Iowans who "listen most" to WHO buy 5 times more AUTOMOBILES than those who prefer any other station! ... there's 5 times as many of 'em!

If you are using any network except NBC, you have a wonderful opportunity for spot-broadcasting in Iowa. In this state, one station—WHO—is "listened to most" by more people than all other stations combined.

Five times more people in Iowa "listen most" to WHO than listen most to any other station—55.4% for WHO, as against 10.7% for Station B, daytime.

Boiled down, this means that you can do the most profitable advertising job in Iowa only by using WHO. If not with network, then with spot broadcasting. For further information, get in touch with Free & Peters—or survey your dealers in Iowa. Your dealers won't have statistical data, but they'll know the facts!

WHO

Des Moines . . . 50,000 Watts
FREE & PETERS, Inc., National Representatives
5000 WATTS DAY AND NIGHT

WDEL
WILMINGTON, DELAWARE

SELLS for it assures advertisers today a
greater listening audience than ever before.

WDEL, located in Wilmington, Delaware—one of the fastest
growing industrial cities in the east—thoroughly covers Delaware,
Southern New Jersey, parts of Pennsylvania, Maryland and Vir-
ginia. This is a section, which, because of its strategic location,
transportation facilities and industrial diversification faces a great
and prosperous future. Your advertising dollars are wisely spent in
this sales-producing area. Inquire now about its profit possibilities.

Represented by RAYMER

NBC BASIC NETWORK
A Product of TENNESSEE VALLEY POWER

The same Tennessee Valley power which made the Atomic Bomb possible has made Nashville one of the nation's leading manufacturing centers for many modern industries. . . . Today, this low-priced power offers still more opportunities for further industrial developments. The Nashville market is a rich one, contacted through WSIX, the station that covers more than a million potential buyers for your product—at a low cost per radio listener.

WSIX gives you all three: Market, Coverage, Economy

AMERICAN MUTUAL

5,000 Watts—980 K.C.

Represented Nationally by THE KATZ AGENCY, INC.
Upcoming


Jan. 3-4: NAB Board of Directors, Roosevelt Hotel, Hollywood.

Jan. 23-26: IRE winter technical meeting, Hotel Astor, New York.

Jan. 30: RMA Board of Directors, Stevens Hotel, Chicago.

(FCC hearings, page 70.)

Business Briefly

MOORE ON ABC • Benjamin Moore & Co New York (paint), March 2 starts Bett Moore on 150 ABC stations, Sat. 11:30-11:44 a.m. Agency, St. George's & Keyes, N.Y.

SHOW OFFERED CENTRAL • Radio presentation including musical show offered by New York Central Railroad by its agency Foote, Cone & Belding, New York.

FC&B APPOINTED • United Wallpaper Inc Chicago, Varson Division, has appointed Foote, Cone & Belding, Chicago, to handle its advertising. May use radio.

PEABODY'S SIGNED • International Millin Co, Minneapolis, thru H. W. Kastor & Sons Chicago, has already signed The Peabody for five-weeks transcribed comedy on 65 sta-
tions starting Jan. 7. Markets have been se-
lected but station list has not been announced.

SCHUTTER MAY SWITCH • If negotiations with Schwimmer & Scott, Chicago, on behalf of Schutter Candy Co, Chicago (Bit O'Honey for sponsorship of Counter spy over ABC) through, program expected to switch from Wednesday 9-9:30 p.m. (CST) to Sunday 4:30-5 p.m. (CST).

NEW CHICAGO AGENCY

JIM WARD and WILLIAM FETTERTMAr announced consolidation Friday of two advertising agencies, firm to be known as Ward & Fetttermar Adv. Agency, with offices at 18 W. Randolph St, Chicago. Mr. Ward formerly operated Jim Ward & Co. Mr. Fetttermar recently resigned as vice president and sales pro-
motion manager of Goldblatt Bros. department store, Chicago, and had formed an agency.

GE DENIES LYONS' CLAIM

WHEN Leonard Lyons' column in the N. Y. Post last Friday stated that color tele-
sion sets made for CBS by General Electrot were "prohibitively" priced at $3,150 for a 10-inch model, $5,900 for the 18 x 24 inch, G promptly wired Lyons for a correction, calling his item "misleading because prices quoted at not those which the public will pay but referred to handmade laboratory models. First "not yet not yet cost $2,400, GE explains. "While those eventually planned on sale co little more than ordinary radio receivers. Similarly, "colored television receivers which placed on the market will compare favorably with black-and-white television receivers."

BING DUE JAN. 3

DESPITE reports Bing Crosby will not return to Kraft Music Hall, J. Walter Thomp
son Co. agency for account on Friday. He received no word from singer he will not appear as scheduled Jan. 3. If he does not fulfill his contractual obligation, sponsor will see court order.

Bulletin

DECISION not to acquire control of Associated Broadcasting Co., but to convert its loan of $15,000 into stock in fifth nationwide network, made by ATAS for next week with expiration of 30-day option. Three groups negotiating with ABS for further financing for network, with probability control will pass to successful bidder, leaving Leonard A. Versilis, founder of ABS, with only a small interest. ATAS reportedly interested in ABS as investment, but not desirous of becoming involved in management problems. Matter should be finally settled by Jan. 15, according to Carey, Desenwirin & Carey, attorneys handling transaction.

PRESIDENT TRUMAN'S radio report to na-
tion on legislative program will be delivered Jan. 3 at 10 p.m., and最受 about half-hour. It will originate in Oval Room at White House and be carried by all networks. White House cautioned address is not to be confused with annual message to Congress, to be made after body reconvenes Jan. 14.

ITS MOBILE camera equipment now in working condition, CBS will initiate series of remote video pickups for WCBW New York, starting New Year's night, by telecasting basketball games from Madison Square Gar-

THREE-WAY LABOR UNIT TO BE FORMED BY NAB

NEW Employee-Employer Relations Dept. of NAB goes into formal operation with new year. Three-section department is planned, with executive directors in charge of music, talent and technicians.

Program calls for coordinating of mass of information in NAB files on contracts, wages, working conditions and other pertinent data. Chief for this task is Milton J. Kibler, NAB assistant general counsel who will probably move to new department. Sample contracts for guidance of stations in employee relations may be developed. Mr. Kibler would be on No. 2 executive level in department, operating as one of three assistant directors.

NAB has approached Ivar Peterson, as-
sistant general counsel of National Labor Re-
lations Board in charge of the Review Section, with offer of an assistant directorship. Under-
stood he is favorably inclined. Third assistant director may be named soon.

Closed Circuit

COORDINATED drive toward solution of day-
light time operation of networks, with War
Time now abolished, expected to take another big stride when ABC Station Planning & Ad
visory Committee meets in New York Jan. 10-11 to consider possible plan for synchronization of stations toward maintaining universal daylight time on standard basis, eliminating spring time shifts.

ONE OF radio's indefatigable veterans—John Shepard 3d, chairman of Yankee Network—was taken easy under doctor's orders. Chairman of Commonwealth for clear channel hearing Jan. 14, he delegated assignment while resting on West Coast. He spent summer at Thousand Islands and may not return to active policy direction of Yankee for some weeks.

THERE'LL be another healthy increase in Musical outlets during 1946 in single station towns. Now there are approximately 185 such outlets on the 281-station network. The single station-single market total probably will eclipse 220 next year.

NOW THAT die is cast on television, with allocations, regulations, standards and even hearings accounted for, look for dropping of some applications offset by filing of new ones. Many applicants waited to get foot in door for priority purposes, then look around, others held off until rules were set.

RADIO eyes turned toward result of pre-
hearing conference on Washington, D. C., tele-
vision applications scheduled last Saturday at
call of FCC Chairman Paul A. Porter, preparatory to Jan. 21 hearing. Eight applicants for television outlets in Capital City were to confer with FCC head and staff attorneys and engineers in hope of shortening hearing by stipulating exhibits and testimony and by seek-
ing expression of intent from counsel for eight applicants seeking facilities not available. Conference originally called at chairman's of-

ice for Friday, but postponed because of Port-
er's absence due to heavy cold during most of week.

ANY IDEA that FCC's proposed "auction sale" rules for station transfers, following pattern of Crosley-Aveco decision, will become effective by default, gap may not be filled. Several Wash-
ington law firms, acting on instructions from clients, will file opposition briefs and be prepared for oral arguments. In a nutshell, they feel it is unconstitutional because it will pre-
vend citizens from disposing of private property as they see fit.

WHEN NAB Board meets in Los Angeles Jan. 3-4, there will be at least two of 25 members miss-
ing—F. M. Russell, NBC Washington vice president, and T. A. M. Craven, former president of Cowles Broadcasting Co. Mr. Russell won't be there because stork arrives (Continued on page 70)
WCHS IS ON
THE WARPATH!

AND BROTHER, WHEN WE GO ON THE WARPATH, WE COOK WITH GAS!

OVER a year ago, the Federal Government sent one of their doctors here to help clean up the public health situation in Charleston and Kanawha County. On December 1st the doctor submitted his resignation and withdrew in protest of the lack of cooperation he received from our city and county health departments. The story made page one of both local papers a couple of days but no one seemed to do anything about it.

ON December 4th, WCHS invited the citizens of Charleston to attend a mass meeting three nights later in the WCHS Auditorium. That night we kicked out our Old Farm Hour, which has been a feature of this station for the past nine years, and we were rewarded when more than 2000 civic-minded people came to the WCHS Auditorium to voice their opinions. We even had the doctor who resigned and the Mayor here to debate the thing in public and answer all questions and charges.

RESULTS? The group elected four prominent citizens to meet and select a larger committee who will be empowered to do something about this serious public health crisis.

NATURALLY we made a lot of scenes among the city and county officials because we forced them to drag a lot of awful looking skeletons out of the closet. Now we just don’t go around counting fights, but this is the type we enjoy and when we go on the warpath on a civic issue—BROTHER, WE COOK WITH GAS!

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

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

HOWARD L. CHERNOFF
Managing Director

December 31, 1945 • Page 5
The Pacific Northwest is famed for its home-ownership. Before the war, Seattle's home-ownership was 15% above the national average. Its present record is even more impressive. 55.8% of Seattle's homes now shelter owners. Seattle's citizens are substantial and well-to-do with the third highest income, per capita, of any major city in the United States. They enjoy living and recreational facilities found in few other parts of the world.

KIRO is the only 50,000-watt station in this rich market...it brings Columbia Programs to Seattle, Tacoma, and the prosperous surrounding country of the Pacific Northwest.
WFIL and Philadelphia’s landmarks—like William Penn’s statue atop City Hall—are linked together in the minds of Philadelphians.

There is good reason for this psychological simile. For whenever and wherever people gather for important civic or business events, you will find WFIL. This ubiquitous coverage for re-broadcast on “This Week in Philadelphia” and the direct broadcasts of many special events has given WFIL a preferred position as an integral part of Philadelphia life.

WFIL’s spirited translation of “broadcasting in the public’s best interest” has created a public service personality that also pays off for advertisers in listener response and loyalty.

Better check now with WFIL or the Katz Agency for proof of how WFIL can influence more listeners in the nation’s third largest market.

WFIL 560 KC
PHILADELPHIA

In Philadelphia WFIL means PROGRESS and PUBLIC SERVICE

Represented Nationally by THE KATZ AGENCY

RODACasting • Telecasting
FIT THIS IMPORTANT MARKET INTO YOUR RADIO SCHEDULE!

A top ranking agricultural market—KBIX is the station folks in this area listen to! Spinach, peas, beans, cotton, corn, potatoes, cattle, and poultry are a few of the industries which bring over 25 million dollars annual retail sales to Muskogee alone! Covering this rich area, KBIX is the only station located in the 3rd City, 3rd Market in Oklahoma! Fit KBIX into your radio schedule now for outstanding results!

AFFILIATED WITH AMERICAN BROADCASTING CO., INC., OKLAHOMA NETWORK AND
WCSC thinks CBS is tops, BUT...!

Good as CBS public service programs are (and we think they're tops) we need more than the best in network programs to keep WCSC the number one civic and entertainment force in Charleston. We need locally planned, locally produced programs. Programs that reach the heart of Charleston. We think we have them.

Take WCSC's historic broadcast from a hospital ship in Charleston harbor on V-J Day. This was the first time, to our knowledge, such a broadcast had ever taken place—anywhere. It highlighted not only the human interest of a hospital ship, but the fact that this ship and three other hospital ships were tied up in Charleston harbor.

And WCSC is proud of Charleston harbor. During the war, its enlarged facilities were an important factor in the movement of material to the war-fronts. With peace here, Charleston harbor is bustling with traffic. Out of Charleston move vast quantities of cotton, tobacco, forest products, manufactured steel and textiles. Into Charleston come ferti-

lizer materials, chromium and other ores, bananas and canned goods. And in Charleston harbor the Navy will base a fleet of destroyers.

Altogether, that's a mighty pretty picture. It's a picture of a busy, prosperous American community. And WCSC thinks it's worth crowing about.

WCSC

CHARLESTON, SOUTH CAROLINA
John M. Rivers, Owner
Represented Nationally by Free & Peters
Feature of the Week

NEW PLANE, the Flying Rooster, purchased by WIBW Topeka to augment its public service.

AN AIRPLANE christened the Flying Rooster, has been bought by WIBW Topeka, to give a boost to expansion of the station's public service, particularly its farm coverage.

A two-passenger De Luxe Taylorcraft with a cruising speed of 95 to 100 miles per hour, the plane, according to General Manager Ben Ludy, was selected for its ability to land and take off from small enclosures. It can easily transport WIBW's wire-recording equipment.

Gene Shipley, farm service director, and Pug Marquardt, chief engineer and a licensed pilot, have covered 24 counties in the past eight months and have made 160 farm recordings to bring the voices of Kansas farmers to WIBW's rural audience via the magnetic wire recorder. In the past, distant counties have been reached by chartered plane.

READY for action are (1 to r): Gene Shipley, WIBW's farm service director, and pilots Hilton Hodges and Pug Marquardt, also WIBW chief engineer.

Lt. Hilton Hodges, who has returned to WIBW after three years in the Navy, has more than 1,500 hours flying time to his credit and has a commercial pilot's license. He and Mr. Marquardt will pilot the Flying Rooster, which was named after WIBW's trade-mark.

Sellers of Sales

COWBOY, salesman, storekeeper and art director are just a few of the occupations Cy Young has pursued on his way to become account executive and radio director of Hill Adv., New York.

Born in Walla Walla, Washington, which is 76 miles from his home, a 33,000-acre ranch in Black Foot Valley, Mont., Cy grew up as a cowboy. He admits he has never outgrown that part of his life and still owns all the trappings—sadle, chaps and spur. He attended the U. of Mont. and majored in mathematics.

His first business venture was working in a general store in Bitteroot Valley, Mont. He eventually became half-owner. Cy stayed with the store for two years, then it burned down. The next day he hopped a freight to Chicago.

There he went to work for Butler Bros., a national wholesale house, in sales promotion and advertising. He was with the company ten years, finally in New York as head of the firm's fashion advertising department.

Then he resigned to form a major art studio and for the next six years specialized in mail order art. At the end of 1943 he joined Jackson Co., as an account executive on National Distillers. He handled the company's radio spot campaign for G and D Vermouth.

Nov. 1, 1945, Cy took over his present position with the Hill Co. He is responsible for the radio advertising of Juicy Gem Oranges.

The Youngs—she was the former Audrey Conley—have been married eight years. They have two children, Kenneth, 3, and Karen, 4. Karen is frequently used as a model in magazine ads by her father.

Hunting and fishing are Cy's favorite hobbies. He indulges in some fancy duck hunting up in Brewer. Occasionally he flies up to Montana to go in some fishing. He claims that he caught 52 fish in three hours on his last trip.

Cy is a member of the National Art Fraternity, Delta Phi Delta and Sigma Nu.
CLEVELAND'S

WGAR

THE FRIENDLY STATION

GOES "ALL OUT"

IN PROGRAM PROMOTION

Annual fall campaign wins bigger audiences
...plans for future campaigns now under way
KPRO Riverside & San Bernardino, Cal.
1000 WATTS, FULL TIME.

POPULATION Primary Area, 1940 census, 584,321 within 0.5 MV contour—1946 estimate 649,826. Area embraces Riverside and San Bernardino Counties, together with the Easterly part of Los Angeles and Orange Counties, lying within KPRO's 0.5 MV area.

Other than KPRO there is only one advertising medium that covers the Valley of Paradise completely, viz., a 50 kilowatt outside station 60 miles away. Los Angeles is 60 miles from Riverside and San Bernardino, about the same distance as Milwaukee is from Chicago, or Baltimore is from Washington, D. C. Few advertisers try to cover Washington from Baltimore—likewise it is not profitable to try to cover this great agricultural region of Southern California from Los Angeles. The Valley of Paradise, heart of agricultural Southern California, is completely surrounded by high mountains—thus outside stations fade here the same as this station fades in Los Angeles.

SO, FOR COMPLETE COVERAGE OF OUR LARGE AGRICULTURAL VALLEY, INCLUDE KPRO IN YOUR NEXT ADVERTISING BUDGET

BUY KPRO in combination with KROP, Brawley, Cal.

KPRO has no exclusive representative but any of the representatives listed below can supply you with availabilities and can give you information relative to KPRO's market.

