue from another station if operations return to “normal.”

Importance of San Francisco as a news center—especially with the possibility of its selection as United Nations headquarters—was cited by Mr. Kesten as one reason an owned station is needed in that area. He said he could understand the Commission’s viewpoint in not wanting one organization to own too many stations, but that it is important for the public interest that big news centers be covered adequately. San Francisco, he said, is vitally important in long-range planning.

Pointing out that 1944 was the peak year for revenue, he said if income dropped to the 1941 level the network would operate at a loss. Pyramiding costs heretofore have been cushioned by expansion of the medium, he explained.

Ownership of a “reasonable number of stations—provided it falls short of monopoly—adds greatly to the economic stability of network operation.” Mr. Kesten said.

CBS proposes to buy KQW, now its affiliate, from Ralph E. Mott Q, and Sherwood B. Brunton and C. L. McCarthy for $950,000. The hearing was held before Commissioners Clifford J. Dury, Charles R. Denny Jr., E. K. Jett and William H. Wills.

Frank M. Stanton, CBS vice president and general manager, said if the application is granted CBS plans to apply for a change in frequency from 740 to 590 kc with 5 kw day and night, and that if this change is not permitted CBS would prosecute an application for 50 kw on 740 kc. He said the company also would ask that KQW be designated as a San Francisco station.

He said CBS did not need any immediate return on its investment but did expect KQW to show a profit.

“Two or three” prospective managers for KQW as a CBS-owned station are being considered, Mr. Stanton declared, adding that “we will certain by a Pacific Coast man who knows the Bay area.”

D. W. Thornburgh, CBS vice president in charge of Pacific Coast operations, would have supervision over KQW. Mr. Thornburgh was scheduled to appear at the hearing but because it in New York while on route for Washington.

Mr. Stanton said CBS planned

(Continued on page 72)

DAVIS LEAVES NAB

RESIGNATION of John Morgan Davis as general counsel of NAB, submitted some time ago, was accepted Thursday by President Justin Miller. Mr. Davis asked to be relieved of his post to devote full time to his law firm in Philadelphia, Davis & Short. He will stay at NAB until a successor has been named. Labor aspects of the Law Dept. will be shifted to the new Employee-Employer Relations Dept. now getting under way, with a director to be named soon. Mr. Davis joined NAB Aug. 9, 1944. He had been in Philadelphia broadcasting since 1929.

Study of Agency

Recognition Slated

PRESENTATION of a proposed agency recognition bureau within the NAB was worked out last Tuesday at a meeting of a subcommittee of the Sales Managers Executive Committee. The presentation will be laid before the NAB Board of Directors at its Jan. 3-4 meeting in Los Angeles (see roundup story on board meeting page 20).

Cost of operation, which might run $25,000 or more a year, is discussed along with operating aspects.

If the board endorses the recognition project and the script, a 20-minute dramatization will be prepared. This will give those at district meetings a chance to offer their views after hearing the idea argued both ways.

Attending the subcommittee meeting at NAB headquarters in Washington were: Stanley P. Kettler, WMMN Fairmont, W. Va., chairman; Harold Soderlund, KFAB Lincoln; Lewis H. Avery, head of Lewis H. Avery Inc., representatives, and former NAB Director of Broadcast Advertising; Muriel Roger, New York script writer. Frank E. Pellegrin, NAB Director of Broadcast Advertising, along with J. Allen Brown and Hugh M. Higgins, assistant directors, participated.
Conditional Grants Are Made for 32 FM Stations

ADOPTING the new channel number designating system to designate station frequencies, the FCC last Wednesday announced a tentative allocation pattern for the U.S., providing for more than 1,500 metropolitan and rural FM stations. The plan does not include community allocations, a Commission expert explaining the number of such channels available is "indeterminate," but that they will provide for at least several thousand additional stations.

Simultaneously, the Commission made 32 more conditional grants for FM stations, bringing to 229 the total number of authorizations since the resumption of normal licensing. In addition, three applications for stations in the Flint, Wayne, Ind. area were designated for hearing, bringing to 43 the number of cases to be heard. The FM allocation plan was characterized by Chairman Paul A. Portov as an attempt to show what is possible in a rough way rather than as a hard and fast policy to be applied in authorizing stations. He emphasized that departures will be made from the plan wherever it is found in the public interest to do so.

In several instances, the Commission pointed out, "there appears a lack of sufficient channels to meet the probable need for assignments. When the demand grows in these areas, it is usually possible to re-allocate channels from adjacent areas where the demand is less.

MORE THAN 1,500 metropolitan and rural FM stations, in addition to an indeterminate number of community outlets, are provided in a tentative allocation plan devised by the FCC. Channel numbers are those adopted by the Commission to designate station frequencies.

and where service may already be sufficent. As a result, a lack of channel listing for a particular location does not necessarily mean that a channel cannot be made available there, should the need develop.

The Commission said the plan does not include community stations, because "it has not been attempted to establish a basic allocation pattern for stations of this type." Nevertheless, the Commission is anxious to encourage applications for this type of station from broadcasters who fear the designation "community" carries the implication of a small station. Commission engineers declare a community station provides considerably better coverage than an AM local facility and as good as most of the regional stations.

The probability that many applicants may be assigned community channels, thus increasing the number of available metropolitan channels in an area, was revealed. Ten community channels it was explained, may provide as many as five such assignments in some cities, depending on demand for such facilities in the area.

The Commission plans to take account of cities where there are no standard stations and applications for FM stations from these areas. It provides that the number of FM channels shall be 50% to 100% above the number of standard stations in each city or market area.

The Commission noted that only a few channels have been designated for a number of small cities, particularly in the West, anticipating that this would void the probable demand. However, it was pointed out, more channels are available if the demand develops.

Allocation Plan Basic

The allocation plan uses as a basis an effective radiated power of 20 kw and antenna height of 500 ft. above average terrain. Separation of stations on the same channel, the Commission said, "varies from that required by ground wave interference (principally in the Eastern U.S.) to the separation required for freedom from tropospheric interference 1/2 of the time or less (principally in western areas)."

The Commission conceded the probability that many of the service areas which are being determined for these cities may be greater or less than that provided by the 20 kw power and 300 ft. antenna height and interference not less than or now considered. In many cases, it declared, it is likely that the service areas will be smaller than that provided by this power and antenna height.

The plan of allocations was worked out some time ago, it was learned, and was used as the basis of designating applications for FM stations in Area II for hearing. A plan of allocations for Area I (New York, southern New England and Middle Atlantic states) was adopted two months ago (Broadcasting, Oct. 29) when the Commission accepted the CBS proposal for assigning frequencies in New York, Philadelphia, and other eastern cities except for a "little juggling." It was explained, the allocations for Area I are unchanged.

It was admitted there are "hot potatoes" in the plan but it was pointed out that the proposal is flexible and can be adjusted to meet station demands. If necessary, the Commission engineers asserted, the number of available metropolitan and rural channels in Area II could be substantially increased.

Grants and hearing designations authorized last week left the Commission with still approximately 500 FM applications to be acted upon. A total of 272 applications have thus far been made under conditional grants or set for hearing.

FCC Announces FM Allocation Proposals

Channels available for FM stations in various cities are listed in the following table:

<table>
<thead>
<tr>
<th>City</th>
<th>Channel No.</th>
<th>Channel (Includes)</th>
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<tbody>
<tr>
<td>ALABAMA</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Anniston</td>
<td>280</td>
<td>Anniston (Includes)</td>
</tr>
<tr>
<td>Bessemer</td>
<td>280</td>
<td>Bessemer</td>
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<td>Decatur</td>
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Conditional FM Grants

Following is a list of the grants:

<table>
<thead>
<tr>
<th>City</th>
<th>Grantee</th>
<th>Interest in Standard Station</th>
<th>Type of FM Station</th>
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<tr>
<td>Sacramento</td>
<td>Sacramento Broadcasting Co.</td>
<td>KDFX</td>
<td>Metropolitan</td>
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<tr>
<td>San Bernardino</td>
<td>San Bernardino Broadcasting Co.</td>
<td>KFEM</td>
<td>Metropolitan</td>
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<tr>
<td>Riverside</td>
<td>The Broadcasting Corp. of America</td>
<td>KFRO</td>
<td>Metropolitan</td>
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<tr>
<td>Brookfield</td>
<td>Brookfield Broadcasting Co.</td>
<td>WBBR</td>
<td>Metropolitan</td>
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<tr>
<td>Edwardsville</td>
<td>Edwardsville Broadcasting Co.</td>
<td>WEDV</td>
<td>Metropolitan</td>
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<tr>
<td>Kankakee</td>
<td>Kankakee Daily Journal</td>
<td>WKKD</td>
<td>Metropolitan</td>
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<tr>
<td>Detroit</td>
<td>Keystone Printing Service, Inc.</td>
<td>WQAM</td>
<td>Metropolitan</td>
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<tr>
<td>Shelbyville</td>
<td>Shelbyville Radio, Inc.</td>
<td>WSJW</td>
<td>Metropolitan</td>
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<tr>
<td>Pittsfield</td>
<td>Mitchell G. Myers, Reuben E. Armbrust &amp; Mitten H. Meyers</td>
<td>WEMP</td>
<td>Metropolitan</td>
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<tr>
<td>Holyoke</td>
<td>Holyoke Radio Broadcasting, Inc.</td>
<td>WHYN</td>
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<td>Springfield</td>
<td>WMAS, Inc.</td>
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<td>Wyandotte</td>
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<td>WYAO</td>
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<td>Lewisburg</td>
<td>Lewisburg Broadcasting Co.</td>
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<td>The Boces, Inc.</td>
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<td>Scripps-Howard Radio, Inc.</td>
<td>WNOX</td>
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<td>Arlington Heights</td>
<td>Lehigh Valley Broadcasting Co.</td>
<td>WSN</td>
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<tr>
<td>York, Pa.</td>
<td>White Rose Broadcasting Co.</td>
<td>WIR</td>
<td>Metropolitan</td>
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The three following applications were designated for conditional hearing: Midwest FM Network, Inc., Framworth Television and Radio Corp., and Northeastern Indiana Broadcasting Co., Inc., at Fort Wayne, Ind.
Cut-Off Date For Boston Hearing Is Invoked

A NEW POLICY of setting deadlines for the filing of additional applications to be considered with others scheduled for hearing is announced by the FCC last week.

The practice was invoked for the first time in an announcement by the Commission inviting the public to take part. Although applications were invited for availability FM channels in the Boston area, where consolidated proceedings have been scheduled beginning March 11, Commissioner Clifford J. Durr, presiding, will hear 10 applications already filed for a maximum of nine frequencies. Prospective applicants were given until Feb. 9 to enter the hearings.

ASHBACKER RULES

It was explained at the Commission that the deadline procedure was applied in the Boston cases because it was desirable to have a “cut-off” date for interrelated applications since three months advance notice had been given of the hearings. The same practice will probably be adopted for future FM hearings. It was indicated.

On the other hand, the FCC has not been scheduled but other FM applications have been designated for hearing.

The Supreme Court decision in the Ashacker case [Broadcasting, Dec. 10] had little to do with the Commission’s action, it was said. In ruling that competitive applications must be given hearings before grants are made, the court had commented: “Apparently no regulation exists which... requires an application for a frequency, filed for, to be filed within a certain date.”

The deadline policy will probably not apply to standard applications and applications for which issues mailed out will be in cases scheduled for hearing. It was explained that the calendar set for standard procedures allows insufficient time for a “cut-off” date.

Other FM applications designated for hearing will probably not be heard before the first part of May, it was disclosed, as the full schedule adopted by the Commission for the first three months of 1945 precludes additional proceedings during this period. Most of the field hearings, it was pointed out, will also require further hearings to receive engineering testimony. These are to be held in Washington and will keep the Commission busy for the month of April at least.

The Commission pointed out that its allocation report of Oct. 28 indicated a possible maximum of 12 new stations for the Boston area, including the existing station (WBZ-FM) owned by Westinghouse. Ten applicants have applied for the remaining nine channels, it stated, adding, “it desires the fullest possible competition for the channels and seeks the fullest information concerning the qualifications of the applicants.”

LISTS FOUR ISSUES

The Commission said it is desirous of making the Boston hearing “of maximum usefulness in its task of assigning these valuable channels.” It declared it wishes to give “every encouragement” to veterans and other newcomers interested in entering the broadcast field.

Originally, 11 applications for FM stations in the Boston area had been designated for hearing but one of these—Bristol Broadcast Co., Inc.—has withdrawn. The remaining applicants are CBS, Yankee Network, Raytheon Mfg. Co., Unity Broadcasting Mass. (subsidiary of International Ladies Garment Workers Union), Fidelity Broadcasting Corp., Northenova Radio Co., Templeton Radio Mfg. Corp., Massachusetts Broadcasting Co., Harvey Radio Labs., Inc. Four issues were listed by the Commission for consideration at the hearings. These are: (1) qualifications of the applicants, (2) character of the proposed program service, (3) area and population to be served and (4) comparative basis which applications should be granted.

Thus far, the Commission has designated 40 FM applications for hearing, including those in Boston. The are for stations in the Cleveland, Akron, Providence-Pawtucket and Indianapolis areas. Notices of issues to be heard on seven applications for the six channels in Providence-Pawtucket and Indianapolis have been mailed out, and applicants in the other cities will shortly be notified.

In connection with consolidated proceedings scheduled for standard applications, the Commission invited testimony from others, besides the applicants, which would assist in reaching decisions.

Applicants for standard service to be heard at California hearings, beginning Jan. 2, are FM Radio & Television Corp., San Diego Broadcasters Inc., United Broadcasting Co., both in San Jose; De-Haven, Hall and Oates, Salinas; and Central California Broadcasters Inc., Berkeley (KRE). Each of the applicants is seeking a new station on 1570 or 1380 kc which requests a change in frequency from 1400 to 1380 kc and increase in power from 250 w. to 1 kw., unlimited.

A sixth applicant, Valley Broadcasting Co., Stockton, previously consolidated with this group, was removed from the hearing as a result of its amendment to request 1420 instead of 1380 kc.

The California hearings will be held at the Los Angeles Civic Auditorium by Commissioner Ray C. Wakefield, a former member of the California Railroad Commission.

A second set of standard hearings, beginning Jan. 3, will be held in Glen Falls, N. Y., to consider three applications for new stations on 1450 kc, 250 w. unlimited. Applicants are Glen Falls Broadcasting Co., Greensboro, N. C., and Glen Falls Publicity Corp. Commissioner William H. Will, former Governor of Vermont, will preside.

THIRD GROUP

Also during the first week in January is a third group of hearings to be held in Charleston, W. Va., for applications for new stations in that city to operate on 1240 kc, 250 w. unlimited. Applicants are James H. McKeen, Capitol Broadcasting Corp., and Chesapeake & Ohio Broadcasting Co. Commissioner Charles R. Denny, former FCC general counsel, will preside.

Each of the standard broadcast hearings will receive testimony on eight issues as follows: (1) qualifications, (2) primary service coverage, (3) primary service convenience, (4) possible interference with existing stations, (5) possible conflicts with services proposed in other applications, (6) compliance with engineering standards, (7) possible conflicts with regulations of Civil Aeronautics Administration, (8) competition on comparative basis as to which applications should be granted.

Three Sales Halted For Ignoring Rule

ANNOUNCEMENT of FCC’s proposed rule requiring the open-bidding method of handling station transfers and assignments found six pending transactions proceeding along lines set out in the rule—and at least three being held up for failure to follow the plan.

The proposed rule, announced Dec. 14, is based on procedure suggested by the Commission in its Crosley-Avo decision last September [Broadcasting, Sept. 10], requiring public advertisement of proposed transfers and assignments and calling for a 60-day waiting period for submission of competing applications. The Commission served notice on Oct. 3 that, pending of the proposed formal rule, it would defer action on any subsequent applications unless the open-bidding plan was followed.

No active opposition was reported last week, but most sources agreed it was too early for reaction to crystallize. FCC said a hearing on objections to adoption of the rule would be called if requested in writing by interested persons and must be submitted with the request.

Applications for transfers and assignments placed in the FCC’s pending file involve KXX, Seattle, KFQD Anchorage, Alaska, and KELD El Dorado, Ark. FCC said it was deferring action pending complete investigation of the Crosley-Avo decision or until the parties elect to follow that suggested procedure.

May Call Hearing

While the Crosley-Avo decision did not specify the number of advertisements required of applicants, the formal rule would require two advertisements a week for three weeks. Submission of a copy of the advertisement, setting forth terms of the proposed transaction and noting that competing applications, may or may not be filed on the same terms, would be required along with the application.

The applicant’s advertisement must be published in a daily paper of general circulation in the community in which the station is located, and must be run at least two times; under the interm procedure this has been done in the Federal Register, on a one-time basis.

Text of the order follows:

At a meeting of the Federal Communications Commission held at its offices in Washington, D.C., on the 3rd day of December, 1945, the Commission in its decision in the matter of Powell Crosley & Co., New Jersey, Inc., application for transfer of control of station WABC, Brooklyn, New York, (Docket No. 6677) adopting a proposed new set of rules and regulations prescribing procedure to be followed in cases involving the assignment of license or transfer of control of corporate interests; and

WHEREAS, The Commission is of the opinion that a proposed new rule, Section 1.202, prescribing procedures which appear in an appendix to this Order—may serve public interest, convenience, and necessity; and

WHEREAS, The Commission is of the opinion that the condemnation of proposed rule by proper dispatch of business and to the ends of Justice that all interested persons be given an opportunity to file comments and to appear before the Commission to argue orally why the provision of such rule as adopted or why it should be adopted in the form proposed in this Order, such request shall be filed on or before January 15, 1946, by any interested person and such request shall be accompanied by a brief.

APPENDIX

Section 1.202. Application for control—(a) Applications for

(Continued on page 86)
Ever see a Tiglon?

A Tiglon is half tiger and half lion. And the one up there was in the Central Park Zoo in 1938. Its mother was an African lioness. Its father a Siberian tiger.

It's a little of this and a little of that, that so often makes freaks. And we're using that unusual animal to prove a point for W-I-T-H, the successful independent radio station in Baltimore.

W-I-T-H doesn't give you a little of this audience and a little of that audience... but it delivers more listeners-per-dollar-spent than any other station in this five-station town.

Facts to prove it are available.

WITH

BALTIMORE, MD.

Tom Tinsley, President

Reprinted Nationally by Headley-Reed

December 24, 1945 • Page 19
Philco Finds City TV Cost Is Half Million

A glimpse at the cost of establishing and operating a medium-sized television station was provided last Friday as Philco Radio & Television Corp. filed data with the FCC completing its application for a video station in Washington, D.C.

Philco estimated initial installation costs at $288,423 and monthly operating costs at $61,500 and upwards," the latter figure at taking into account successively larger tolls as talent. Estimated monthly revenue was "not known." The minimum estimate on operating costs would run to $785,000 a year.

Other Estimates
Philco's operating estimates, anticipating 37 1/2 hours of programming per week, compare with CBS estimates of $3,500,000 a year for 42 hours a week [Broadcasting, Oct. 15]. In October 1944, James D. McLean, sales manager of television transmitting equipment of General Electric Co., estimated on a prewar price basis that equipment for a "mater station" would cost $250,000 to $300,000 excluding grounds, buildings and antenna structures, and that technical operating expenses would be around $250,000 a year for $68 per hour weekly, not counting tolls.

HOW MUCH does it cost to establish and operate a television station? Philco Radio & Television Corp. estimated last week that its proposed Washington station would cost $288,433 to install and $61,500 and upwards per month to operate, not counting talent tolls.

Philco also has installed the installation proposed by Philco would be studio technical equipment—cameras, film scanners, microphones, synchronizing generators, etc.—$171,300. Next item is $167,281 for construction of buildings. Link equipment, furniture, and two mobile camera units would cost an estimated $79,580. Other installation cost is Visual transmitter $32,950; aerial $12,137; antenna systems $13,995; studio lighting $53,000; frequency and modulation monitors $1,600; acquisition of land (already purchased) $10,000. Three studies, six studio cameras and four mobile-unit cameras would be used.

Philco asks assignment of Channel 4 (636 to 726 me) for the Washington station, which would be the southern terminus as well as an initiating station in the firm's high-frequency relay system connecting New York, Philadelphia, and Washington. Operating personnel would be reduced by about 150, reduced by the number of commercially originating in New York and Philadelphia, plus administrative staff and stage designers, carpenters, painters, make-up artists and assistants.

Studio Site Undetermined
Studio site has not been determined. Transmission would be located in Arlington County, Virginia.

The pipeline application, prepared by Reed T. Rollo of Kirkland, Fleming, Green, Martin, & Ellis, Washington law firm, and Raymond M. Wilse, Washington consulting radio engineer, was filed in the office of the FCC, which has actively participated in television development for at least 13 years, having started operation of experimental station WABX in Philadelphia in 1932 and Wooster, Ohio. The company proposes a monthly schedule of 54 hours of outside pickups; 10 hours of studio production; 100 hours of network time (Continued on page 76)

Los Angeles NAB Meeting to Map Expansion

NAB Board of Directors, meeting at the Hotel Roosevelt, Los Angeles, Jan. 3-4, will approve a vastly expanded program designed to meet rapid progress of broadcasting operations and improve its services.

A tentative agenda has been prepared for the first board meeting since the Oct. 1-2 session in Washington. In attendance. Judge Justin Miller was inaugurated as president and A. D. Willard Jr. as executive vice president. It covers the continued growth of broadcast installations and brings before the board new activities which have been in the formative stage and are ready for final approval.

Big Budget
NAB headquarters officials, armed with the biggest budget in history, believed about $600,000, will submit reports covering association committees and departments. Work of the past year will be reviewed and plans for 1945 outlined.

Attending the board meeting from headquarters will be Judge Miller, C. E. Arney Jr., secretary-treasurer, Frank E. Pellegro, director of broadcast advertising, and Edward M. Kirby, public relations counsel.

The board meeting will be followed by the meeting of NAB district meetings starting Jan. 7 in Los Angeles and ending Feb. 8 in Memphis. A second series of meetings is tentatively scheduled to start March 15 in Minneapolis and end March 29 in Cincinnati. Plans for other meetings have not been arranged but will be held sometime in April. (See district meeting schedule this page).

Going up the West Coast for the first three meetings (Los Angeles, San Francisco, Seattle) will be the NAB quartets attending the board session. They will return to Washington during a 10-day gap in the schedule. Resuming Jan. 23, Mr. Willard will join the party in place of Mr. Kirby. The itinerary covers Omaha, Denver, Dallas, Tulsa and Memphis.

Membership of NAB is at all-time high, the board will be informed, with prospects good for acquisition of new members in 1946 as the industry expands. Also in sight is the prospect that such non-members as ABC NBS and Yankee in the network field, and WOR New York and WGN Chicago in the station group may join during the year.

Westinghouse Problem
Conversations have been held with officials of Westinghouse Radio Stations Inc., since resigning from the board last autumn. No indication has been given as to the possibility that Westinghouse will return to the fold. Westinghouse resigned on the grounds that NAB had improperly presented the early history of broadcasting in its 25th Anniversary promotion and because of dissimilar phase of association activity.

In its discussion of membership the board will consider the matter of dues paid by various classes of members. Plans for the Finance Committee budget meeting Dec. 13-14 [Broadcasting, Dec. 17] was that an increase in dues would not be necessary despite heavy expansion in departmental budgets and other overhead.

Among other subjects in this category will be status of network membership, bringing up the perennial problem of automatic network membership on the board. Status of PM members acquired with merger of NAB and PM Broadcasters Inc. will be considered.

As of Dec. 13 NAB membership totaled 865, including 848 AM stations.

IMPENDING new era in broadcasting finds NAN building up staff to keep pace with industry progress and growth. Plans for year will come before NAB board of directors Jan. 3-4, with all departments geared for stepped-up service to broadcasters. New president, Justin Miller, will present association projects to board and review progress since he took office Oct. 1.
HOME OF WASHINGTON’S SISTER....

Fredericksburg, just fifty-five miles north of Richmond in the Mother State of Virginia, is the site of many interesting old homes which date back to the Revolutionary and War Between the States era. Among these is “Kenmore”, built by Colonel Fielding Lewis for his second wife, Elizabeth (familiarly known as “Betty”), only sister of George Washington. “Kenmore”, long a rendezvous of fashionable Virginians during the middle of the eighteenth century, is especially noted for the beautiful ornamental plaster work on the ceilings of some of its rooms.

Now restored, the mansion contains relics and furniture associated with the Washington and Lewis families.... a perpetual link between the glories of the Past and the promise of the Future. This link, too, is the cornerstone of WRVA’s policies. Our pledge of service is bound to the future by our respect for the past.... and our pride in being an integral part of a State so rich in history, so rich in destiny.

50,000 WATTS.... NIGHT AND DAY
STUDIOS IN RICHMOND AND NORFOLK, VIRGINIA
EVER hear of KSAI? It's on Saipan — a Western Electric 50 KW installed by the O.W.I. to wage psychological warfare on the Japs. Using a four element directional antenna — giving an effective signal of 250 KW — it did its primary job most efficiently.

But KSAI did another great job, too. One day a crippled B-29 — its navigating equipment smashed — "homed" on the station's powerful beam and rode it to safety. Army orders quickly came through: "Keep that station on the air 24 hours a day!"

Around the clock, KSAI kept going — with only six hours a month allowed for maintenance. Requests from lost flyers for "position" dropped from an average of 140 per day to a mere 20. In four months alone, KSAI was credited with saving 20 Superforts, 200 flyers and equipment worth more than $15,000,000.

Certainly this Western Electric installation paid big extra dividends!