New York, N. Y.
Adam J. Young, Jr.
11 West 42nd Street
Longacre 3-1916
Joseph Hershey McCalla, Inc.
366 Madison Avenue
Murray Hill 2-8753

Chicago, Ill.
Adam J. Young, Jr.
55 East Washington Street
Andover 3448
Joseph Hershey McCalla, Inc.
55 East Wacker Drive
State 3282

San Francisco, Calif.
Duncan A. Scott Company
627 Mills Building
Sutter 1399
Los Angeles, Calif.
Duncan A. Scott Company
408 Pershing Square Building
Michigan 0921

KPRO - Riverside, Calif., Tel. 6290
San Bernardino, 480 5th Street, Tel. 5157
AGAIN THIS YEAR, OVER A MILLION GEORGIA FANS
HAD A SEAT ON THE 50 YARD LINE!

The Georgia Sports Network, originated by Jim W. Woodruff, Jr. and operated by WRBL, Columbus, has exclusive broadcast rights every year to all University of Georgia football games, both at home and out of town.

A broadcast crew from WATL, Atlanta, associate station of WRBL, gives thorough and exciting coverage of every play, with sportscaster Stan Raymond doing play-by-play.

THESE THRILLING GAMES ARE CARRIED OVER SEVENTEEN GEORGIA STATIONS, SPONSORED BY ROYAL CROWN COLA

The Georgia Sports Network SELLS Royal Crown Cola to the Georgia team, also!

Preparation makes "know-how"! Stan Raymond spent ten days living with the Georgia team and coaches before the season started. (Left to right) "Ears" Whitworth, Wally Butts, Charlie Treadway, Carroll Thomas, Elmer Lampe, of the coaching staff, and Stan Raymond. (Team trainers in white shirts.)

THE STATION THAT STOPS BEING BETTER, STOPS BEING GOOD. WE'RE GROWING BY LEAPS AND BOUNDS IN GEORGIA—WE HAVE BIG EXPANSION PLANS, TOO!

WRBL
Columbus, Georgia
(CBS)

WATL
Atlanta, Georgia
(MUTUAL)

WGPC
Albany, Georgia
(CBS)

Represented Nationally by GEORGE P. HOLLINGBERY COMPANY

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ONE OF A SERIES PRESENTING THE MEN WHO MAKE FREE & PETERS SERVICE

Move over, lads, it's—

JOHN A. CORY!

"It's an ill wind that blows nobody good." Just before the War, when the WPB clamped restrictions on metals and blew John Cory's company out of business, it also blew a talented and valuable man into radio advertising. For years we'd known about John's real business ability, so we grabbed him on the certainty that he would soon become a very great asset to both you and us. And he did. And how!

Yes, we really mean "to both you and us." From years of experience in serving agencies and advertisers (plus the fact that many of us were trained on your side of the desk) we know the daily beating that people like you have to take. We know

the hours you have to waste with half-educated outsiders. We know the glad relief of finding a representative who understands your own needs from your own angle. And that's why our outfit is composed of business men who were tried and tested even before they came with us.

Radio today is a business and a science—not a promotion. We believe the best way to sell radio is to make available to everyone conceivable prospect a thorough, honest and accurate presentation of facts as they pertain to each particular case. If that's your idea, too, we've certainly got something for you, here in this group of pioneer radio-station representatives.

FREE & PETERS, INC.

Pioneer Radio Station Representatives
Since May, 1932

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

Page 14 • December 31, 1945

BROADCASTING • Telecast
Radio Faces Brightest Year in Its History

Increased Billings Expected, Although Time Will Be at Premium

ADIO'S FIRST peacetime year in half a decade looms as brightest in its 25-year history, but it's going to be a ear of hard work.

That's the consensus of broadcasters, advertising agencies, station representatives and networks. There'll be new business on the horizon and tightening up old schedules.

As business gears for its first anytime year since 1941, there's mad scramble for station time.

Timebuyers say it's the biggest challenge for finding availabilities for 1946. For the first time in a decade, there are more than 1,000 AM commercial stations expected to be in full operation mid-1946.

The FCC is granting commercial or construction permits, urging broadcasters to get going with this new art. Television proponents are shining transmitters in the hope of serving up sight-and-sound before many months are gone.

Conservative estimates place the number of stations—AM, FM and television—at 2,000 by the end of 1946. Many of these outlets will be operating on anything like a national scale, nonetheless a few broadcasters hope to cash in on the first FM advertising dollars ever.

Mr. Porter

Stiff Competition

Station representatives and broadcasters to a man are firmly advanced that radio's job will be as stiff as competition. During the accounts came by the scores, old friends were no more a commodity to sell than manufacturers knew the value of keeping name-brands alive through wartime production.

Newspaper—wartime casualty—will be back in full production. 'Weapers are planning heavy campaigns to woo radio's clients the printed page. In spite of all competition there is nothing quite the optimist on the radio front. Indeed, many advertisers are insisting on 82-week contracts, beginning in the new year—

to be sure of station time.

Radio's surplus dollars—if any—will go back into providing better service to listeners. Most networks and stations are going all out for public service programs next year. During the war, the public became service-minded through thousands of Government messages and civic programs, designed to help win the war by spurring on the home front.

Elaborate construction programs will be undertaken in early 1946 by networks and stations. New studios, new transmitters, increased power, expanded staffs all are definite assurances. Radio's new-construction program will run well above $100,000,000.

In New York, the opinion was that radio won't suffer from competition but will be more strongly imbued in the minds of the American public, as an advertising medium during 1946. The same holds true in Chicago and the West Coast. In Canada, broadcasters anticipate the biggest year in their history, with new commercials going on the air.

Agencies and stations are working together to present the highest type of advertising copy. The American Assn. of Advertising Agencies has undertaken a four-point program to improve advertising.

One of the chief aims is better copy. While only a few commercials might be considered objectionable, those few, the AAAA pointed out, reflect on the entire industry, besides the now agencies as a whole have striven for good taste in commercials and programs.

Among broadcasters the feeling prevailed that there should be little fear from other competing media, although it was generally agreed that the sales and promotion departments must be more alert than in the past few years.

NEW YORK

By BRUCE ROBERTSON

A GENERALLY optimistic outlook for advertising on the air during 1946 was reflected by radio executives of advertising agencies and station representatives in New York, queried by Broadcasting last week. With more products available for sale to the public and with a pent-up demand for goods unobtainable during the war years, there is bound to be more advertising and radio is bound to get its share of the increase. That is the way the thinking generally runs.

Tempering this cheery view were several statements pointing out that 1946 will bring increased competition from printed media which expect to have ample paper in the coming year to take care of all the advertising they can secure and who, after three years of turning down business, are going to be out full force for all the lines they can sign up. But the consensus in New York was that even this increased competition will do no more than level off slightly the upward curve of time sales.

More Money Available

"The coming year will bring better business for advertisers and as a direct result better business in radio," maintained Bob Buckley, assistant to Mix Dancer, of Dancer, Fitzgerald & Sample. "More money to spend on advertising seems to be the outlook for next year. Our accounts will be using more and more spot campaigns and network shows."

Radio will have a bigger and better year in 1946 because so many...
MORE CULTURAL PROGRAMS
By HENRY A. WALLACE
Secretary of Commerce

DURING the year 1946, I feel sure, we are going to see developments in radio broadcasting that will greatly increase the range and quality of its services to the public. Not only will such improvements as frequency modulation, television, and facsimile broadcasting be brought into wider use, but cultural and informational programs will be developed to cover a greater diversity of subjects and appeal to a wider audience.

We have only begun to realize the immense possibilities of this medium as a means of bringing ideas and information to the citizens of a democracy. The growing popularity of radio forums, addresses, and specialized informational talks serves to emphasize that radio is no longer thought of merely as a device for bringing entertainment into the home—important as this function has been in making life more pleasant and raising the cultural level of the nation. It is now possible to have open and nation-wide discussion of important political and social problems so that all of our citizens may have the facts and arguments on all sides of the dominant issues of the day.

As a consequence of this development, the radio broadcasting industry has taken on a new and serious responsibility. Under its control is a powerful instrument that can, if properly used, bring enlightenment to the public or, if improperly used, become the voice of special interests. I urge the American broadcaster to remember this responsibility and to make the most of his opportunity to bring ideas and information to all our citizens so that our democracy can function as it should in the atmosphere of free and open discussion. If the full potentials of the radio are realized, we can demonstrate that science and technology can aid us, and not defeat us in our effort to maintain sound government and a sound society in this complex century.

More advertisers are still waiting to buy available time. Radio time has been tight during 1945 but the moment any time opens up it will be grabbed up by those advertisers who have been waiting patiently to use the medium, said Betty Bruns, timebuyer of Ted Bates. She said that advertisers who have been using radio, such as Colgate-Palmolive-Peet, were still interested in buying more time in the coming year. Same firm is bringing out a new product: Veto is deodorant, and is planning to use a national spot campaign.

Carlos Franco, station relations manager of Young & Rubicam, said 1946 "should bring about a determination of FM as well as television." He predicted a "going to work" feeling in radio for 1946 "since advertising as well as products and services will be in a competitive position."

"It is my belief," he said, "that AM broadcasting as it is at present will be the predominant force, and we should expect another successful radio year in network as well as local advertising."

Business is and will continue to be good, prophesied an official at Donahue & Co. And he revealed that agency's GM account was planning to increase its spot campaign in the coming year just as soon as time was made available on stations. He also added that there were accounts that had never used radio before, such as Southland coffee, Atlanta, were, for the first time currently planning radio spot campaigns.

Newell-Emmett Co. looks for "full reconverson in the immediate future," according to Blayne R. Butcher, the agency's radio director. He feels that "1946 should see many clients, who have been handicapped by lack of materials, eyeing radio with an awakened interest."

The agency predicts that clients "will undoubtedly scan radio's possibilities much more in relation to sales than during the war years."

Billings Up 25%

Optimistic outlook for 1946 was expressed by Harry K. McCann, president of McCann-Erickson. "I think 1946 will be an excellent year," he said, "if the first quarter may start slowly with labor difficulties and reconverson problems, but after the first quarter we think we'll get squared away for an excellent year."

Mr. McCann visualized 1946 as a year of his agency's continued use of radio which, he said, "we feel strongly is a productive medium." Biggest problem of radio use now, he said, was scarcity of available time.

Frank Headley, president of Headley-Reed Co., reported that 1946 billings of his company were up 25% and predicted that 1946 will top this year by about 20%, while 1947 will reach still higher levels. His prediction is based, he said, on a year-after-year increase of 20 to 25% over the previous year and on the fact that advertisers will go all out to recapture the public's interest after years of devoting themselves to war products. Orders already on hand indicate that this trend has commenced in 1945 and it should be accentuated in 1946.

William K. Dorman, radio manager of John H. Perry Assoc., reported 1945 business nearly 50% higher than in 1944 and said that the outlook is even better for 1946.

"I understand Kently is looking for talent!"

New merchandise on the market, plus people who have not been able to buy many needed things, should equal a great year for advertising and for radio, he believes.

William Esty & Co. expects reconverson, from the advertising point of view, to be relatively painless in 1946. They will retain their present air shows through the year and will add several spot campaigns.

"Pretty well about 1946," said a spokesman.

Less optimistic, Jones Sovern Free & Peters predicted that this year's salesmen will have to hustle next year to equal this year's volume of business and that the salesmen themselves will make changes accordingly. He also said that the 1945, let alone the 25% increase experienced this year over 1944. Availability at still tight, he said, and with spot available, more advertising in agencies will not be inclined to fight for spots as they have during the war period. However, he thinks that 1945 will still be a very good year for spot provided the stations are willing to go out and sell in a way that was not necessary during the last few years.

Overall, 1945 was "much better than 1944 and 1946 apparently will be better than this year, according to Paul Sextt of George P. Hollin. He said that business for some of the larger stations fell off during the last few months, he said, while of an increase in local business that left these stations with more work. With radio and refrigerators and other electric equipment returning to dealer shelves, and with automobiles and on the market, to mention only few products which have not been available for some years, he predicted a general increase for 1946 despite renewed competition printed media.

CHICAGO

By FRED SAMPLE

With the biggest spot and national business in their history Chicago radio stations, agencies and representatives predict even bigger and more prosperous 1946.

Despite the severe loss of prestige as many outstanding programs and talent shifted to New York and Hollywood in the last year, Chicago will continue to be the hub for radio advertising in the Midwest because of the management and production headquarters of stations and stations. Talent and production costs, too, are lower in Chicago than either New York or Hollywood.

Generally, agency and station executives were most optimistic about 1946. While they admit they are not the overall choice time, such enterprises were taken in 1945 and will continue sold throughout the year, working with station programs depts, are developing new types of ear-catching programs in the heretofore less valuable periods.

Dearth of Time

About the only thing that will prevent Chicago radio from enjoying a better year in 1946 the 1945 will be a dearth of time. Nearly every agency timebuyer had the same story—"We have the money our clients want to go on the air but we can't get the time."
Number of Stations May Double in 1946

2,000 Before End Of Year Seen By FCC

By JACK LEVY

THE YEAR 1946 may well see the largest expansion yet recorded in the history of radio.

The aggregate number of broadcast stations in the United States, including standard, FM and television, can be expected to double during the year. That means there will be around 2,000 stations operating before 1946 comes to a close.

Television will be firmly established during 1946 on a commercial basis. Network operations on a limited scale should get under way by summer. It is possible that 50 television stations will be on the air or nearing completion by the end of the year.

FM Real Challenge

FM will become a real challenge in 1946 in the field of sound broadcasting. At mid-year, FM stations should be completed or under construction during the year. The number of standard stations should approach the 1,200 mark by the end of 1946. Final action on about 250 competitive applications scheduled for hearing during the first quarter, involving new stations and changes in facilities, can be expected by the year's end.

The foregoing represents the outstanding development foreseen for 1946 by FCC authorities in the light of applications received, preliminary actions taken, grants issued, proceedings scheduled, and plans projected. They represent minimum indications of things to come. A substantially larger expansion is quite possible.

There is one controlling factor in 1946 expansion: the ability of manufacturers of broadcasting and receiving equipment to get their products into the hands of stations and listeners. A recent FCC survey [BROADCASTING, Dec. 17], showed that the majority of manufacturers will not promise delivery in new orders for FM transmitters until the latter part of the year and that the higher power units will not be generally available until 1947.

Difficulties are also being encountered in production of FM receivers but there are indications that a few large companies, at least, will have models ready for delivery by mid-year. The availability of combinations sets will determine just how soon existing FM broadcasters abandon the old band entirely.

In television, the equipment factor will likely mean an increase in the establishment of stations than in the case of FM. It was indicated during the hearings last October that the FCC is prepared to expedite rules and regulations for television that would be available in time to start television operations in 1946.

RADIO—A DOMINANT FORCE

By JUDGE JUSTIN MILLER

President, NAB

Written for Broadcasting

BROADCASTERS look forward to the new year fortified both by improved technology developed in the stress of military crisis and by new methods of bringing culture and entertainment to the American audience—an audience that has enjoyed the finest broadcasting in the world.

FM, television, facsimile and other developments are emerging from the laboratory into the field of commercial broadcasting. Again America is taking the lead in these newest products of the scientist's genius.

Those in whom rests the responsibility of maintaining this free radio system look back to the trying war months with pride as they recall the performances of American radio in time of crisis. They feel that all elements in the national life have recognized radio's efforts to fulfill its obligation.

The NAB enters the new year with the strongest organization in its history. All departments have been or are being re-equipped to meet the growing needs of an expanding industry; new departments are being added as the need arises.

All progress brings problems—difficult problems for which frequently no precedents exist. NAB is preparing to anticipate and to meet these situations as they develop. Broadcasters again pledge their time and talent in the cause of American radio, a nation which has come to depend upon American radio as the dominant force in preserving its democratic way of life.

Radio Highlights, Headlines: 1945

(Major Events of Year as Chronicled in Broadcast)

(See issues of Broadcasting, nearest date given for full details)

Jan. 1—Radio enters its 25th anniversary year with many events scheduled to commemorate art's accomplishments.

Jan. 1—Maj. Glenn Miller, orchestra leader and radio personality, assumed lost in Europe after having boarded plane in London Dec. 15 to precede orchestra to France to play for American troops. Subsequently reported missing.

Jan. 3—House Select Committee to Investigate FCC ends hectic two-year life with clear bill of health to Commission, but with recommendations for sweeping revision of Communications Act.

Jan. 5—NAB 1945 convention tentatively scheduled for first week in May cancelled by war edict against large group meetings.

Jan. 5—Hugh M. Feiler, who sparked drive for standard audience measurement plan for radio, named president of newly-created Broadcast Measurement Bureau Inc.

Jan. 8—Radio during 1944 contributed upwards of $60,000,000 of time and talent to war effort through OWI Radio Bureau allocation plan, according to George P. Ludlam, chief, Radio Bureau.

Jan. 13—Gross time sales of Blue Network (ABC) during 1944 totaled $43,516,259, representing increase of 66.3% over 1943 gross of nearly $25,900,000.

Jan. 15—Paul A. Porter, publicity director of Democratic National Committee during President Roosevelt's fourth-term campaign, confirmed as new chairman of FCC, succeeding James Lawrence Fly, resigned to practice law.

Jan. 16—FCC announces spectrum-wide allocations above 25 mc to provide vast space for development of new services following war. Proposal would move FM from 50 mc area to 84-102 mc, but with 90 (Continued on page 54)

December 31, 1945 • Page 17
BROADCASTERS last week considered AFM President James Caesar Petriello's latest edicts as putting the music problem on an industry-wide basis, not for any single element alone, with radio's position due to be formulated by the NAB Board of Directors in their meeting in Los Angeles this week. (see story on page 36).

Although NAB President Justin Miller has been trading water until he can meet with Mr. Petriello, the course of events of the past week appeared to make it essential that the industry to state its position, industry eyes also turned toward Congress and particularly the Lea bill (HR 4737) for possible relief, but a strong segment feels it is time for a showdown even at the risk of a musicians' strike.

In event of a strike, it was considered probable that networks and stations alike would fill in with transcripts and recordings, as well as a cappella choirs and possibly pickup of non-union musical groups. Possibility of formation of a new musicians' union within the GIO—AFM is affiliated with AFL— was once considered before, resulting in a number of non-union efforts that have been made in the past.

An AFM strike would mean that the major networks would have to abandon, at least temporarily, their policy against use of recorded programs on network time. This rule was waived during the war in cases of important news reports that could not be handled by regular pick-ups. ABC and Mutual long ago relaxed their bans on network broadcasts.

Second Demand Unnoticed

Cause of the latest flareup in the music battle is Mr. Petriello's demands [BROADCASTING, Dec. 24] that the networks after Dec. 31 broadcast no more musical programs from abroad (except from Canada) and that they "do something" about the fact that only 375 network affiliates employ staff musicians while 411 do not. He wants every network affiliate to employ musicians.

While the ban on broadcasts from overseas was front-page material for newspapers, the more important demand—job security for musicians by affiliates—went practically unnoticed. Mr. Petriello advised the presidents of the major networks he would be "happy" to call a meeting with them to discuss the problem. In the meantime he suggested that they "cooperate by advising these stations that something must be done to remedy this situation" by renewing his oft-repeated implicit threat of punitive action against the networks through "secondary boycotts."

Press association reports said the Petriello letter on overseas programs was sent to NAB. Actually, the letter went to the heads of the four major networks.

As an AFM board meeting, President Miller will be prepared to present a detailed report on developments in the music situation since he took office Oct. 3 when he will meet with AFM President Petriello remains uncertain, but it appeared last week the conference would be delayed by Mr. Miller's attendance at NAB district meetings.

As a direct result of the Petriello order, negotiations between American and Italian networks were reported being shelved temporarily. Petriello had been arranged for the promotion and exchange of programs between American and Italian networks, by Darlo Soris, American and the two Italian networks, Radio Italiana and Radio Audizioni Italiana. Mr. Soris has just returned from a two-month trip to Italy.

Mr. Soris, who also is in the CBS production department, returned with a number of sample recordings prepared by RAI for use on station WRGB. In exchange he promised to send sustaining and commercial programs to the Italian networks.

BBC Officials in Washington

Meanwhile, it was learned that BBC officials had gone to Washington to ask the State Dept. to intervene in the ban on broadcasts from overseas. The edict affects many shows, most prominent of which are Atlantic Spotlights on NBC, Saturdays 12:30-1:1 p.m., and Transatlantic Call on CBS, Sundays 1 p.m.

The State Dept. was reported worried over possible detrimental effects of the Petriello ukase on U.S. efforts to establish better relations with foreign powers. One diplomatic source thought the ban might cause trouble for a special mission leaving this week to set up a medium wave transmitter for the U.S. in Frankfurt, and that it might also bring trouble for the Office of Information and Cultural Affairs by causing foreign nations to retaliate by banning American broadcasts.

Mark Woods, president of ABC, which he said would not be affected by the ban, had already written Mr. Petriello that ABC would "continue in the future to broadcast a number of foreign programs, particularly those necessary to promote harmony with our foreign Allies." Where these are musical programs, he said, ABC hopes to get AFM permission to broadcast them.

AFM Demands on Agenda for NAB

New Employe-Employer Group Works With Miller on Plans

TWO-PHY order of James C. Petriello, AFM president, banning foreign musical pick-ups and demanding musicians at all network affiliations dominates the agenda of the NAB Board of Directors meeting Jan. 3-4 at the Roosevelt Hotel, Hollywood.

Sudden outburst from Petriello will be discussed at length by the board but will not push aside the heavy agenda covering current NAB operations and plans for heavy expansion of activities [BROADCASTING, Dec. 24].

HEAVY lineup of business for NAB board meeting became a lot heavier last week as impact of Petriello edict became clear. Music now is No. 1 problem facing board. NAB President Justin Miller, operating without benefit of board policy, two pro-direcctiae, will tell when he has done to date and ask board counsel on the situation. Top man to head new employee-employer relations department is sought.

On to West

Mr. Kirby will return to Washington after the San Francisco meeting, the other two continuing to Seattle for the 17th District meeting Jan. 14-15 at the Hotel Olympic, Seattle. They will return to Washington during a 10-day gap in the schedule, when Mr. Willard will join Messrs. Miller and Pellegren for the swing through midwestern and mountain states.

Mr. Pellegren will hold two sessions at the district meetings—sales managers and small market stations. He is slated to make the entire circuit of district gatherings.

Sales managers will discuss the prosed standard rate card formats, approved recently by the Sales Managers Executive Committee. Five suggested forms suitable to timebuyers are to be reviewed.

(Continued on page 30)
Faultfinder

When scientists want to check the interior structure of metals they use an X-ray camera.

You'd think they'd be as big as atom smashers. But they're not. They're tiny, as you can see.

To do a big job right on a big thing ... size is not always the answer. The war proved otherwise.

And to get big audiences at a low cost in radio, you need not necessarily call on the big and glamorous station-call letters.

W-I-T-H, the successful independent in Baltimore, is authority for that.

In this five-station town it's the little fellow ... W-I-T-H . . . that delivers the greatest number of listeners for the lowest-cost-per-dollar-spent.

WITH

Baltimore, Md.

Tom Tinsley, President • Represented Nationally by Headley-Reed

December 31, 1945 • Page 19
Sarnoff Foresees ‘Radio Sight’ Era
RCA Head Says War Gave Progress 10-Year Boost

BRIG. GEN. DAVID Sarnoff, president of RCA, looked into the future last week, saw rosy electronic visions of radar and television developments in 1946 which will begin “the era of radio sight.”

The feverish scientific progress in the war years, said RCA’s president in a year-end report, has “given long-range radio vision to mankind.” The same scientific energy, applied in peace, may well provide mankind with rewards “much richer and far more productive” than “conquest of people (or) lust for territorial expansion” provide.

Many scientists revolutionized every phase of radio. “In 1946 that scientific revolution will become continually more apparent to the public as secret weapons are freed for application to everyday use,” Gen. Sarnoff said. “Instruments and services which in the normal course of events might not have appeared until 1960 should therefore be in use before 1950.”

TV Activity

Television, he pointed out, has been made practical for the home. By the end of 1947, he predicted, after equipment production is in gear “considerable activity in television broadcasting may be expected.”

Refinements in electron tubes, of which RCA alone has developed more than 150 new types, open the way to radio Vistas undreamed of a few years ago.

“The electron tube, which extended man’s range of hearing around the world, now enables him to list the people far beyond the range of the human eye,” Gen. Sarnoff said.

Radar, the mystery miracle of war, will lend its ghostly, yet helpful hand to peace-time air and sea men, introducing new safety factors into navigation through weather conditions once thought perilous, he said.

In the well of scientific research, Gen. Sarnoff sees a chance for untroubled peace, a hope for fruitful survival. “Today American ingenuity is at the forefront of the great opportunity for youth. Encouraged to pioneer in research and to follow science as a career, it will furnish the leadership to make this country unsurpassed in every realm of science... Our national security, our progress in peace and our future as a nation depend upon science, which has lifted the aged peace into a new dimension by the annihilation of Time and Space.”

CBS STRENGTHENS PROGRAMS
Taylor, Murrow, New Vice Presidents, Plan — Long-Range Schedules

Woods Pays Homage to Net Advertisers

“FOR RADIO, as for the nation, 1945 was a convulsive year of tragedy and exultation,” Mr. Woods, president of ABC, said in a year-end statement. ABC, he asserted, felt the “deepest gratification” in “helping to bring the country through to the end of a great conflict: directly, by utilizing our facilities and talents to spread messages that helped to curb inflation, sell victory bonds and keep war workers on the job; indirectly, by carrying news back from the battlefields to the main streets of America.”

Mr. Woods gave special credit to ABC’s advertisers whom he characterized as “the life-blood of American commerce” for bringing programs of “comfort, enlightenment and comedy to the people.” They dropped only $400,000 of gross sales with ABC in 1945.

For 1946, ABC has great plans, he said. ABC expects to expand its operations in television, research, programs and sales.

Colgate Campaign


LaRoche, Former ABC Vice Chairman, Heads Sherman K. Ellis & Co. Board

CHESTER J. LaROCHE, former vice chairman of ABC, last week became chairman of the board of Sherman K. Ellis & Co., New York and Chicago. On Jan. 1 the agency’s name will become LaRoche & Ellis Inc.

Long prominent as an advertising executive, Mr. LaRoche was associated with Young & Rubicam for 19 years, the last six as president and chairman of the board.

In assuming his new duties, Mr. LaRoche said the agency’s plans for future operations contemplate two objectives: (1) To find new ways to lower the cost of selling goods, and (2) to explain business’ right to sell goods at a profit.

“Business leadership in the future will depend largely on the extent and ingenuity exercised by individual companies to operate profitably,” said Mr. LaRoche, “plus their ability to show a good citizen’s concern with community and national problems... There is no conflict between good business and good citizenship.”

“Business,” he said, “has its advertising a force of great social and economic importance. The possession of this power brings with it the responsibility to use it wisely. The advertising agency has an unparalleled opportunity to help business management fulfill this responsibility.”

Fleetwood 90%

PHILIP MORRIS & Co., New York (Fleetwood cigarettes). Dec. 31 starts 30 programs weekly on five New York stations with a total of six and a half hours time each station weekly. Stations carrying 15-minute and half-hour programs include: WEAF, 11 programs; W2Z, three programs; WADG, three programs; WNEW, five programs; WOV, six programs.

Contracts are for 13 weeks. Ninety percent of the advertising budget is being used for radio. Agency is Ceci & Presbrey, New York.

Mr. LaRoche

Mr. LaRoche became one of the principal stockholders of ABC at its formation and was vice chairman of the network.

Change in the Ellis Agency’s name with the inclusion of Mr. LaRoche as board chairman involves no other personnel changes, Mr. Ellis reported. The agency will continue operation of its present offices at 247 Park Avenue, New York, and 141 West Washington Boulevard, Chicago.
The Oklahoma Publishing Company Announces

the Appointment of

CAPTAIN P. A. SUGG, USNR
MANAGER OF STATION WKY

Effective January 1, 1946

CAPTAIN P. A. SUGG comes to WKY directly from the U. S. Navy where, since 1940, he was engaged in radar and electronic development and in the establishment and operation of the Navy's gigantic electronic training program.

At the outbreak of the war he was assigned to the staff of Admiral Chester W. Nimitz, Commander-in-Chief of the Pacific Fleet, and thereafter played a major role not only in the development of radar itself but in the establishment of methods and schools for the training of thousands of men in its operation and maintenance. At war's end he was Commander of the Navy's only school in this country for airborne electronic training at Corpus Christi, Texas.

Prior to entering the service, Captain Sugg served eight years in various technical capacities with the National Broadcasting Company in San Francisco, six of them as control supervisor for the western division.

With the constantly increasing technical complexities of radio already being multiplied by the arrival of FM and television, the Oklahoma Publishing Company feels fortunate in securing a man of Captain Sugg's technical background combined with manifest organizational and executive abilities to fill this important position.

WKY embarks on the new year and a new radio era with an experienced and able pilot at the helm.

WKY • OKLAHOMA CITY

NBC Network • 930 Kilocycles

Owned and Operated by the Oklahoma Publishing Company
The Daily Oklahoman and Times—The Farmer-Standish
KVOR, Colorado Springs—KLF, Denver (Affiliated Stations)

REPRESENTED NATIONALLY BY THE KATZ AGENCY
Asch Irks Cosgrove and Vice Versa

RMA Feud Starts Over Advertising Claim for FM

By ROBERT K. RICHARDS

THERE ARE raised eyebrows among members of the Radio Manufacturers Assn., because there's a suspicion that the association president, R. C. Cosgrove—who also is executive vice president of Croley Corp.—has his letterheads mixed. It all began Aug. 28, when WBCA Schenectady, one of the few independent commercial FM stations placed a half-page advertisement in that city's daily Gazette. The advertisement proclaimed in bold headlines: "IF YOU BUY A NEW RADIO WITHOUT FM YOU'LL OBVIOUSLY HAVE AN OBSOLETE RADIO."

Tear-sheets of this advertisement were sent to leading radio manufacturers by WBCA's owner-manager, Leonard L. Asch. The advertisement quoted some of these manufacturers (note facsimile).

Comments Sought

Among those to whom the enclosure was addressed were Comdr. E. P. McDonald, president of Zenith Radio Corp.; Ray H. Manson, president, Stromberg-Carlson Corp.; E. Patrick Toal, sales manager, General Electric Co.; Frank M. Folsom, executive vice-president of RCA in charge of Victor Division; and to Mr. Cosgrove.

About 20 others who received Mr. Asch's communication either did not comment or their observations were not available.

Mr. Asch's letter of transmittal was dated Aug. 29. It asked for comments. Comdr. McDonald of Zenith responded Sept. 17: "The ad which you enclose ... is one of the most constructive and forceful ads that I've seen in many a day. It is going to make your public stop, look, and listen. "The one thing that the American public hates to do is to miss something. That is why they bought shortwave sets even though they didn't use the shortwave. They didn't want to miss something that was flying through the air that they could have for nothing, if they had the proper receiver. That same philosophy is going to apply in FM. Keep up the good work! I think we'll do something along the same lines here."

Mr. Cosgrove, who was addressed in his capacity as RMA president, did not agree that it was "good work." He wrote to Mr. Asch Oct. 2, stating (under an RMA letterhead): "Unfortunately, I have been away from the plant, almost constantly, since receiving your letter of Aug. 28th, regarding your advertising campaign on FM sets, but I have had it with me and have talked to a number of people about it."

"I wonder if you realize that the vast majority of radio sets will not have FM in them because the cost of sets with FM will be about $0.50 retail, and more than half of the industry's volume is below that level."

"Your statement to the effect that if you buy a new radio without FM you obviously will have an obsolete radio is misleading because this is not so."

"Croley, like all other manufacturers, will have FM in its radio models that are priced at a level to provide for this service."

"I am wholeheartedly supporting the FM program, so don't go me wrong, but I think the kind of advertising that you are doing is detrimental to the industry. Who is the sense of confusing people and telling them that unless they get a certain type of radio set will have an obsolete model whatever half the industry's product will not have FM in it?"

"Frankly, I think the advertising is ill-considered and damaging, don't know whether the company you have identified in your advertisement reported the program you have outlined it, or whether you have just taken excerpts for statements without having a relationship to the purposes for which you are using them."

"If you have this advertising money to spend, it seems too bad it can't be spent in a constructive way."

Mr. Croley signed himself a president of RMA.

At this point a rumbling of discontent within the RMA began and Mr. Asch got mad. He had by this time receive written comment from Mr. Folsom (RCA) on his series: "... I consider it very well done"; and from Mr. Manson (Stromberg-Carlson) "... I am referring this to our Sales Division and am sure they will be greatly interested in this new campaign which you have started!" and from Paul W. Kesten, execu. (Continued on page 52)
in 1945...
as in 1944...

but, dear sirs, we could

SO, TO BEGIN . . .

WOR, in 1945, carried—is carrying—more spot business than any other major station in New York.

More specifically: WOR repeatedly carried more spot business than all other major New York stations combined.

Turning another figure-freckled page gingerly, we might add:

That month after month, for every month during the years 1944 and 1945, more advertisers used WOR exclusively than used any other major New York outlet.)*

*According to National Radio Records

WE DO NOT think that the recent eclipse of the moon in mid-December, or the continuing absence of the little old lady who used to sell lavender at 45th St., near Madison, in New York, has any great bearing on these facts.

We think the reasons are that shrewd spot advertisers from Portland (Maine) to El Paso know
as in...

go so far back!

...that no station covers New York, and 15 of America's other great cities, quite as intensively, economically and productively as WOR.

...that no station has been used alone as often as WOR to make markets for new products, and solidify and extend markets for old ones in one of the greatest listening territories on the Eastern Seaboard.

...that, since its founding in 1922, WOR's unique personalities and intimate methods of programming have so cultivated the confidence and warm friendship of the majority of the 18,399,713 people in WOR's 7-state area, that spot selling works more quickly—and stays working longer—on

that power-full station

at 1440 Broadway, in New York

MUTUAL
AAAAA Announces Four-Point Plan to Improve Advertising

High Calibre Personnel, Public Understanding Stressed; Better Copy Content Also Is Aim

By FREDERIC R. GAMBLE

AS WE ENTER the New Year, broadcasters may be interested in some of the things the agencies are attempting to do through the AAAA, which have a bearing on radio. There are four major areas in which we are working toward improvement: (1) Better personnel; (2) fact finding; (3) content of advertising; (4) understanding of public relations of advertising and the agency business.