Buy all the Victory Bonds you can — and keep them!
BUGABOOS PLAGUE FREE NEWS
Experts Agree Communications Face Same
Sovereignty Threats as Statesmen

FREEDOM of world communications under UNO was debated by a panel of five radio and press association chiefstains at a Dec. 14 conference of the American Asn. for the UN at United Nations at Town Hall, New York.

Gist of the debate: The same bugaboos of national sovereignty which plague the statesmen of UNO's partitioning nations rise dark and ominous among the news and information experts of the world.

The panel was composed of Robert Saudek, director of public relations, ABC; A. A. Schechter, director of news and special events, Mutual; Lyman Bryson, director of education, CBC; Frank Starzel, assistant general manager, Associated Press, and Harry Flory, foreign news manager and director of communications, United Press. Brig. Gen. David Saroff, president of RCA and chairman of the board of NBC, presided.

Association had ready for the panel a tailored set of four questions: (1) Should UNO insist upon freedom of communications as vital to the maintenance of world understanding? (2) How can American radio and press associations contribute most to the exchange of constructive stories throughout the world? (3) How can the press and radio of the world contribute to general understanding and support of UNO? (4) Should radio and the press assume a continuing obligation to put before the world the operation of the U. N. of democracy?

One of the questions, the panel concluded, was misleading, others vague.

Said AP's communications-wise Mr. Starzel: "It is hopeless to suggest that nations relinquish their sovereignty of communications." He stated his opposition to the adoption of resolutions on this subject which were "platitude incapable of realization."

What Mr. Saudek wanted to hear was a definition of "freedom of communications." His suggestion was that it might have different meanings in different countries. No one answered his request.

In response to question No. 2, concerning world-wide exchange of constructive stories, Mr. Schechter had a brisk reminder: Exchange of stories between U. S. news agencies which are free and competitive and agencies abroad which are government-owned or government-controlled is sometimes difficult.

Mr. Schechter's implication was that a foreign agency's selection of a U. S. news offering would be frequently determined within the rigid restrictions of a foreign government.

Mr. Bryson pointed to another factor which, particularly in radio's case, would hamper free exchange. Language difficulties, he said, are critical.

Question No. 3, concerning press and radio support of UNO, was brushed off quickly. A free press and radio, said Mr. Bryson, could not oblige itself to support any cause. Its obligation was to disseminate the truth as it saw it.

Much the same answer was given to question No. 4, involving the American radio's and press' responsibility to tell the story of American democracy.

Said Mr. Starzel: "If it means propagandizing, the answer is no; if it means giving true accounts of the function of our government, the answer is yes." Good or bad, reports on what goes on in Washington must be given honestly, he said.

"Mr. Flory enthusiastically agreed; UP, he said, would hardly underwrite a project to gild a report of government function which, in truth, should be unfavorable to the U. S.

Wide 16-mm. Film Use in TV Seen by Thomas

W HEN TELEVISION eventually replaces radio, 16-mm. motion pictures will supplant present electrical transcriptions. Proves Joseph A. Thomas, president of Telefilm Studios, Hollywood.

"Motion pictures will be made of events in the news spotlight and then will be edited and broadcast by television," Mr. Thomas said.

"Low cost of 16 mm. camera coverage and projection will give it a preferred position over 35 mm. Also, the narrow gauge film is non-combustible and therefore may be sent through the mails and otherwise shipped at lower cost." He said several advertising firms had inquired at Telefilm Studios about having 16-mm. commercials made for telecasting. The firms expect to make 16-mm. films of their factories and products to supplant oral commercials, he revealed.

Ekins Threatened

H. R. Ekins, new commentator of WSYR Syracuse, said last week that he had received threats of bodily harm to himself, wife and child, unless he stops or eases up on his alleged criticism of participants in labor troubles. He denies the charges, saying he has not taken either management's or labor's side in the disputes. Police cars are patrolling the area around his Syracuse home.

Merton V. Emmert

MERTON V. EMMERT, 29, farm and ranch director of WOA1 San Antonio, died suddenly Dec. 12 in San Antonio. He was formerly with WILW Cincinnati and WEAF New York. Mr. Emmert is survived by his widow and three daughters.

Our official holiday logger writes:

"Thanks for everything, and Merry Christmas and Happy New Year from the friendly folks at WWVA"

Basic American Network

December 24, 1945 • Page 23
Reece Bill Would Alter FTC Reviews

Want Advertising Aid
In Fight to Amend
Measures

By WALLACE WERBLE
Editor, Food-Drug-Cosmetic Reports

BACKERS of the Reece bill to amend the Federal Trade Commission Act are campaigning for support from advertising, including media and agencies as well as advertisers, in preparation for House Interstate and Foreign Commerce subcommittee hearings on the measure, scheduled to begin Jan. 29.

The measure, HR-2390, was introduced in the House last February by Congressman Reece (R-Tenn.), member of the Interstate and Foreign Commerce Committee who took a leading part in the five-year legislative fight that led to the Food, Drug, and Cosmetic amendments to the FTC Act in 1938. A subcommittee composed of the following Representatives will conduct the hearings: Sadowski (D-Mich.), chairman; Rogers (D-Fla.), Rabin (D-N.Y.), Reece, O'Hara (R-Minn.) and Howell (R-Ill.).

Provisions

Broadly speaking, provisions of the Reece bill are divided into two parts:

1—Of interest to the advertising industry in general, particularly to its members who may have transactions with the FTC, are changes in the court review provisions of the original act which would give Circuit Courts the power to look into the facts supporting FTC cease and desist orders and to modify such orders when necessary.

2—Of interest primarily to the food, drug, and cosmetic industries are provisions designed to eliminate the technical "dual jurisdiction" between FTC and the Food and Drug Administration, which has primary jurisdiction over food, drug, and cosmetic labeling as a result of the 1938 Food, Drug, and Cosmetic Act. The situation is complicated, but FTC critics charge that the Commission has stepped into FDA's field by trying to regulate labeling via its jurisdiction over advertising.

The "review provision" of the present FTC Act, which affects all advertisers, requires Circuit Courts to uphold the Commission's findings of fact if supported by evidence. The trend of judicial decisions in recent years has established the doctrine that the courts cannot disturb the Commission's findings as long as FTC has been able to produce evidence to support its views.

Critics of the Commission cite Circuit Court decisions in recent years on appeals from FTC orders in which the judges admitted that, if they had the power, they might have reached conclusions differing from those upon which the Commission based the order.

In recent decisions Circuit Courts have said that the prevailing judicial doctrine on administrative procedure prohibits them from revising—toning down—the prohibitions contained in FTC orders even when the courts may feel that the Commission has been unduly severe.

In a general way, the review provisions of the Federal Communications Act of 1934 and a number of acts governing other administrative agencies are similar to those in the FTC Act. Mr. Reece, who, as a member of the House Interstate and Foreign Commerce Committee, participated in consideration of the acts creating the FCC, Securities and Exchange Commission, and other like laws, contends that their drafting subcommittees turned for example to the original FTC Act when it came to writing in court review sections.

First Passed, First Changed

Since the FTC Act, which established the pattern, was the first one passed, Mr. Reece contends that it should be the last one changed and, if necessary, consideration could be given to amending the review provisions of the FCC and other laws which were based on the original FTC pattern.

For a number of years there have been pending before Congress a group of bills which would change the administrative procedures employed by all government agencies, particularly the quasi-judicial, quasi-legislative agencies like FTC, FCC, and SEC. One of these measures, the old Walter-Logan bill, passed both houses of Congress but was vetoed by the late President Roosevelt.

Mr. Reece argues that, while the administrative procedures of various agencies have much in common, it would be wiser to tackle each agency in a separate bill.

To correct the FTC-FDA "dual jurisdiction" with regard to foods, drugs, and cosmetics, Mr. Reece would amend the FTC Act to in-

(Continued on page 69)

everybody knows

WBIG

means good broadcasting

columbia affiliate

greensboro, n. c.

represented by hollingbery
PERSONALITY

Each of the Oklahoma Publishing Company's four powerful merchandising factors has developed a distinct and vigorous personality which reflects itself in sales. Combined into a single selling unit their individuality paves the way for a complete job of advertising and distribution that postwar manufacturers and distributors demand in such a diversified market as the vast Southwest provides.

1. Skilled craftsmen, whose efforts earned for The Daily Oklahoman a 1945 citation for excellence of typography, make-up and presswork in the Annual Ayer Exhibition, make the Oklahoman and Times the Southwest's favorite newspapers.

2. Network collar programming, production and showmanship have earned for WXY the distinction of being the station most Oklahomans listen to most...the station most advertisers turn to to move merchandise off dealer's shelves.

3. Three times in a row, four times in all, Mistletoe Express Service has received top award of the National Safety Council as the nation's safest inter-city commercial fleet. In 1945, Mistletoe's city pick-up fleet was named second in the United States in this classification.

4. It is a rare occasion when the entire Farmer-Stockman can be assembled in the office. Farmers, plowed fields and stock feeding pens are far more familiar to Farmer-Stockmen editors than are upholstered office chairs. Farm visits form the basis for Farmer-Stockman direction.
North Carolina exceeds every other Southern state both in value of manufactured products and in cash income to farmers. On the former, North Carolina does nearly three times as much as the average of the nine other Southern states — and on the latter, nearly twice the Southern average. Isn’t this the kind of Southern Market you are seeking?

RED SKELETON was formally welcomed back on NBC Red Skelton Show, sponsored by Brown & Williamson Tobacco Corp. and placed through Russel M. Seeds Co., Chicago. Watching comic sample hose d’oeuvres at post-broadcast party are (1 to r): John Elwood, manager, KPO San Francisco; Freeman Reyes, Seeds president; Sidney N. Strotz, NBC Western Division vice president; John Guedel, president, John Guedel Radio Productions, executive producer of Skelton show.

WGST Temporary License Is Extended As Pickard-Calhoun Pact Is Cancelled

GEORGIA School of Technology (WGST Atlanta) last week advised the FCC it has cancelled its obligations to the Sum Pickard-Clarence Calhoun group, which formerly managed the station. The Commission had ruled that WGST would have to free itself from the alliance or lose its license. The station’s temporary license was immediately extended to Feb. 18.

In filing a new application for the same frequency (920 kc) within the Dec. 18 deadline set by the Commission, the station submitted evidence that the Board of Regents renounced its contract with Southern Broadcasting Stations Inc. which had been held illegal [BROADCASTING, Sept. 24, Nov. 19]. The contract required payments by WGST of 15% of gross income from sale of time over a period of seven years.

Mr. Pickard is a former member of the old Federal Radio Commission and a one-time vice president of CBS. Mr. Calhoun is an Atlanta attorney. As principals in Southern Broadcasting, they formerly managed WGST under an agreement which the Commission held amounted to domination of the station. A subsequent contract to free the station of this domination was also ruled illegal.

As part of its new application, filed by Reed Rollo, counsel, the station included a resolution adopted by the University Board of Regents shortly after the Commission issued its proposed decision to revoke the station’s license. The resolution declares:

Resolved, By the Board of Regents of the University System of Georgia that the ruling of the FCC having made the Company with the stockholders of Southern Broadcasting Stations Inc. legally impossible of performance, the Board hereby approves the action of its WGST Radio Committee in directing that said contract be not further complied with. This action is taken without prejudice to a tax adjustment or settlement of whatever rights the said stockholders may have, subject to the approval or consent of the FCC.

The application stated that the other parties to the agreement were notified orally of the cancellation and that no payments have been made since the issuance of the proposed decision on Sept. 20. It was further declared that the University "will not undertake to negotiate any adjustment or settlement with the other parties to the agreement and until said parties first obtain the approval or consent of the FCC to negotiate a settlement of whatever rights said parties may have under the agreement."

The “rights” alluded to are the station’s equipment, ownership of which has been questioned, according to the Commission’s decision.

Santa Exposed

HOWARD JONES, announcer of WIP Philadelphia, can't even hide behind white whiskers and a heavy coat. Mr. Jones was costumed as Santa, with a mike hidden in his magic wand, interviewing kiddies on the Eavesdropping With Santa Claus program in Gimbel's toy department. One youngster listened attentively to “Santa” Jones and then turned on a know-it-all expression which the announcer caught fast enough to hoist the mike as high over his head as possible. Up pipped the boy with: "Aw, you ain't Santa Claus! You're the guy who gives the money away on the Kenuhiti program."

50,000 WATTS — NBC RALEIGH, N.C.

Free & Peters, Inc., National Representatives

Page 26 • December 24, 1945
SURE AS SHOOTIN'...

590

means Coverage!

WOW, due to its nearly ideal frequency of 590 kilocycles, used with 5,000 watts, CAN be HEARD clearly within a one hundred mile radius* of its transmitter. WOW is LISTENED to because it is a basic NBC station, furnishing the top radio entertainment of the day, supported by first-class local features and NEWS. These are reasons why WOW gives you the BIGGEST AUDIENCE an advertising dollar will buy in the Omaha trade territory.

IT'S A FACT....
The chart above, based on computations by competent radio engineers, shows how much MORE power is needed to lay down a 2 1/2 millivolt signal 100 miles at frequencies higher than 590 kilocycles. The frequencies shown are approximately those of other full-time stations in the Omaha area.

*WOW's 1/2-millivolt contour actually reaches out nearly 200 miles!
Borez is on Brief Leave From JWT Paris Office
MAURICE BOREZ, head of J. Walter Thompson Co.'s office in Paris, will be in the agency's New York office for the next few weeks. Mr. Borez kept the Paris office open throughout the time the Nazis occupied France. He admitted, however, that little advertising, if any, was done during that period.

Mr. Borez says French advertisers are buying time on Radio Andorra located in Andorra between Spain and France, which broadcasts in French and Spanish, and Radio-Monte-Carlo, which broadcasts in French. Radio in Paris is government controlled and allows no commercials. It is expected that when supplies become more plentiful many of Mr. Borez' clients will resume using radio.

'TRITON' TRANSMITTER FOR SALE
RFC Selling Quantity of Radio Equipment
From Surplus War Stocks

SECOND high-power broadcast transmitter was declared war surplus last week and turned over to Reconstruction Finance Corp. for public sale. It is the 50 kw Western Electric transmitter formerly operated by KSL Salt Lake City and installed by OWI on the propaganda ship Triton Maris (Broadcasting, Nov. 26) with Do- herty circuit added to bring output up to 130 kw.

First high-power transmitter offered for sale by RFC was placed on display at Roslyn, Va., last week. Bids will be closed this week for RFC. It is an RCA 50 kw 50E, never used (Broadcasting, Nov. 26). Sale is being handled by RFC's Richmond, Va., branch office.

Transmitter on Triton Maris was valued by OWI at $67,700. It is reported to be in good condition, RFC is anxious to move equipment on the ship, now piling up dockage costs at Richmond, Cal., shipyard. From it comes a long list of radio equipment which OWI valued at a total figure of $113,855, RFC plans to have the equipment dismantled and placed on display. Among items on ship are:

9 Western Electric amplifier-consolettes
219 A/TRCIFM antennas
22 microphones (6 Western Electric 633 A dynamic, 16 RCA 74B3B velocity)
4 Hallicrafters receivers
5 receivers, other types

5 Diesel generators (1 1 kw, 1 5 kw, 3 100 kw)
10,000 sapphire playback cutting needles
1 Motorola FM transmitter (OWI value, $1,000)
1 FM link transmitter (OWI value, $7,300)
4 complete turntables (2 Presto L, 2 Presto 6A)

100-1500 kc Westinghouse tuning unit

Enormous quantities of tubes, fixed condensers, resistors.

STATION REQUESTS INCREASE IN CANADA

RETURNS filed in the House of Commons at Ottawa, show that 175 applications for broadcasting stations, both AM and FM, television and facsimile stations, have been made in eastern Canada since January 1944.

Data were obtained by John Diefenbaker, Progressive Conservative member for Lake Centre, who also asked this data for western Canada (Broadcasting, Nov. 12). There were 87 applications for AM stations, 71 for FM stations, 9 for television and 4 for facsimile. While the report did not give data as to how many applications had been allowed, a number of the applicants listed are known to have received their licenses and at least one is on the air at present.

Among those applying are many newspapers, some department stores for television, a number of AM stations for FM and television licenses, and a number of radio representatives and CBC officials for both AM and FM.

Georgia Institute

FIRST Georgia Radio Institute will be held in spring at Henry W. Grady School of Journalism, U. of Georgia, under auspices of Georgia Assn. of Broadcasters and the Journalism School. Leading broadcasters will be invited. Georgia association committee will go over tentative program for January, includes Wilton E. Cobb, WMAZ Macon; John Outler, WSB Atlanta; Jack Williams, WAYX Waco.

Fan Letter

FANS of WCOV Montgomery, Ala., take their fandom seriously. To the station, addressed "Attn. Manager," came this letter:

"I would like to buy a stock of part interest in this station.

"I also would like to get a job working at this station as a control operator trainer. With kindness regards, I am...

"Your Very Truly,

"P.S. I also like for this station to become a more powerful station."
This high power industrial tube built by Federal is the result of the widening use of induction heating for heavy applications—especially designed for the purpose—built to meet the exacting demands of severe operating conditions.

Federal's 9C23 is a tube that can stand the gaff...with extra ruggedness for stamina...heavy duty filament for long life and high power output...

...and with the inherent reliability and exceptional qualities that characterize every tube in the extensive Federal line.

Here is another instance where Federal's long experience and leadership in tube design and construction contribute to electronic progress. And it is a good reason to see Federal first for industrial power...rectifier...transmitting tubes.

Remember—"Federal Always Has Made Better Tubes."

Federal Telephone and Radio Corporation

Newark, N.J.
THE OUTSIDE AUDIENCE IS MIGHTY INTERESTED

on the Pacific Coast, too!

IN THE OUTSIDE MARKET live half the radio families on the Pacific Coast. These families are good customers—they account for approximately half of the more than Eight Billion Dollars spent in retail sales on the Pacific Coast each year.

You can’t sell ‘em if you don’t tell ‘em and they (the Outside Audience on the Pacific Coast) can’t hear your sales message if you aren’t on Don Lee. For only Don Lee completely covers both the inside and outside markets. A 276,019 C. E. Hooper co-incidental telephone survey (the largest ever made on the Pacific Coast) proves that conclusively.

You see—only Don Lee has enough stations (39) to deliver both the “inside” and “outside” in this 1,352 mile long mountainous market (the other 3 networks combined have only 29 stations). In fact, nine out of every ten radio families on the Pacific Coast live within 25 miles of a Don Lee Station.

So give both markets a break next year—place your radio show on the network that carries practically as much Pacific Coast regional business as the other 3 networks combined—DON LEE.

---

Example from Special C. E. Hooper Survey
ABERDEEN-HOQUIAM, WASHINGTON

<table>
<thead>
<tr>
<th>STATION</th>
<th>SHARE OF AUDIENCE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Morning</td>
</tr>
<tr>
<td>Don Lee Station KXRO</td>
<td>56.2%</td>
</tr>
<tr>
<td>Most popular competing station</td>
<td>33.8%</td>
</tr>
</tbody>
</table>

Other examples to follow

The Nation’s Greatest Regional Network
Approximately half the retail sales on the Pacific Coast are made OUTSIDE THE COUNTIES in which Los Angeles, San Francisco, Oakland, San Diego, Portland, Seattle and Spokane are located.

THOMAS S. LEE, President
LEWIS ALLEN WEISS, Vice-Pres. & Gen. Mgr.
SYDNEY GAYNOR, General Sales Manager
1315 MELROSE AVE., HOLLYWOOD 38, CAL.
Represented Nationally by John Blair & Co.

Mutual
DON LEE
BROADCASTING SYSTEM
Dja hear the one about the Farmer's Daughter

...WORKING ON THE RAILROAD?

A lot of daughters
have been busy working these past
years in Iowa... and a lot of them will continue on...
because there's no recreation refuge here. Wheat to meat... to
more to glow... Iowa continues to go its busy way... with a
happy balance between agriculture and industry. This
diversified, steady-working market is the audience you reach on
WMT... as Eastern Iowa's most popular and only CBS
station and with the distinction of having the largest daytime
primary area of any station in the state.

General Motors Starts New Program on Mutual

GENERAL MOTORS Corp., Detroit, which recently dropped all
advertising except that on the air [Broadcasting, Dec. 10] last week
increased its radio expenditure by starting a new twice-weekly pro-
gram on the full Mutual network of 282 stations. New series, titled
This Land of Ours, which will cost the motor manufacturer some
$5,000 a week for time alone, will feature Morton T. J. Taylor, column-
and commentator.

Series is designed to inform the listening public on social and eco-
nomic trends and new developments in industry. Program placed
through Kuter Agency, New York, on a 52-week contract, will be used
for institutional advertising, at least until the culmination
of the UAW-CIO strike which has currently tied up production at
GM plants.

Going With Truman

PRESIDENT Harry S. Truman's Christmas trip to Independence,
Mo., will be covered by the four major networks. Leaving by plane
Christmas morning will be David Brinkley, NBC; Ewing Rush, ABC;
Bill Downs, CBS; and Jack J. Healep, Mutual. They will return
the following Friday. The President
will be heard on all networks Christmas Eve at 5 p.m. in a
holiday message as he lights the
national Christmas tree on the
White House grounds.

NAB PROMOTES NEWS CLINIC IDEA

SERIES of radio news clinics tentative plans for 1946 will
begin Jan. 1 when NAB will con-
duct a one-day seminar for the
Indiana Local Broadcasters Asso-
ciation as part of that group's Jan. 2-3
meeting in Indianapolis.

The clinic idea was first tested
Nov. 16 at Springfield, Ill., where
broadcast stations in that state par-
ticipated in a meeting conducted
by the NAB [Broadcasting, Nov.
19]. Reaction was favorable. This
brought national interest in the idea
plus a program of exchanging
ideas and bearing proposals for
strengthening of station news
staffs and improvement in presenta-
tion.

E. R. Vadeboncorps, vice-presi-
dent of WSBY Syracuse and chairman
of the NAB News Committee, and
Arthur C. Stringer, NAB di-
rector of promotion and committee
secretary, conducted the Spring-
field clinic. Mr. Stringer will con-
duct the Indianapolis clinic, which
will be open to all stations in the state.

The Indiana local group also has
asked NAB to conduct an employ-
ress-employer relations forum the same
day. Scheduled to represent NAB
are John Morgan Davis, general
counsel, and Milton J. Kibler, as-
sistant general counsel.

PRICE LAUDS RADIO DURING CENSORSHIP

BYRON PRICE, retired Director of Censorship, last week in his
final report to the President, praised the way in which radio and
the press kept the secrets of the war, especially keeping the "heat-
kept" scientific secret, the atomic bomb. The "two-year voluntary
blackout on such news was effec-
tive," he said.

"The value of the self-censorship program," Mr. Price said, "was
two years ago, a few spectacular achievements... but on the con-
stant flow of day by day restraint by editors and broadcasters." But he
stressed the importance of the voice and the press from dictatorial censorship reducing "American citizens to a state of intellectual
slavery."

In his 154-page report, Mr. Price
launched radio and the press for for-
bearance under censorship, which, he
maintained, he considered neces-
sary only under the stresses of war.

Edward B. Marks

EDWARD B. MARKS, 80, music
publisher and composer and found-
er of the Edward B. Marks Corp.,
New York, died Dec. 17 in the
Nassau Hospital, Long Island. Mr.
Marks' firm was the first major
publishing house to pull out of
ASCAP to join BMI during the
ASCAP-BMI fight in 1941. Firm
has a five-year renewal contract
agreement with BMI for performing rights to Marks
catalogues. Mr. Marks was the compo-
poser of many popular songs. He
wrote two books: They All Sing
and They All Had Glamour. He
was vice president of the Music
Publishers Protective League. He
leaves a widow, a daughter and two
sons.
We Greet Noel

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

CHICAGO II
ILLINOIS
58,000 Watts
230 Kilocycles

MUTUAL BROADCASTING SYSTEM

Eastern Sales Office: 220 East 42nd Street, New York 17, N. Y.
1. with five sets of hearings running simultaneously in Washington and in the field [Broadcasting, Dec. 10]. Petitions to intervene and motions to enlarge the issues must be filed within 15 days after the issues are made public, except for good cause, and proposed findings of fact and conclusions of law generally will not be required.

FCC "All Ready"

FCC authorities said they were "all ready to handle three hearings simultaneously in Washington and two in the field." They said they deliberately scheduled the field hearings so that five commission- ers would usually be available in Washington. Examiners within the Commission probably will preside over most Washington hearings.

A huge volume of work—approximately 1,000 other broadcast applications, for example—will occupy Commission attention while the hearings are under way.

Lawyers, although divided on the practicability of the calendar, agreed it would keep them working overtime. Most thought they could keep up, but many wondered whether they would be able to give each case proper attention. Some believed the FCC would have to revise the schedule.

"The schedule will be bound to break down," asserted one attorney. Another, expressing a similar belief, pointed out that it "doesn't take into consideration the necessity for preparing proposed decisions and final decisions" and said the plan "becomes a kind of empty shell" without proposed findings, arguments, briefs, exceptions, etc. Another would venture a guess as to the effectiveness of the hearings because "with this procedure I don't know whether we'll be able to produce a good record."

One big problem, it was noted, is a lack of dates. Several lawyers expected that they must intervene in cases in which they are not actually listed on the calendar, thus facing the possibility of conflicting engagements. One said he wouldn't think "anybody will know before the hearing date, what the issues actually are." Another expected many motions to intervene to be filed late—and to be accepted beyond the short limit on time for filing.

"They send the issues to the parties, and outsiders may or may not know whether they can intercede or not," said another. "The petition to intervene must be filed within 15 days of the time the issues came out, and you don't even know when the issues came out."

One lawyer noted that the schedule called for him to appear in three hearings—outside of Washington—in a single month. Because of shortage of time, he contended, he will have no opportunity to prepare for any but the first unless he prepares all three before starting out. Lawyers practicing alone were considered especially hard hit, particularly when they must appear in several cases.

"Out of Line"

"Completely out of line" was another verdict. "It gives no consideration to the limited number of attorneys and engineers who are handling a vast number of applications. It will be impossible for any one of our clients to get the attention he deserves, because of the proximity of hearing dates and the shortage of attorneys. Probably the FCC will have to rearrange the schedule, though maybe if they take engineering testimony in Washington they won't get as bogged down as I think they will."

On the credit side, boosters of the plan pointed out that it eliminates the necessity of much travel by witnesses who otherwise would have to come to Washington. Elimination of proposed findings of fact could be seen as "a good thing" which "should have been done long ago and should be made permanent." Several who found fault with other phases of the plan considered the streamlining of procedure a helpful move which would not jeopardize chances of fair hearings.

"It's a good job—better than I thought they could do," declared another enthusiast. Many who criticized the plan said they could understand the FCC's viewpoint and thought the Commission "should be complimented on undertaking to handle so large a volume of work expeditiously." Others felt a more satisfactory schedule could have been arranged if attorneys had been consulted in advance, and some declined to pass judgment yet because "the question is whether the Commission will act as quickly after the hearings as in undertaking the hearings schedule."
One of the most significant steps in modern education by radio is the WBZ "Teachers' Radio Workshop," conducted each summer for teachers in the Boston area. It is a cooperative project by Westinghouse Station WBZ and the Massachusetts Department of Education. Regular evening classes are held over a period of several weeks. Station experts in all aspects of broadcasting impart intensive, professional training to a large class of teachers concerned with the use of radio for in-school listening.

Teachers are given a comprehensive grasp of the fundamentals of radio. Supervised examinations at the end of the course make the teachers eligible for college credits. Increased salary, morning programs, coordinated with the "Workshop," are broadcast to schools daily.

Another phase of WBZ's extensive educational activity is the "Massachusetts Plan," jointly sponsored by the State Department of Education and Westinghouse Stations WBZ and WBZA. It is a special 26-week broadcast course for teachers, currently based on the program "Our Foreign Policy," with supplementary broadcasts by prominent educators. This course likewise qualifies teachers for credits, and is state-wide in scope.
FM Allocations
(Continued from page 17)

COLORADO

City
Altamont
Colorado Springs
Denver
Durango
Grand Junction
Greeley
La Junta
Pueblo
Sterling

Channel No.
239, 234
265, 261, 269, 273
233, 231, 247, 249, 251
236, 234, 235, 237, 239
261, 263
249, 252
233, 235
246, 247, 277, 279
272, 274

CONNECTICUT

City
Bridgeport
Danbury (includes Danbury)
Darien
Hartford
Meriden
Waterbury

Channel No.
263, 267, 289
333
344
334, 236
233, 236
222, 226, 261, 279

DELTAWE

City
Wilmington (includes Wilmington, N. J.)

Channel No.
264, 266, 268

DISTRICT OF COLUMBIA

City
Washington

Channel No.

FLORIDA

City
Daytona Beach
Fort Myers
Fort Lauderdale
Gainesville
Jacksonville
Key West
Leesburg
Miami—Miami Beach
Ocala
Orlando
Palm Beach
Pensacola
St. Augustine
St. Petersburg
Sarasota
Tallahassee
Tampa
West Palm Beach

Channel No.
226, 228, 230
233, 235
233, 231
233, 235
233, 235
226, 246, 248
233, 235
233, 235
233, 235
233, 235
233, 235
233, 235
233, 235
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233, 235
233, 235

GEORGIA

City
Albany
Athens
Atlanta
Augusta
Brunswick
Cedar Grove
(Atlanta)
Columbus
(See also Opelousa, La.)
Cordele
Dalton
Dublin
Decatur
(See also Milledgeville, Ga.)
Dublin
Gainesville
Griffins
La Grange
Marion
Moultrie
Rome
Savannah
Thomasville
Toccoa
Valdosta
Waycross
West Point

Channel No.
226, 228
233, 235
233, 235
233, 235
233, 235
226, 228
233, 235
233, 235
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233, 235
233, 235
233, 235
233, 235
233, 235
233, 235
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233, 235

IDAHO

City
Boise
Idaho Falls
Lewiston
Nampa
Pasco
Twin Falls
Wallace

Channel No.
271, 273
233, 235
233, 235
233, 235
233, 235
233, 235
233, 235

ILLINOIS

City
Aurora
Bloomington
Carlinville
Carbondale
Champaign
Chicago
Dekalb
Elgin
Evansville
Galesburg

Channel No.
277, 277
233, 235
233, 235
233, 235
233, 235
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233, 235
233, 235

(Continued on page 18)

* Available for community channel.
THE WELCOME MAT
is always out . . .

You'll be a welcome guest in the WSM
listening area. Five million people will
be glad to know you, as they are cordial
to those who have used WSM during
the past 20 years and are still at it.

And while you're visiting, you'll be
selling. We know that—because our
sponsors stick.
A NEW MARKET
THE SIZE OF SYRACUSE!

WAR WORKERS STAYING IN

DETROIT
SPOT CHECK SHOWS

No, I'm not leaving Detroit
- I've bought a HOME!

In addition to being a much richer market than it ever was before
the war (Average per family buying power backlog presently about
$6,800 in bank savings and War Bonds), Detroit is also now a much
larger market!

Best estimates place the population increase since 1940 at about
225,000. This is equivalent to the number of people in Syracuse, N.Y.,
or Omaha, Neb. And most of these "newcomers" are staying in
Detroit! A recent spot check by members of the Detroit Real Estate
Board, in various sections of the city, showed that practically no
home owners and very few of those who were renting anticipated
leaving Detroit.

Remember this important population bonus when making plans
for your activity in this great market. Remember also that WWJ
is the preferred radio station in the Detroit market.

WWJ
America's Pioneer Broadcasting Station — First in Detroit
National Representatives
THE GEORGE P. HOLLINGBERY COMPANY
Owned and Operated by The Detroit News

Associate FM Station WENA
NBC Basic Network

BROADCASTING • Telecasting
December 24, 1945 • Page 39
HEAVICK JR., former special assistant to the Attorney General in the Anti-Trust Divison and on active Army duty with Selective Service during the war, has been appointed first assistant district attorney for the 11th Judicial District and is now practicing law in Deadwood.

DONALD C. HENNES, Washington attorney, was selected with a severe inner ear attack last Thursday and is under treatment at the Carlton Hotel. He has suffered recurrence of a foot ailment.

DONALD THORNBORROW, CBS vice-president in charge of West Coast activities, is in New York Hospital suffering from a kidney-socket attack which he was stricken with while bound to Los Angeles to view that Dec. 14. He was to have participated in a hearing before the FCC Dec. 20 on acquisition of KGON San Francisco by CBS. VICTOR H. KLEIN, vice-president and general sales manager of WSB, New York, is in Chicago for a business trip to London for about a month.

EDGAR KIRKON, president of KBSF, has received a scroll from the Governor of Georgia appointing him an honorary Lieutenent colonel and aide de camp of the governor's staff formed for the defense of the state.

COMMISSIONER and Mrs. W. E. Jefferies on Dec. 18 reached an agreement for an ambitious 18-month increase in the price of hospital services for the state.

JOHN THOMAS K. POWELL, in the Marine Corps since Sept., 1943 and who has served in Japan and Korea, has returned to his home in Europe and is now in Washington, specializing in radio. During his leave he was made a partner in the firm of CLEVELAND.

WICHITA INVENTS 40 WAYS TO STAY AMERICA'S "TOP SALES CITY" *

Three months after WJ Day, Wichita is still America's "Top Sales City". And of Wichita's 60,000 peaktime war workers, less than 15% have applied for unemployment benefits. The reason? Wichita's war plants and subcontractors have swung swiftly into peace time manufacture of masonry products — no less than 40 of them.

DuMont Names Cramer

LEONARD F. CRAMER, vice-president and director of Allen B. DuMont Labs Inc., Passaic, N. J., since 1942, has been appointed director of newly established television broadcasting division, according to an announcement by Dr. Allen B. DuMont, president of firm which operates WABD New York and W3XWT Washington. DuMont is now completing construction of new commercial studios in John Wanamaker department stores, New York, which will provide four-camera operation.

High Efficiency Fans, Henry O'Neill Equipment, Wheelchair, Mop, Farm Machinery, Chicken Pickers, and Dozens of Other Postwar Products Now Wichita Made.

Vick Expands

VICK CHEMICAL Co., New York (Vaporub, Vatrosol, etc.), Jan. 19 will expand network for Break the Bank from two stations—WGN Chicago, WOR New York—to the full Mutual network, to follow 12-week test. Broadcast Sat. 9:30-10 p.m., series is placed through Morse International, New York.

Sterling Shift

STERLING DRUGS, New York, sponsor of Amadou 11-11-15 a.m. and Second Broadway 11-11-15 a.m. network, has dropped shift on CBS, will drop these daytime serials for sponsorship of Hide and Groom on ABC effective after first of year. Dancin' - Fitzgerald - Sample, New York, is agency.
The B. F. Goodrich Chemical Company plans . . .

Reconversion is a big word today, but it is a word that isn't used in the Louisville Geon Plant of the B. F. Goodrich Chemical Company. This plant is one of the largest synthetic resin plants in the country, manufacturing Geon raw materials in the form of powdered resin, plastic granules, and latex liquid, and marketing them to other manufacturers for processing into semi-finished or finished products.

Early in the war, in answer to the needs of the Army and Navy for insulating material to replace rubber which was our most critical war material, Geon was used in manufacturing various types of electrical wire and cable.

Not only did Geon serve in the wire and cable field, but these plastics were used in making Army raincoats, Navy foul weather suits, instrument cases, gun covers, ponchos, tents, ground clothes, water bags, bunk bottoms, and numerous other items which helped the serviceman combat his second enemy—nature, by keeping him dry, and protecting his weapons and gear from corrosion.

These are a few of the Geon war developments, and they mean that now virtually all homes, offices, and industries will be improved by the use of plastics. It is a fact that polyvinyl chloride, used in the manufacture of military products, is the same material which will be used for products of plastic which will appear on the shelves in the post-war civilian world. For this reason the Louisville plant will need to go through no reconversion process in turning back to civilian production.

With Geon's war job done, the plant in Louisville will go on producing Geon resins, plastics and latex—only for peacetime comfort, practicality, and beauty. There are tremendous unlimited potentialities, some as yet undiscovered, for the future plastics industry. The demand will be great, and men are and will be needed to supply it. It is a field for returning war veterans and for war workers. It is a young man's business with a secure future.

R. D. SCOTT, Plant Manager

The Jefferson Dry Goods Company plans . . .

We are happy to announce that our Louisville store has been selected as one of the first in our chain to be enlarged and modernized. Our company operates 40 stores in cities all over the country and Louisville's bright postwar prospects influenced their decision to make our store one of the first for expansion.

Having just consummated a 20-year lease, we plan to spend $150,000 in new construction which will begin as soon as possible . . . we hope by the first of the year. Our plan also calls for modernization of our equipment at a cost of $75,000. When the remodeling is completed we will have one-third more selling space than ever before and will employ 20 per cent more people for sales and services.

We feel that Louisville has one of the brightest retail futures in the country. Its new industries and the increased population offer all our local stores greater opportunities than ever. This is why we are eager to go ahead with our expansion program.

BEN W. MAYER, Group Manager

No 11 in a series of messages about plans for Louisville
WBAL means in
Business Baltimore

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

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

NATIONALLY REPRESENTED BY EDWARD PETRY & CO., Inc.
Dear Santa:

[Text not legible]... if you can get a program opening for an FOC friend of ours...
If you are interested in FM network and you can think about the future of AM and FM...

FM Miserable

FOR THE F.C.C. has compiled a table of available assignments for trading areas...

FCC faces many baffling problems in breaking this new ground. One has been the dearness of applications for "community" stations.

Engineers tell us that the AM community will have coverage and signal intensity far superior to the average Class IV AM station, commonly called a local. It is in the lowest installation and overhead class.

Then why not label the so-called "community" station a "local"? The 400 odd operators in AM, the most part, have gotten along very well. They are important entities in their cities and towns. They don't suffer from the local classification. They wouldn't in FM either.

Award to the Wise

WE SEE by the publicity released that more awards have been made to radio stars and programs, and soon, by A.B.E.A., to the public departments, for performances beyond the call of duty during 1945.

In this particular instance, the awards are based upon the ballots cast by "600 radio editors, columnists and critics". As a matter of fact, there are more than 2000 active radio editors on American newspapers; editors, we mean, who listen to radio, write about it and know their full talents to it. Many of those voting in these polls are "editorial staffs" (copy boys) or in some instances, bedtime copydesk editors, who are ordered by the slot man to take up the daily radio logs.

Of course, the results of these polls provide fine fodder for the publicity slaves. What usually goes unmentioned are such salient facts as these:

Fred Allen, who placed second as America's most popular comedian in one poll during 1945, had been on the air only four weeks in that year when the ballots were counted.

Bing Crosby, who was top vocalist, had no regular program of his own throughout the year; did appear guest a few times. He was still a jule box hero, but it wasn't radio.

It is recalled, also, that the late Glenn MacNee, pioneer air reporter, was still placing third as a sportscenter in many of these polls three years after his untimely death and five years after he had dropped air work altogether.

Eugene Wecker was winning awards on his children's programs two years after she had ceased broadcasting.

In one instance, a woman's group conducted a nationwide poll to select the best programs for young listeners. Our reporter, calling the chairman of that particular coast-to-coast enterprise for a story on the results of the balloting, was told the results were not ready—"the committee has not voted yet". The committee was composed of three women.

None of this is to imply that the champions are not champions, that the blue ribbons do not dangle from the proper laurel—"it is but a wonder."

On a recent nationwide poll, one network was awarded first prize for the best V-J day coverage—a story that was covered on ALL networks by pooled broadcast. Who thinks up such things anyway?

We, by the way, have conducted our own poll. We find that there are now 150 awards made in radio. Most of them are on the talent level. Few of them recognize the great virtues of broadcasting which make it a dominating cultural influence in our lives today. Too few of them acknowledge the concept that broadcasting is audible journalism—painting in broad strokes for the ear, as does the press for the eye, a daily portrait of the world in which we live.

EVEN THOUGH there hasn't been a single responsible voice in support of the Wood bill to pay radio by legislative processes, the threat lingers. Someone in high office should deliver the coup de grace to this most iniquitous Uni-American thrust and expunge it forever from the Congressional print.
To the radio advertising industry

on a vital year of meritorious

public service

Congratulations and

Season's Greetings

BROADCASTING
Broadcast Advertising

attention--

time buyers, account execs

Here are the 10 good Mercury events of more than 100,000
people who can be helped every day

The

Respects

(Continued from page 48)

history." With improvements, this machine became the famous Alexanderson alternator, which assumed a reliable trans-Atlantic radio communication and brought Gustafson to America. GE backed the new firm and Dr. Alexanderson became its chief engineer in 1919. Meanwhile, he had developed many other radio improvements, including a tuned radio frequency receiver system providing selective tuning; the magnetic amplifier; multiple tuned antenna; anti-stable receiving and directional transmitting antennas. He has also devised radio altimeters, and his studies in the polarization of radio waves are credited with explaining certain phenomena in radio direction finders.

His magnetic amplifier, which he correctly foresaw as useful for trans-Atlantic telephony, was made obsolete by his electronic amplifier, which applied to radio telephony the vacuum tube improvements worked out by Dr. Irving Langmuir and Dr. W. D. Coolidge, GE research scientists. With the new tubes it became possible to build powerful transmitters for high frequency, which thus provided the basis of modern radio broadcasting.

During the First World War, when German submarines were cutting cables and German stations were blacking out the Allies, high frequency transmission, Dr. Alexanderson and his assistant, Harold H. Bever, later chief research engineer of RCA, evolved the anti-stable receiver, or direction finder. The equipment was installed in a ship, hence the name "George Washington." This apparatus was given to President Wilson to the Peace Conference, was kept in touch by America by radio when Washington was transmitted through the New Brunswick station.

From 1919 to 1924 Dr. Alexanderson divided his time between GE and the Radio Corp. He personally superintended construction of some powerful radio stations in Sweden, Poland, England, Mexico, and Japan.

In the next few years he did outstanding pioneer work in television, staging the Schenectady the first home reception of television (1927-28) and the first television demonstration (1930). Television was broadcast regularly from Schenectady during 1928. The mechanical method made images clear but some remarkable distance records were achieved. The features of Dr. W. Griffith, motion picture director, were transmitted from Schenectady and recognized in Los Angeles, the seat of Prof. August Koroloff of Leipzig was telecast from Schenectady to Berlin. A rectangular figure was relayed back to Schenectady from Australia.

Earlier, on June 5, 1924, Dr. Alexanderson had sent over RCA stations the first trans-Atlantic facsimile—a hand-written greeting to his father. In 1921 he obtained a patent disclosing the principle of frequency modulation as applied to the transmission of pictures.

With the separation of GE and RCA in 1922, he devoted himself to the power applications of electronic science, such as power transmission with direct current and continued his interest in short-wave phenomena and television. He has produced a long list of inventions in the power and control fields.

Xmas Jan. 25, 1878, in Uppsala, son of Prof. A. M. Alexanderson and Amelia von Hildenstam Alexander, and mired Miss Edith B. Lewis of Rome, N. Y., in 1909. She died in 1912. He married Miss Gertrude Robert in 1914 and they have four children. Yachting is his No. 1 hobby.

In 1923 radio led to the return of his son, Vernon, then six, who had been kidnapped. A man in a lake resort recognized the youth from a description broadcast by WGY, GE station in Schenectady. Dr. Alexanderson is a member and former president of the Institute of Electrical Engineers, and holds honorary degrees of Doctor of Science from Union College, Schenectady, and Doctor of Philosophy from the Royal U. of Uppsala, Sweden (1938).

More Radios Soon

GREATLY increased supplies of durable goods, radio, and other household appliances in particular should be available on dealers' shelves within the next few weeks, the Commerce Dept. predicted last week. To date these items have been reaching consumers in only a small trickle. Complexity of production processes and removal of the excess profit tax Jan. 1 will have the effect of holding off the market of free delivery, and shortages were cited as a result of the shortage.

Howard's and Me—Both Well-Suited!

How many stores, would you say, have broadcast over one station, five days a week, every week of every year, for 20 years—two decades? That's what Howard's Clothes For Men has done over WDAY!

You can't blame us for taking pride in the number of local accounts which we keep for years, years and years! Ain't you convinced, yet? auto, and wisely quit if they don't get them!

Howard's is only one of eighteen "locals" who have been with WDAY, steadily, from ten to twenty-three years! Ain't you convinced, yet?

WDAY, INC.

FARGO, N. D.

750 Kilocycles... 5000 Watts

free & petrie, inc., national representatives

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FCC Delays Action in Ashbacker Case

Supreme Court Mandate Seen By End of This Week

NO FCC action on application of Ashbacker Radio Corp., Muskegon, Mich., will be taken until after the Supreme Court issues a mandate in its decision reversing the Commission's grant of a construction permit and license to WJF Grand Rapids. The corporation had applied for special service authorization to operate WKZB on 1230 kc.

Paul M. Segal of Segal, Smith & Hennessy, who won the Supreme Court's point in the Ashbacker petition a week after Supreme Court's decision was handed down Dec. 8 (BROADCASTING, Dec. 10), it was learned last week.

Mandate This Week

Under a 90-day period which the high court allows for filing rehearing petitions, the mandate is expected late this week. Until then the FCC will take no action either against WJF or on the WKZB petition.

John E. and Rhea Y. Fetzer, owners of WKZB Kalanakoo, were granted a CP on 1230 kc for WJF in June 1944. At the same time the FCC designated for hearing a petition of Ashbacker to change the WKZB frequency from 1490 to 1230 kc. It was the Fetzer grant that Ashbacker attacked, and resulted in the Supreme Court's decision that there are conflicting applications the Commission must hear all before granting any.

Should the Commission issue a special service authorization to WJF to continue operations pending its final decision after hearing the two applications, Mr. Segal said he would oppose such action in court.
Shown here are talented performers featured on a few of KDYL’s outstanding locally-produced programs.

IT TAKES Programs TO ATTRACT LISTENERS

Nineteen hours every day, KDYL offers really outstanding radio fare. That takes top-notch programming—smooth teamwork between the station and the network—teamwork that can come only from many years of broadcasting experience.

Through twenty-three years, KDYL has learned how to keep its fingers on the entertainment pulse of this area. It knows what Utahns like—what they will tune in consistently day after day, week after week. It spares no effort to provide what these people want, augmenting the greatest shows in radio as presented by the NBC Parade of Stars with local productions that please.

Advertisers naturally benefit from this experience, this “know how.” To reach consumers in the rich, alert Utah market, consider the advantages of using the popular experienced station. For availabilities and additional information, phone, wire or write

JOHN BLAIR & CO., National Representative

THE STATION MOST UTAHNS LISTEN TO MOST

BROADCASTING * Telecasting December 24, 1945 * Page 51
PRODUCTION

M. P. (Bob) WAMBOLDT, ABC eastern production manager, will transfer to Hollywood Jan. 15, becoming the new production and special events director for ABC's west coast division, reporting to L. DONALD WILSON, division president. WAMBOLDT is from ABC's Chicago division. He will be succeeded in New York by L. C. COE. HOWARD L. MUS- BURG is now acting west coast division production manager, and will be succeeded by W. RICHARD NEHER, former member of the production management staff of WOR in New York, who has been appointed director of WOR's New York division. RICHARD is from ABC's west coast division.

In New York, RICHARD WENNER, former assistant director of ABC's west coast division, has been named director of WJBC/CBS's WOR division. RICHARD was formerly assistant production manager of the Time-Blue Network, and was responsible for all local and network programming for ABC New York.

ORIN TERRY, former staff writer on CBS's "Ma Perkins" show, has been re- leased from Navy as lieutenant. RICHARD ARMSTRONG has been named assistant chief announcer following release from Navy as lieutenant. He served for three and a half years in Pacific, returning from service with Frank B. Perry, former Army, John R. continuously in the Air Force.

JUDY RUEHL, Hollywood radio-film commentator, has been signed for role in Columbia Pictures' "The Texas Rangers," to be directed by W. RICHARD NEHER. RUEHL is from the west coast division, and was signed as featured player on NBC's "The Muni Shows." RUEHL is now a member of the west coast division's publicity staff.

HAH DAY, former WOR-DJ, has been named to the ABC National News Network in New York as an assistant producer of "The Muni Shows." He is now a member of the west coast division's publicity staff.

CHARLES C. KODRICK, western branch manager of WJBC/CBS's WOR division, has been named producer of the "Tobacco Road" show, to be broadcast daily from 5 to 5:30 PM in New York. RICHARD ARMSTRONG has been named assistant producer of the "Second World War" show, to be broadcast weekly from 5 to 5:30 PM in New York.

Mr. New York reaches

- 2,450,000 Jewish speaking persons
- 1,525,000 Italian speaking persons
- 1,223,000 German speaking persons
- 660,000 Polish speaking persons

STRENGTHEN your present

New York schedules with

WBNX. Our program department will assist you in

the translation of your copy.

EDUCATIONAL RADIO CONTEST PLANS SET
ENTRY BLANKS for the 10th American Exhibition of Educational Radio Programs, May 3-8, are being distributed by the Institute for Education by Radio, Ohio State U. Entries must be submitted by Feb. 15.

Exhibitors will be classified in three groups: national networks and organizations; regional networks and organizations; and local stations (5 to 50 kw); local organizations and stations (less than 5 kw). A first-place and an honorable-mention award will be made for each entry in each group of each of the following program classes:

- Religious, educational, cultural, social problems, personal and family problems, public issues (topics), news interpretation (not straight news reporting), interpreting civics and science organizations, furthering international understanding, children's (for school-listening), programs designed for in-school use in primary grade, for in-school use in intermediate grades, and for in-school use in junior and/or senior high schools.

Each entry will be judged as an entire series rather than as an individual program. A recording of the best program in the series must be submitted, but submission of more than one recording in a given series is not encouraged. Entries must be submitted to the Institute by Feb. 15. Completed forms and trip to the convention must be submitted to the Institute by Feb. 15. Completed forms and trip to the convention will be judged on the basis of the best entry in each group of each of the following program classes:

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Joe Reichman
Helen Bennett
Betty Russell
King Sisters
Xavier Cugat
Vicki Manalo
Louie Armstrong
Kitty Kallen
Buddy Di Vito
Doris Daye
Andy Russell
Betty Bradley
Bullets Durgon
Miguelito Valdes
Margaret Whiting
Glen Gray

DON OTIS'

BREAKING ALL RECORDS FOR SALES AND POPULARITY

All of these stars have recently appeared on this popular participating program.

These advertisers are proving the selling power of this scripted record show: Colgate Dental Cream • Palmolive Peet Company • Pond’s Cream • Garret Wines • Aragon Ballroom • American Express Company • L. B. Hair Oil • Milani Food Products • Madera Wines • The Trocadero • Mission Pak.