Future Personnel

We are interested in getting the highest possible calibre of future personnel and have some plans under way for attempting to do this in an organized way instead of by the hit-or-miss methods of the past. Whether this will succeed or not remains to be seen, but we are making a serious effort.

Our work in this area involves clearing houses for returning agency veterans and people replaced by veterans; cooperation with advertising clubs and other local organizations on the guidance of veterans who are interested in advertising. Looking still farther ahead, we hope to draw into advertising the ablest young people of the future. The kinds of minds we have and the facts we work with are the two major factors in the quality of the advertising we produce.

Hence we are redoubled our efforts in the field of fact finding, where we have been active for many years. One of the newest and most important developments in radio is the Broadcast Measurement Bureau, in which we are cooperating with NAB and ANA. Its first reports should be nearly ready to publish before the end of 1946.

Objectionable Content

Improving the content of advertising is one of the most difficult jobs. There is only a small percentage of objectionable material, but it tends to lessen the effectiveness of all the rest of the advertising by undermining people's confidence and offending their tastes. What can be done about this small percentage of objectionable advertising is a real problem of the broadcasters and advertisers as well as agencies. There is some indication that we may be able to work together toward a solution of this problem.

Everyone in advertising feels, I am sure, that it needs to be better understood by the public. It plays a great part in distributing the goods and services of American industry, but like all selling, of which it is a part, it is often not popular. Maybe people will never cheer about selling and advertising, but if they understand the dynamic part it plays in making our economy prosper they will look on it, I am sure, with more favor.

A great part of our energy and activities will be devoted during the next year to the carrying out of these programs. In this, we will need and welcome the cooperation of the broadcasters.

Television May Result In Better Movies—Pierce

VIDEPO and motion picture theatre, will be able to live together in harmony without too much difficulty, according to Cameron Pierce, television expert of General Electric. During an open forum meeting of Southern California Theatre Owners Assn., Mr. Pierce said television's competition may even result in better motion pictures.

Besides covering adaptations of video to film industry, he voiced belief that television will command at least one billion of the three billion dollars in advertising money spent yearly. Because of cost in value, networks that span the country will be mostly radio rather than coaxial cable, he said, explaining that booster stations a horizon distance across the country cost approximately $1,000 a mile while coaxial cable cost is estimated at $3,000 a mile. Mr Pierce estimated that film theatre can be equipped to bring television special events and other programs to patrons at a cost between $25,000 and $75,000. He reminded that it takes approximately $350,000 just to install televising equipment in a video station.

Service Resumed

MACKAY RADIO & TELEGRAPH Co. will resume personal message service to passengers aboard the USS California at midnight Dec. 31 when restrictions on ship-to-shore communications are lifted. Warren Lee Pierson, president of American Cable & Radio Corp, parent corporation of Mackay, announced last week. At the same time three powerful coastal transmitting stations owned by Mackay, leased to the U.S. Coast Guard during the war, will be returned to private operation. Stations are at Annapolis, L. I.; Palo Alto, Cal.; Hillsboro, Ore.
GLOOBITY ABAAH ABAAH WUX DA

* Special translation for adults only: "The Merriest of Christmases . . . the Happiest of New Years, to all of you from all of us at the New WJJD."

THE NEW
WJJJD
CHICAGO
Gloves for Replies

A PAIR of gloves is being sent to each timebuyer, network executive, etc., who replied to a questionnaire seeking information on preferred types, size and color of gloves, according to Dale Robertson, general manager of WENT, Gloversville, N. Y., who sent out the requests last August in cooperation with James H. Casey Jr., secretary of the National Assn. of Leather Glove Mfrs., Gloversville. Mr. Robertson said he had hoped to send all the gloves out before Christmas but that this proved impossible. Six or eight dozen pairs have been mailed, he said, and the rest will be sent out shortly. A holiday greeting card from WENT and Mr. Robertson accompanies the gloves.

Sugg, Former NBC Control Supervisor On West Coast, To Be Manager of WKY

APPOINTMENT of Capt. P. A. Sugg, USNR, former NBC West Coast technical executive, as manager of WKY Oklahoma City, effective Jan. 1, was announced last Saturday by Edgar T. Bell, secretary-treasurer and general manager of Oklahoma Publishing Co., owner and operator of the station. Capt. Sugg succeeds Gayle V. Grubb, who last month joined KPO San Francisco as manager.

Capt. Sugg was released by the Navy recently after five years of continuous service specializing in electronics and radar. Prior to 1940 he was with NBC in San Francisco, serving six years as control supervisor in charge of technical network operations for the western division.

Capt. Sugg was radio-radar officer of the battleship California, one of the first men-of-war to be radar-equipped and which was sunk during the Pearl Harbor attack. Later he was attached to the staff of Adm. Chester W. Nimitz, commander-in-chief of the Pacific Fleet, and organized and commanded the Pacific Fleet Radar School at Pearl Harbor.

Supervised Training

After several important assignments regarding radar development and establishment of electronic training programs in Naval schools and other universities and colleges, he was assigned to the headquarters staff of the Naval Air Technical Command with responsibility of supervising all naval aviation electronic training.

When the war ended, Capt. Sugg was commander of the Naval Air Technical Center at Corpus Christi, Tex., the only stateside naval school training men for operation and maintenance of airborne electronic equipment.

Mr. Bell, in announcing the appointment, said: "We have chosen Capt. Sugg for this important position not only because of his proved ability as an organizer and executive, but because the increasing complexity of the technical end of station management requires a man of his technical background."

Dr. Arthur Korn

DR. ARTHUR KORN, pioneer in development of photo transmissions by wire and radio, died Dec. 21 in Jersey City Medical Center at the age of 75. At the time of his death he was engaged in research in physics for Times Telephoto Equipment Inc., New York. He became an American citizen early this year. Surviving are his widow, and a son.

WASHTON is BUSTIN out all over!

YES SIR! Washington has a habit of keeping its wartime population growth. What's more... it keeps right on growing!

This time economists and population experts say 1,380,000 by the end of the 5th post-war year... a cool million and a half by the 10th year.* That's a lot of buying power in one of the nation's richest markets.

Through station WRC you can reach this post-war Washington market quickly and inexpensively and talk to the hundreds of thousands of listeners who have made WRC Washington's favorite station. Whether you prefer a planned spot campaign or a program of your own featuring the famous NBC Parade of Stars, WRC can sell for you in Washington. Your first trial will prove it.

* We'll be glad to mail you facts and figures on request.
1945

Still within the second year of The Indianapolis News ownership and management, we look back upon 1945 proudly... but gratefully.

For the progress and growth of WIBC during the past twelve months could not have been possible without the splendid support of advertisers and agencies who have given us their constantly increasing recognition.

1946

At the start of 1946,... ready to move into our new and larger quarters in The Indianapolis News building,... we extend our cordial greetings, and express our gratitude, to all of you.

We can look ahead to 1946 inspired to continued growth by that splendid support given us in 1945.

WIBC

The Indianapolis News Station

JOHN BLAIR & COMPANY  •  NATIONAL REPRESENTATIVES
SEA AND AIR LANES SAFER NOW
Radio Navigational System Is Developed
By American, Produced in London

A RADIO navigational system, said by its developers to be the "most accurate and reliable" in the world, promises to introduce new safety into commercial air and sea lanes, according to a London account last week.

Existence of the new device, called the Decca Navigator, was revealed after lifting of wartime secrecy by Sir Cyril F. Entwistle, chairman of the Decca Record Co., of London, (unconnected with the Decca Record Co., of the U. S.) Originally conceived by an American, William O'Brien, of Chicago, the system was rejected in 1939 by the U. S. Navy and Civil Aeronautics Authority and got an equally cold shoulder from the British Air Ministry. Under sponsorship of Decca, however, laboratory developments of the device continued in England and in Hollywood. By the time of the Normandy invasion, the British Admiralty had accepted it, installed it on units of the fleet which landed the British Army in France.

In its latest form the system operates on low-frequency continuous wave carriers of synchronized radio transmitting stations. The receiver weighs 30 pounds, continuously indicates the position of plane or ship on two meters which give readings that correspond to a grid overprinted on standard maps.

Movement of the ship or plane in which a receiver is operating result in a corresponding movement of the two indicators. The system, according to Sir Cyril, will operate at any altitude, regardless of static interference.

United States Officials Laud 'Ce Soir en France'
CONGRATULATORY messages from the French Minister of Information and to M. Jean Guignebert, director of Radiodiffusion Francaise, French national network, were sent by U. S. State Department officials Dec. 21 on the first anniversary of 'Ce Soir en France', radio program which has been devoted to development of French-American cultural relations.

William Benton, Assistant Secretary of State in charge of public affairs, and Werner Michel, chief of the radio program bureau of the State Department's International Information Service, took occasion to laud international radio's part in building constructive relations between the two countries.

'Ce Soir en France' was begun soon after the liberation of France as a 15-minute roundup of political and editorial trends in France. The show originally was relayed to French people over transmitters of the American broadcasting station in London and over Voice of America transmitters from the U. S. Last November the program was lengthened to 30 minutes.

Winners of Canadian Awards Are Announced
COMPOSERS, Authors and Publishers Asso. of Canada last week announced winners of five $200 awards for serious musical compositions: Jean Coulthard Adams, of Vancouver, for "For Etudes for Piano"; Minetta Borek, Calgary, for "New York Suite"; Alexander Brott, Montreal, for "War and Peace"; F. L. Harrison, Kingston, for "Night Hymns on Lake Nipigon," and Oskar Morawetz, Toronto, for "Sonata Tragic." Special $50 prize was awarded to Jocelyn Binette, of Weeden, Quebec, whose composition "Nocturne" was only four minutes in length and therefore disqualified in the regular competition which was confined to compositions of 15-minute length or longer.

Success Story Booklets
SERIES of broadcasting success stories is being compiled by Hugh M. Higgins, assistant director of the NAB Dept. of Broadcast Advertising, in charge of promotion. The stories, narrating instances in which sponsors and industries have used the medium successfully, will be published by the NAB in booklet form.
"As Regularly As Clockwork"

Charles V found relaxation from his cares as Roman Emperor and King of Spain in his hobby of clock repairing. It was his daily habit to visit his large collection and to regulate and set each clock to the correct time.

Radio advertisers seeking the daily attention of the Baltimore market will find that WCBM "synchronizes" with their needs. The reason for this is easy to understand. Baltimoreans, "as regularly as clockwork," set their dials to 1400 kilocycles. Consequently WCBM has truly become "Baltimore's Listening Habit."

Baltimore's Listening Habit

WCBM

MUTUAL BROADCASTING SYSTEM

John Elmer
President
Free & Peters, Inc.
Exclusive National Representatives
George H. Roeder
General Manager
IN THE PUBLIC SERVICE

Teeth Returned
CASE of the missing false teeth was solved by WPJA Washington, P.a. in response to a plea from Mrs. Earl Amos, who had left them with a dentist to be worked over. The dentist, planning to mail them to Mrs. Amos, absent-mindedly dropped them into a package box in front of a downtown store. On its 12:30 newscast, WPJA broadcast an appeal and that afternoon Mrs. Amos reported to WPJA Manager Bob Kliment that her dentures had been returned in good condition.

* * *

Tricycles Donated
MEMBER of a sorority that wanted to buy a tricycle for the therapy ward of a Fort Wayne school for crippled children mentioned on One Moment Please, WOWO Fort Wayne man-on-the-street program, that none could be found. A few hours later three tricycles had been offered the station and a painter had volunteered to re-paint any that needed re-decorating.

* * *

Santa's Mule
THANKS to WCSC Charleston, S.C., Santa Claus visited five children whose father had told them Saint Nick would be too busy to get around to them this year. The father, a Charleston painter and carpenter, had been out of work for over two months and it looked like a bleak Christmas awaiting his children, who ranged in age from 17 months to 13 years. WCSC learned of the family's situation and went on the street with an interview with the father. As a result, he got a job and listeners sent toys, clothing and cash to the station for his children.

* * *

Housing Problem
IN DENVER, where even realtors can't find a place to live, KLZ is tackling the problem with good results. For 15 minutes every Tuesday evening, Mack Switzer, KLZ special events announcer, puts veterans on the air, stating their housing problems. Special attention is given servicemen who have had to sleep in hotel lobbies and in Denver's Union Station. Program is getting results.

* * *

'Bungalow for Joe'
WHK Cleveland, in cooperation with the Veterans Information Center is broadcasting Bungalow for Joe designed to present the plight of returning servicemen with no place to live. Bernard S. Goldfarb, assistant director of the Information Center, presents the latest information on the housing situation and will interview vets. Prominent civic heads will be guests.

School on KFRU
A FLU epidemic in Columbia, Mo., may result in a regular public school hour on KFRU Columbia. School authorities expressed a desire for such a series following KFRU's service when the schools were closed for four and a half days. Within an hour after schools closed, the station offered its facilities and thereafter two programs were presented daily, one 15-minute and one half-hour spot. All school programs were given double-A priority in spot promotion and newscasts, and student listening was high.

* * *

Health Meeting
WHEN public health crisis developed at Charleston, W. Va., with the resignation of the county health officer early this month, WCHS Charleston asked the retiring officer, Dr. E. W. Langs, to speak on a special broadcast. WCHS then arranged a mass meeting in the station auditorium, where Dr. Langs, who had been sent to Charleston by the U. S. Public Health Service in 1944 to make a survey and recommend changes in the local public health program, and the Mayor of Charleston and other officials told their stories. More than 2,000 persons attended. Representatives of the local medical society and various social agencies and civic groups were present and endorsed proposals to consolidate the city and county health departments. WCHS Manager Howard L. Chernoff, who initiated the mass meeting, said it was so successful the station may make the forum a regular part of its activities.

NEW WMOX HOME
Station Goes on Air Feb. 1 From Modern Building

NEW STATION in Meridian, Miss., WMOX, will be housed in a $50,000 building just purchased by the Imes Radio Interests, owners and operators of the Mid-South Network. Three-story building will have both studios and offices of the station, with studios having modern acoustical facilities sound created by Stokes Engineering experts. A new Wincharger 245 foot vertical antenna will be erected south of Meridian.

There are provisions for FM studios and for television productions. The WMOX building, according to General Manager Bob McRaney of the Mid-South Network, will represent an expenditure of nearly a million dollars. The station will go on the air around Feb. 1. It will be a Mutual affiliate. Edgar Fisch is chief engineer and Gene Tidbett, formerly station manager of WELO Tupelo, Miss., is transferring to WMOX as manager.
WMT and Kate Smith go over in a BIG way... for here in Eastern Iowa, WMT is the only station that brings to 1,200,000 people those top-notch CBS programs. No wonder WMT is the most popular station in Eastern Iowa with the largest population coverage* of any station in the state. Take a look at your schedule, and be sure that WMT has a prominent spot to insure your complete coverage of this important "high test" sales territory.

* 7.5 mv. contour

Contact your KATZ AGENCY man at once for complete present-day market data and current availabilities.
Radio Gets Results for Local Advertisers, Transfermen Told

POWERS of radio advertising for the average local advertiser in the sale of goods are being praised by Henry M. Burgess, vice president of Lyon Van & Storage Co., Los Angeles, in an address at the Southwest Warehousemen's Assoc. convention in San Antonio.

In a frank discussion of advertising media, Mr. Burgess pointed out that even in those times when his firm is overstocked, the advertising space and local radio stations, moving physical goods, prudent policy is to advertise consistently. He revealed that approximately 4% of Lyon Van's gross sales are regularly invested in advertising. After years of trial-and-error testing, now gives approximately 80% of advertising budget to radio, 10% to newspapers, with 5% each to consumer magazines and trade publications. Electric signs, highway signs, special painting on warehousemen are handled through a special budget.

"I am a confirmed believer in the power of broadcast advertising," he emphasized. "Lyon has used radio for a number of years. We have learned that it moves our goods. Our sales history is showing up—on a minute spot—our sales in an audience built up by the preceding program and the audience waiting to hear the program that follows your announcement."

"There is the radio program that is new today and is waiting to hear the program that follows your announcement."

"We use a consistent schedule of break panels on nine stations scattered from San Diego to Seattle. We don't feel that our radio is too much too much or too little. As long as these are new stations, there are a very good investment."

"Perhaps you ask how did this man Burgess get so sold on radio profit?" Well, I'll tell you. Several years ago we worked out a little merchandising idea to check the pulling power of our radio advertising. We told listeners that if they would tell us the name of a person who was going to move, store or ship, we would give the person a special offer. We gave the person a special offer. The person who gave us the tip on this prospect would receive an entire six-piece custard cup set of Pyrex. Everyone, you would be surprised how many people were pulled for us. We have actually had well-to-do women send their chauffeur cars down to the Los Angeles office to pick up their recipients. The cost was very small for obtaining the lead and the order. The lead cost us 2¢ and the second 9¢. You can work out a profit in any case.

"For additional information, write Frank O. Myers, Manager, KCMA, Texarkana, U.S.A.

**Worldwide Coverage**

PLANS for covering leading sporting events not only in this country but wherever they occur throughout the world were announced for 1946 by Bill Stern, NBC sports director. Robert Friedheim, manager of NBC's Radio Recording Div., revealed his firm's rapid expansion in completing expansion and improvement of plant facilities to produce better quality and faster service. A number of new programs for 1946 radio separation, he said, pointing out the increased demand for "bright new types of programs" since V-J Day.