Jack Kirkwood
Fredy Martin
Jan Savitt
Jane Zeiser
Dick Mershon
Steve Cochran
Don Raye
Enric Madriguera
Ray Linn
Connie Haines
Maylon Clark
Jimmy Stutz
Milt Raskin
Del Campo
Lionel Hampton
Corky Corcoran
Buddy Di Vito
Del Courtney
Jimmy Greer
Anita Boyer
Paul Weston

KMPC
The West’s Greatest Independent
710 KC
10,000 Watts

5939 Sunset Blvd.—Los Angeles 28—Calif.

FULL INFORMATION AT YOUR PAUL H. RAYMER CO. OFFICE

BROADCASTING • Telecasting

December 24, 1945 • Page 53
Audience Participation
("Ladies, Be Sental")
Variety said, "...network execs have written
or they are going. They have formulated a
program policy of using network radio shows
which have the best chance of scoring strongly
when televised."
Billboard said, "It's funny; it's commercial
and it's inexpensively produced...genuinely
entertaining."

Musical
("King's Record Shop")
Variety said, "Show...gives staunch
support to a vast sector of the industry
which believes that while video is in
the fledgling stage, programing keynote
should be simplicity."

Sports
(Night Baseball)
Variety said, "...the show department of ABC reached a new high last
week in the tele-filming of (Esquire's)
sport event...they came up with one of
the cleverest and most interesting
sports events yet seen on television."

Special Programs
("Letter to Your Serviceman")
Variety said, "Nine times out of
10 the variety format on television
molds itself into a slick show. The
ABC video department has been
the greatest exponent of 'On Stage,
Everybody,' 'Kiernan's Corner' and
..."Letter to Your Serviceman..."

Musical Audience Participation
("Breakfast Club")
Variety said, "...Don McNeill and his 'Break-
fast Clubbers' proved that audience-participation
shows provide sock entertainment for the video
medium..."

Hollywood Reporter said, "McNeill and his
Windy City gang proved the American web's
good television fare..."

Children's Programs
("Tele Tales for Children")
Variety said, "Those who viewed
the singing Lady of radio attracting
her stuff in video for ABC last Friday
were more than entertained...they
were convinced that television had
found itself.

Special Events
(Navy Day Program)
Billboard said, "Just about the best film
record of New York's Navy Day celebration...
film which is a fitting document of our Navy
and the public's reaction to it."

Musical Variety
("On Stage, Everybody")
Billboard said, "The show ran with a
smoothness that is big-time...had
everything—color, movement, integrat-
tion, format and theme...there hasn't
been anything on the air in a variety
format that has been any better."

Trade reviews tell you...

Why ABC is on the Right Track in Television

When we started in television, we knew that to make a
success of it we had to establish a basic pattern in order
to build television that was above all practical. In outline,
it was something like this:

1 America's advertisers had a lot to do with making radio
the success it is today. By competing among themselves
for larger audiences, they made programs increasingly
better, with the result that they, the public and the radio
industry all benefited.

2 Advertisers and their agencies will play just as impor-
tant a part in commercial television. For that reason,
the best approach to television is from the standpoint
of making it a practical, economical medium for advertising.

3 The logical place to begin the development of television
is with what has already been learned about listening
audiences. New and costly experimental work in new
types of programs will pay its part. But right now the adap-
tation of proved, successful, economical radio shows with
assured listening audiences is the industry's best bet in develop-
ing practical television.

4 Shows should be televised on regular weekly schedules,
just as they are in radio, in order to build and hold
television audiences.

The Plan Really Works!

How far that philosophy has taken us in just the past
few months is best told in trade reviews of ABC video
shows. Some of them are on this page. Read them closely.
What they say, in effect, is that in all types of video
programs—audience participation, children's shows,
night baseball, special events—ABC is not only on the
right track, but off to a good start as well. That's why
advertisers who want to get into television on a practical,
economical basis are getting set on ABC today.

In the Schenectady area, enjoy special ABC Christmas television programs December 21, 24, 26, 27 and 28 at 8:00 p.m. on Station WRGB.

American Broadcasting Company
Mr. Wallar

Mr. Allen

The NAME Band of the Midwest!

Mr. Wallar

Mr. Allen

KLCZ Starts New Series On Farming January 11

"A NEW DAILY public service program, to be exclusively devoted to the advancement of farming as a business and a way of life" will start on KLCZ Denver Friday, Jan. 11. The Farm Reporter will be coordinated and directed by Lowell Watts, graduate of Colorado A & M, holder of six-month scholarship in practical farm radio at WJW Cincinnati, and Just released from AAF, after six months as a prisoner of war in Germany.

Program will be heard Monday-Friday 12:30-12:45 p.m., followed by a newscast, scheduled to further preference as shown in a KLCZ poll. Mr. Watts will use a wire recorder in addition to the KLCZ mobile unit for on-the-spot broadcasting. Program continues on KLCZ 6:15-6:30 a.m., with both programs sustaining. Dedication program for the new series will be held Jan. 10 at Denver's Cosmopolitan Hotel, with Secretary of Agriculture Clinton Anderson, Governor of Colorado John Vivian, and Dr. Roy Green, president of Colorado A & M, as guests.

KBCQ Authorized

CBQ Belleville, Ont., is new 250-w station licensed to operate on 1220 kc, with A. M. Haig, recently RCA group-captain, as licensee. Station is expected to be on air in May, using Northern Electric equipment. CBQ will be represented by H. N. Stovin & Co., Toronto.

KBCQ Scores

Again Takes on Big Basketball Schedule in West

KBCQ Cheyenne is again broadening its intensive schedule of basketball games, sold on a cooperative basis, to sponsoring stations in a series, between 30 or 40 sponsors in all. On Dec. 6 the station broadcast a pre-season exhibition game between Wyoming and Brigham Young U., two top contenders for Big Seven honors.

In the regular season play the station will broadcast 16 Wyoming U. games live from Salt Lake City, Provo, Logan, Denver, Fort Collins and Boulder, the balance of the games being played at Laramie, home of the university. In addition, there are 24 high school games both home and out of town, and 15 or 20 additional games from Ft. Francis, E. Warren and the American Legion games of Denver. KBCQ will also broadcast 10 or 12 games from the National AAU basketball tournament in Denver the latter part of March.

Schedule involves 4000 miles of travel for the KBCQ crew, including William C. Grove, KBCQ engineer, and staff, checking the arrangements and doing the engineering: play-by-play announcer, Jinnie Blaines, formerly of KTUL Tulsa among other stations; and Larry Murphy, formerly of WMIN Minneapolis, another play-by-play mike man. Aggregate cost is approximately $30,000.

CQB Authorized

CBQ Belleville, Ont., is new 250-w station licensed to operate on 1220 kc, with A. M. Haig, recently RCA group-captain, as licensee. Station is expected to be on air in May, using Northern Electric equipment. CBQ will be represented by H. N. Stovin & Co., Toronto.
Making Steel Talk

the

CHRONOVOX

STEEL TAPE RECORDER - PLAYBACK

- INSTANTANEOUS ELECTRICAL TRANSCRIPTIONS
- PERMANENT STEEL TAPE
- SURFACE NOISE ELIMINATED
- COMPLETE SELF-CONTAINED UNIT
- PLUGS IN ANY 110-VOLT AC SOURCE

Of Course, it's an RDR Achievement!

FOR MORE INFORMATION—CONTACT:

RADIO DEVELOPMENT & RESEARCH CORP.
233 WEST 54TH STREET  
NEW YORK 19, N. Y.

AFFILIATE: TRANSFORMER PRODUCTS, INC.
143 W. 51st STREET, N. Y. C.

MIAMI: SALES-SERVICE
1415 N. E. 2nd Ave., Miami, Fla.
American Is Third Net to Join Move Pressing Action on Time Shift Problem

THIRD network affiliate group has joined the movement to bring about concerted action to check resumption of the semi-annual shift by networks to daylight saving time in the spring and back to standard time in the autumn. Unanimous expression by affiliates of ABC at a meeting in Minneapolis has been sent to the NAB and to John H. Norton, Jr., ABC station relations manager.

Similar action has been taken by ABC affiliates, District 2, at a meeting in Detroit [BROADCASTING, Dec. 17]. Sentiment in favor of united action has been developing among other network affiliate groups.

United Front

E. L. Hayek, of KATE Albert Lea, Minn., NAB director for District 11, acting on behalf of the affiliate group, notified NAB and Mr. Norton of the Minneapolis action. ABC affiliates in the area are cooperating with the other network stations in an effort to develop a united front against twice-yearly schedule shifting by networks.

Mr. Hayek's letter follows:

"From the discussion at our meeting held here in Minneapolis I believe you realize that there is no doubt in the minds of the stations in this district as to the importance of the network resuming daylight saving time in the spring and back to standard time in the autumn. Unanimous expression by affiliates of ABC at a meeting in Minneapolis has been sent to the NAB and to John H. Norton, Jr., ABC station relations manager.

"The problem is a serious one for both of us and you will recall that the stations were unanimous in asking that we express ourselves requesting that the network remain on standard time."

Rocks of Wrath

THERE WAS A SLIGHT stagger on a CBS Destination network program E-Z Service Show on Dec. 10. Listeners all over Canada wondered, but the studio audience saw it happen. An unidentified drunk threw a five-pound rock through a window at the Copacabana, Toronto. The rock came hurtling into the studio, causing a commotion and an eight-second drop. Then the show went on. Nobody was hurt.

COL. STRONG BACK IN LAW PRACTICE

COL. GEORGE E. STRONG, who has been on active duty with the Army Air Forces since April 1941, last week returned to private law practice in Washington, specializing in radio and administrative law. Col. Strong was formerly a member of the law firm of Holland & Strong in the Woodward building. He was placed on inactive duty after having served as commanding officer of the procurement district of Army Air Forces in Detroit, and during his entire World War II service was assigned for the entire time in the Detroit area. He served as industrial relations officer in the Detroit area in connection with war production, as well as in intelligence and public relations. A pilot in the war, he was a major in the reserve when called to active duty.

Col. Strong is the son of the former congressman from Kansas and began radio practice some 20 years ago—before the creation of the original Federal Radio Commission.
**Promotion**

PAIRS of cotton balls, termed the "White gold" of the Argentine River Valley, have been mailed to industry representatives of the "KOTN" Polynesian Oil Co. by the company's president, according to the New York Times. The large cotton balls are said to be sold for $300 each. The cotton is said to be found in the River Valley and is used for stuffing in the oil derricks.

**Agency is Host**

FOOTE, COMBE & BOSWELL, New York, was host to a reception honoring Max Schatz and Ray Collins Dec. 12 at the Waldorf Astoria in New York. Agency handles the "Smith Smith" stage show. 

**LOU SPECTOR, for three years in Canada as director of promotion and public relations for AFRA, has been named manager of operations for KSBW, Santa Barbara, Calif.**

**ROLAND THOMAS, Chicago manager of AFRA, has been named manager of operations for WAPI, Louisville, Ky.**

**OUR MESSAGE IS TWO-FOLD— BUT SHORT**

**ON SALE!**

**BUFFALO'S 50,000 WATT STATION DAY AND NIGHT**

**10 Biggest**

**THE TEN biggest news stories of 1945 were selected by Richard L. Tobin, director of news for American Broadcasting Co., in a speech before the Alumni Association of the graduate schools of Columbia University. The stories, in order of importance, were:**

1. The atomic bomb, defeated of Germany.
2. The defeat of Japan.
3. Franklin D. Roosevelt, defeat of the Axis powers.
4. The death of Hitler, defeat of Germany.
5. The death of Mussolini, defeat of Italy.
6. The death of Stalin, defeat of the Soviet Union.
8. The death of de Gaulle, defeat of France.
9. The death of the Shah of Iran, defeat of the Axis powers.
10. The death of the Kaiser, defeat of Germany.

**BUFFALO BROADCASTING CORPORATION**

**RADIO PROGRAMME PRODUCERS MONTREAL CANADA**
PROUD WE WERE THAT DAY

LISTENERS to the Sunday broadcasts of the NBC Symphony recently heard Armando Toscanini conduct the world premiere of "Overture to a Fairy Tale" by Mario Castelnuovo-Tedesco, composer for the NBC Symphony. Toscanini is one of the five distinguished Judges for the "KF-HOLLYWOOD'S YOUNG ARTISTS COMPETITION" now being held in New York.

CHRISTMAS COMES TO HOLLYWOOD

On the day after Thanksgiving, more than half a million Angelenos lined Hollywood Boulevard to witness one of the film city's biggest productions - the opening of Santa Claus Lane. A mile-long, parade of floats (carrying NBC stars exclusively) brought cheering cheers from spectators. KFI's entry in this lighthearted event was a swan-like float built on a 14 ft. flatbed truck, and we overheard a local wit remark that our job carried enough silver lamé to dress every chorus line in America. An immense "KFI" and a glittering line of copy subtly reminded the throng that the celebrities appearing in the spectacular parade are heard over this station.

GE VIDEO PRODUCER STRESSES PLANNING

LARRY ALGEO, senior producer at General Electric Television Station, WRGB Schenectady, told members of the American Television Society how to build a television show at a luncheon meeting last Wednesday at the 400 Club, New York.

PREPARATION, he said, was the key to good television production. To get the most out of television, a medium which he said was more flexible than the stage, less flexible than the motion pictures, a producer must carefully plan his show well before the first camera image is recorded.

Television producers, he said, may well look to moviemen for example. Motion pictures, he said, have developed to a high degree the perfection of cutting, lighting and pace, perfection which can be applied also to television.

RCA RAISES WAGES

RCA VICTOR last week announced a salary increase of 10 percent for nearly 6,000 white-collar employees. A new minimum wage of $5.00 per week will apply to all RCA Victor salaried employees, to whom increases could be granted without wage negotiations. The minimum annual monthly rate for all employees is now $52.00, and a 10% increase has been granted to all those earning up to and including $527 monthly.

KELOLG CONSIDERS

KELLOGG Co., Battle Creek, Mich., is considering a new program for employment, through Kenya & Eckhardt, New York. Firm is now sponsoring three other series.

Overseas Records

OAS STATIONED overseas will receive simultaneous recording of voices of their families with compliments of WNEW New York. "Cabin Lesbian Cards" discs will be sent to soldiers overseas after they have been playing on Christmas Day.

Participations

JUICY JEM ORANGES, New York, has started "participation" promotion of "Dorothy & Dick," weekdays 8:15 a.m. on WOR New York for 12 weeks through Hill Adv., New York.

On Christmas Day, after Mr. Elliott had performed his last broadcast, the station announced that WOR New York's 'Christmas Song' was now available on record. The message was broadcast nationwide in the evening.

WOR New York's 'Christmas Song' program was the first in a series of programs broadcast throughout the year. It was produced by the station and distributed by the American Broadcasting Company for exclusive use by WOR New York.

THE PROMISE OF A NEW YEAR

On Christmas Day, WOR New York broadcast a special program titled "The Promise of a New Year." The program featured musical selections and interviews with well-known personalities, including President Harry S. Truman and First Lady Bess Truman.

WOR New York's program was part of a nationwide broadcast initiated by ABC. The program was broadcast live from New York City and featured a variety of musical and dramatic performances.

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Response to Sponsored Video
Greater Than to ‘Sustaining’

SPONSORED television shows are already beginning to win greater audience response than sustaining features, Fran Harris, video director for Ruthhauff & Ryan, Chicago, believes. Television's ability to give visual dimension to sound offers unlimited opportunities for better exploitation of “hard-to-sell” products, she declares, and cites as an example a broadcast over WKBW, Chicago television station, for Acrobat Shoe Company, which was presented directly to Chicago schools.

“Here the audience was able to see the features pointed out in the announcements, and the ability to give action to the product itself was particularly effective,” she said.

Educational Field Open

“A field which should attract many sponsors in the near future is the educational program, which not only can be entertaining, but contribute information and culture. The widely accepted concept of ideal education—knowledge which an immature mind absorbs almost unconsciously from close contact with a mature one is being given practical application on many Chicago television shows, particularly those presented by the Chicago Board of Education.

Such programs as The Battle of the Books, Habits, The Air Age, Fire Prevention and other educational subjects have been presented by the Board of Education all tend themselves to a variety of commercial uses.

“Insurance companies, food and drug accounts have in television a grand field to teach safety, better living, better diet and a multitude of other subjects which need visual as well as oral interpretation,” she explained.

Miss Harris said students who view television programs are enthusiastic in their response to this new medium, and pointed out the advantages of educational programs to wage-earners of tomorrow to look upon television as a practical medium of advertising.

“A recent series of programs produced as an experiment combined both education and advertising,” she continued. “Supported by the American Gear Co. basketball team, Chicago’s representative in the National Basketball League, the programs are presented in the interest of developing means for creating better young Americans through improved educational channels.

“All of the Chicago public schools cooperate in the challenging adventure. The weekly telecasts are prepared by different schools, with teachers and students participating. The Admiral Radio Corp. has also recognized the value of television to introduce an item with a wide price range.”

At Own Expense

“Herefore most commercial AM stations have presented public service programs at their own expense. This particular type of program has an even greater advantage for commercial sponsorship in television,” Miss Harris said.

She described a recent broadcast of a demonstration of the Sister Kenny method for treating infantile paralysis, And They Shall Walk as a type of educational program that attains its greatest effectiveness through television.

“We at Ruthhauff & Ryan feel that the opportunities for expanding markets as well as educating great numbers of people through television are unlimited,” said Miss Harris. “The time is not too far off when commercial sponsorship will make possible programs which cannot be produced on the limited budgets of the television stations themselves.”

The C.E.D. was “on the nose”

The Committee for Economic Development said that post-war employment in the South Bend area would be 122%—as compared with 1940.

As this city swings into its mighty job of turning out peace-time products—to fill its tremendous backlog of orders—it’s easy to see that the C.E.D. was correct! Employment is already hitting the level predicted, and going UP.

The “Hooping” of WSBN is figure magic, too! It simply fascinates us—so much that we’d like everyone to see it. Shall we mail you a copy?
Mackay Proposes Press Messages at Low Cost

A COMUNICATIONS service to supply U. S. news to the rest of the world at the lowest cost in communications history will be begun by Mackay Radio and Telegraph Co., if FCC approval is obtained. Mackay filed application with the FCC last week to establish rates of approximately one-third cent per word on the new service.

From Mackay's high-power transmitters in New York and San Francisco the company proposes to blanket the world with U. S. news for simultaneous reception at authorized press receiving points. Booster stations in Europe and Pacific areas would insure adequate radio reception of American news in remote countries at all times.

$1,000,000 Pen Plan

REYNOLDS INTERNATIONAL Pen Co., New York (two year pen), plans to allocate $1,000,000 for promotion in 1946 according to the Chicago office of Maxon Inc., agency appointed to handle account.

KOOS Renovates

STUDIO and executive offices of KOOS Cosm Br. Div., located in the Hall Bldg., are undergoing complete renovation under direction of Hal Shade, manager. In addition to remodeling of studio and office space, plans call for exchange and new program department. New technical equipment is included.

NETS FEATURE HOLIDAY PROGRAMS

Firment of Thanksgiving Marks First Peace

Observance of Christmas

FIRST peacetime Christmas in five years will be observed by networks and local stations by a dominant mood of joy and thanksgiving, although program schedules will not differ in any marked degree from wartime observance.

Spokesmen for networks and local New York stations report that a definite increase in musical programs and domestic pickups this year denotes the only difference in radio's peacetime observance of the holiday.

In contrast to famous choral groups featured on special programs, Prudential Insurance Co., sponsors of The Family Hour' on CBS, presented a 100-voice chorus of its employees in special Christmas music broadcast on Dec. 23, and WNB New York featured 500 orphan children in a community sing Dec. 22 from the Hotel Edison, New York. Two children's holiday parties were broadcast on ABC Dec. 22 and 23 from Hollywood and Washington, D. C. The Washington program, International Children's Christmas Party, is an annual event.

Dramatizations of the Nativity and Christmas portraits will be featured on all networks and stations. Dickens' Scrooge will be portrayed by artists varied from Lionel Barrymore's famous characterization on the CBS Nova Chemical Co., Mayor of the Town (Dec. 23) to the American Negro Theatre's production of Scrooge on WNEW New York (Dec. 23).

One-time commercial programs on Christmas day will include Elgin National Watch Co.'s annual two-hour variety program on CBS, titled Two Hours of Stars, featuring top-flight radio and motion picture artists; Bonson Art Metal Works' half-hour music and dramatic program, Christmas Muscades on CBS, first in a series of annual broadcasts, and a special one-hour program of Christmas music on NBC Dec 25, sponsored by Sumner Co. and Charles H. Phillips Chemical Co., in place of daytime serials usually heard at that time.

Church services of all denominations will be broadcast, including special masses and choirs, and the annual Mutual broadcast of Ponifical High Mass from St. Patrick's Cathedral, New York, on Christmas Eve.

Mutual inaugurated a new program idea Dec. 18 with a two-way choral and greetings exchange between members of the U. S. Congress and the British Parliament.

Military Pickups

GI pickups from overseas still hold a prominent place in network programs this year, with broadcasts emphasizing the GIs' manner of celebrating the holiday as members of the Army of Occupation. On Dec. 22, NBC featured a pickup from a returning troop ship.

ABC has pickups planned from Paris, Berlin, Munich, and Switzerland; Mutual is presenting a special broadcast from Tokyo Dec. 24 with members of the 9th Division participating in a dramatization of the Nativity story for their families at home, and including messages for the hope of peace by Generals Eisenhower, MacArthur and McNerny, and Admiral Nimitz.

Mutual on Christmas will have man-on-the-street interviews with policemen, telephone operators, bus drivers, and other engaged in work that keeps them on the job on the holiday. Another Mutual idea was the presentation of six leading New York department store Santas as guest contestants on Halbro's Watch Co.'s That's as That program Dec. 23.

Standard Oil Co. (New Jersey) will sponsor a 24-hour broadcast on Mutual Christmas day with a 70,000-mile radio and shortwave hookup between America and seven overseas points, designed to bring an exchange of greetings between members of the armed forces and their families in this country.

The speech of President Truman Dec. 34, 5:30 p.m., when he lights the national Christmas tree on the White House grounds, and that of King George VI to the British Empire on Christmas day will be broadcast to the world.

Pigeon's Progress

SOMETHING NEW or something old—in communications stressed casually into Broadcast’s Washington office last Tuesday. It was a Western Union boy with a disinterested pigeon perched on his shoulder. As it was a carrier pigeon, we asked if the letter was carrying the message of the messenger. The explanation was simple, if not enlightening, “He was walking up F Street, and so I let him go on my shoulder.” The pigeon had no comment.

Gen. Collins Appointed

Army Information Head

LT. GEN. J. LAWTON COLLINS last week was appointed to succeed Maj. Gen. Albert T. Sipowicz, who was director of information for the War Dept. Gen. Surles, who has been director since August 1941, has been assigned to special duty with the office of the Chief of Staff.

Gen. Collins has served as Chief of Staff of Army Ground Forces since late August, after his return from ETO where he was commander of the 3rd Corps throughout the invasion and the drive across the Continent. He holds the Distinguished Service Medal with two Oak Leaf Clusters, Silver Star with Oak Leaf Cluster, Legion of Merit, Bronze Star, and English, French and Russian decorations.

Serving

The Third Largest Market in the Fourth Richest State

W C O L

The Listening Habit of Central Ohio

Represented by

THE HEADLEY-REED CO.
See!
The New TEMCO
High Fidelity
FM Broadcast Transmitter

Ready for delivery

MODEL 250 BCF  88-108 MEGACYCLES
TEMCO proudly presents this outstanding achievement in FM engineering—the result of 10 years of pioneering in custom-built, superlative communication equipment.

HIGHLIGHTS OF THE TEMCO 250 BCF

- Normal rated output power 250 watts. Maximum rated output power 375 watts.
- Continuous monitoring of the carrier frequency by a center frequency deviation meter calibrated directly in cycles.
- An exciter unit—heart of the transmitter—characterized by tuning simplicity accomplished by employing only 4 stages to raise the primary oscillator frequency to the carrier frequency.
- A new circuit of technically advanced concept which maintains a high degree of center frequency stabilization without introduction of distortion.
- Peak efficiency and great dependability are obtained by the use of new miniature V-H-F tubes in the exciter.
- Improved design in the IPA and PA stages eliminating tank radiation, feedback, radio frequency and high voltage potentials from the tank circuits and transmitter frame.

*A limited quantity of the TEMCO Model 250 BCF will be available for January delivery. Orders will be filled in rotation as received. ACT NOW. Place your order at once.

NOW ON DISPLAY FOR YOUR INSPECTION.
Phone or wire for an appointment.

TEMCO
RADIO COMMUNICATION EQUIPMENT
TRANSMITTER EQUIPMENT MFG. CO., INC.
345 Hudson Street, New York 14, N. Y.
Robert Haydon Jones, partner and administrative head, Alley & Richards Co. Boston office, was host recently at an agency's party at Ritz-Carlton Hotel, Boston. Guests included (l to r): Mr. Jones; A. N. Armstrong Jr., WCOP Boston general manager; George Steffy, vice president, Yankee Network; Roy H. Marks, WEEI Boston local sales manager; Marjorie Carter, NBC Spot Sales; M. L. Tyler, New York Herald-Tribune and WOR New York; Elmer Kettel, NBC Spot Sales.

Are U.S. Advertisers Ready For 10,000,000 Customers?

By Leo M. Freemont

More than 10,000,000 servicemen and servicewomen are returning to the ranks of the nation's consumers. These people have been away from advertising, sales messages and radio commercials from one to five years. Few advertisers may recognize the fact that their advertising can be doubly potent if it falls in line with the thoughts and desires of these 10,000,000 new consumers.

When the soldier gets his discharge he's a "free" man. No soldier will ever want to be "talked down" to. He won't want his thinking created for him; he'll want to do his own planning. Our commercials in radio must recognize the maturity which men have gained while in the Army.

Léo Fremont joined the Army in March 1942, when he left his job as publicity and promotion director for the Arrowhead Network, Duluth (WEBC WMFG WHLB WEAU). At 22 he was probably one of the youngest regional network program directors in the country. His last Army duty before release last month was directing program department's "commercial" section of the Paris office of American Forces Network, promoting GI spot campaigns.

The Army, with its hundreds of new time-saving gadgets, has made the veteran gadget-conscious. The walkie-talkie, wire and film recorders—new ideas and new ways of doing things have been developed in the automotive field, the shoe industry—these "new" things must be pointed out and explained to him. He'll be looking for the shorter, more economical way.

It's no secret that 80% of the money paid to soldiers in the European theater of operations is sent back home, in the form of War Bonds, allotments and insurance. The veteran has definitely become savings-conscious. There is a tremendous opportunity here for banks and savings institutions and insurance companies.

Without exception, when it comes to food and drink, the one thing the American soldier has missed most overseas is milk. The Army has provided ice cream of a sort overseas in recent months, but it's nothing to compare with the rich American-made product. All dairy products are on the veteran's list of things he wants. Good advertising will pay off for the smart dairyman.

The shedding of the uniform, be it Army, Navy, Marine, Coast Guard or Merchant sailor, will be a great day in the lives of millions of veterans. Men will be heading for new suits, new shoes, white shirts and colorful neckties. Servicemen will be spending millions of dollars refurbishing their wardrobes. It all points to more sales for stores of this type—and the cream of those sales will fall to the advertiser who slants his copy in the right direction.

The emphasis cannot be placed

(Continued on page 92)

winged words

The farther they fly, the feebler they become... fifty miles may make them strangers... closer to home, they're more and more welcome. Radio has its local loyalties, too. People in Canton, Ohio listen more to WHBC... this area's clearest signal... a strong friendly voice for your sales story. WHBC can help you tap this $26 million dollar market... 59th in U. S. metropolitan tabulations. Come in... WHBC, Canton calling... come in and SELL! Represented nationally by BURN-SMITH CO., Inc.

1000 watts full time

CANTON OHIO

WHBC

THE LARGEST SINGLE STATION MARKET IN THE 48 STATES

BROADCASTING TELECASTING

"He shouldn't have cancelled his broadcast over WDFD Flint."

BROADCASTING • TELECASTING

December 24, 1945 • Page 65
Vital Cavity Magnetron Tube’s
History Described by Raytheon

DEVELOPMENT of the cavity magnetron tube from a laboratory freak to the mass-produced heart of modern radar was described last week on WLB’s airwaves by hundreds of thousands who tuned in from this hitherto “top secret” enterprise.

The agency primarily responsible for engineering the fabrication technique by which these tubes were produced at a pace with production of less troublesome radar parts was Raytheon Manufacturing Co., Waltham, Mass. Last week Raytheon told the story.

Early radar tubes suffered a chronic weakness: the best tubes they had were too weak to produce the high frequencies which scientists knew were needed to create tubes with practical efficiency. What they wanted were tubes capable of generating and detecting radio energy at frequencies of 3,000 million cycles. In 1940 British scientists at England’s U. of Birmingham were looking for a British Army way to devise such a tube. Before year’s end they had succeeded; the cavity magnetron was at last a fact. Next problem was how to build it in quantities.

That was the problem which beset researchers of Raytheon whom the company had meanwhile assigned to work with the radiation laboratory at Massachusetts Institute of Technology. By fall of 1941 Raytheon was making 17 magnetrons per week and that quantity was doubled January 1, 1942. Seventeen per week were not enough by thousands. In December 1941, the U. S. Navy allocated funds to Raytheon for a plant designed to produce 100 tubes a day. In May 1942 the company began operations.

From the bright new factory 100 tubes emerged each day, emerging each minute, representing 100 man-hours of precision machine work, additional hours of individual processing and testing. It became plain that unless manufacturing techniques were improved remarkably, magnetron would become the tinny, but unbreakable bottleneck in the entire radar program.

It was Percy I. Spencer, then Raytheon’s director of research, who developed a mass production system which eliminated precision tool work and almost overnight expanded plant capacity from 100 to more than 1,000 daily. The new process was called lamination.

Machines now stamped the configurations out of thin sheets of copper, then stacked and brazed the stampings to form a solid mass. The processes of making the magnetron body had become automatic. Assembly lines were installed so that all operators did the work that 15 had done. Automatic processes improved not only quantity, but quality of the product. By war’s end more than half the magnetrons produced in the world had come from Raytheon’s assembly lines.

Meanwhile, new developments in radar called for variations in the tubes. More than 50 types of magnetrons are in use now. They range from the smallest, weighing one and a half pounds and delivering 2,000 peak w at 2,000 volts, to the biggest, weighing 14 pounds and capable of delivering 1,000,000 w at 30,000 volts.

War-time uses of microwave are being applied to peace-time detection and direction applications. And Raytheon predicts that the magnetron and other microwave types offer possibilities for useful devices undreamed-of so far.

NEW PROGRAM USES RECORDER PICKUPS

NEW TYPE OF documentary news program, Hot Off the Wire, utilizing the war-born wire recorder, started Dec. 16, 10:45-11 p.m. CST, on WBBM Chicago.

Prepared by WBBM special events department the show was telecast Dec. 8, using direct on-the-spot wire-recorded pickups. Program featured interviews with a 105-year-old former slave; member of Dutch underground; witness to U. S.; Santa Claus; Secretary of Agriculture Clinton Anderson; a nylon salesgirl, and Pauline Carbone, center of stormy British-Dutch relations.

The record- ed interviews consumed nearly nine minutes of program.

Jim Hurlbut, special events chief and writer of the show, said members of the studio and special events staff will cover all outstanding news events in Chicago for program material.

Raising a Calf

HAL DAVIS, radio publicity director of Kenyon & Eckhardts, is making 10,000 postcards to radio reporters reporting on the progress of Allen La Fever in lifting Phoenix the calf. Based on the old saw, “If you lift a calf every day you will be able to lift a cow,” the 17-year-old farm boy lifts Phoenix every day, Saturdays doing the lifting before the studio audience at CBS broadcast of County Fair sponsored by Borden Co., whose agency is K, A. & Stint is in its third month and as of last week Allen, who weighs 150 pounds, was still getting Phoenix off the ground despite her increased poundage from 75 to 163.

Contempt Hearing

JUSTICE PIERRE F. CAI-
GRAIN, presiding in Superior Court in Montreal, reserved judg-
ment following the hearing of a motion to fine President James C. Petriello and the AFM for contempt of court for alleged violation of an interim injunction by placing the Tie Toc Cafe, Montreal, on the “un-
fair list” for musicians. Counsel for Tie Toc Cafe, which instituted the contempt proceedings [BROAD-
CASTING, Nov. 26], also asked that Montreal Guild of Musicians, affil-
liated with AFM, be fined for contem-
pt. Defense counsel contended the Guild had not violated the in-
terior injunction, that Mr. Petriello and the AFM had not been summon-
sed to appear before the court and, in any event, were beyond the court’s jurisdiction.

Racket in Augusta

WHILE GOING from house to house collecting funds which she claimed to be under the auspices of WGAC Augusta, a young woman was arrested last week for obtaining money under false pre-
tenses. The 21-year-old woman told housewives she was collecting funds for the station to give to an Augusta widow “in urgent need of money.” One housewife became suspicious and called J. B. Fuqua, station manager, who sent police to the block in which the woman was operating her racket. She has been released under bond.

REGULAR broadcast of “America’s Town Meeting of Americans on Dec. 27, will be telecast on WQSB Schenec-
tady. General Electric video station, 'where program will originate that night.
With reconversion and labor problems becoming important factors in your business expansion plans, it will be well worth-while to look to progressive Austin, where post-war business already has the green light all the way.

The Committee for Economic Development report on war production centers, dated October 6th, indicates that Austin has reconversion well under way, with little or no major unemployment problems, and labor trouble at a minimum. The state capital and diversified industries bring the average per-family income in Austin well above that of the rest of the United States. This means your business will find a thriving market here.

To sell this market, KNOW has the “Know How.” Hooperatings for KNOW—the oldest, best established station—show it leading Austin’s other station by a wide margin at every period, day or night.

In your future expansion plans, go forward—with Austin and KNOW.

**RADIO STATION KNOW**

We will be glad to send you complete information on the Austin Market and our brochure, “The Austin, Texas Area,” at your request.

AMERICAN, MUTUAL AND TEXAS STATE NETWORKS STATION

WEED & CO., Representatives


_BROADCASTING _ Telecasting
Hope, McGee, Skelton Lead Hooper Ratings


HOB HOPE, with a rating of 34.0; Fibber McGee & Molly, with 28.3, and Red Skelton, with 24.8, are the top three programs as far as audience goes, according to the Dec. 15 report of Columbia Broadcasting System. Skelton, computed as it is broadcast too late for a telephone check in the East, is in the nature of a welcome home from military service and may not indicate the standing of his program a few months hence.

Average evening audience rating was 10.1, a gain of 0.7 from the Nov. 30 report, a gain of 0.3 from Dec. 15, 1944. Average evening sets-in-use was 31.9, up 2.2 from the last report, up 1.4 from a year ago. Average available audience was 80.1, up 0.9 from the last report, up 1.0 from a year ago.

First ABS program to receive a Hooper rating was Adam Hats of "The Hooper," which rated 2.2.

After Hope, Fibber and Skelton, top ratings programs were: Charlie McCarthy, 24.7; Jack Benny, 24.4; Screen Guild Players, 24.2; Radio Tawaret, 22.8; Walter Winchell, 21.0; Mr. District Attorney, 21.8; Fred Allen, 21.5; Eddie Cantor, 19.9; Take It or Leave It, 19.0; Truth or Consequences, 18.7; Abbott and Costello, 18.5; Amos 'n' Andy, 18.4.

**Spindle Eye, 10 kw Radio Ship, Serves Army as Roving Communications Center**

"SPINDLE EYE" 10 kw radio ship, performing yeoman service as the Army's roving radio communications center off the Japanese Islands and the China Coast.

Just returned from a test trip on the Spindle Eye, Lt. Col. Jack Harris, radio public relations chief for Gen. MacArthur, told BROADCASTING last week of the success of the ship, whose signal has been receiving from three plus to four plus ratings. "On one of our tests from Korea," Col. Harris said, "the radio signal was reported to be too strong for a five plus rating." Five is studio quality.

The ship was planned originally as the master control for coverage of the invasion of Japan, replacing the Apache as the Army's communications ship.

Operated under MacArthur's GHQ Public Relations and serviced by a Signal Corps detachment under Capt. Philip Finney, the Spindle Eye, while in Tokyo Harbor, picks up the signal from Radio Tokyo and beams it back to the States. First Lt. Sheldon Weaver, of WSM Nashville, is chief engineer.

Tests were made along the Central and South China Coast and off Korea, sections that are potential news spots, and which are not equipped with other radio or press facilities. At present, the ship is at Hokkaido covering Christmas activities of occupation troops there.

The Spindle Eye will be in Tokyo Harbor for the January war crimes trials. At all times she will be standing by to go to any spot in the Pacific where needed.

**Has Two Studios**

The ship has two studios, one for broadcasting, the other for recording. There are six recording audiences, with one of which has gyrophobic equipment designed for an unexpected recording during heavy seas.

Equipped for both voice transmission and for filing press copy, the Spindle Eye can file a record 300 words a minute. Hal Boyle, AP correspondent, now in Japan, writing on the ship, called it the ultimate in press and radio facilities for news coverage.

The ship is also doing hundreds of "home" recordings, according to Col. Harris. Format of the disc has now changed to include entertainment, such as music and talent, as well as local group interviews. They will be on request.

Requests desiring recordings may send requests to the Radio Branch, Bureau of Public Relations, War Dept., Washington, D.C.

Capt. J. Bruce Lindquist, formerly with WSB's Syracuse, N.Y., has replaced Col. Harris as radio public relations chief in Japan. Col. Harris, prior to entering the Army, was director of news and special events at WSM Nashville.

**Letter to the Editor**

BROADCASTING:

May I once more ask space to bring to the attention of every broadcast and. officers of the fact that today as never before they must stand together, that they must work for the common good of our fellowmen and the public, and that they must not be afraid to do something for others, to try to give the people ownership of our service or any form of censorship.

Radio in North America is being conducted in an excellent fashion generally and, as a means of spreading ideas, both educational and entertaining, should be used among methods of communication. It is rapid congressmen like Cannon and others who are indeed ever on the alert to change not only radio, but other forms of American industry and institutions to keep us more closely in touch with some foreign government.

A sane, level-headed, businessman in a city or small town, who is a respected citizen, a law abiding man, may own a radio station, or buy a station only because he, in mind always, that the government will not give him a license longer than one or two years. He may tie up fifty, or a hundred, or two hundred thousand dollars in a radio station, but he still has no assurance that he will be licensed longer than the one, or two years. No matter how honestly, how sincerely he managed his station, or how dear to the listeners heart his station is, he still is afraid to make too great an investment because he is afraid that he will make some little slip up, or mistake that will cost him his license. The very least the FCC can do is to listen to station managers for at least five years, and if, in the meantime, that station has knowingly or willingly violated some rules of the commission, then force it to sale, or refuse it a further license.

Most certainly a radio station is no more or less than a newspaper of the air, and so far as cluttering the air with bad and ill advertisements as Brother Cannon has said, the radio certainly should have the same right as a newspaper.

The greatest majority of radio station owners and managers are inherently honest. They want to cater to the public and give public service. If many of our representatives and members of Congress will spend more time trying to "actually" serve their constituents, instead of running around the country and visiting foreign countries, to bring back "isms" that are un-democratic and un-American, we would be better off by far.

N. L. ROYSTER, Manager, Station WOLS.


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**Seasons Greetings**

From the only station that can give you complete coverage of the Hudson Circle 50,000 watts — 23 years of service

**WGY SCHENECTADY, N.Y.**

Represented nationally by NSC Spot Sales

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**KOBAK RIBBED**

**Employes 'Surprise' MBS — President With Song**

WHEN MBS President Edgar Kobak, in Chicago for a board of directors meeting, attended a dinner of the network's staff he got an unexpected surprise and showed he appreciates a joke as well as the next person. Some MBS employees at one end of a long table were indulging in a bit of harmony and Mr. Kobak heard the word "Mutual" in the song. When the vocalists obliged with full-throated three-part harmony, this is what he heard:

M is for the money that they don't pay
U is for the usual bunk we're fed.
I is for the tiring hours each day.
A is for the -- that we work for
L is for the place we'll go some day
Put them all together they spell... MUTUAL.

The best damned network in the U. S. A.

The song was an off-the-shoulder improvisation by Marie Karlstrom, sales department, and Joan Scorsoni, MBS promotion artist.
THE WSAM TRIPLE MARKET WILL AGAIN BE TOPS IN '46

Concluding a merry, prosperous Christmas selling season, WSAM looks forward to even greater prosperity throughout its trinity area in 1946. Thousands of workers permanently located and gainfully employed will be in WSAM's triple market —Saginaw, Bay City, Midland. They'll all hear your advertising message through the area's dominant radio voice—WSAM.

CUT THE COST OF HANDLING YOUR PREMIUM RESPONSE AS MUCH AS ONE THIRD!

Write and tell us how many premiums you expect to send out by the end of your campaign. What your premium is and whether you make a charge to the consumer for it. We can then tell you by how much your costs can be cut, and it won't cost you a cent to find out. Our plan calls for the cooperation of your present fulfillment house, so please do not delay in telling us about your problems.

NAMES UNLIMITED, INC.
25 W. 45 Street New York 19
75 E. Wacker Dr. Chicago 1, III.

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THE WSAM TRIPLE MARKET WILL AGAIN BE TOPS IN '46

IN THIS GROUP are (1 to r) Raymond Hollingsworth, manager of KGNC Amarillo; Elaine Miller, Grant Advertising, Chicago; Tom Peterson, manager, Taylor-Howe-Snowden Radio Sales, Chicago; Dale Miller, account executive, Earle Ludgin & Co., Chicago.

Join WPIK

STAFF additions to WPIK Alexandria, Va., new daytime local operating on 730 kc [Broadcasting, Nov. 20] include Anouncers Norman Weiss, from WMAI Washington, and Charles Warren, from WOL Washington; Herbert DuBarry, music librarian and staff musician, from WTOP Washington; Gerry Baker, traffic manager, Arm veteran; Fran Owen, morning man, formerly with WJNO Washington; FM station now owned by WINX, and Libby Lingo, director of publicity, formerly with advertising department of S. Kann's Sons, Washington department store. Studio technicains are Herbert Taylor and Ray C. Peterson, both service veterans. Transmitter engineers are Arnold Haun, veteran, and Kenneth E. Innell, formerly with TWA. Bill Smaz, previously with WRC Washington, is supervisor of technicians.

British Poll

A POLL by Dr. George Gallup of British listeners found that 40% of the listeners were entirely satisfied with the BBC or government-owned system of broadcasting. Of 44% complaints, 12% commented on dullness and poor quality; 11% said system was "too highbov" and 9% said "not highbov enough." Of those questioned, 16% said they either do not listen to the radio or do not own sets.

CBS EMPLOYEES last week received a Christmas bonus of one week's pay.
GRADUATES of WEEI Boston’s first announcers class for veterans, fifth in a series of announcers classes conducted by WEEI (Broadcasting, Dec. 3), are pictured with station executives and class directors: (l to r) James Bronson (ex-Navy); Leroy Wells (ex-Navy); Paul Winter (ex-Coast Guard); Guy Aiyward (ex-AAF Cadet); Fred Garrigus, WEEI director of veterans affairs; Charles Wilson (Army Engineers); Harold E. Fellows, WEEI general manager; Vernon Gaskins (ex-Coast Guard); Arthur Edes, class instructor; Harold Broder (ex-Navy); Bernard Reinherz (Army); Joseph Garlan (Army); Robert Schneider (Army); John Farrel (Army). WEEI is now seeking jobs for the graduates, who entered the class from military hospitals in the Greater Boston area. All are New Englanders except Mr. Schneider, of Brooklyn; Mr. Gaskins of Clarksburg, W. Va., and Mr. Winter, of Minneap. St. Plans another class soon.

On the Service Front

Gen. Thompson Urges AFRS Continuation Overseas, in U.S.

RETENTION of Armed Forces Radio Service facilities by the government was advocated by Brig. Gen. Paul W. Thompson, chief of Information and Education Division of ASF, European Theater.

Gen. Thompson, recently in Hollywood for inspection of AFRS operations, pointed out that this service will play an important part in the education program for occupation forces around the world and especially for the peoples of Europe.

High Standards

He stated that AFRS network operation in Europe has maintained the highest standards of radio entertainment during the war and was a major factor in maintaining morale of the American soldiers overseas. “It is imperative that this service and the same high standard be continued at least during the occupation period because of the tremendous part it plays in both education and entertainment of our men away from home and for the European people,” Gen. Thompson emphasized.

Simultaneously with statement of Gen. Thompson, it was revealed that the Army and Navy through the efforts of Maj. Martin H. Work, Commandant, have provided sufficient funds for expansion of AFRS activity at full quota indefinitely.

In addition to AFRS Los Angeles headquarters employing approximately 300 military and civilian personnel, shortwave offices in New York and San Francisco will continue in daily operation, with nearly 1500 hours of news, special events and sportscasts a week now being beamed via 20 shortwave transmitters. AFRS headquarters is also providing 151 radio shows weekly to more than 300 broadcast stations outlets. An average of 150,000 copies of AFRS productions are flown overseas each month.

Included in forward plans of AFRS are war casualties in hospitals in United States. A “bedside network” will provide hospital listeners with AFRS programs by means of sound systems run on a daily broadcast schedule basis. Well over 100 hospitals in the U.S. are now receiving pressings of AFRS programs on a weekly basis equivalent to 17 hours of transcribed entertainment for each 7 days.

Equipment, designed in coordination with the Surgeon General of the Army, will enable bedridden listeners to select four separate types of programs continuously from special listening devices, ranging from “hushbatone” receivers that lie flat against pillows, to familiar dial tone apparatus. These installations are now underway.

Five Leave WVTM

FIVE HIGH point men left WVTM Manila and the Army last week. S/Sgts. Ray Carroll, Merle Sinders and S/Sgt. Jerry Kaufman are veterans of AFRS, all three having served at AFRS stations of the “Jungle Network” in New Guinea. S/Sgt. Carroll was formerly announced with WIP Philadelphia and WOIP Hopkinsville, Ky. S/Sgt. Sinders was WVTM’s chief engineer. S/Sgt. Kaufman was announced with WGN Chicago and KBUF Burlington, la.

Other two released are S/Sgt. James G. Hughes, former General Electric Co. employee; and Technician Stewart C. Parsons, engineer of WMBH Joplin, Mo. and KTUL Tulsa. All have had over 10 months overseas.

Col. Brisson Released

LT. COL. FREDERICK BRISSON, head of the Army Air Forces Office of Radio Production, has been released from service after four years with the AAF. He has also been serving on the staff of Generals of the Army H. H. Arnold at headquarters, Washington, following a tour of duty in ETO. Col. Brisson was recently decorated with the Legion of Merit for outstanding service with the AAF. He returns soon to his home in Beverly Hills, Cal., to resume activities in the motion picture industry.

Comdr. Smith Returns

COMDR. C. ALPHONSO SMITH, assistant information director at FCC in 1937-38, has returned to Washington as temporary duty at Navy Dept. after five years active duty in West Indies and South Pacific. He expects shortly to be placed on inactive list. Comdr. Smith’s last foreign assignment was as commanding officer of U.S. Naval Advance Base, Fiji.

Bronze Star to Fogel

LT. COL. IRVING FOGEL, recently released from radio branch, Information and Education Division Allied Forces Headquarters and Headquarters Mediterranean Theatre, and has been awarded the Bronze Star for meritorious achievement in connection with military operations. Col. Fogel is co-owner of Technical Research of America, firm specializing in transcriptions and record playing equipment in United States and Europe.

Gamble is Honored

TED R. GAMBLE, national director of War Finance Division of Treasury Dept., has been awarded The Poor Richard Club’s Gold Medal of Achievement for 1945, according to Roger W. Clapp, president of the club and WPIL Philadelphia.

BROADCASTING • Telecasting

Page 70 • December 24, 1945
WKMO Is Winner In CBS Promotion

KTSA and WREC Runnersup In Awards to Affiliates

WINNERS of CBS $25,000 affiliate station promotion contest which began Sept. 16 and ended Nov. 17 were announced last week by Thomas D. Connolly, director of CBS program promotion, WKMO Kokomo, Ind., was awarded $10,000 for the best all-around promotion. For second best, KTSA San Antonio received $5,000. WREC Memphis got $2,000 for third.

Other winners each of which received $1,000 were: WTAG Worchester, best use of guest-programmed recordings; WHUB Cookeville, Tenn., best use of star recordings; KTUC Tucson, best use of local announcements; WNDN Durham, N. C., best use of newspaper advertising; WJR Detroit, best use of posters; WGAR Cleveland, best use of cards; WVL New Orleans, best use of billboards; and WREC Memphis, best use of movie trailers.

Special Citations

Special commendations, without cash awards, in the all-round classification were voted to WGAR and WWL, both of which won cash prizes in other categories.

Judge contestants were Robert Collins, N. W. Ayer & Son, chairman; Linnea Nelson, Walter Thompson Co., advertising manager; Frank Silvernail, BBDO; Carlos A. Franco, Young & Rubicam; C. T. Ayres, Ruthrauff & Ryan; Robert Buckley, Dancer, Fitzgerald & Sample; William Dekker, McCann-Erickson; John Hymes, Biwer Co.; Leonard T. Bush, Compton Adv., and Francis Barton, Benton & Bowles.

Richards Is Chairman

FLETCHER D. RICHARDS, president of Campbell-Ewald Agency, New York, has been named chairman of the Advertising Agencies Division in the $4,000,000 Memorial Cancer Fund Campaign. The Center is to provide an integrated “university” for cancer teaching and research on an international level. Mr. Richards’ first task is to organize soliciting of funds from members of the advertising profession.

Some of the approximately 3,500 gifts distributed last Saturday to about 1,000 dependent children, orphans and wards at a children’s party given by WOR and WBIG Philadelphia are pictured above in WBIG’s colorfully decorated show-window studio. Listeners to Zella Drake Harper’s WBIG programs contributed the gifts. Movies, a stage show, and Christmas carols were part of the annual party.

Publisher’s WSRR Ownership Given Official FCC Approval

OWNERSHIP of the only station in a city by the community’s only newspaper does not necessarily constitute concentration of control of news disseminating media, the FCC held, in effect, last week by granting voluntary assignment of WSRR Stamford, Conn., by Stephen Rich Rintoul to Western Connecticut Broadcasting Co. Price was $161,000.

The case aroused widespread interest in both the radio and newspaper fields, in that the Commission’s decision was expected to set a precedent for similar future cases [Broadcasting, Oct. 15]. Kingley A. Gillespie, 14% owner and publisher of the Stamford Advocate, is 51% owner of WSRR. The Commission’s vote was 6-1, Commissioner C. J. Durr dissenting. The Gillespie family owns the Advocate.

During hearings on the proposed assignment in early October, Mr. Gillespie testified that eventually he would resign as business manager of the newspaper to devote fulltime to the station. He told the FCC that the newspaper and station would be operated as separate and competitive entities, that the station would not depend on the newspaper for local news coverage and that advertisers would not be sold space and time in combination.