Eckhart Fire

CHARLES ECKHART Co., Los Angeles, phonautograph record processing plant, will continue operations in a temporary setup until new quarters are established, following a fire which damaged an estimated $50,000 damage.

**Lewis Luck**

LUCY of George Lewis, ABC Hollywood newsroom chief, was a regular to exclusive rights to broadcast "Santa Anita" (Cal.) Derby and Handicap, $100,000 turf classic to be run Feb. 9, and Maryland's $100,000. Sponsored by track officials, representatives of four major networks were told to work out their own plans for the races, either exclusive for one network or any combination. The races will be handled by a general network for all on each feature. Conclave voted to draw lots on an exclusive basis. Mr. Lewis won for ABC.
Gunnison Homes, Inc. plans...

Gunnison Homes, a subsidiary of the United States Steel Corporation, manufactured during the war prefabricated homes for the atomic bomb project at Oak Ridge, Tenn., and hospitals and barracks for overseas shipment. Gunnison Homes now looks forward to early resumption of mass-production of homes on an even greater scale than its prewar experience.

Millions of Americans enter the peacetime era with plans to own homes of their own, or a desire for home ownership which may well be realized in the near future. The prefabricated home industry has now assumed an important position in the housing field, and may be expected to supply a substantial part of this demand. Gunnison Homes, as a pioneer and leader of this industry, is optimistic over the role it will play in this postwar production job.

As evidence of its confidence in the future, Gunnison Homes has announced plans to build immediately in the Louisville area, at a cost of $1,000,000, one of the largest and first completely mechanized plants in America for the mass production of homes. We are looking forward with pleasure to our relationship as a member of Louisville's postwar industrial family, and an opportunity to serve the housing requirements of its citizens as well as adding greatly to employment opportunities.

Foster Gunnison, President

Consider H. Willett, Inc. plans...

We believe that the woodworking business is coming into its own. The outlook is better by far than it has ever been in its entire history. Because of this we immediately placed at the close of the war contracts to increase our machine capacity 35% and to completely conveyorize our two factories. This will give us one of the few straight-line furniture production plants in the United States.

We manufacture cherry and hard maple furniture. At the start of the war we were forced to curtail production and only employed 250 people during this period. We have no reconversion problems and are getting into full production as rapidly as possible. When we have completed our expansion program we will employ from 600 to 700 people.

We have complete confidence in Louisville! With its ideal labor situation, materials and shipping facilities, it is entitled to a splendid industrial future.

Henry W. Wales, President

No. 12 in a series of messages about plans for Louisville

We should like to send you a copy of our 40-page book "28 Business Leaders Plan for Louisville."
By January 15 we will be in our new location in downtown Cincinnati. New studios with Polycylindrical walls...new offices and a new opportunity for service to Greater Cincinnati.

Yes, it's the new WSAI! Watch us! Join us!
In Cincinnati, it's our move!
nati

MOVE!

A Marshall Field Station
Music—Hit or Run?

THE NEW YEAR is as good a time as any to reappraise the music situation. If precedent holds, you can count Jan. 1 on your new cal-endar as the beginning of another 365 days of uncertainty, mingling, shadow-boxing and intrigue, with the star performer the omnipresent James Caesar Petrillo.

Since Oct. 1, when Justice Justin Miller took over the NAB presidency, there has been considerable redetachment and economy-shifting. Mr. Miller, having been reared in jurisprudence, wanted to get all of the evidence in. He appointed a strong committee to work with him. He wanted to sit across the table from Petrillo before embarking upon his course.

The redblooded Jimmy—never one to over-look a chance—hadn't had time to see Mr. Miller, it appears. He had to spend the holidays in Chicago and clear away other business.

But Jimmy found time enough to: (1) bar deals AM-FM broadcasts unless there's a 100% standby; (2) forbid broadcasts of musical programs from abroad (except Canada); (3) serve notice on the networks that they must "do something" about affilia-tees which don't employ staff orchestras (implying secondary boycott penalties); (4) order expulsion proceedings against a Philo (Mich.) Music Camp, because the educator had the temerity to challenge his authority.

Previously, of course, Jimmy had hobbled television by barring all musical video programs until he makes up his mind. The FM ban means the new broadcast medium will be revealed until His Musical Majesty lifts an eyebrow or otherwise condescends to permit that which the Federal Government already has decreed.

Here is a man who has defied the President of the United States, the Congress, the mili-tary, the FCC, and, of course, the people. He has gotten away with it because, as the law stands, no law can touch him.

These newest edicts—summoning of the net-work presidents to do something about affilia-tees, the FM and television bans and the over- seas pickup termination—all occurred after the NAB's president assumed office. Could it be that Jimmy wants his maximum demands on the table before he sits down with President Miller? Does he want the networks, who are more valuable, to be broken down so the bar-gaining will be reduced to virtual acquiescence in advance?

The pattern is clear. Jimmy wants a four-way squeeze on radio before he negotiates. He thinks he has it.

There are just two ways, as we see it, to meet these latest threats. One is by legis-la- tion, but that takes time and forbearance. The other is the time-honored method of fighting it out.

The NAB Board meets this week in Los Angeles. The networks will be there. The net-works have most to lose first. It takes courage. But there will never be a more propitious time. The demands will become more, not less, over-
November 23, 1945

Art Kirkham
Vice-President, KOIN
Portland 4, Oregon

Dear Art,

Today for the first time in almost two years the audience at one of our weekly luncheon meetings spontaneously stood to applaud a speaker who was not either a National Officer, member of Congress, or state governor. It was the most unusual tribute to a speaker we have ever witnessed.

So, no wonder President Ireland wishes us to convey to you the Board's appreciation of the talk you gave at today's meeting. We have heard all kinds of people try to sell Oregon to the Oregonians, but not one of them has come within miles of you.

When Oregon does realize the full benefits of "Tourists Unlimited", it will be largely due to the efforts of Art Kirkham.

Gratefully yours,

Larry W. Bone
Executive Secretary
Respects
(Continued from page 38)
of the remaining WRAW stock were completed.

During these years, Clair has been occupied in industry affairs in addition to his multiple duties of station management. His early insight into the necessity for a united effort by all broadcasting stations enabled him to become and remain a strong advocate for close cooperation within the industry.

An active member of NAB, Clair is currently a director-at-large and previously served on the board of directors from the Third District. He is a member of the legislative committee and in the past served on the music copyright, labor and other committees.

Clair is presently a member of the NBC Stations Planning and Advisory Committee and was first president of the Pennsylvania Broadcasting Assn. with its long record of guarding against adverse radio legislation in the Keystone State. He made the trip to Europe with the U. S. Broadcast Mission last fall.

He firmly believes there is no substitute for loyalty and proceeds on the theory that loyalty is returned in direct proportion to that in which it is given. One of his cardinal principles has always been an enthusiasm for local autonomy by each Mason Dixon station. Prac-
tically all management and other station personnel is the product of development within the organization.

In spite of a working schedule that calls for a long day at the office when in Lancaster, Clair is active in civic and charitable enter-
tprises as an officer and board member of the Welfare Federation, St. Joseph's Hospital, Public Library, Community Concert Assn. and others. He has been associated with numerous financial campaigns and is currently chairman of the Annual United Drive of the Welfare Federation, War Chest and Pension War Fund.

Clair is a Rotarian, 33rd Degree Mason, Shriner and member of various fraternal, athletic and so-
cial organizations. His wife is the former Velma A. Dilworth and the couple have one daughter, Con-
tance, 19. He is an avid sports fan and hunts, fishes, golfs and gardens.

Mutual's Best 17

MUTUAL has sent to radio editors a list of what network believes to be its top sustaining shows for con-
ideration by editors for listing in poll of best radio programs for past year. The list includes 17 programs of all types have been listed.

Experts Confused
ROUNDUP on its analysts' predictions of international and domestic trends for 1948 was released last week by NBC. Like the public, the 17 experts are confused. But one thing was clear: NBC commentators suffer no censorship on their prognostications; they disagree among themselves on the future of Europe, Asia, U.N.O., the atomic bomb and the U. S. economy.

Rosenbaum Returning
To Philadelphia Practice
COL. SAMUEL R. ROSENBAUM, former president of WFIL Philadelphia, who has just been relieved of active duty in the Army following a two-year overseas tour, announced last week his return to the practice of law in Philadelphia. He will specialize in public relations and labor relations, offices will be at 1303 Land Title Bldg., Broad & Callowhill Streets, shortly after the first of the year.

Col. R. is a member, who was Mr. Rosenbaum the commanding officer of Radio Luxembourg during the time of its allied operation, entered the Army in 1943 and at that time resigned back as president of WFIL and as vice president and counsel of Bankers Security Corp., Philadelphia, with which he has been associated since 1926. In 1918-19 he was Assistant U. S. Attorney in Philadelphia and from 1920 until 1924 served as Assistant Solicitor of Philadelphia.

Rosenbaum, who was de-
ated by the U. S., French, Belgian and Luxembourg Governments, will retain the reserve officer's commission upon termination of his Army service in January.

Haynes Sells
PAUL HAYNES, Montreal, has sold his interest in the Canadian research firm of Elliott-Haynes Ltd., Toronto and Montreal, Walter Eilish, announced his retirement.

There will be no change in company name or policies, but a new national rating report on radio programs to supplement the present day and evening regional reports will be started early in the new year. In addition, the company also will issue a revised and improved edition of the twice-

weekly "Radio Today," which lists for all subscribing stations every program and sponsor. Company will expand staffs at both offices.

Myles Leckie, Toronto, statistician, was elected vice president at the annual meeting at Montreal, and Ernest Comte, Montreal, was elected secretary-treasurer.

Kesten Sees Public Wish as Mandate
Broadcasters Must Offer New Ideas, Says CBS Official

By PAUL W. KESTEN
Executive Vice President, CBS

TODAY'S unprecedented public demand for new radios—estimated at many millions of sets—is a mandate to broadcasters as well as to manufactur-
ers. The consumer can fulfill his obligation with metal, wood and plastic. The broadcaster must fulfill his wish with something more plastic even than plastic—

with the high art of the spoken word, the creative idea, the flow of music and drama.

The public's increased demand for radio expresses, at least indirectly, its appeal of the job radio did during the war. If we are to keep this approval, however, we must continue to deserve it. The radio audience has changed since 1940; its character has changed in composition. It is a better informed audience, more aware of and more interested in world affairs. It was five years ago. It includes, or some 25,000,000 of young people who learned in distant parts of the world a new appreciation of American radio. Recognition of this new kind of audience must, in my opinion, enter into any intelligent planning of broadcasting's future programs and policies.

It is a healthy fact that the public knows of the war-born technical advances that are now available to radio. We at CBS have been convinced that FM, because of its superior quality, must eventually replace AM broadcasting. Public insistence on the improved system should hasten the removal of any obstacles yet remaining in the path of its development. In the same way, increasing public knowledge of the existence of vastly improved television should discourage any tendency within the industry to delay its introduction. If needed, television in full color has already emerged from the laboratory. Public demand can move it swiftly from commercial drafting boards, through busy production lines, and into the home.

Lehn & Fink Drops
LEHN & FINK INDUSTRIES CORP., New York (Hinde Boley & Almond Cream), dropped account with Brinckman Francis, Fri. 6 p.m. over ABC, after 10 years. Integration came in connection with recent switch of account from William G. Borio, to McCann-Erickson, both of New York.

"Fire Chief" Is Guest
KD WUTI's "Fire Chief" program hosts "Fire Chief" character as guest on four consecutive programs of "Fire Chief Theatre," effective Jan. 6, 8:30 p.m. on CBS. Guest will remain same. Show is sponsored by Texas Co., New York (Texas), through Buchanan & Co., New York.
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 of 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.
John S. Hayes Is Named Manager WQXR-WQXQ

JOHN S. HAYES, just released from the Army as lieutenant colonel, has been named station manager of WQXR, New York, and its FM affiliate, WQXQ, New York [Closed Circuit, Dec. 24]. Col. Hayes, who began his radio career at WIP Philadelphia, is an assistant program director of WOR, New York. He will assume his new duties Feb. 1.

Jones KCMJ Manager

CLINTON JONES, for eight years CBS vice-president and division director of network broadcasts, has resigned to become general manager of KCMJ, Pueblo, Col. Jones succeeded G. S. Cobb, who is now chairman of the board and president of the company. Jones is a native of Indiana and has been with CBS since 1930. He was a sales representative in Chicago, Oakland, and Los Angeles.

Mr. Discing Attorney

Mr. Discing Attorney gets his man . . .

Mr. Jones

Mr. Jones, WHBC staff member and prominent Canton attorney, was named a war correspondent's uniform . . . flew to the Pacific and brought back the recorded voices of "home-town" members in the armed forces. Local interest keeps Canton listeners tuned to WHBC . . . and your sales story gets friendly attention.

CANTON OHIO

BROADCASTING + Telecastini
1946 is certain to be another year of history-making events... War Criminal Trials... United Nations Meetings... Atomic Power... and the many unsolved problems, domestic and foreign, left by the war. But, good or bad—national, international or local—Don Goddard will continue to bring to his loyal WEAF audiences complete and unbiased news reports.

**Don Goddard's popularity**

**no news to sponsors**

Since 1939, Don Goddard has been presenting his friendly, sincere and always authoritative newscasts to an ever-increasing and ever-loyal audience. This intense listener loyalty has translated itself into sales for satisfied sponsors.

**"WEAF Market" and "New York"**

**synonymous**

There's little need to tell you about the world's richest market. All the adjectives and all the market data we could dig up would hardly do justice to the vastness, the richness and the potentiality of the New York Market. And from the first day, WEAF (the oldest commercial station in America) has been so closely identified with the area it serves that listeners have long recognized it as the "Voice of New York."

**Is he available?**

As we go to press, Don Goddard, WEAF's senior newscaster, is scheduled to become available for sponsorship at 12 noon, Mon.-Wed.-Fri., effective December 31. However, by the time you read this, some alert advertiser may have snapped him up.

* * *

Why not call us and find out?
AGENCIES

C. VICTOR LOWE and YVONNE PIDGEON of the Minneapolis office of McCann-Erickson, have been elected to the presidency. KARL E. KAHN, former merchandising director, has been assigned an account group headed by Fred Wilson. His former duties are assumed by PAUL LAI DI. In Navy since early 1945, he has released as lieutenant. DEB -ERT J. COOK, account executive in Minneapolis, transfers to Chicago office of agency.

MILT SNYDER, West Coast publicity head of Young & Rubicam, arrives in New York Jan. 1 at agency's head office for conferences with UXTER GOTTESMAN, agency publicity chief.

BERNARD J. GROSS, former department manager of Meyer Both Co., Chicago, newspaper service, joins Leo Burnett Co., Chicago, as copy writer effective Jan. 2.

DAVID JACKSON, former Toronto office manager of Financial Advertising Co. of Canada, Montreal, has joined L. J. Hagerby & Assoc., Toronto, as vice president.

CULP & BOOKER is new firm name of Earl R. Culp Co., Los Angeles agency, effective Jan. 1. HOWARD BOOKER, for over a half account executive, becomes partner. Offices are located at 437 S. Hill St. Telephone Is Mutual 3359. JAMES S. WILSON, with release from company president, is production director.

J. STEPHENSON JR., and JOHN A. PRIVETT JR., with Navy discharge, have assumed posts as account executives of J. Walter Thompson Co., Los Angeles.

C. THOMAS ROMEL, 18-year-old student for three months, and MAJ. MALLORY, formerly of Kahn's Dept. Store, Oakland, Cal., have joined agency as copy writers. CATHRENE MEYERS has been added to art department.

PAUL BRYANT, formerly of KLZ-Den., has joined Los Angeles staff of Raymond Beane Adv. Co., a division of copywriters. ALFRED ALBERTS is new art director.

LESTER HANNAH, formerly of J. Walter Thompson Co., San Francisco, has established his own advertising agency in that city in the Monti-Brook Bldg. Accounts include Mohawk Petroleum Products department of Standard Oil of California, San Francisco (Castle fate); Eastside Wineries Co., Loqol. Cal.

BILL LARKIN, released from Navy as lieu tenant-commander and formerly of Chicago, has joined Frank Guinness Co., Los Angeles agency, as head of research and survey department. BILL MARVEY, former advertising and public relations director of Title Insurance & Trust Co., Los Angeles recently released from Navy, becomes account executive of same agency.

P. HAY, freelance radio writer and producer, has been appointed radio director of Joseph R. Gieger Co., Portland, Ore., agency. Foster formerly was public relations and special events director for KGW and KEK Portland. Prior to that he had been program director of KORE Eugene, Ore., and with KELM KJL Kelso, Bellingham, Wash.

SAFFORD & KOEHL, Inc., New York and Cleveland, changes its corporate name to Koehl, Lindley & Lindern Inc. Jan. 1. CHARLES K. SAFFORD resigns as director. ALFRED E. KOEHL remains as president and director. A. L. LANDIS succeeds Mr. Safford in charge of Cleveland office, moves to New York as secretary and director. JOHN R. LINDAN, ac-
count executive, becomes vice president and director.


COL. JOHN D. WITTEN, discharged from Army after 30 years' service and formerly associated with Institute for Business Administration and now manager of research dept., Young & Rubicam, New York, writing to DR. GEORGE H. GALLUP, vice president and director of research.

George Taggart account executive of Garfield & Guild, San Francisco, has been named a member of Hugo S. Schmoll, Inc., in that city, as fashion director.