Action of the Commission majority bore out the philosophy of FCC Chairman Paul A. Porter, expressed in October before the House Appropriations subcommittee [Broadcasting, Dec. 5], when he said: “It seems to me . . . 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.”

Population of Stamford is larger than the 25,000 or less community. Figures in 1940 placed it at 61,216 and of the retail trading zone at 112,000. Mr. Gillespie presented data showing, however, that outside newspapers had a larger circulation in Stamford than the appointed vice president and chairman of the new international division of Foote, Cone & Belding.

Berk Is Appointed VP By Foote, Cone, Belding

COL. HARRY A. BERK, on terminal leave from the Army and formerly assistant to the chief of the redistribution division of the WPI and president of Harry A. Berk Inc., New York, advertising and public relations firm which will be dissolved early next year, has been appointed vice president and chairman of the new international division of Foote, Cone & Belding.

Plans for entry of agency into international advertising field were announced last week. First overseas office will be opened in London, with all European operations directed from there. Col. Berk will make his headquarters in the agency’s New York office, travelling frequently between offices in this country and overseas.

Wooding John L. & M

EDMUND WOODING, former associate copy director with J. M. Mathews Co., New York, has joined the copy staff of Lauten & Mitchell, New York.

James Pettigrew

JAMES PETTIGREW, 56, purchasing agent for Press Wireless, died Dec. 18 at his home in Massapequa, L. I.

DePalma to Lewin

A. PAUL DE PALMA, formerly with Atherton & Charles, New York, has joined A. W. Lewin Co., Newark, as account executive and director of copy.

On Research Staff

JOHN S. COFFEY, after three years with the Navy and prior to that with Campbell Soup Co., has joined research department of Delehant, Clifford & Shefford, New York.

WMAM

Marinette, Wisconsin

BRANCH STATIONS IN STURGUS, BAY - WJL, IREON MT. - MJH, JOSEPH MACKIN, Mgr.


Hey! Hey! are you ready for the

SALES HARVEST on

WHBQ

W. H. BEACUE

PLACE YOUR PRODUCTS among the Popular National Brands featured daily

December 24, 1945  •  Page 71
Committee Asks 20% Commercial Limit
In News, Participation, Variety Series

REVIONS in the NAB Standards of Practice concerning commercial copy were drafted Dec. 17-18 at the Palmer House, Chicago, by the NAB Code Committee.

Using the theme ‘better results with less copy,” the eight members of the committee, with Herbert Hollister, KANS Wichita as chairman, proposed that commercial copy be reduced on participating, news, and variety shows to within 20% of total air time.

More Effective

Five-minute news programs, the committee recommended, should not contain more than one minute of commercial copy.

“By improving the writing of commercial copy, and by judicious use of less commercial time on the air, sponsors will contribute greatly to radio entertainment and do a more effective selling job,” Mr. Hollister told the committee.

The present nighttime copy requirements adopted by NAB should apply to daytime programming as well, the committee felt. Its recommendations will be passed on to the NAB Board of Directors for approval before being submitted for inclusion in the revised code which will be adopted at the NAB convention to be held next fall. Date for the convention has not been set.

Attending the conference were Mr. Hollister; Edgar L. Bill, WBBM (Chicago); Merle S. Jones, WOL Washington; Edward Yokum, KGHIL Billings, Mont.; Jan Schimek, CBS; William S. Hedges, NBC; Wm. D. Egolf, NAB special counsel, and Edward M. Kivby, NAB public relations counsel.

Strike Is Set Jan. 3
At Western Electric

Sympathy Support of Regional New York Walkout Fears

STRIKE of 16,700 employees of 21 Western Electric plants in Northern New Jersey and New York, assembly of equipment for the vital Bell Telephone System has been set for Jan. 3 by the executive board of the Western Electric Employees Union.

Details of the strike came last Tuesday after the union had rejected a renewed company offer to raise wages 15%. The union demands a 35% wage rise.

As his own union polished its armor in preparation for action, Frank J. Fitzsimmons, president of WEEA, sought reinforcement. To 47 locals of the National Federation of Telephone Workers, parent body of WEEA, he sent telegrams requesting support.

Sympathy Strikes Fears

Possibility that its support might come in the form of sympathy strikes posed a threat to major elements of the communications industry.

No official company statement was made after the strike was called. Company sources, however, indicated that Western Electric had felt its counter-offer was generous and would await developments.

In support of its counter-offer of 15% wage increases, the company pointed out that such a raise would place wages at a level 57% above those of January, 1941, and that weekly take-home pay would average 10% above wartime levels.

White House Show

SPECIAL one-hour CBS broadcast Jan. 7, 3:15-4:30 p.m., will feature Mrs. Harry S. Truman from the White House, when she is joined by Mrs. Franklin D. Roosevelt, Actress Cornelia Otis Skinner, and Screen Star Elizabeth Taylor in a salute to all women aiding in annual March of Dimes campaign. Mrs. Truman will be presiding at a tea for chairman of the women’s division of National Foundation for Infantile Paralysis.

ABC Bowl Pickups

FOUR pre-game and one post-game broadcast will be included in ABC’s coverage of the New Year’s Day Sugar Bowl football game in New Orleans. Shows surrounding the game are: Dec. 27 10:30 p.m., Harry Wismer will introduce sports personalities; Dec. 28 10:30 p.m., Joe Hazel, from New York, will devote Your American Sports Page to game; Dec. 30 11:15 p.m., Mr. Wismer will broadcast another personality show; Jan. 1 10 p.m., Mr. Wismer will be m.c. at part of New Orleans mid-winter Sports Assn. dinner. At 9:45 p.m., Jan. 1, after the game. Mr. Wismer will broadcast presentation of trophies to outstanding players. Broadcast of the game between Oklahoma A. & M. and St. Mary’s of California, will begin at 2:45 p.m. It is one of the Gillette Cavalcade of Sports.
Joske Year Long Test Ending; Continued Radio Use Foreseen

JOSKE’S, nationally known San Antonio department store, concludes its year-long test of radio’s power to sell goods for retailers on Dec. 31, winding up a scientific broadcast advertising campaign conducted at suggestion of the NAB.

Though the store has not divulged 1946 plans, it is believed the advertising budget will provide continued use of the broadcast medium on a substantial basis.

Actual results of the test await a report from Ernst & Ernst, auditors, who will complete examination of the store’s records when its fiscal year closes Jan. 31. Already the firm has examined records for the first nine months of the year.

When audited statistics are available they will be analyzed to reveal comparative sales in 1945 and 1944, along with weekly breaking-downs for the two years. Several months will be required to complete clinic reports, which will be issued in sections.

Consumer Survey

Year-end consumer survey will also be made, similar to a study made when the test got under way last January. This survey will show any possible changes in consumer attitudes as a result of scientific use of the medium. Key personnel of the store will be surveyed in January to determine their attitude.

During the year Joske’s store used over 30 quarter-hours per week along with five-minute periods and announcements. This schedule was expanded in November to include over a dozen more quarter-hours as well as a half-hour program.

One new clinic idea was conceived by Lewis H. Avery, former NAB Director of Broadcast Advertising and now owner of the representative firm of Lewis H. Avery Inc. Representing NAB in the experiment since Mr. Avery opened his firm has been Frank E. Pellegrin, who returned to the NAB Broadcast Advertising Dept. as director after Army service.

Mr. Pellegrin spent the week of Dec. 19 in San Antonio observing results of the test. He is now preparing a report to be submitted to the NAB Board of Directors in Los Angeles Jan. 3-4 and to district meetings during the winter and spring.

Out of the 12-month experiment will come a large fund of information on the use of radio by retailers. Results of various forms of radio rendition will be provided as well as conclusions on effective time of day, type of audience, power of sales and institutional copy, etc.

A subcommittee of the Sales Managers Executive Committee is advising the NAB department and aiding in preparation of reports. It consists of Cecil Beaver, WOAI Dallas; Tom Linn, WMAQ Chicago; Wallace Johnson, WTMJ Hartford; Arthur Hull Hayes, WABC New York; Mr. Avery. This group will work with a subcommittee of leading retailers.

Million Receivers In ’46 Is G. E. Goal

25% FM Is Production Goal Set by Dr. W. R. G. Baker

A MILLION RADIO receiving sets, at least 25% of them FM, is the production goal which General Electric Co. would like to reach in 1946, Dr. W. R. G. Baker, vice president in charge of electronics operations, said Thursday.

To equip the country would have to run the distance like a sprinter. Dr. Baker thinks the charley-horses of reconversion be-fuddlement may bring the sprinter down short of the tape.

Dr. Baker’s uncertain outlook for 1946 was characteristic of the general tone of reports delivered by GE executives, including President Charles E. Wilson, at a press conference marked by management’s references to the reconversion delays already encountered and those which may be reasonably expected for next year.

By the end of 1945, GE will have shipped about 30,000 radio receivers, all of them table models. Present production is about 1,200 per day. In its early reconversion plans, the company had expected to be producing five times that many units by mid-December. Reason for the slow production: Labor strife, government pricing policies and retooling problems have delayed production all along the line.

By comparison with the production curve, this seemed to have really envisioned at war’s end, current and likely future production figures look gloomy, Dr. Baker said.

WGHF Starts Soon

FACSIMILE transmissions on a daily basis will begin in about 30 days on WGHF, new FM-facsimile station operated by Finch Telecommunications [BROADCASTING, Nov. 19]. Feature of the new station is a skyhook-type antenna [BROADCASTING, Nov. 25]. Capt. W. G. H. Finch, president, said facsimile will be programmed daily at the close of sound broadcasts.

Record Review

RESUMES of activities in phonograph record industry, guest appearances of radio and television stars, new releases and behind-the-scenes in-jokes are among the items which readers and publishers are featured on "Disc Digest," a new Sunday afternoon show by Robert Q. Lewis on WHN New York.

KQW Hearing

(Continued from page 16)

to spend around $300,000 a year for programming and program personnel. KQW as compared with an estimated $150,000 to $160,000 the station now spends.

Earlier, William B. Lodge, CBS director of general engineering, pointed out that Columbia is the only one of the four major networks that has no owned station in San Francisco.

An exhibit was introduced by the FCC showing that all networks own four stations; NBC six; and CBS seven plus 45% of WAPI Birmingham. CBS stockholders also own 88% of WCAU Philadelphia. It was pointed out that the network has no voice in the operation of WAPI, and when asked whether he had control over WCAU, Mr. Kesten replied: "Unqualifiedly, no."

After a discussion of the comparative number of stations owned by the major nets, Mr. Kesten raised the question of whether the Commission has the responsibility to equalize networks’ station ownership. Is it necessary, he countered, "to bring the weakest up to the strongest, or adversely, or drag down the strongest to the level of the weakest? The number of stations owned by a network is a measure of the competitive organization, . . . and the end product of competition is better programing."

Foresees Radical Changes

When Commissioner Denny cited FCC rules relating to network ownership of stations, Mr. Kesten said there probably would be enough radical changes in radio in the next decade to make it necessary for FCC to review many past considerations.

Mr. Stanton declared that CBS-owned stations operated "presumably as much as individual units," with broad policies being determined in New York in meetings with the station managers. He praised the public service and programming record of CBS stations, and lauded their "extra-curricular activities" in public service.

Ralph R. Brunтов, president of Pacific Agricultural Foundation Limited, licensee of KQW, said the present owners had been in radio for 21 years and wanted to retire. He said this applied particularly to himself, since he suffered "a bad heart attack" four years ago.

If FCC doesn’t approve the proposed sale to CBS, he explained, another purchaser would be sought. He said KQW now originates "very few" programs at San Jose. He considers the station, which the Bruntos bought in 1934, as serving the entire Bay Area rather than San Jose alone, he added.

Julius Brauner, CBS general attorney, appeared for the network, and George B. Porter for the transmitter. Harold Plotke, assistant general counsel in charge of litigation, represented the Commission.

WMBG Richmond, Virginia

Wishes Everyone Merry Xmas and a Happy New Year

In this Market

WMBG

N BC IN RICHMOND, VA.

5000 WATTS

EXPERTISED BY JOHN BLANK & CO.

WMBG

N BC IN RICHMOND, VA.

5000 WATTS

EXPERTISED BY JOHN BLANK & CO.

WMBG

N BC IN RICHMOND, VA.

5000 WATTS

EXPERTISED BY JOHN BLANK & CO.
NAB Meeting
(Continued from page 20)

The department will be functioning by the time the board
meets. President Miller and Mr. Willard will start operation by
setting up a fact-gathering unit. Need for complete statistics on
labor and production, along with other important reliable
information needed to augment service of the Labor
Dept. has been recognized for some time. With funds available,
the Department of Employment is expected to receive proper
information on the proper selection of personnel. A lead-
ing specialist in the labor relations field will be sought for the No. 1
department post but prospects for selection will be made.
Prospects of selecting a person before the board meeting was not bright
enough to justify the need for the job by that time.

Of significance is the fact that broadcasters will be able to offer
a united front in its labor relations. Prospects of reaching an
agreement on national labor situation and the need for a
coordinated approach.

Industrywide cohesion in coping with the music situation is closely
related to the new department, though the Industry Music
Committee named by President Miller covers all affected groups, whether
NAB member or non-member.

Changes Proposed

Proposals to revieve the NAB Standards of Practice, adopted at the
Aug. 6-7 board meeting, are to be studied. Both the Code
Committee (see story on page 72) and the Sales Directors Executive
Committee have recommended changes in the standards. These
changes would cover commercial copy on five-minute newscasts as
well as participating and sunrise programs. Hitchhiker and over-
caller plugs have been discussed at meetings of both committees
and will come before the board.

Proposal to set up within the
NAB an agency recognition bu-
reau will be considered. The sub-
ject was discussed by a subcom-
mittee in Washington Dec. 18.

Plans to review annual NAB
conventions will be taken up,
with prospective plans for an
autumn meeting. (See story on page 85.)

President Miller will submit a
report on the Capitol Hill situation,
covering prospects for passage of
the Lea Bill to outlaw labor racket-
ifying the AEM along with their
bills of interests.

New FM Dept. progress is to be
reviewed, based on a report to be
submitted following a meeting of the
FM Executive Committee at the
Palmer House, Chicago, Dec. 28.
Mr. Kirbo, as public relations
head of the FM Bureau, is ex-
pected to recommend broadening
of the department at headquarters,
along with widening the branch
in New York. Opening of a Holly-
wood liaison office is proposed to
give West Coast members a closer
association contact. Better facili-
ties in New York are desired.

Extension of farm broadcast
activity will be on the agenda fol-
lowing the Dec. 4-5 meeting of the
Agricultural Directors Committee.
This group recommended quick
action on a program designed to raise
the level of farm programming and
bring into closer association
agencies, farmers, broadcasters
and Government. Naming of an
NAB agricultural director was proposed.

Hugh Felice, president of EMJ
plans to report on progress of the
joint agency to provide figures on
broadcast coverage.

A special committee on pro-
gram awards will report on the plan to
set up an Academy of Radio Arts
& Sciences. Committee members are William E. Ryan, KFI Los
Angeles, chairman; Harry R. Terry, KLZ Denver; William B.
Smullen, KXLM Eureka, Cal.

Original project was proposed by the Lee-Lohr publicity firm in Los
Angeles, which operates the Oscar project for the motion picture
industry. The proposal was de-
scribed as "bewildering" when dis-
tocked at the meeting, but some portions of the idea were
deemed worthy of study.

The board will go into a pro-
sal by western mayors that
broadcasters assist in providing
housing for veterans. Other media
organizations will be asked to
assist veterans.

The Program Managers Execu-
tive Committee will have in shape
a proposal to set up a new Pro-
gram Dept. with a budget of
perhaps $420,000. It was
considered by the committee at
a meeting held Dec. 10-11 in New York.

CORNER CONFAB participants are (1 to r) Dee Mower, Mutual sales-
man; Joe McGilvra, host; Russ Tolg, BBDQ timebuyer; Gene Frommber,
Dancer-Fitzgerald-Sample timebuyer, at cocktail party held in Chicago
Raibourn Denies Anti-Trust Charges

TV Retarded by U. S. Movie Interests,

SUIT ALLEGES

DENIAL of charges by the Government that U. S. motion picture interests had conspired to retard development of large-screen television was made in New York late last week by William H. Raibourn, president of Paramount Pictures Inc., and head of television activities for Paramount Pictures Inc.

"On the other hand, Arthur Levey, president of Scophony Corp. of America, was not "unhappy" over the suit filed Tuesday in New York Federal Court by the Department of Justice naming Paramount, Television Productions, Scophony Corp., Scophony Ltd. of London, General Precision Equipment Co., its president, Earl G. Hines, and Mr. Raibourn.

The civil action seeks to: (1) break up the alleged conspiracy, (2) free patents and licenses assertedly long kept by the monopolistic cartel.

The United States Government charged that Scophony Ltd. obtained between 1933 and 1939, basic patents on the "Superisonic" and "Skiatron" systems of television. These systems, it was alleged, operated with light sources, unlike those used in motion picture projection, making possible the projection of televised images on screens as large as those in motion theaters.

Enlarged Through Mirrors

In other systems, notably the most popular one which used the cathode ray tube, the image may be enlarged only through use of mirrors, the complaint alleged. Loss of brilliance inherent in optical magnification has retarded commercial development of large-screen television, the complaint stated.

In 1942, the complaint charged, Television Productions, General Precision, and Scophony Ltd. formed Scophony Corp. of America, whose stock the three corporations own or control, to hold American rights to Scophony Ltd.'s patents and inventions.

The defendants agreed, it was alleged, to divide the world for "high frequency" commerce in television equipment in the eastern hemisphere and Scophony Ltd.'s bailiwick, the western hemisphere, Television Productions' and General Precision's.

The complaint charged that to date Television Productions and General Precision have failed to make a serious effort to exploit Scophony products and have prevented Scophony Corp. of America from granting Scophony Ltd.'s patents to their competitors in the motion picture and electronics fields.

Other interests, unidentified in the suit, were said to be ready, willing and able to develop and exploit the Scophony patents and inventions in this hemisphere on terms favorable to Scophony Corp. of America, Mr. Levey, president of SCA, in a news conference after the filing of the suit, identified these "other interests" as "prominent financial concerns," two of which he said had offered to ante up $4,000,000 to exploit Scophony patents, but had withdrawn from the pot upon learning of the strings attached to SCA by Television Productions and General Precision.

Effect Charged

Effect of the conspiracy alleged in the suit was to: (1) postpone development in this country "of an important advance in the television art," and (2) delay the "opening of a new field of public entertainment and education," according to Wendell Berge, assistant attorney general in charge of the anti-trust division of the Department of Justice.

To Mr. Levey, the suit came as no surprise. He had known, he said, that an investigation by the government had been underway for several months.

Although refusing to admit finally that he welcomed the suit, he said his initiation certainly did not make him unhappy.

"We see in the suit a chance for us to go ahead and improve our equipment in America," he said. Break-up of the cartel, whose dominant motion picture interests have restrained his company from exploiting its inventions, would, he said, "come as an agreeable relief.

Mr. Raibourn first heard of the government's action, he said, when he read of it. At week's end, Mr. Raibourn, still reportedly uncorroborated by the government of notice of the suit, said he was "amazed to learn from the press that we are charged with hindering the development of the television industry and that we have a small interest in . . . Scophony."

"Wartime developments of radar, electronics and television, he said, may have made obsolete the original superisonic idea, and the large sums of money spent by governments during the war on the Scophony Skiatron principle have so far failed to produce a successful method of applying it to television," he added.

"Television scientists would have laughed at us had we at any time claimed Scophony to have the possibilities indicated for it in the newspaper publicity in the last few days."

Mr. Raibourn said it was "amazing" that no representative of the Dept. of Justice had seen fit to discuss with him the question of Scophony's possibilities or our activities in connection therewith."

Clear Channel Group Seeks Third Party To Prepare FCC File Data for Hearings

NEGOTIATIONS were in progress last week for employment of a "third party" to prepare data for the FCC's confidential station financial files for use in the clear channel hearings in January.

Mr. Caldwell had asked that the Commission prepare exhibits and make them available to all parties before the hearings, explaining that the clear channel hearings offered no set of four or several issues which depend in large part upon economic considerations for determination.

The Commission replied that certain data already are available in tabulated form but the FCC has not processed the rest and its staff is not large enough to undertake the task.

Information requested included such items as analysis of revenues, expense and similar data on such stations; "average" figures; information by class of station, time designation, network affiliation, etc., and analysis of net revenues and other data for all networks and independently owned stations and for stations by class of control and class of station.

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WHO
is "Listened-to-Most"
in 74 of
Iowa's 99 Counties
(No. 2 Station is "Listened-to-
Most" in 11 Counties!) Write for complete facs!
50,000Watts - Des Moines
Free & Peters, Representatives

MEMO
Must Contact
WHO
Salisbury, Md.
One of America's Finer Stations

MUTUAL BROADCASTING SYSTEM
MARYLAND COVERAGE NETWORK

State Dept. Requests Information Fund

$8,500,000 Sought for Foreign Radio Operation

By BILL BAILEY

STATE DEPT. has requested $44,500,000 of Congress for the 1947 fiscal year to carry out a program of international information, it was learned last week as plans for creation of the Office of International Information & Cultural Affairs were made public. The program would be a $1 million annual basis. Of the $44,500,000, State Department appropriation, $8,500,000 would be used for broadcasting, $17,000,000 for Latin American relations, $13,000,000 for information, and $8,000,000 for other purposes.

Bloom to Seek Action

Meanwhile Rep. Sol. Bloom (D-N.Y.), chairman of the House Foreign Affairs Committee, will ask Congress to appropriate the bill (HR-4982) authorizing the State Dept. virtually to go into the radio, newspaper and motion picture business.

To carry out its plans for spreading the gospel of America to the four corners of the earth (broadcasting Dec. 17), State Dept. would be authorized under the Bloom Bill to:

1. Provide for the preparation and dissemination abroad of information about the U.S. through press, radio, television, motion pictures and other information media, and through information centers supervised by U.S. missions and consulates abroad.

2. Rent, utilize, or lease and operate existing facilities for preparation or dissemination of information, and to purchase, rent, construct, improve, maintain and operate facilities for radio transmission and reception, including the leasing of real property both within and without the continental limits of the U.S. for periods not to exceed 30 years.

State Dept. would be given virtual carte blanche to employ certain personnel without Civil Service approval, purchase any equipment necessary in its program and otherwise promote its campaign.

A staff of some 2,000 will be needed, with about 400 assigned to duties abroad, it was learned. This compares with the 33,000 employed by both Office of War Information and Office of Inter-American Affairs before those agencies were

Mr. Ogilvie Col. Macy
abolished in September by Executive Order.

Replacing the Interim International Information Service, which was set up by President Truman, will be the Office of International Information & Cultural Affairs, headed by William T. Stone, new director of State Dept.'s Office of Public Affairs. J. E. Peabody has been named deputy director.

The new organization becomes effective Jan. 1. Ferdinand Kahn, who has been director of IIS, will return to private life when that Interim organization expires Dec. 31.

As now planned the new agency will be composed of five functional divisions and five area divisions. It will be responsible directly to William B. Benton, Assistant Secretary of State.

Ogilvie Heads Division

Heading the Radio Division will be John W. G. Ogilvie, former radio director of OIA. Col. J. Noel Macy, head of Westchester Broadcasting Co., and Col. J. W. White Plains, N.Y., and newspaper publisher, will be director of press and publicity. Col. Macy has been on duty in the War Dept. Public Affairs. He was the first executive officer of the Women's Army Auxiliary Corps (later the WAC) when it was organized.

John Begg will head the motion pictures functional division; Herschell Brickell, exchanged persons, and Richard Hendel will be in charge of libraries and institutions.

Area division chiefs will be:

European operations, Eric Bellquist; Far Eastern, George Taylor; American republics, William L. Schurz; occupied countries, Henry P. Leverich; Near Eastern and African, to be named.

Three assistants to Mr. Stone, in charge of radio, press and motion picture services, among them are yet to be appointed.

Mr. Benton has stressed that the State Dept. would supplement, rather than replace, existing radio, press and motion picture services. He made Dec. 21 with the seven licensees of the nation's 36 international shortwave outlets to discuss future international broadcasting, but no decision was reached. It was indicated, however, that the licensees would not be averse to continuing the present plan whereby the State Dept. purchases all time outright and programs the stations.

The Bloom Bill would provide Congressional authority for such operations and the appropriations would make the money available.

Phileco (Continued from page 20)

Sanil. Sixty percent of programs would be commercial.

Proposed weekly programming would include 55% local and 15% network programming; 15% educational, most of which would be produced in cooperation with government departments and agencies; 15% news; 5% religious; 5% public service.

"In order to provide the best television programming service for the Washington audience, certain of the programs in this proposed schedule would be brought by relay from New York and Philadelphia," the application asserts, adding that Washington originations of interest in New York and Philadelphia may be relayed to those points.

"For instance, Know Your City, remote tours of Washington, programs produced by governmental bureaus, Super of the Press Club—all are conceivably just as interesting to the television audiences in other cities . . ."

Spot News Events

Remote spot-news pickups would include such events as Presidential messages, arrival of important personalities in Washington, debate or the vote on important legislation in Congress; Congressional hearings; press conferences.

Specified programs include shows produced with the aid of the State Dept., Education primarily for viewing in the schools; an informal women's forum led by a homemaking authority; studio programs conducted by pediatricians and child psychologists; animated cartoons followed by studio shows for children; news summaries and televised previews of coming attractions; weekly visits to governmental departments and Congress; musical comedies; public exhibits of automobiles, furniture, food, etc.; audience-participation quiz programs; night club previews; aviation shows; boxing, wrestling, basketball and other sports events; televised street-corner interviews; weekly Hobby House; motion pictures telecast; Sunday religious services direct from churches.