TOBY LEE, formerly head of continuity department of Ronne • Whitney • Kowal • Avney Advertising Service, San Fran.ales, joins Young & Rubicam. Formerly connected with Young & Rubicam, San Francisco, he was a pilot with the 8th Air Force and has been recently promoted to captain in the 8th Air Force. He will join the Young & Rubicam staff at its San Francisco office.

HENRY FREMONT HULL, formerly with Young & Rubicam and more recently a captain in the 8th Air Force, joins the Young & Rubicam staff at its San Francisco office. Other new additions to the Young & Rubicam staff include HUGH S. SCHMOLL, from Navy, to copy department, and L.C. PETER LAUCK Jr. from Navy, to art department.

CHARLES M. GARVEN, after three and a half years with the Toole Co. and before that with eschur Messner, has joined Ray-Rench & Waterston, New York, as account executive.

JESSICA WEST, formerly with William K. F. & Co., McCann-Erickson, and Elizabeth Arden, has been appointed consumer sales manager of personal care line, by Federal Advertising Agency, New York.

UNITED AGENCY, Portland, Ore., plans to open a public relations office in Washington, D.C., within next month.

Advising Committee

FOUR MEN widely known in radio and are among members appointed to a new committee of the U. S. Chamber of Commerce Distribution Dist. Dept. in its expansion of service to the advertising industry. They are: H. R. Gamble, president, American Ass'n of Advertising Agencies, New York; J. Harold Ryan, vice president, Ford Motor Co., licensee of WSPD Toledo; Frank Stanton, vice president and general manager, CBS; Niles Trammell, president, NBC. Lt. O. John Davis, USNR, is advertising specialist in charge of the expanded program. Others named to the committee were Frank Brucker, president, Periodical Publishers Assn., New York; Vernon Brooks, publisher, New York World-Telegram; G. R. Cain, Chicago; G. D. Crain Jr., publisher, Advertising Age, Chicago; G. E. Fraser, president, National Translating, Chicago; Edwin S. Friendly, general manager, The Sun, New York; Myles Standish, Standish-Barney Co., Providence, R. I.; Charles M. Isaac, publisher, Capper Publications Inc., Topeka; Frederick L. Wertz, president, Window Advertising Inc., New York. Chairman of the subcommittee is Leonard W. Trester, vice president, General Outdoor Advertising Co. The group will meet Jan. 29 at the Waldorf-Astoria, New York. Charles M. Isaac is manager of the Chamber of Commerce Dist. Dept., which serves retail, wholesale, and service industries.

WWDC Service

ON AIR for three and a half months, the Washington, D.C., "We're doing our part for our men overseas" program of WWDC Washington has given information on more than 50,000 jobs as to many veterans.

BROADCASTING • Telecasting

Chicago Agency Becomes Reinecke, Meyer & Finn

EFFECTIVE Jan. 1 the firm of Reinecke, Ellis, Youngreen, and Finn, Chicago advertising agency, will be known as Reinecke, Meyer, Finn Inc. Established in 1907 and located at 200 North Michigan Ave., the firm is headed by Joseph H. Finn, chairman of the board; Wallace Meyer, president; Charles A. Reinecke, secretary and treasurer.

Amos B. Reinecke, firm founder, died nearly two years ago. Mr. Frank Ellis has not been actively associated with the firm for 15 years, and C.C. Youngreen, vice president, died two years ago.

Nelson A. Shaw

NELSON A. SHAW, radio director of the Arthur Meyerhoff Co. Agency, Chicago, for the past 10 years, died Dec. 22 of a heart attack at his home in Evanston. Mr. Shaw supervised and conducted such shows as Freedom of Opportunity, First Line and Service to the Front during the war and his latest program was Island Ventures of CBS for B. K. Wrigley Co. He was a member of ASCAP and composer of many popular songs. Surviving are his wife, Iris Cawan-Stone Shaw; a son, Nelson E. Shaw, USNR; his parents, three brothers and one sister. Before becoming associated with Meyerhoff, Mr. Shaw was with NBC for five years in charge of personal appearances. He was born April 19, 1898 in Chicago. Funeral was held last Monday.

5-W Plan

J. M. MATHEIS Inc., New York, has distributed year-end bonuses to its staff for a year of "wonderful" service and for a year of "wonderful" performance. Employees who have been with the organization for a year or longer, or for a year of "wonderful" service or for a year of "wonderful" performance, were eligible for the bonus. Employees under profit sharing trust plan. Pension trust plan provides minimum of $40 per month for a seven-year-old who has been employed by company at least four years.

KMYR Pickup

KMYR Denver, Col., independent outlet, is sending pickup unit to El Paso, Tex., for play-by-play coverage of Sun Bowl New Year's Day game.
EXONENTS OF
Aggressive Activity
...the men who have formed
LEWIS H. AVERY INC.

LEWIS H. "Lew" AVERY
New York

B. P. "Tim" TIMOTHY
Chicago

DAVID H. "Sandy" SANDEBERG
San Francisco

ARTHUR H. "Art" McCOY
New York

LEWIS H. AVERY INC.
Radio Station Representatives

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

574 A Market Street
San Francisco, Calif.
DOuglas 5873

333 No. Michigan Ave.
Chicago 1, Ill.
ANDover 4710

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You are in good company when you ADVERTISE on......
Radio Phones in Moving Vehicles in Philadelphia

BELL TELEPHONE Co., Philadelphia, has announced plans for a series of experiments directed toward the eventual hook-up of telephones in moving vehicles with the regular telephone system.

The center of the new system will be a radio station atop the phone company's midtown building. When the station is completed, a limited number of radio telephones may be installed in automobiles, trucks, and other vehicles.

Bell officials say each mobile radio-telephone will have a number similar to usual telephone numbers. In calling a telephone-equipped car from a regular telephone, the caller would be connected with a special operator who would send out a radio signal which would be heard or seen in the specially equipped car.

Experiments will begin after the first of the year and the first radio-telephone system will go into operation sometime in the fall of 1946 if tests are successful.

RICHARD WILLIAMS, who made 211 appearances on "Quo's Kids," retired from program Dec. 23, five days before his sixteenth birthday, official report of Philadelphia radio's first primary appearance on program Dec. 10, 1941, he has failed to be among top three scorers only four times and has set record for Quo's Kid contestants with 61 consecutive appearances.

Two vaudeville appearances are scheduled for "Ladies Be Seated," sponsored by Quaker Oats Co. Chicago, five afternoons weekly 3:30-4:00 A.M. Broadcasts will be made during appearances Dec. 9 at Plymouth Theater, Masa. Jan. 3 through Jan. 9 at Adams Theater, Newark, N. J.

Service Front

Legion of Merit Award

LT. COL. JAMES L. WILLIAMS, deputy director of Public Relations, Office of Military Government for Germany (U.S.), and former account executive with M. H. Hackett Inc., New York advertising firm, has been awarded the Legion of Merit for his outstanding services as Adjutant General, Headquarters, U. S. Control Council for Germany.

Mag. Thompson in Japan

MAJ. HERBERT W. THOMPSON, former production manager of KFAX San Bernardino, Calif., is now writing and directing a half-hour weekly program over AFRS station, WWVR Yokohama.

Col. Kerr in VA

COL. FRANCIS R. KERR, former chief of the Army's Exchange Service and deputy director of Army Service Forces Special Services Division, has been named head of Veterans Administration Special Services Division, in charge of veterans' recreation and entertainment, athletic, library and chaplain services.

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Promotion Personnel

OSCAR KATZ, CBS associate director of promotion, will take a course in integrated audience research at City College of New York starting in February. Katz will present various techniques used to improve radio audience behavior and reactions. Special emphasis will be given to the use of these techniques to study radio both as an advertising medium and as a means of social communication.

BILL KELLEY has returned to publicity staff of WCAE Pittsburgh after service with AAF.

MITZI KORNETZ, publicity director of WTAG Worcester, Mass., has resigned to direct radio activities of Greater Boston Community Fund. Successor of WTAG is PHILIP W. JANSEN, promotion manager. Jansen joined station in 1940.

JACK ZINSELMEYER, former director of physical display of WLW Cincinnati, has been promoted to manager of Specialty Sales, a WLW subsidiary specializing in distribution to manufacturers. He replaces LOY SARGENT, resigned.

BILLY HOLLON has joined the CBC press and promotion publicity department at Toronto.

Gillette Ads

Many of the advertisements now being used by Gillette Safety Razor Co., Boston, in newspapers and magazines draw attention to Gillette "Cavalcade of Sports" on AGC and other sports programs sponsored by firm. One nationwide newspaper series is designed to help build audience for Gillette Friday night broadcasts of Madison Square Garden fights. Extensive publication schedule has been resumed after several years.

WGST Photos

WGST Atlanta, Ga., has printed a booklet showing photographs of activities during party given by station for 40,000 listeners last September at Lakewood Amusement Park.

WBZ Exhibit

EXHIBIT OF Japanese civil and military souvenirs collected by Colton G. Morison, your correspondent, will be on display at the Boston Naval base. Colton, formerly Army lieutenant commander, served on Adm. Chester W. Nimitz's staff during occupation of Japan. He assisted in setting up broadcast schedule of surrender ceremonies aboard USM Missouri. Display will be moved to WREJ Springfield following display at local store.

WEII Tradition

STORY of Christmas week "Commun- ity Carolers" related to ZAG Boston in new promotion folder. Station talent each day that week lead group singing at Boston North Station, a holiday breakfast to be starred by WNEI and the Boston and Main Railroad seven Christmases ago.

KTUC Music

DURING Christmas week KTUC Tuc- son, Ariz., presented daily three and a half hour programs of holiday music for shoppers via street public address units installed on various buildings throughout business district.

WMT Appeals

IN COOPERATION with American Legion, WMT Cedar Rapids, has con- ducted "Holiday Calls for Veterans" campaign so that veterans could go home by telephone. More than $5,500 was given to hospitals to be used for calls.

KSL BEGINS DEPT. OF PUBLIC SERVICE

IN AN EFFORT to raise the standards of production and programming of public service broadcasts, KSL Salt Lake City, has started a new department, titled Department of Public Service. Station has also eliminated the classification "sustaining time" in favor of "public service time."

Headed by Ralph W. Hardy, KSL program director, the new department is charged with supervision of all non-commercial time. The plan sets up, under Program Manager Lynn A. McKinlay, a supervisor of commercial broadcasts and a supervisor of public service broadcasts. Producers and talent form a common pool equally at the service of the two production supervisors.

All requests for studios, announcers, talent, etc., are channeled through the operations manager, Richard Ashad.

Unique feature is that when time has been cleared for a public service program, that time is withdrawn from the schedule of commercial availabilities. Commercial programs no longer take precedence.

The public service director is also to go out and show civic, religious and educational groups how the station can help in putting over their projects.

"By properly handling each need for community service through study of the best radio techniques in public service," said Mr. Hardy, "the assignment of professional production assistance, and the all-too-often neglected follow-through, we are holding our audience factor high and obtaining real results from our "non-commercial" spon-

ABC Forecast

ABC will present an hour program of New Year's predictions in combination dramatic-variety show featuring leading artists in all walks of life on Jan. 19-25. Program, titled "Forecast 46", will be conducted by Drew Pearson who will introduce authorities in business, sports, movies and television, atomic energy, labor and management, veterans' problems, theatre, foreign affairs, business economy, public health and UNO.
Higgins Invited
ANDREW J. HIGGINS, head of Higgins Industries, has announced plans to send engineers to Omaha to "look over the situation," in response to a telegram sent by John J. O'Neill, president of WOWA Omaha, and other business leaders asking him to consider re-locating Higgins Industries in Omaha. When Mr. Higgins announced liquidation of his huge New Orleans boat-building business, WOW news editors recalled he had always had "a sentimental interest" in Nebraska, where he was born, and Omaha, where he spent much of his boyhood. The telegraphed invitation resulted and the Chamber of Commerce followed through with technical material when Mr. Higgins replied he was "seriously interested" in the idea.

Waters Appointed
RUSS WATERS, Jr., an infantryman in the Canadian Army, has been appointed commercial manager of CFGR Orillia, Ont. He was formerly credit manager for eastern Ontario of McColl-Fronterus Oil Co.

Atkinson Returns
RAY ATKINSON, for three years in RCAF, has returned to Vancouver as program engineer.

Smith Is Father
LOWELL SMITH, production chief of Smith, Bull & McCreary, San Francisco, is father of a girl, Nancy, born to Smith's former Nancy Deshon of KFWB Hollywood.

Joins F & C
JOYCE CONTINI, formerly of Glasser-Galey & Co., Los Angeles, has joined Footie, Cone & Belding, Los Angeles, as account executive.

Mungan to CFGR
DICK MUNGHAN, recently discharged from RCAF as wireless air gunner, hasolled to Glasser-Galey & Co., Los Angeles, in similar capacity.

Beth Freeman Transfers
BEET FREEMAN, former space buyer and media director of West-Marcus, Los Angeles, has joined Jere Bayard & Co., Los Angeles, in similar capacity.

Boyle Released
JIMMY BOYLE, former Army Forces Network newsroom, has returned to civilian life after two years of overseas duty.

The People
who make the news tell their own story on KFBO San Francisco which now records important civic proceedings and meetings for delayed broadcast as a public service. Both sides of issues are heard as discussed. Typical of the type of news program is school board meeting on exposure of city employees to venereal diseases; foreign aid and foreign policy; and also meeting where propsoal increase of street car fares.

ABC Sustainers
FIVE new sustainer-recognition programs start on ABC on Jan. 21, featuring two crime shows and musical variety and comedy programs. Programs are "Fat Man," half-hour detective story, 8:30 p.m.; "I Did It In Crime," featuring Screen Actor's William Gargan, 9-9:30 p.m.; "Forever Yours," musical program with Paul Whiteman's orchestra, 9-9:30 p.m.; "Jimmy Gleason's Diner" comedy show with Jimmy and Ludelle Gleason, 10-10:30 p.m., and another half-hour comedy program to be announced later.

Participation Awards
WEW St. Louis "Let's Go To Town" program, heard on that station for nine consecutive years and broadcast for 12¾ years, has awarded more than $1,198,000 in gift and credit certificates according to F. D. Anderson, owner of participation show. In Monday through Friday morning show, program gives contest prizes ranging from food, house, dressess and jewelry, tickets to theatres, and also gifts and premiums. Program, shot at F. D. Anderson store, is with hotel hostess at Wellesley-Astoria. Durwood Kirby is m.c.

Emphysema Interviews
FORMAT of Minneapolis Star Journal and Tribune afternoon hour on WCCO Minneapolis have been revised to include interviews with nurses and women returned from armed forces to "funny stuff for girls," junior high school discussions, continue.

Man About Town
DESCRIPTION of persons and things seen each in New York is given by Bill Leonard as "man about town" on "This is New York." Program resumed by WABC New York in Monday through Friday 2:15-2:45 p.m. slot.

Customs Featured
POKLORE, tradition, habits and customs of America, are featured on the "This is New York" program. Program has been featured on New York City radio station WABC New York since 1944. Programs are presented by New York U. Radio Playhouse.

Name the Show
GIFT CERTIFICATE for new Motorola radio to be offered for best name of "Show Without a Name." Saturday afternoon half hour feature, heard locally on Cedar Rapids, Ia. Record music show is for college group.

In Housing
HOUSING shortage problems and solutions are discussed on "A Place to Live." Sunday afternoon series started on WAAB Worcester, Mass., in cooperation with Worcester Housing Authority.

Equine Winners
HOUR-LONG broadcast featuring winners of Equine Magazine's annual poll will be aired Jan. 16 on ABC. Bill Elliott and his band will receive gold award. Woody Herman's silver award. Oscar Wellington m.e. King Cole Trio, etc., will be honored.

Anniversary Show
SEVENTY-SEVENTH anniversary of B. F. Goodrich Co. will be celebrated Jan. 16 when entire cast of ABC program "Detect and Collect" flies to Cleveland to present its 9:30-9:45 p.m. show at a Goodrich sponsored party. John Mandl, president and chairman of the board of Goodrich, will make address as part of the program, sponsored by Goodrich and placed through BBDO, New York.

What a Gent!

With this, our last Broadcasting advertisement for the year, goes a heap of respect for this gent Nineteen Forty-five. He took much—he gave more. May the peace which he initiated blossom into the full fragrance of happier living.

Condemn him if you must, but forget not the trials that were his. On such reflections measure the good of his days and set a course that is charted all the way with markers set for the unselfish who bled for the principle of free men.

Ask a Blair Man

Columbia Network

5,000 WATTS

FAIRMONT, W. V. A.
FM Controversy
(Continued from page 22)

Active vice-president, CBS "... the quotes are wonderfully convincing," and from Paul A. Porter, chairman of the FCC "... I believe that your advertisements are worthwhile in stimulating listener appeal for this type of broadcast service"; from Harold M. Coulter, manager, and promotion, Mutual, "Your ads are certainly outstanding in the broadcasting business."

Meanwhile, on Oct. 17 Mr. Cosgrove, WJDX station owner, dropped a note to Conrad McDonald in which he restated his position on WBCA ad and concluded: "I am attaching a photostatic copy of the advertisement, and I wish you would write me frankly if you support this type of advertising, and if you authorized yourself to be quoted in support of the statement as it appears in this advertisement."