Phileco's original application was filed March 24, 1944.

CKCW Plans

CKCW Moncton, N. B., with shift assignment from 250 w on 1400 kc to 5,000 w on 1220 kc early in 1948.

Studies will remain at Moncton, with new transmitter being installed at Cherryfield.

Page 76 • December 24, 1943
TO AID present and prospective applicants for new standard stations, the FCC last Tuesday made public a list of approved transmitters and other equipment. This list was expanded to include transmitters, ranging in power from 100 w to 50 kw, as well as new equipment approved.

The list of equipment is theoretically an amendment to the Standards of Good Engineering Practice Concerning Standard Broadcast Stations (Revised as of July 1, 1944). The Commission explains, and will be included in the next reprint of the Standards. Subsequent lists will be published as new equipment is approved, as it was indicated.

The equipment listed below has been approved by the Federal Communications Commission, since the publication of the current issue of Standards of Good Engineering Practice Concerning Standard Broadcast Stations (Revised as of July 1, 1944). This equipment will be included in the next reprint of the Standards.

### Standard Transmitters Approved

#### Collins
- 300-G 100 250 w
- 100 100 w

#### General
- 1-D 1 kw
- 1-A 1 kw
- 1-AF 1 kw
- 1-TP 1 kw
- 1-TP 1 kw
- 1-TP 1 kw
- 1-TP 1 kw
- 1-TP 1 kw
- 1-TP 1 kw

#### Frequency Monitors (Standard broadcast):
- RCA 311-AB
- Automatic Frequency Control Units:
  - Westinghouse Type LE
  - RCA Type LN
- Automatic Temperature Control Unit:
  - Valpy Type CBC-O

### Manufacturers of low temperature constant crystals:
- Silver City Crystal Company, Meriden, Connecticut

### Vacuum Tube for local radio stage:

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<tr>
<th>Manufacturer &amp; Type</th>
<th>Power Rating—Watts</th>
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### STIRTON APPOINTED BORROFF ASSISTANT

ED R. BORROFF, vice president in charge of American Broadcasting Co. Central Division, Chicago, has announced the appointment of James L. Stirton as his assistant, effective Jan. 1.

Mr. Stirton, former program manager for the division, is on temporary leave from the Marine Corps Division in Guam as second lieutenant. He succeeds Merrill R. (Mac) Schoenfeld, now in the New York ABC office. He first joined NBC in 1939 as a member of the staff, leaving in 1943 to form his own talent management organization. He returned to NBC in 1945 to manage its Chicago artists' service, continuing until January 1942 when NBC and the Blue were divorced at which time he was appointed program manager for the ABC Central Division.

### Wayne Coy Is Appointed WINX General Manager

WAYNE COY, assistant to Eugene Meyer, publisher of the Washington Post, last week was appointed general manager of WINX Broadcasting Co., effective Jan. 1. He will retain his position with the Post, in addition to his station duties. Before going with the Post Mr. Coy was special assistant to President Roosevelt. Prior to that time, he was an Indiana newspaperman.

The Washington station is owned and operated by the Post, which also owns and operates WJXO, FM station in Washington, WIXO, in operation since 1936 as an experimental station, was recently purchased from Jansky & Bailey, consulting engineering firm. WINX has applied to the FCC for license to construct a commercial FM station in Washington.

### Hints to WHK

JACOB HINES has been appointed in charge of public relations department at WHK Cleveland. He has been active in local music work.

### Breather Appointed

ROBERT BRETHOUR, released from Navy and formerly assistant purchasing agent for Chicago Board of Education, has joined sales, traffic and affiliated service department of ABC Chicago.
NARBA
(Continued from page 15)
be worked out to continue NARBA on an interim basis pending the writing of a new treaty and devising adjustments to take care of Cuban requirements and any other interim business which may arise. Canada has proposed a two-year extension of NARBA from March 25, 1946. The United States had proposed a one-year extension. Cuba, however, pressed for consideration of its demands.
Formal invitations for the Feb. 4 session, supplementing the cable sent out last Thursday to the North American nations, will go out by mail forthwith, it was learned.
The FCC, following consultation with the State Dept., designated Commissioner Jett, himself the former Commission chief engineer, to handle the preliminary conversation. It was expected Commissioner Jett will head the FCC group at the Feb. 4 sessions. Should the meeting take on treaty aspects, it was presumed FCC Cuban Paul A. Porter, as well as Commissioner Jett, would be delegates.
Cuban Proposal
The Commission announcement was supplemented with the Cuban proposal submitted Sept. 14 at the Third Inter-American Radio Conference held in Rio.
[This proposal was published in full text in Broadcasting Oct. 8, 1946. A breakdown of the specific channels sought by Cuba, together with U.S. stations assigned to each frequency, were published in Broadcasting Dec. 17, 1945.]
The full text of the Commission's public notice calling the Jan. 4 conference follows:
Commissioner E. K. Jett, the Chief Engineer and the General Counsel of the Commission will meet representatives of industry on Friday, January 4, 1946, to discuss matters to be considered at the forthcoming engineering conference relating to the North American Regional Broadcasting Agreement.
The only proposals which have so far been submitted by countries signatory to the North American Regional Broadcasting Agreement are those of Cuba, a copy of which is attached, and the proposal of the Canadian Government for an extension of the period of the agreement for two years. This notice is for the purpose of inviting the assistance of engineers and others able to give technical assistance in the consideration of the questions raised by the Cuban proposals. It is hoped that through this means the Commission's representative who may be designated to assist in formulating the viewpoint of this country at the conference will be better prepared for that responsibility.
The meeting which will be held in Room 6115 at 10:00 o'clock, Friday, January 4, will be concluded.

LEMMON ADVISES GOVERNMENT SUBSIDIES TO HELP U. S. INTERNATIONAL STATIONS

PROBLEM of maintaining American international broadcasting at the high level of efficiency developed during the wartime years, without resorting to government ownership or placing an undue financial burden on individual broadcasters, can best be solved by Government subsidies similar to those granted transatlantic services, according to Walter J. Lemmon, president of World Wide Foundation which operates five shortwave transmitters, told Broadcasting last week.
His own organization, he said, would prefer a wholly free situation since it is a non-profit educational undertaking and able to get ample support from other educational and cultural organizations without recourse to public funds. He pointed out, however, that commercial broadcasters who pioneered in international broadcasting field at considerable expense to themselves in the prewar days should not be asked to resume the entire cost of maintaining the accelerated program of international broadcasting from America that is necessary today.
"The profits of such companies as NBC and CBS, for example," he said, "come from their operations in standard broadcasting, which must now also support their experiments with PM and television."
Programming, Mr. Lemmon stated, should be handled and financed by the individual station operators. "There should be the same freedom of listening, the same choice of programs offered by competitors, as there is internationally that we in the United States have at home," he said. Government control should be confined to licensing and safeguarding their international policy. The subsidies would empower the Government to ask that those stations be beamed to parts of the world not covered by the usual station operations, Mr. Lemmon said.

PAY OF SALESMEN SURVEYED BY NAB

PAYMENT of incentive commissions has been found the most effective means of compensating salesmen, judging by preliminary results of a survey being conducted by P. Allen Brown, assistant director of the NAB Dept. of Broadcasting Advertising in charge of small market stations activities.
In many cases a 15% commission on collections from a salesman's accounts has been satisfactory. Main objection has been the fact that pay of salesmen sometimes is much higher than that of other key personnel.
Combined salary and commission has been effective at some stations, it was indicated. Another station prefers straight salary, with five-week bonus at Christmas. Sliding scales of commissions are effective at another outlet.

TYSON RETURNS

LT. (J.G.) IRWIN W. TYSON has returned from the Navy to O. S. Tyson & Co., New York, as account manager.

ATLAS APPOINTS

ATLAS CANNING Co., New York, has appointed George B. Mercurio, manager of its Purchasing Bureau to handle advertising. Radio is scheduled to be used after first of year.

GREATLY IMPROVED black-and-white television receivers were demonstrated by E. W. Engstrom, RCA vice-president in charge of Princeton N. J., laboratories, at Princeton. He explained points of superiority.
ACTIONS OF THE FGC
DECEMBER 13 TO DECEMBER 19

Decisions

December 13
ACTION ORDERED—That upon written request of any interested persons oral argument be permitted on the date and time designated unless stated otherwise in the petition. This rule shall be followed by FGC in all cases where oral argument is permitted. Such oral argument requests shall be filed on or before 1-15-16.

Transfer Kaun Lowell, Ariz.—Granted oral argument privilege from Copper Electro Co., to Charles W. North as individual, no money involved.

Central Broadcasting Co., Inc., Johnstown, Pa.—Granted authority to use letters WIR to new station, granted permission.

Heard of FCC Dec. 14

Southern Broadcasting Systems, San Francisco, Calif.—Designated for hearing application for new station 1 kW D.

Station 250 w. limit, Permittee is KPRC Licensee.

1329 kHz

Kankakee Daily Journal Co., Kankakee, Ill.—Granted for hearing application for new station 1 kw D.

1560 kHz

Sunland Broadcasting Co., El Paso, Tex.—Adopted order granting petition for new station 1 kw D.

No limits, pending determination of allocation.

1460 kHz

James B. Rykoff & 8 Southeastern Broadcasting System, Sanford, Fla.—Designated for hearing application for new station with possible switch to 250 w.

1461 kHz

New-AM Broadcasting Service Inc., Marshallfield, Wash.—Granted for hearing application for new station 1 kw D.

Station 250 w. limit, pending approval from FGC.

1560 kHz

KEDL Radio Enterprises Inc., El Paso, Tex.—Adopted order granting petition for new station 1 kw D.

No limits, pending determination of rules contemplated.

1561 kHz

WCLA, Anchorage, Alaska.—Pending

filed petition for sale of 125 w.

1620 kHz

WCLA, Anchorage, Alaska.—Pending

filed petition for sale of 125 w.

1621 kHz

KZLA, Albuquerque, N.M.—Pending

filed petition for sale of 125 w.

1622 kHz

WCLA, Anchorage, Alaska.—Pending

filed petition for sale of 125 w.

1623 kHz

WCLA, Anchorage, Alaska.—Pending

filed petition for sale of 125 w.

1624 kHz

WCLA, Anchorage, Alaska.—Pending

filed petition for sale of 125 w.

1625 kHz

WCLA, Anchorage, Alaska.—Pending

filed petition for sale of 125 w.

1626 kHz

WCLA, Anchorage, Alaska.—Pending

filed petition for sale of 125 w.

1627 kHz

WCLA, Anchorage, Alaska.—Pending

filed petition for sale of 125 w.

1628 kHz

WCLA, Anchorage, Alaska.—Pending

filed petition for sale of 125 w.

1629 kHz

WCLA, Anchorage, Alaska.—Pending

filed petition for sale of 125 w.

1630 kHz

WCLA, Anchorage, Alaska.—Pending

filed petition for sale of 125 w.

1631 kHz

WCLA, Anchorage, Alaska.—Pending

filed petition for sale of 125 w.

1632 kHz

WCLA, Anchorage, Alaska.—Pending

filed petition for sale of 125 w.

1633 kHz

WCLA, Anchorage, Alaska.—Pending

filed petition for sale of 125 w.

1634 kHz

WCLA, Anchorage, Alaska.—Pending

filed petition for sale of 125 w.

1635 kHz

WCLA, Anchorage, Alaska.—Pending

filed petition for sale of 125 w.

1636 kHz

WCLA, Anchorage, Alaska.—Pending

filed petition for sale of 125 w.

1637 kHz

WCLA, Anchorage, Alaska.—Pending

filed petition for sale of 125 w.

1638 kHz

WCLA, Anchorage, Alaska.—Pending

filed petition for sale of 125 w.

1639 kHz

WCLA, Anchorage, Alaska.—Pending

filed petition for sale of 125 w.

1640 kHz

WCLA, Anchorage, Alaska.—Pending

filed petition for sale of 125 w.

1641 kHz

WCLA, Anchorage, Alaska.—Pending

filed petition for sale of 125 w.

1642 kHz

WCLA, Anchorage, Alaska.—Pending

filed petition for sale of 125 w.

1643 kHz

WCLA, Anchorage, Alaska.—Pending

filed petition for sale of 125 w.

1644 kHz

WCLA, Anchorage, Alaska.—Pending

filed petition for sale of 125 w.

1645 kHz

WCLA, Anchorage, Alaska.—Pending

filed petition for sale of 125 w.

1646 kHz

WCLA, Anchorage, Alaska.—Pending

filed petition for sale of 125 w.

1647 kHz

WCLA, Anchorage, Alaska.—Pending

filed petition for sale of 125 w.

1648 kHz

WCLA, Anchorage, Alaska.—Pending

filed petition for sale of 125 w.

1649 kHz

WCLA, Anchorage, Alaska.—Pending

filed petition for sale of 125 w.

1650 kHz

WCLA, Anchorage, Alaska.—Pending

filed petition for sale of 125 w.
FCC Actions (Continued from page 79)

FCC 1493 kc

WAZL Hazleton Broadcasting Corp., Hazleton, Pa.—Grant for renewal, for period ending 8-1-47.

WBBF Broadcasting Co., Inc., Ogdenburg, N. Y.—Same.

WADO Radio Co., Inc., Johnstown, Pa.—Grant for extension of license for new station, to operate at 1250 kc.

WAVL Radio Co., Inc., Petersburg, W. Va.—Grant for extension of license for new station.

WCFL Chicago Broadcasting Corp., Chicago, Ill.—Grant for extension of license for new station.

WPCR Radio Co., Cleveland, Ohio.—Grant for extension of license for new station.

FCC Hiatus

UNLESS there are unforeseen developments, FCC will be in virtual recess until Jan. 3, when it holds its next scheduled regular meeting. The Christmas and New Year's holidays will not permit preparation of agenda for the Dec. 26 session. Last Wimon Commission sought to clean up much of its agenda. In addition to the usual docket, it issued 32 conditional FM grants, approved tentative authorization for FM stations by cities and trading areas, and gave final sanction to standards of good engineering practice for television.

FCC Calendar

JANUARY 4

COMMISSIONER S. V. DETT, chief engineer and general counsel of FCC, will be out of the country for a few days, and will be unable to discuss matters to be considered at forthcoming engineering conferences or to attend next full FCC meeting, scheduled for January 4. Persons interested in FCC matters should notify Com. Jett by letter on or before December 31.

Applications

DECEMBER 12

APPLICATIONS were filed in behalf of following standard stations for licenses to WWOJ WMPC KGJF KYAV. Also for following new stations: KEQA KIKQ WEQF WVSK WEEF KEKO KEPQ.

APPLICATIONS were filed in behalf of following new stations: KDIN and WJOT for license renewal.

FCC Actions

AGREEMENTS

WUGA Atlanta, Ga.—Grant for renewal of license for new station.

FCC Actions

AGREEMENTS

WUGA Atlanta, Ga.—Grant for renewal of license for new station.

FCC Actions

AGREEMENTS

WUGA Atlanta, Ga.—Grant for renewal of license for new station.

U. S. PROGRAMMING ABROAD

NEECESSITY of continuing adequate short wave broadcasting to the people of the U.S. necessitates a new approach to the cultural information around the world was emphasized by William T. Stone, director of the Office of International Information and Culture, in a round-table discussion over NBC Dec. 15.

Participating with other officials of the State Dept., on "Our International Information Policy," Mr. Stone said that the office considers broadcasting a complemental reduction of the heavy wartime shortwave schedules, but recognized the essentiality of continued programs through other nations informed of U.S. news.

Bell System Will Test Highway Phone Service

EXTENSIVE trials of mobile radiotelephone service to make possible voice communications between vehicles on three intercity highway routes will be adjacent roads and highways and any telephone connected to the Bell System were planned last week by Bell. Highway routes are between Chicago and St. Louis, and between Portland and Springfield, Ill.; between New York, Albany and Buffalo, and between New York and Boston.

Applications for the first transistorized mobile receiving stations to serve the Chicago-St. Louis route have been filed with FCC by Illinois Bell Telephone Co. Similar applications for the other routes will be made soon, the company reported.
Customers
(Continued from page 65)

Too strongly on the advertising potentialities in the household appliances field. Housing projects, and homes built by the veterans themselves with loan help under the GI Bill of Rights will create a terrific demand for appliances of all sorts. And add these thoughts: he'll want a new radio because he's found out French and German radios are in many cases inferior to ours; he'll want a new stove because he'll be a lover of fancy foods and cooked dishes, lots of cakes, pies and cookies; and he'll want a refrigerator.

Recreation and recreation will appeal to him more strongly now. Such accounts as summer resorts, fishing, railroad travel agencies, or places of amusement can gain much trade from the returning veteran and the veteran's family. The veteran has had little or no opportunity for personal possession of things of value while in the Army. Everything has been GI. Accent, the instincts of possession in the copy of such accounts as real estate, jewelers, and automobiles. "Own your own home. "Jewelry is not only a gift, but a life-long investment, "drive your own automobile, the new 1945 models have these new features."

Cleanliness, time savers, appetizers, durability, modernity, family affection, coutvda, economy, sports, hospitality, beautifying—these new features appeal to the veteran.

FCC Asks Prompt Response by Stations To Preliminary Reports on Revenues

FCC'S ANNUAL call for analysis of station broadcast revenues for the calendar year was dispatched Dec. 20 to all licensees with the request that they be submitted "as soon as possible" after the close of the year. The request is for a preliminary report on station revenues, to be followed by the detailed report.

"It is considered desirable," said the FCC's covering letter, "that the Commission be informed of the amount of revenue from sales of time by the broadcast industry for the year 1945 as soon as possible after the close of the year."

Sent each station were two copies of the preliminary report form of station revenues with the request that one be returned not later than Jan. 10. Stations with total revenue from sales of station time for the year of less than $225,000 or less than an average of $500 weekly if operated for less than a complete year were advised to file in only the total account of revenue.

"Since this schedule is designed only to give the Commission a preliminary report of the broadcast industry, the covering letter states, "the respondents are requested not to wait for a final audit of the books before submitting this report."

Data requested include revenue from network and nonnetwork sales to national and regional advertisers and to local advertisers, and incidental revenues, with ordinary commissions deducted.

Congressional Carols

IN REAL HOLIDAY spirit, six U.S. Congressmen and six members of the British Parliament joined voices over Mutual Dec. 20, 11:30 a.m. in a carol sing. The two groups sang two carols apiece and then joined in an across-the-ocean double sextet of "Silent Night." Congressmen include: Harry L. Towe (D-N.J.,), Leslie C. Anes (R-III.), William S. Hill (R-Col.), Frank Fellows (R-Me.), Paul W. Shaffer (R-N.Y.), and Harve Tibbet (R-Pa.).

Positively! WORCESTER
IS A HUGE MARKET—even larger than you think!

AND ONE OF THE MOST STABLE AND PROSPEROUS IN THE NATION

Measured in terms of population, Metropolitan Worcester numbers 522,607. This exceeds the urban populations of such great cities as Cincinnati, Kansas City and St. Paul. It leaves behind the metropolitan populations of Rochester, Akron, Dallas, Seattle or Newark.

Now look at the buying income. In 1944 it was $4,594 per family, or 10.3% above the national average. And Worcester is diversified with over 500 industries within its compact trading area which helps to keep roll pay rolls on an even keel the year round.

The Worcester Market is one no thoughtful advertiser can overlook—a market dominated by WTAG, which is acknowledged by listeners, distributors, dealers and Hoopers as Worcester's No. 1 radio station, with creative facilities and equipment to match its big coverage.

* Massachusetts State Department, Dec. 1945

Paul H. Raymer Co., National Sales Representatives

WTAG
OWNED AND OPERATED BY THE WORCESTER TELEGRAM-GAZETTE
580 KC
5000 Watts

Broadcasting • Telecasting

Page 62 • December 24, 1945
Seven Transfer, Assignment Requests AreFiled With FCC

TRANSFERS and assignments fig.
are in seven applications accepted
for filing last week by the FCC.
Stations involved are WRLD West
Point, Ga., and WDAK Columbus,\nGa.; KTOK Oklahoma City; WFEA
Manchester, N.H.; WSCN Birming-
ham and relay station WJOT;
KOIN Portland, Ore.

Reorganization of Valley Broad-
casting Co., licensee of WRLD and
WDAK, is proposed, with L. J.
Duncan and his wife, Leila A., and
his sister-in-law, Mrs. Josephine
Ratcliff, taking over operation of
WRLD, and Allen D. Woodall,
Mrs. Margaret A. Pillow and others
taking over WDAK as Radio Col-
umbus Inc.

Messrs. Duncan and Woodall and
Messrs. Ratcliff, Wills, Pill and
Effie H. Allen, mother of Mrs. Dun-
can and Mrs. Ratcliff, are partners
in the present Valley Broadcasting
Co., Mr. and Mrs. Duncan, Mrs.
Allen and Mrs. Ratcliff propose to
sell their combined 82% interest for
$164,000 to Mr. Woodall, David
Dunn and Howard E. Pill, three
of the stockholders in Radio Col-
umbus Inc.

Mr. and Mrs. Duncan and Mrs.
Ratcliff would continue to do business
as Valley Broadcasting Co. in
operating WRLD. Mrs. Allen is
retiring from the Valley Broad-
casting partnership and seeks to
transfer her 16% interest to Mrs.
Duncan and Mrs. Ratcliff, while Mr.
Woodall and Mrs. Pill want to sell
their respective 10% and 8% in-
terests in WRLD and increase their
equity in WDAK. Mrs. Pill would
receive $30,000; Mr. Woodall $30,000;
Mrs. Allen $1,000.

Stockholders in Radio Columbus
include Mr. Woodall, Ruthie M.
Ratcliff of Birmingham, and Ernest
D. Black of Marion, each of whom
holds 500 shares of common and
400 of preferred stock; Mrs. Pill
and H. S. Darden of Montgomery
respectively own 200 shares of each,
and David E. Dunn of Montgomery
owns 100 of each. Mr. Woodall also
owns an interest in Northwest
Georgia Broadcasting Co., licensee
of WFEA. Mr. Black is half owner
and president of Georgia Broad-
casting Co. (WBNL Macon); Mr.
Darden has a one-third interest
in Montgomery Broadcasting Co.
(WCMQ Montgomery), in which Mr.
Pill is co-owner; Mr. Dunn is 8 1/3%
stockholder in Montgomery
Broadcasting.

WDAK operates on 1540 kc with
250 watts; WRLD, on 1490 kc with
250 w.

KTOK applies for voluntary
assignment of license to O. L. Taylor
to KTOK Inc., Oklahoma City, a
new corporation in which Mr. Taylor
holds 90 1/2% of stock. Robert
Eichen, station manager, and Leon-
ard H. Savage own 1/2% each.
Contract provides for Mr. Taylor
to become executive general
manager of KGNC KYFO
KTSA KRGV, to make the assign-
ment in return for 1,000 of the
authorized shares of capital stock in
KTOK and subscription by KTOK
Inc. of rights included a
$50,000 note. Station is on 1330
kc with 5 kw power.

Under the terms of the will of
Victor H. Hanover, who died last
March
8, a petition to transfer 300 of
1,500 outstanding shares to
Lawson Hanson, executor, and
E. B. Hanson Jr. and Henry P.
Johnston, executors, to themselves
and James E. Chappell and Henry
B. Woodall as trustees under the
will. Worth of the stock is esti-
mated at $81,500. On 610 kc, the
station operates with 5 kw local
sustaining 120 kw. Same trans-
smitters and transmitters are
involved in WJOT relay operation.

KOIN Portland application seeks
approval of the sale of the station
by WJOT to Josephine Hunt,
Gertrude E. Myers and KOIN Inc.
trustees, to Field Enterprises Inc.
for approximately $150,000.

Seventy-two employees own
411 of 1,000 shares of Class B stock.
Field Enterprises, in which Marshall
Field owns 100% of preferred and Class
A stock and 35% of Class B, is
major stockholder in WJOT.

Lea Bill to Get Action
Soon After Mid-January

HOUSE ACTION on the Lea Bill
(HR-4792) to create a James Caesar
Petriello and his American Federa-
tion of Musicians will be asked by
Rep. Clarence W. Lea (D-Calif.),
author and chairman of the House
State & Foreign Commerce Com-
mittee, immediately after the sec-
ond session of the 79th Congress
yesterday.

Delay of legislative drafting clerks
in rewriting certain provi-
sions of the measure, coupled with
other pressing legislation prevented
committee action before the holiday
recess Friday, Mr. Lea said, how-
ever, he would try his committee's
report out the bill shortly after the
second session opened. Congress
reopened Friday until Jan. 14, be-
fore the Committee would consider
the rewritten measure [Broadcast-
ning, Dec. 17].

New York Test

TIME OUT Co., New York (Time
Out Out loud breath scream), will
start a 60-day special campaign
for WCBS-AM's WABC-WOR on
Feb. 1. Fifth station had not been
selected last week. About five an-
nouncements were expected to be
used on each station a day. Agency
is Dudley Rollinson Co., New York.

Signs Full MBS

WILLIAMSON CINOY CO., Chi-
icago, effective Jan. 13, will sponsor
new mystery show, formerly announ-
ced, Sun., 4:30-5 p.m. on full
Mutual network. Aubrey, Moore &
Wallace, Chicago, is agency.

Firm is dropped to present spon-
sorship of "Piano Jury Trials" Fri.
9:30-10 p.m. on ABC, effective Feb. 1.