McDonald to Cosgrove
From Conrad McDonald to Mr. Cosgrove on Oct. 24: "I have your letter of Oct. 17th. I have already seen the advertisement, sponsored by Station WBCA in Schenectady. Mr. Asch has always been so your letter to him of Oct. 2, and I must say to you that I cannot agree with your letter to Mr. Asch on the basis that you are steering the industry when, in reality, you are voicing a personal opinion."

"I am a radio manufacturer, the same as Crosley, but, unlike Crosley, I have always been an FM man. Therefore, the views expressed by you to Mr. Asch do not coincide with my own. I can understand that, in a diversified activity such as your own, your views may be divergent from ours who specialize in only one thing; that is radio receiver manufacturing."

"I am aware of the fact that there will be millions of sets sold without FM today, but this does not alter the fact that there is a tie to Mr. Asch's statement as it affects the public in the future. Certainly I can see no objection to a statement which endeavors to enlighten the public. If ever a group of manufacturers has misled the public on certain important facts which they should know, it has been the radio and television manufacturers. You can hardly blame a broadcaster for expressing his convictions when the public are in as confused a state on both FM and AM as they are now. I approve of Mr. Asch's advertising ...

But by that time, on Nov. 18 to be specific, RMA President Cosgrove called the subject matter to the National Better Business Bureau Inc., Chrysler Bldg., New York—with the following contained in a letter to Edward L. Fine, manager of the NBB:

"Here's an interesting advertisement which I feel is very detrimental to the radio industry."

"It may be that you will care

QUEEN ALMOST LOSES THRONE

WHKC Offers Free Tickets to Broadcast—Finds
Program Booked as Stage Show

MUTUAL's 'Queen for a Day' (P&G-Alka Seltzer) now on a nationwide barnstorming tour, almost lost her throne in Columbus, Ohio, where the program originated Dec. 17, 18 and 19.

As a result of announcements on the network, WHKC's MBS outlet in the Ohio capital, followed through with heavy announcements urging listeners to write for tickets.

Two days before the scheduled appearance, MBS announced free tickets would not be available. The show would originate from the RKO Palace Theatre as part of the stage bill.

Carl M. Emerson, WHKC general manager, immediately sent letters of regrets to several thousand listeners who had requested tickets, but that time most of the tickets had been sold.

"Had we been notified in time that Queen was a vandalee act, we would have refrained from giving it local exploitation," he explained. "It shows how it is produced for a listening audience and that it should be open to the public wherever it is presented. WHKC has been placed in a very embarrassing position."

Walter A. Wade, vice president of A. A. Wade, Chicago, agency representing Miles Lake, co-sponsor, said the theatre booking was a "test" to determine which of the two ways—free or paid admission — was most successful.

"The cost of bringing Queen to different cities is very great," he explained. "By taking theatre engagements we felt that the sponsor would avoid considerable expense."

The Mutual program, recently played in 16,000 cities as a free attraction at Madison Square Garden, New York, but during its Boston stay was offered as part of a stage bill, with paid admissions.

When Queen for a Day played Chicago, Dec. 27-28, it originated from WGN's main audience studio and was open to the public without charge.

McLEAN BRITISHER, ENGINEER DECLARES

McLean was chief engineer of PW-SHAEP from the inception of SHAEP until June or July of 1945, when he was relieved by H. J. P. Bigan. Both of these men are BBC engineers, loaned by the Corporation for the SHAEP Psychological Warfare operation. McLean is a swell guy, and this is just about the BBC has some swell engineers, too.

DON V. R. BRENNER
Ex-PW-SHAEP Engineer
Dec. 11, 1945

BCA Salary Increases

BCA Victor Division of RCA, Camden, N. J., has announced a general wage increase for salaried employees effective Nov. 9 and including $78 a month. New rates went into effect Dec. 15 and represent increase of 10% of earnings of these employees, establishing a minimum monthly rate of $160.

WBXN DAILY PROGRAMS IN

Italian  Polish  English

German  Jewish

America's Leading Foreign Language Station

Page 52  *  December 31, 1945

24 years of profitable peach fuzz
Each year over 2 million bushels... 10% of all the peaches produced in the whole South... picked in Spartanburg County alone!
Western Electric Strike Would Paralyze Telephone System

CREEPING paralysis of a large part of America's nervous system—the telephone communication system—was threatened last week as chief of Western Electric Employes Assn., on the eve of a scheduled Jan. 3 strike against 21 WE plants in New York and northern New Jersey, announced their tentative plans to spread strikes among other unions to reinforce their wage demands.

The union's plan: Slow but insurmountable stranguulation of U.S. communication with sympathy strikes against telephone companies across the nation. Obvious result of such a maneuver, if successful: Virtual silence on U.S. telephone circuits, serious dislocation of many U.S. industries, including network radio, which depends on telephone service.

Company Silent

Confronted with the union's determined plan, management of Western Electric kept mum about its projected defense, issued a single statement: "The company would welcome an opportunity to reopen negotiations looking toward an amicable settlement."

To the union, "amicable settlement" would mean a company offer to meet its demands for a 30% wage increase.

Announcement of the union plan came from Henry Mayer, attorney for the union, who said that at the outset of the strike picket lines would be thrown around telephone buildings in New York and New Jersey "where WE equipment is in use." Virtually every telephone exchange uses WE equipment.

The union plans to send pickets to Western Electric plants outside the immediate strike area, notably those at Hawthorne, Ill., near Chicago; Point Breeze, near Baltimore; Haverhill, Mass., and Long Island City.

Union's hope is that workers at picketed telephone headquarters and other WE plants will refuse to cross picket lines.

Aid of the giant National Federation of Telephone Workers, with a 250,000 membership in 47 locals spread throughout the country, will be enlisted by WEEA. Mr. Mayer said it was possible sympathy strikes of NPTW workers would break out after the WEEA call for help.

Approximately 200,000 other telephone workers, members of other unions, will be solicited by WEEA for assistance, Mr. Mayer said. Among these would be employees of certain of the New York and New Jersey exchanges where WEEA will picket initially.

Western Electric Employes Assn. claims membership of nearly 10,000 workers in 21 New York and New Jersey plants which will be directly affected by the projected strike.

NAB

(Continued from page 18)
They present station information in a manner convenient to listeners.

If the NAB board approves the plan for presentation covering prospects and costs of an agency recognition bureau within the association, the project will be submitted to the sales managers [BROADCASTING, Dec. 24].

Mr. Pellegrin will explain sales aids and sales promotion assistance now given by the expanded Dept. of Broadcast Advertising. "Worksheets helpful to local salesmen will be ready in time for presentation at the meetings. Progress report on the Joske's NAB department store radio clinic in San Antonio will be made by Mr. Pel- trin [BROADCASTING, Dec. 24]." An annual conference for approved Sales Managers Executive Committee is planned.

Small market station representatives will be told about the department's new activities on their behalf, including a preliminary report on a survey of station salesmen's compensation conducted by F. Allen Brown, assistant director of broadcast advertising [BROADCASTING, Dec. 24], presented by Mr. Pel- trin. Retail sales will be reviewed, along with status of CC wartime regulations covering employment of combination men.

Mr. Pellegrin will offer a proposal that small market stations lacking publicity personnel submit news of station activities to a central agency such as the NAB for distribution to the trade press.
Truman on TV

PRESIDENT Truman's State of the Nation speech to both Houses of Congress, shortly after the second session convenes on Jan. 14, will be jointly picked up by CBS, NBC, and DuMont New York television stations. Radio coverage will be by WNBT and WABD, respectively. [CLOSED CIRCUIT, Dec. 17]. Telecasts will reach New York via the coaxial cable laid by the New York Telephone Co. between New York and Washington. Telecast will mark first time that television is to go to Congress and in Congress. Pick-ups are planned. As the President leaves the White House, enters Congress, and addresses the two houses, personnel and equipment are being contributed by CBS, NBC, and DuMont. Special installations are being made in the Capitol for pick-ups.

War Loan campaign, again nearing total effort of all other mediums combined, according to Treasury War Finance Division report.

Jan. 30—Radio's weekly payroll increased more than 18% in 1944 over 1943, with network broadcasting salary up more than 9% from $55,750 to $66,522, according to FCC analysis.

Jan. 31—Four major network time sales of 125,923,000 during 1944 achieve all-time high, 21.2% over preceding year.

Feb. 7—Reception of Manila by MacArthur troops heralded on air, high-lights network coverage over NBC by Bert Sloniker, special events director of KZRH Manila, who had been in intermittent camp for 27 months. BCIB: "Hello, NBC. As I was saying when I was so rudely interrupted over three years and a month ago—"

Feb. 7—National Labor Relations Board examining threats of strike implications in edict of James C. Petrillo, president of American Federation of Musicians, on platoon-turnover jurisdiction controversy with National Assn. of Broadcasters, Engineers & Technicians, and other NBC and Blue (ABC) to recognize NABET as bargaining agent.

Feb. 8—AT&T announces it can provide program transmission channels to meet present and future needs of FM for both high-fidelity relay by wire or radio by line. BCIB—Miami Herald has half-interest in WQAM Miami for approximately $350,000; Newark News acquires WBYN Brooklyn for $350,000, both subject to FCC approval (subsequently authorized).

Feb. 11—James C. Petrillo, AFM president, orders stoppage of all musical television programs to continue until further notice. Later declares he is studying whole question of use of musicians on television programs.

Feb. 12—FCC begins processing first group of stations for three-year licenses since extension of normal licensing period for two years.

Feb. 19—Shcool of censorship works to keep from public gate full-trot about hair raid on radio. Britain technical publication, Wireless World, reports development of radioelectronic apparatus to anathematize elements in its operation.

Feb. 21—Establishment of 1,000-station in Mexico to provide practically national service in remote and contiguous Latin-American areas proposed by Emiliano Azcárraga, president of XEW Mexico City.

Feb. 23—FCC orders public broadcasters to determine clear channel station placement. Hearing thrice postponed and set to end March 14 by a 4-1 vote. BCIB—Aerobus, famed radio ship, moves in the United States broadcast network and becomes network's first advertising radio ship.

Feb. 29—Capitol Broadcasting Co. and Scribner, publisher of Saturday Evening Post, announce plans for a "national radio magazine".

March 1—Edward D. Skill, chairman of American Broadcasting Co., files counternote in New York State Supreme Court for $1,900,000 in damages in Durand Flour Mills case. First owner of WMCA New York, which was acquired by Mr. Niles.

March 3—George Henry Bynoe, 65, who served nine years on FCC, dies in New York of heart ailment. He had been vice-president of First Telecommunication Executives for approximately 35 years.

March 5—Eleazar Yearbook survey shows nearly 8,000 radio employees in armed forces, reporting nearly 80% as in pay.

March 9—Third annual Atlantic Division Awards for achievement in broadcasting won by WJW Detroit, WJAC Worthington and WABD. Kalamazoo, NCB newsmaster.

March 15—60 of 80 broadcast transmissions are still in progress in service, far exceeding the 15 Army stations set up in March 1942 by Bert Sloniker, special events director of KZRH Manila, who had been in intermittent camp for 27 months. BCIB: "Hello, NBC. As I was saying when I was so rudely interrupted over three years and a month ago—"

March 16—Chairman Paul A. Porter, Armed Forces Broadcasting division chief, announced by President Truman, has set up plan for 31-field network of military broadcast and educational radio stations.

March 20—Broadcast receiver market in the United States, no family will be able to buy its new sets without following the same pattern by survey of Spawles Electric Products Ltd. report based on 50,000 households in 48 states.

March 25—Another NBC-owned and operated station-ordered to eliminate all middle common channels in FM transmitters is WJRC, 1420, of Cincinnati, according to report issued by Rosen H. Hyde.

March 30—Sixteen-day studio of NBC newsmaster and salesmen's wife to make new sets in predicted following the same survey by Spawles Electric Products Ltd. report based on 50,000 households in 48 states.

March 30—Station owners and advertisers contributed $120,000,000 in time and space for war message broadcasts, according to estimates of NAB, following a formula adopted by President Truman in December.
Radio's Position in Peace

By Noble

EDWARD J. NOBLE, chairman of the board of ABC, issued a reminder that with war's end a new obligation had settled on America. "We must learn to face things as they are," he declared, "must learn how to live tranquilly in the community of nations." The radio's job of keeping America informed is three-fold, Mr. Noble said. (1) To tell stories which will fire the imaginations of all Americans; (2) To keep a watchful eye on those elements, both official and private, which seek to preserve personal or sectional interest; and (3) to keep the common touch with the people.

"If we try to blend the joyous celebration of the end of the war with the all important business of peace and its propagation throughout the land, we may someday review this era with pride in the fact that radio helped give understanding and hope to the nation needed enlightenment," he said.

Radio's Position in Peace

By Noble

- Hollywood for approximately $1,000,000 with ABC. Dorothy Thawley, director and publisher of New York Post, and Ted O. Rosebud, assistant editor, went under way with plans for Allied approval. Mrs. Thawley is chairman of the board.

- May 25—FM is expected to become "an essential broadcast service" obtainable in present form of art, according to FCA for FM allocations report.

- May 25—FCC told New York branch of United Office and Professional Workers of America to cease radio and television activities of network of station and agency personnel. Committee got under way at CBS.

- May 28—WPB cases antennas and building controls affecting broadcasting in slight that actions of wartime equipment are duplicated.

- June 4—Radio's biggest customer, Procter & Gamble, Cincinnati, spends $1,500,000 a week for radio alone, with total expenditures of an equal amount according to first public declaration by prewar general manager of radio company.

- June 19—Annexation of MBOCW, one of the largest in the country, by BEF, a New York-based corporation, brings 1,000,000 in new business to the station.

- June 22—Station WJZ, WNEW and WEAF, all major network stations, raise salaries of their employees by 10 to 20 percent.

- June 23—Campaign to improve radio programing continues.

- June 24—Radio's biggest customer, Procter & Gamble, Cincinnati, spends $1,500,000 a week for radio alone, with total expenditures of an equal amount according to first public declaration by prewar general manager of radio company.

- June 25—Annexation of MBOCW, one of the largest in the country, by BEF, a New York-based corporation, brings 1,000,000 in new business to the station.

- June 26—Station WJZ, WNEW and WEAF, all major network stations, raise salaries of their employees by 10 to 20 percent.

- June 27—Campaign to improve radio programing continues.

- June 28—FCC creates precedent in opinion on controversial public issues involving U.S. and WJZ, and WEAF. FCC's decision is significant.

- June 29—FCC creates precedent in opinion on controversial public issues involving U.S. and WJZ, and WEAF. FCC's decision is significant.


- July 24—Walt Disney's "Donald Duck," which has been on the air since 1938, will be the first cartoon ever to be broadcast in color.

- Aug. 2—FCC approves sale of $82,000,000 of stock by ABC to CTN, Inc., for $825,000.00.

- Aug. 4—FCC approves sale of $82,000,000 of stock by ABC to CTN, Inc., for $825,000.00.

- Aug. 5—FCC approves sale of $82,000,000 of stock by ABC to CTN, Inc., for $825,000.00.

- Aug. 6—FCC approves sale of $82,000,000 of stock by ABC to CTN, Inc., for $825,000.00.

- Aug. 7—FCC approves sale of $82,000,000 of stock by ABC to CTN, Inc., for $825,000.00.

- Aug. 8—FCC approves sale of $82,000,000 of stock by ABC to CTN, Inc., for $825,000.00.

- Aug. 9—FCC approves sale of $82,000,000 of stock by ABC to CTN, Inc., for $825,000.00.

- Aug. 10—FCC approves sale of $82,000,000 of stock by ABC to CTN, Inc., for $825,000.00.

- Aug. 11—FCC approves sale of $82,000,000 of stock by ABC to CTN, Inc., for $825,000.00.

- Aug. 12—FCC approves sale of $82,000,000 of stock by ABC to CTN, Inc., for $825,000.00.

- Aug. 13—FCC approves sale of $82,000,000 of stock by ABC to CTN, Inc., for $825,000.00.

- Aug. 14—FCC approves sale of $82,000,000 of stock by ABC to CTN, Inc., for $825,000.00.

- Aug. 15—FCC approves sale of $82,000,000 of stock by ABC to CTN, Inc., for $825,000.00.
Cycle Calendar

Based on 13, 26, 39 and 52 week sponsorship cycles, contract date computation calendar for the year has been distributed by The Katz Agency, station representative. The copyright feature is printed in color on heavy stock, suitable for placement on wall or under desk glass.


Oct. 8—Survey by Katz Broadcasting reveals 74% of listeners prefer 15-minute newscasts to longer or longer length. Great majority—64%—prefer straight news and commentaries.

Oct. 12—Opening gun in fight for long band vs. short band television fired at hearings when new Vice President Paul Kretven declares flatly color television "upsets" is accomplished fact and proposes formula for temporary solution of allocation problem. Television Broadcasters Assn. proposes plan whereby 26 metropolitan districts would trade television stations through use of directional allocations.

Oct. 17—AFM President James C. Petrelis announces ban on dual broadcasting of musical programs over same stations, in order to secure live shows and will add, with comments by all in radio that FM’s "on our way" would be retarded.

Oct. 25—President Truman’s radio car, capable of maintaining telephone or radio communication to any part of globe, is described graphically in first reveal of its existence. Car in use since 1942.

Oct. 25—FCC, issuing 11 day grants 45 new FM stations and designates for hearing 35 applications for new standard and stations or for modified facilities. Also admits Chicago Broadcasting to operate metropolitan station in Area 1 (northwest), immediately adjacent to changes in Frankfort, Ill. assignments.