Compiling Glossary

GLOSSARY of radio terms and
definitions is being compiled by the
NAB to clear confusion on the mean-
ing of many words used in the indus-
try. Action was taken by Edward
M. Kirby, NAB public relations con-
gressman, after a government agency had asked for clarification of the term "spot broadcasting. Stations have been
asked to send in definitions of a
number of radio terms.

Comfort Mfg. on ABC

COMFORT MFG. Co., Chicago
(Craig Martin toothpaste) will
sponsor special broadcast of
"Club Matinee" 1300-2 p.m.
(CWT), on Christmas Day. Pro-
gram will be repeated on Christmas
Day, 6 p.m. on ABC West Coast
stations and on Mountain stations at
10 p.m. (CST). Agency is Mc-
Junkin Adv., Chicago.

New J-W-T Time Buyer

FRANCES YOUNG, secretary to Alfred
Ormsby, publisher of the "J-W-T"
of San Francisco, has joined Wsu-
sson-Thompson Co., San Francisco,
for lunch hour.

Snow in September...

Cotton is the 16-county
WSPA-F Piedmont's largest
money crop. Over 27,500,000
bales pounds each year
are produced in Spartanburg
County alone.

WSPA
Spartanburg, South Carolina
Name of City Code
5000 Watts Day, 1500 Watts Night
739 00000, 31 000
Senders, use the mailing
broadcasting Telecasting

Wishing You A MERRY CHRISTMAS
Help Wanted

HELP WANTED—Tall flight navigator for small eastern state station, not neces- sarily full time, but enough to keep him busy. Familiar with all around new network, equipment, and generally a top-notch man. Has had good experience. Will consider carrying any job and may be reached by phone. Box 391, BROADCASTING.

Program director—For 250 watt network station, starting salary $3,000.00, with opportunity for advancement. Position is a good one and young man with good fundamentals and experience will be considered. Good prospects. Write Box 391, BROADCASTING.

Situations Wanted (Cont'd)

Newscaster—Seeking permanent news berth in major market. 14 years experi- ence, also experienced in sales and IBC, Honorable discharge, Family Welfare, and Community Service.References: Smith, Jones, Smith, and Jones, Box 609, BROAD- CASTING.

Are you looking for a good investment? Just refer to your local radio or TV station, Graduate Northwestern University and student Medill School of Journal- istic Arts and Sciences, and find out how much your investment will grow. Aiss, Smith, and Jones, Box 391, BROADCASTING.

Situations Wanted (Cont'd)

Newspaper—Needs engineering and independent expertise. Can write own stories. Box 619, BROADCASTING.

Clinical psychology training. Experienced teacher available. To anywhere. Box 619, BROADCASTING.

Naval officer available January 1, 6 years experience with radio and TV. 15 years management. Interested in running a radio station. Owner of promising station. 39, Box 900, BROAD- CASTING.

Announcer-Salesman, continuity, pro- duction. Can handle all aspects of station required. Eight years experience. Need news experience and sales record. Publicity and sales. Box 625, BROADCASTING.

Radio engineer discharged from Army. Five years experience with three major stations in TV and radio. Could be service station. Box 625, BROADCASTING.

Outstanding radio actor—Come from pioneer of radio drama. Long stage experience— good writing ability. Can own place. Had a place in originating plots and script work. Box 625, BROADCASTING.

WANTED at State College, Pa., young engineer with interest in radio and TV. Phone immediately. Grand oppor- tunities. Box 639, BROADCASTING.

WHII, LaCrosse, Wisconsin is in need of a competent news editor. We are well located and have a reputation for doing fine work. Pay $15.00 weekly. Apply to Box 667, BROADCASTING.

Situations Wanted

Chief engineer seeks position with pro- gressive station. Experienced in all phases of radio station operation, mainte- nance and installation. Past employer highly commends his ability to manage the working force. Areas of interest. Box 609, BROADCASTING.

Newsman? Flea up sales with network news manager. Paying your developing news depart- ment—writing, research, and special events. 25, Inc. 3000-5000 plus村民 for experienced newsman and experienced programming. Excellent reference. Box 609, BROADCASTING.

Announcer-sportsman, MC. 3 years ex- perience 250 watt to 50,000 watts. Proven ability to handle news, sports, ad lib, straight live. Shows a lot for good work. Send to Box 597, BROADCASTING.

P. 1 Stations, available soon, fully experi- enced newsman. Box 619, BROADCASTING. Needs help with all phases of radio. Box 625, BROADCASTING.

Commercial manufacturer available, well- experienced, prefers commission only. Box 667, BROADCASTING.

UNO Plans Powerful Station: Shouse Proposes Cincinnati

UNITED NATIONS Organization plans to build its own autonomous radio station in the U. S., answering to no government or communications organization.

Last Monday UNO authorities prepared a document on the rights and privileges of the organization within the U. S. The proposals included in the recommendations was a stipulation that UNO reserve the right to establish its own sending and receiving station.

Autonomous Body

According to Francis Colt de G. G. C., UNO's Communications Division Chief, authorities now attending the UNO prepara- tory conference in London discussed possibilities of a station with State Department officials in London. It was recommended that the organization have both point-and shortwave facilities within the headquarters area.

Situations Wanted (Cont'd)

Ex-service—27 years old, married— ex-air force, 1st class radio telephone, 2nd class radio telegraph class A operator. Box 619, BROADCASTING.

Ambitious veteran, 25, with musical and electrical background desires position with future in production, announ- cing, or studio engineering. College and army experience. Adolph Trill- ing, 134 East 44th St., New York, N. Y.

Hold first class radio telephone, and second class radio telegraph. Address Box 625, BROADCASTING.

Radio engineer discharged from Air- force. Five years experience with five major stations in TV and radio. Available immediately. 26, Box 629, BROADCASTING.

Wanted to Buy

Wanted to buy—250 watt station in midwest. Please describe your station in detail. Box 635, BROADCASTING.

Wanted—Western Electric D-10109 - cab- inet size, speech equipment. WHAS, Louisville, Ky.

For Sale

2 Radio-telephone 1 kw transmitter, new equipment. $350.00, WSSV, PETERSBURG, Virginia.

For sale—1 kw transmitter, type 1-c, complete, with modulation and de- modulation circuits. Designed for self-supporting steel tower. Available immediately. Box 625, BROADCASTING.

Miscellaneous

Gags! Comedy! Free catalog. Box 416, BROADCASTING.

ATTENTION SERVICEMEN!

To aid servicemen seeking radio jobs, BROADCASTING will accepts situations wanted classified ads at no charge. Thirty words maximum. Two insertions. Sign name, rank and give address.
Chicago Radio Newsmen Open Fight to Obtain Equal Rights

CHICAGO radio news editors took their first step Dec. 15 to obtain equal privileges with newspapers by organizing the Chicago Radio News Assn., at a luncheon at the Merchandise Mart.

Instances where radio newsmen have failed to receive equal facilities in covering national events were discussed. The New York to London inaugural flight of United Airlines, with five newspapers and only one radio outlet represented, and the refusal of Navy public relations to permit wire-recorded interviews at the adm. Haley press conference are cited.

Ray Elected
Bill Ray, NBC news director, Chicago division, was named temporary president, empowered to name two committees of five. One committee will nominate representatives to officers subject to vote, and the second will draft a constitution.

The association was formed for the purpose of representing radio as an industry on national news events and not as a bargaining agent between radio newsmen and management.

As of today, various members of the association have already filed applications to the Federal Communications Commission to obtain equal facilities.

Petrillo
(Continued from page 15)

Mr. Petrillo has forbidden AFM members to perform on any television station until agreements have been reached. He has ordered networks and independent stations to pay scale fees or hire two staffs if they duplicate AFM programs on FM stations.

The strike against the musicians’ ear has been futile, although Rep. Clarence F. Lea (D-Colo.), chairman of the House Interstate & Foreign Commerce Committee, will preside for action shortly by the New Year on his bill (HR-4727) to curb Petrillo’s inroads in broadcasting.

Mr. Petrillo’s attitude, he says, is the net result of his union’s failure to gain control of the broadcast industry and to record music without employing live musicians, although he has yet to be able to control the broadcast of recordings. The AFM strike against record manufacturers demonstrated that even stopping the production line had little effect on broadcasters, who went on using the records that had been made during the years preceding the strike.

But when it comes to networks, the situation is quite different. When a network affiliate station and the local AFM union have been unable to agree on a contract and the local calls for a national organization for assistance, the AFM has considerable power.

Usual procedure is for AFM to ask the network not to supply musical programs to the participating station. The network refuses to comply, pointing out that it would be to breach its contract with the station. The AFM then withdraws all remotes and musical programs from the network, keeping them from the one station by keeping them from the entire network.

Rutgers: The association has also agreed to take action against the Station, normally considered an agreement with the local union.

The announcements that have been reached between the networks and the AFM, affect stations and non-affiliates alike. The national organization for assistance, the AFM has considerable power.

At the meeting were: Bob Harleigh and Paul Brines, WG &; Everett Holles, Jim Hurbut and Don Kelley, WBBM-CBS; Bill Ray, John Thompson and Basil M. McCay, WMAQ-ABC; Connie O’Dea, WENR-ABC; Julian Bentley, WLS; Bob Ward, WJJD; Jim Dale, WIND; Ray Brubaker, WARK; James C. Hornman, Jr.; Charles Attrens, UP; George Gilotia and William Bruns, INS.

All Chicago stations were invited to send representatives to the next meeting, to be held early in January. The group met weekly until the Constitution is by-laws are drafted, monthly thereafter.

The group, recommended action to eliminate the volume of releases from public relations bureaus, which, in most cases, are not acceptable for broadcast purposes. By drafting a policy outlining the needs of news departments, public relations men would be able to "angle" their releases with greater results, the members agreed.

NAB Reports Shifted

WEEKLY NAB Reports published by the trade association will have a Friday evening deadline instead of Thursday as heretofore, reaching most members Monday morning. Edward M. Kirby, NAB public relations counsel, said the later publication date will give opportunity for complete roundup of the week’s activities.

December 24, 1945 • Page 85
Sales Halted
(Continued from page 18)

Commission to the assignment of a construction permit to a station operating on the frequencies of a television station of the same community of another corporation holding such a construction permit or license shall be the same as that applicable to the assignment of a license or construction permit. The Commission will consider the application and, if it appears from an examination of the applications that the assignment is in the public interest, the application will be granted. Otherwise, the application will be denied. The Commission will then be enjoined upon the assignee to the same conditions as are applied to the assignment of a license or construction permit, or the transfer of control of the licensee or permittee, to such competing applicant upon the same conditions as are made in the original application or upon such other terms and conditions as the parties may agree upon and which may be approved by the Commission.

Hayes to Chicago

GORDON HAYES, assistant sales manager of WTOP in Washington, D.C. has been transferred to Chicago to head CBS Radio Sales' western division, reporting to Wilbur Edwards, CBS Radio Sales manager in Chicago. Appointment is effective Jan. 1. Mr. Hayes has been with WTOP since April 1943 and before that was 10 years with Washington Daily News, the latter three as advertising manager.

Second Station Grantees

To Marietta, O., in Wee

SECONDS new local station was granted by FCC last week for Marietta, O., community of 25,000 population, with approval of Parkersburg Sentinel Co. application for facilities of 250 w and unlimited hours on 1540 kc. FCC received a week ago application of Marietta Broadcasting Co. for 250 w on 1490 kc in Marietta.

Parkersburg Sentinel Co., publisher of Parkersburg (W. Va.) Sentinel, is affiliated with News Publishing Co., Wheeling, owner or controller of several regional newspaper firms including Evansville Journal Publishing Co., Martinsburg, which is applicant for local station on 1490 kc. Marietta Broadcasting Co. is owned by Howard L. Chernoff, managing director of West Virginia Network, and Mildred and Melva C. Chernoff. Commission authorized new station at Pottsville, Pa., on 1350 kc with 500 w daytime for A. V. Tidmore, Pottsville, Pa. in 1951, to be licensed to Broad- casting Co. Mr. Tidmore for five years had been general manager of WFMD, Frederick, Md.

Marietta CP Granted

Chattahoochee Group

AN APPLICATION for a new station was dismissed last week as the result of the death of the applicant and a grant was made to another applicant who had competed for the facility. The action was taken from the death of Chattahoochee Broadcaster who requested the new facilities. Chattahoochee was given the grant, to operate on 1250 kc with 250 w power, provided its proposed site meets the requirements of the FCC and the Civil Aeronautics Administration.

I.T.&T. Income

CONSOLIDATED net income of $5,085,104 for the first nine months of 1945 was reported last week by International Telephone and Telegraph Corp. The corporation's income for a similar period last year was $5,743,398.

C. E. HOOPER missed his own Christ- mass party last Wednesday, victim of the flu epidemic.
LOOKING OVER the crowd at a Christmas party given by cast of "Woman in White" serial in Chicago are (1 to r) William Wedell, assistant sales manager, NBC Central Division; Irma Phillips, author of the show; Herb Putman, producer; Carl Wester, head of Carl Wester Agency, which handles the "Woman in White" program.

Streamlined Procedure for TV Hearings Is Proposed by FCC

WKBW, WGR Must Cancel Time Lease With Tabernacle Within Thirty Days

BUFFALO Broadcasting Corp., licensee of WKBW and WGR Buf- falo, N.Y., must cancel its lease for the time to Churchill Tabernacle within 50 days or face loss of license. In 90 days, the FCC ruled Thursday.

The Commission made final, with minor alterations, the proposed findings following four years of hear- ings and study. [Broadcasting, Sept. 17.] Under the ruling, licenses of both stations are extended temporarily for three months, providing the licensee files with the FCC within 30 days after the decision becomes final a statement establishing that it has "full control over the operation of the stations and no further interest in the agreements with the Churchill Tabernacle."

Multiple Ownership Question

In addition to the contract issue, there is a question of multiple ownership. Under the duopoly regu- lations (Section 235) of the FCC, a single party cannot own more than one television station. Broadcasting must dispose of one station, Negotiations are already underway in that direction.

The Commission said it would permit filing of a new application for broadcasting to the Buffalo Broadcasting Corp. of present facilities of either station, pro- vided it is shown that the license holder would not serve the people of that city after his re- tirement from office at the end of the year. New series will be broad- cast on WGR at 12:30; WKBW at 12:30:5 p.m., each Sunday starting Jan. 6, under sponsorship of June Dairy Products Co., New York.

Contract has been set for some time but not divulged prior to the completion of the Mayor's negotia- tions for a nationwide evening series, according to John McNell, manager of WJZ, key station of ABC network which will carry the LaGuardia Sunday evening series sponsored by Liberty magazine [Broadcasting, Dec. 10]. If another network hadn't signed up at the time, Mayor McNell might have preferred to do his local program on that network's New York out- let, Mr. McNell explained. The Mayor has already become a WJZ feature, however, since he broadcast last spring on the station the last Thursday of each month.

Amount of the Sunday noon contracts was not divulged, but it was learned that the contract runs for 65 weeks, with the first 26 weeks non-cancellable. Program will originate from the LaGuardia home in Riverdale, with Milton J. Crossman as announcer. Both sponsor and station have agreed that neither will in any way censor the Mayor or limit his analyses of civic and national affairs.

SPONSORED TV SHOW FOR DUMONT STUDIO

NEW TELEVISION program will start on Dumont television station WABD New York, originating in the telestudios now under con- struction in the John Wanamaker Store when station is licensed later this winter or early next spring. Program to be broadcast Monday through Saturday and tentatively entitled Television Parade, will be sponsored by more than 500 manufacturers throughout the country on a participation basis. Sponsors are being solicited by Anderson, Davis & Platt, New York agency.
CAESAR'S LEGIONS SEEK THE WORLD

(See Last Page, Page 15)

RELEASE late Friday by NAB of letter from J. C. Petrillo, APN president, banning overseas pickups of music effective Dec. 31 had immediate repercussions in certain official quarters. Possible cancellation of Army plans to pickup transcribed programs from Japan for home morale purposes as well as to broadcast a New Year’s musical greetings from overseas troops was seen as one immediate result.

Text of the Petrillo letter, dated Dec. 5, follows:

“You will possibly recall that during the war the Federation wailed its objections to network broadcasts of programs emanating from foreign countries, even though music for these programs was furnished by musicians who are not members of the American Federation of Musicians.

“We considered this a necessary wartime measure to promote goodwill and good relationships with other countries, and we’re very happy to cooperate.

“However, now that the war is over, we believe that we should get back to normal as rapidly as possible. Therefore, will you kindly discontinue the broadcasting of any musical programs emanating from foreign countries, effective Dec. 31, 1945.

“This, of course, does not apply to the Dominion of Canada, where the musicians are members of the American Federation of Musicians.”

TV STATIONS

(Continued from page 4)

mc. to the space between 50 and 54 mc. on March 1, 1946.
3 Stations assigned channel No. 2 (54-60 mc) may not begin operation before the 55 to 60 mc. frequency space is vacated by the amateur service on March 1, 1946.
4 The same procedure outlined in 1, 2 and 3 will be applied to experimental stations set aside for return to new assignments.

Following are frequency assignments:

COMMERCIAL

<table>
<thead>
<tr>
<th>Location, Licensee and Call Letters</th>
<th>New Assignment Channel No.</th>
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<td>Scranton, General Electric, WRGB</td>
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EXPERIMENTAL

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<td>Los Angeles, Telefunken Prod., WXX7</td>
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<td>Iowa City, L. S., of Iowa, WXX10</td>
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For 5,981 broadcasters listen to Alka-Seltzer Newspaper of the Air on Don Lee Pacific have heard the closing commercial featuring Alka-Seltzer tablet floating in water. Fred Shields, announcer, fills electric percolator with water, plugs it in, checks it. Then as he is about to make final announcement, he picks up glass by its wire handle, fills it with water and at proper moment drops in tablet. On Dec. 13 routine was carried out smoothly until he announced, “And now, ladies and gentlemen, listen to this!” Fred swooped the glass in front of mike but his face froze in horror. He had forgotten to put in water!

BBM ADOPTS SPOT CHECK

CANADA’S Bureau of Broadcast Measurement will discontinue gathering data by the commenting study, substituting one-time spot check system covering all Canada at one time. BBM directors made this decision to keep on a standard with BMB, and after consulting BMB and other agencies. BBM favors the mail method which will use BMM obtaining its spot check. BBM has 57 Canadion station members, 60% of total, and expects 6 more early in new year; 42 Canadian agency members; 10 U. S. agency; 47 advertisers; 8 representatives (5 in U. S.)

EDWIN F. STEVENS DIES

EDWIN F. STEVENS Jr., 44, executive vice president and general manager of Deco Records, vice chairman and director of World Broadcasting System, and executive vice president and director of Brunswick Radio Corp., Northern Music Co., Sun Music Co. and Clarence Williams Music Co., died Dec. 20 at his Scarsdale, N. Y. home. He was one of founders of Deco Records, serving as vice president and director since its organization in 1934. He entered record business 20 years ago.

FCC STAFF INCREASE

PASSAGE last week by Congress of deficiency appropriation of $392,500 for FCC for the remainder of 1946 fiscal year will permit limited expansion of personnel to handle broadcast matters. On basis of original request for $786,000, Commission had contemplated increase of 861 persons—92 to Broadcast Branch, Engineering Dept.; 10 to Broadcast Branch, Accounting Dept., and 28 to Broadcast Division, Law Dept. Increase of 11 was planned for License Division. Overall increase of 170 now planned.

WOW MUST FILE

RADIO STATION WOW Inc, licensee of WOW Omaha, must file application for license renewal within 30 days, according to FCC order. Action was taken in accord with decision of U. S. Supreme Court [Broadcasting, June 9]. That decision on litigation involving station ownership and control, reversing decision of Nebraska Supreme Court, stated FCC must decide license issue before any action can be taken on station property issue.

FIzzFIZZLED

FOR 5,981 broadcasters listen to Alka-Seltzer Newspaper of the Air on Don Lee Pacific have heard the closing commercial featuring Alka-Seltzer tablet floating in water. Fred Shields, announcer, fills electric percolator with water, plugs it in, checks it. Then as he is about to make final announcement, he picks up glass by its wire handle, fills it with water and at proper moment drops in tablet. On Dec. 13 routine was carried out smoothly until he announced, “And now, ladies and gentlemen, listen to this!” Fred swooped the glass in front of mike but his face froze in horror. He had forgotten to put in water!

MAURICE B. MITCHELL, sales promotion-publicity director, WTOP-CBS Washington becomes WTOP sales manager succeedeg WILLIAM D. MURDOCK, resigned. GORDON HAYES, assistant sales manager, moves to Chicago office. EDWARD B. DICKS, CBS Radio Sales, fills in.

MAJ. GEN. FLOYD I. PARKS, back from ETO as Chief of Staff, Combined Airborne Forces, and Commanding General, First Allied Airborne Army and Berlin District, named War Dept. public relations director succeeding COL. R. ERNEST DUPUY, acting director since January. Maj. Parks, serving under the director of information (see story this issue), is in charge of all Army news and pictures in U.S.

MARK UPSON, manager, Eastern Sales Division, Procter & Gamble Co., Cincinnati, promoted to general sales manager. E. C. MOFFATT, Western Sales Division manager, moves to Eastern Sales and PAUL R. PARRETTE, in charge of Los Angeles office, succeeds Mr. Moffatt.

JACK HANSEN, former Army Hour announcer with First and Third Armies, now handling radio publicity for Surplus Property Administration. Before entering service he was program director of KYSM Mankato, Minn.

CHARLES J. ZELLER Jr., sales manager, United Broadcasting Co., Chicago, to Geuener-Bradford & Co., Chicago agency, as radio director.

DAVID B. SMITH, director of research, Philco Corp., elected vice-president in charge of engineering.

Closed Circuit

(Continued from page 4)

keen interest since assuming helm. He probably would favor showdown sometime soon.

RED TAPE is holding it up, but Reconstruction Finance Corp. has seven-figure advertising budget duly ok’d down the line. Radio will come in for share of fund when RFC feels that advertising can be sold by broadcast. Fuller & Smith & Ross is advertising agency for war surplus sales unit.

SHORTLY after turn of year Census Bureau will start releasing first radio set ownership figures since 1940 decennial census. New data to cover number of farms possessing sets as of Jan. 1, 1945. Data, by counties, to be released dribs-dabs-wise with complete package available by April.


BBC, WHICH now airs both heavier type programs of talks and symphonies and lighter entertainment such as popular music and comedy, reportedly preparing new program series of another stripe—to compete with commercial radio stations operating from the Continent. Latter said to worry officials of BBC.
Salute to

WGY, Schenectady
for pioneering the field
of radio dramatics

The world of make-believe found new planes of expression through the medium of radio broadcasting. If only for the countless hours of enjoyment provided shut-ins and those far off the beaten track of everyday life, radio can be justly proud of its accomplishments in dramatics—daytime and night as well.

Broadcasting arrived on the scene back at the turn of the Twenties with the novelty of the medium itself as the tune-in incentive to the inquisitive listener. It was realized, however, that programming on a day in and day out basis would soon lose its luster existing only in wonderment.

What could lend itself better to radio's single dimension of sound than the challenge of dramatics? Limited only by the ingenuity of the human mind, radio was quick to appreciate its potentialities. On August 3, 1922, the WGY (Schenectady) Players, radio's first dramatic group, presented Eugene Walter's 'The Wolf' in a full length performance lasting two and a half hours.

Beginning the next month, radio drama became a weekly feature on WGY with Broadway favorites dramatized—'The Garden of Allah,' 'Secret Service,' 'The Passing of the Third Floor Back' and nearly 200 others. Orchestra encores, acts and general theatre routine were followed. As in the photograph above, the whole cast simulated the sound of trotting horses (long before the days of sound effects) in the exciting climax of 'The County Fair.' Note the lamp shaded microphones!

The history of WGY as one of America's pioneer broadcasters is star-studded with accomplishments. Television, which is coming into its own as the broadcasting industry enters the second quarter-century, looked to WGY for its first programming attempt in dramatics. On September 11, 1928, station manager Kolin Hager arranged for WGY to transmit the dialog and sound effects while the short wave station W2XAF carried the picture signals.

To compare such early day efforts with the finished productions of today again exemplifies the broad advancements of American broadcasting in the few short years of its existence. KMBC's unique Joanne Taylor weekday program series of fashion news set to dramatics is now in its 13th continuous year of pleasing Heart of America listeners. The CBS Radio Theatre remains year after year as one of radio's top preferred programs. One almost would be tempted to say radio dramatics are here to stay.

KMBC
OF KANSAS CITY
Free & Peters, Inc.

Since 1928—Basic CBS Station for Missouri and Kansas
KLZ DOES IT BETTER

Who said so?

During 1945 KLZ received a number of noteworthy compliments substantiating the statement above which KLZ has repeated over and over throughout the past year.

**City College of New York**
City College of New York named a KLZ program "most effective institutional commercial program developed by a station."

**Peabody**
KLZ was among the 17 "finalists" in the 1945 Peabody judging for outstanding public service.

**Advertising**
Advertisers said, "KLZ does it better"; more of them, local and national, bought more time on KLZ than on any other Denver station.

**Daytime Ad Club**
Named a KLZ program "Ad of the Year" in the field of broadcasting.

**Billboard**
Gave KLZ second among the nation's regional network stations in overall promotion.

**Ohio State**
Institute for Education by Radio awarded KLZ first honors for children's program.

**Varsity**
Awarded KLZ highest award for outstanding program origination.

**DENVER**
Affiliated in Management with the Oklahoma Publishing Co. and WAY, Oklahoma City

**KLZ Denver**
560 kc.

REPRESENTED NATIONALLY BY THE KATZ AGENCY