Oct. 27—President Truman and his party turned in high rating 89% on war message night of Des. 5—Truman's 69th birthday. 84.7% in areas with 61 rating for V-E Day announcement.

Nov. 4—Worldwide recognition of play was evidenced by American broadcasting during observation of the 25th anniversary of radio.

Nov. 7—Another milestone in radio’s news coverage reached when CBS, NBC and, for first time, from a studio in Hollywood, formally dedicating new News Radio Group in Senate in Senate’s 25th anniversary.

Nov. 19—Elmer Davis, former director of OWI, announces appointment of director effective Dec. 2, starting thirteen-week series of news analyses of current events. Davis offered deal of $1,550 for one broadcast, $2,500 for two, and $5,000 for all three.

Nov. 21—Northeastern ownership of radio-supported by Chairman Clarence Canaan (D-Minn.) of House Appropriations Committee in debate of appropriations for new fiscal year.

Nov. 21—New television allocation plan adopted by FCC, expands service, carrying out objectives of proposal made by Television Broadcasters Association. It gives New York, Chicago and Los Angeles seven channels each and 23 channels to 33 other cities.

Nov. 21—Creation of a group of radio stations was announced by the National Association of Radio Manufacturers as being "an organization of radio manufacturers, and others, for the benefit of the public interest in the development of radio.

Dec. 7—An American military radio program, "Voice of America," broadcast in seven countries.

Dec. 13—Network of radio stations is planned to be increased to 25 at the conclusion of the war. The plan is to be executed by the U.S. Government.

Dec. 26—The "Voice of America" is broadcast in 26 countries, reaching an estimated audience of 200 million.

Jan. 1—The "Voice of America" is broadcast in 26 countries, reaching an estimated audience of 200 million.

V. L. Clark Chosen for Gamble’s Post

Vernon L. Clark, Des Moines lumberman, becomes National Director of War Finance for the Treasury, succeeding T. G. Gamble, who resigned Thursday night, effective Dec. 31. Mr. Gamble, who directed sale of $175 million in Federal securities, returns to Portland, Ore., where he is president of theatre chain. Mr. Clark is executive manager of the Iowa war finance committee.

Frazing Mr. Gamble’s direction of the bond campaign, Secretary of the Treasury Fred M. Vinson said he has “served his country in wartime truly with distinction. The story of war finance is a saga of mass sales that broke all records. Gamble’s talent for organization is best exemplified by the thousands of able leaders he attracted into the war bond campaign throughout the country.

Resignation of Lt. David Levy, war finance radio director, in the near future has been predicted.

CBS Drops Drama

FOLLOWING objections received from affiliates, CBS Dec. 22 dropped "Theatrical Playhouse" after a five-year association. The program was broadcast on "Family Portrait," the lead role of which represents the mother and father of Jesus during events leading up to the Crucifixion. Under sponsorship of Textor Inc., "Theatrical Playhouse" was subtitled "A Child Is Born," which Miss Hayes, star of series, had previously broadcast. Objected by Catholic groups had for many years stopped road circuit of "Family Portrait," radio version of which Miss Hayes also had not favored. Textor agency is J. Walter Thompson Co., New York.

Emerson Replaces

EMERSON DRUG Co., Baltimore, starts Jackie Cougan Show, a Indy comedy and drama, in 141 CBS stations on April 29, replacing Fox Pop which Emerson drops on April 29, after a five-year association. New program will continue to promote Bromo Seltzer and has been selected as a summer show for the company, occupying the slot previously filled by "Porter Stowe.

Agency for Emerson is McCann-Erickson, New York.

WNEW Seeks 50 kw

WNEW New York last week filed application with FCC for increase of power from present 10,000 kw to 130 kw, 50,000 kw on same frequency, clear channel on which WKKH Shreveport, La., is now dominant outlet.

Schlitz Sponsors

SCHLITZ BREWING Co., Milwaukee, Jan. 1, broadcast a program on full ABC network commemorating city centennial. Program will originate from WEMP Milwaukee 9:30-10 p.m. featuring entertainment world-wide.
CBS Plans Early TV Color Showing
Year-end Review Cites 1945 Service; Predicts Expansion

CBS ended 1945 with one eye looking happily back upon successful operations in radio's "most eventful year," the other peering optimistically into what it hoped would be an equally eventful future. Reasons for CBS's well-earned optimism at year's end: If 1945 were worth remembering as a year of atomic-bomb and the President's death and war's ending, 1946 might be no less worth remembering, when the time came, as a year of application to peaceful use of some of the technical miracles man had made for war.

In a yearend review of its progress in 1945, the network decided that in "no preceding year did radio have messages of such import to deliver to the millions it serves." In 1946, the messages might no be so violent as those of 1945, but big news would be made in the means of delivering them. Prolonging itself "the outstanding contributor (in 1946) to the advancement of improved, high-frequency television," CBS announced that invitations were in the mail for an early 1946 press showing of high-definition color television broadcast from its new transmitting station, the Chrysler building in New York.

CBS's New York and Chicago FM stations, WABC-FM and WEBM-FM, although temporarily suspended from broadcasting while transmitters and antennas are being rebuilt, will resume broadcast on new frequency bands, the report stated.

Among CBS's past records was the tabulation of total hours of air time devoted to the war effort from Dec. 7, 1941 to Sept. 2, 1945. In that period eight hours of every 16-hour radio day were assigned to broadcasting information, mobilization and morale programs; accumulation of 10,598 air hours during that period accounted for a total of 58,683 broadcasts, of which 26,165 were sustaining and 32,518 were commercial. In the course of those programs, 73,066 mentions, messages, dramatizations and announcements of the day-by-day progress of the war were made.

In the midst of its involvement with aiding the war effort, CBS found the energy to grow. During the first eight months of 1945, the network added 12 stations to its roster of affiliates: WOR & KEWH in New York; WOR & KEHL in Los Angeles; and KQW in Seattle. WOR & KEHL in Chicago; KGW in Portland, Ore.; KELO in Sioux Falls, S.D.; and KXLY in Spokane, Wash. It is a contract of affiliation with another, WPAY in Portsmouth, N.H., becomes effective next March.

Lyman Directs
PETER LYMAN, former public relations director for WOR and KEHL Seattle, has joined Mac Wilkins, Cole & Dyer, Seattle, as radio director. He was rehired from Navy as oommander after four years' service.

Set Makers See 1946 as Banner Year; OPA Difficulty Eased, Says Cosgrove

Manufacturers look to 1946 as a year of heavy sales, possibly the heaviest in the history of the radio industry, marked by progress and prosperity.

Mr. Cosgrove, vice-president and general manager of the Manufacturing Division of Crosley Corp., president of Radio Mfrs. Assn., and vice-president in charge of sales of Aviation Corp. of America, said this was evident promises to project the industry into the busiest year it has ever had.

"End-production has been delayed because essential parts have not been available," he asserted. "This, in turn, was due to months of delay by OPA in setting prices on these essential parts. Unexpected war stoppages have sharply reduced manufacturing efficiency.

Brighter Picture
But now, he added, the "industrial picture looks brighter. The OPA is now slowly arriving at what manufacturers needed in the beginning and, today, a fairly satisfactory program has been developed, which could, however, have been developed three months ago."

Mr. Cosgrove said, "we have no reason to look forward to 1946 with anticipation, optimism and hope and that "all of us are getting adjusted to the idea that ... through cooperation for peace-time living, we can make the year that lies ahead one of unprecedented prosperity.

E. A. Nicholas, president of Farnsworth Television & Radio Corp., sees 1946 as "destined to be one of marked progress in the bringing of finer living and new comforts to American homes through television and radio."

Back from the South Pacific in time for the Christmas party for employees of KXTM San Antonio, Capt. Ward Wilcox, USMCR, station salesman, is welcomed back to KTSA by station executives. Shown (1 to r): Commercial Manager Rex Wins; Capt. Wilcox; General Manager George Johnson; Chief Engineer Bill Egerton.
Performing Mayor

IT HAPPENED following the speech of Donald McArthur, candidate for mayor of Dalton, Ga. The station was WJLD, same city. Mr. McArthur delivered his campaign address, and then the announcer, Ed Craig, stepped to the microphone and stated, "The preceding has been a paid political performance." Mr. McArthur won the campaign, announcement notwithstanding.

Chicago

(Continued from page 16)

it's a question of finding time.

One agency spokesman declared, "We anticipate the eighty years in our history as advertisers get the go-ahead on production."

Hub Jackson, timebuyer of the Russell, M. Seeds Co., which handles the Brown & Williamson Tobacco Corp. account, said: "Our national billings in 1945 was handicapped only by restrictions of time and space." The agency anticipates capacity business in 1946.

Walter A. (Jiff) Wade of Wade Adv. Agency, with one of the largest radio accounts in Miles Labs., Elkhart, Ind., said Miles is able now to meet civilian demands and that the second half of 1946 would undoubtedly increase its radio budget.

Margaret Wiley, timebuyer of J. Walter Thompson Co., said increased business would depend upon availability of anticipated spots for campaigns for many clients.

Arthur Meyerhoff, president of Meyerhoff Agency, declared that any lack of national business would only be due to unallocated time and restrictions of material shortages. Meyerhoff handles network accounts of P. K. Wrigley Co. and Mid-Continental Benefit & Life Insurance Co., Omaha.

George Stanton, media director of McCann-Erickson, stated: "A lot will depend on what happens to the automobile industry." Agency's largest radio accounts are Standard Oil of Indiana and International Harvester Co. McCann-Erickson's radio budget in 1945 exceeded $1,000,000 and is expected to be larger in 1946.

New Shows Planned

Ed Boruff, vice president and general manager of ABC central division; Harry Kaf, vice president and general manager of NBC central division, and H. Leslie Atlass, vice president of CBS central division, are planning new origination from Chicago next year. American plans some new audience participation types, NBC variety and comedy, while CBS will devote considerable time on WBBM, its Chicago outlet, to public service features.

Art Harre, general manager of WJJD, said constant improvements both technically and in production of local shows is expected to pay off with increased business in 1946. His station's spot and national business during 1945 was highest in its history.

Ernie Shomo, sales manager of WBBM, explained that radio needs an "elastic" bill to be able to cut one who wants to buy time to get on the air. "We have had to say no to scores of advertisers and with the tremendous public demand for merchandise restricted during the war it will still be a question of putting out the SRO sign without making enemies," he asserted.

Charles M. (Chick) Freeman, sales manager of WLS, said a great many farm advertisers were setting up radio appropriations and that it was still a "question of finding available time" for them to return to the air. Indicative of the station's optimistic attitude about 1946 is the number of new accounts not the air which he is not directly slated at its huge farm audience.

"Only 20% of our advertising was on the air in 1945," Freeman commented, "and we are carrying more ABC network time than ever before."

Majority of agency and station representatives feel that possibility of reduced excess tax allowances will not "materially" affect the business outlook in 1946. Lou Goodkind, of Goodkind, Joice & Morgan, said Chicago will continue to be a proving ground for radio, particularly in time shows. He pointed out that the city offers unlimited opportunity for new business in the transcription and serial fields.

"We admit we cannot compete with New York and Hollywood for names talent, which is a demand of nighttime radio," said Mr. Goodkind. "But Chicago still leads the field in the number of daytime network shows where the story and the name is important."

WEST COAST

By DAVID GLICKMAN

MORE than $4,000,000 in national and regional spot business originated on the Pacific Coast during this past year and immediate outlook for commercial radio is even brighter this year. This was gleaned from check-up with West Coast broadcasters, sponsors, agency timebuyers and station representatives who conservatively predict an increase of better than 25% during 1946. Not a pessimistic note was voiced.

Pacific Coast radio is following national trend in its domination of other media. To keep this No. One position, the broadcasting industry must fight for the advertiser's dollar, it was cautioned. It was pointed out that the Pacific Coast is expanding faster than any other section of the country in the national spot picture, with an estimate of 20% increase given over 1944 regional figure.

Although aggregate of pre-Christmas advertising in the West Coast by retailers was considerably under last year's figure for all media, due to lack of merchandise, this is compensated for by growing time of radio advertising classifications. Most active local and regional advertising agencies report the largest list they have ever had for an early year start of new accounts. Budgets of many strictly Pacific Coast accounts are being increased from 20 to 50%.

In many cases, division of appropriations is more favorable to radio than television. Many are advertisers who were forced out of other media through the war years. Now converted to radio, they are portioning a large chunk of their advertising budget to that medium.

Radio Users Growing

West Coast agencies servicing national accounts in some cases are converting year-end appointments and go-ahead on recommendations which will bring new accounts to regional, spot or network radio, either in the Pacific Coast or western states area. Pending client approval to budget recommendations, agencies were reluctant to release proposed schedules on new or old accounts.

Station executives contacted by Hollywood office of Broadcasting reported very few year-end expiration or terminations. Spot orders slated to begin in early 1946 are mounting with only hits being the right time availability. Time already sold or reserved precludes any possible let-up or slump. Discounting the customary Hollywood hyperbole, this condition will continue to prevail for many months, some say for a year's time. Short-term contracts are being discouraged. Trend is toward 52 week contracts.

Although agency folks have always looked upon San Francisco as spot radio headquarters of the West Coast, both Seattle and Los Angeles are continuing to more than hold their places in the radio dollar spectrum. A heavy volume of new business will be placed from those cities during the coming year.

Increased Budgets

Practically every Los Angeles agency of any importance has become spot radio conscious in campaign planning. Many accounts will double spot coverage and for first time expand other territory outside Pacific Coast area. Agency men were very chary about talking in terms of money, but in most every interview were definite that accounts will increase budgets. Others, which formerly depended on advertising appropriations to black and white as well as radio, will branch out into regional network or spot radio in new and (Continued on page 60)
West Coast 
(Continued from page 59)

selected markets. Some confided that taxes will play an important part in advertising appropriation decisions and therefore clients are waiting on Congress before going ahead with plans. Schedules of others are in a state of confusion. 

Consensus is that emphasis will be on straight sales-minded copy with budgets being tied more closely to sales volume. Radio during 1946 will do a merchandising job and be geared as an aid to the salesman. As it will play an important part in supplementing sales organizations. Institutional advertising, it was opined, will taper off, except for those clients who have consistently used that type of copy in prewar days.

Religion continues as a heavy buyer of radio time from the West Coast, with every account contacted announcing increased budgets for 1946. There will be greater activity on the part of cosmetic accounts during the coming year, with many from the West Coast expanding operations into the area, with extensive national campaigns. Several such campaigns are in the making to break early in 1946, using both network and spot radio time.

Transportation Buying

Food product concerns and chain drug stores will continue to be big buyers of time on the West Coast. Not to be forgotten are the West Coast manufacturers of soaps, cleaners, cleaning fluids who have ear-marked heavy appropriations for radio advertising. They will continue to use newsmen, participation programs, or sponsor full-quarter-hour shows on local stations as well as on regional networks. Petroleum firms have in many instances already contracted for time that will carry them through 1946. All are doing straight selling jobs.

Picture exhibitors as a whole will be heavier users of radio and have set aside increased appropriations for same during 1946. Many firms returning to the air are luxury accounts and will advertise on radio for future business although commodities are not available at the moment. Not to be overlooked is transportation, with road services, airlines, railroads and bus services which continue as heavy radio time buyers.

It is interesting to note that more than 100 advertisers are sponsoring 253 quarter hours of West Coast regional network time per week. These are divided among Don Lee Broadcasting System, KABC Pacific, ABC Radio, CBS and Associated Broadcasting System, with programs originating from San Francisco and Hollywood. Some of these advertisers are national while others are strictly regional. Several use additional spot radio to supplement regional network coverage. West Coast continues as a testing ground for several national accounts before going transcontinental.

Although no particular trends were predicted, agency account executives and station managers were unanimous in that advertising continues to use types of programs or spots that are still the same. It was remanded and reiterated that much advertising money that formerly went to newspapers is now directed to radio, but the broadcasting industry has a fight on hand to keep this type of business.

Shouldering blame with stations for increased costs is commonly named in the name of commercial radio, West Coast agency executives listed improvements which remain to be made. Radio must take a fresh slant on programs with an eye open for better techniques of production and presentation. New ideas, originality and greater variety in programs are necessary than ever. A pinch of what has beenempleed with desirable effects.

Lengthy, hackneyed and repetitious commercials are unnecessary and increasingly nauseating to listeners, as those who order them. The writing and handling of commercial copy are immediately imperative.

CANADA

By JAMES MONTAGNES

NEW ADVERTISERS are planning Canadian radio campaigns. Advertisers who would not bet in radio during the war are now at work on enlarged campaigns, and many Canadian and American advertisers on Canadian stations are expanding their commitments for the early part of 1946. The consensus among Canadian station operators, representatives, advertisers and agencies as surveyed from Toronto.

The coming year looks the best ever, for all the contracts. None had a pessimistic word. Strikes and possible unemployment did not figure in estimates and bookings already contracted for. Only deterior shows are also increasing in Canada.

Most advertisers and agencies expect to spend more money on radio advertising in Canada in 1946, and with restrictions lifted and excess profit taxes being eased to 60% in 1946.

The new year will see several low power stations go on the air in Canada, some new 5 kw stations, and will more than a dozen stations increase power to 5 kw. Equipment is gradually coming more freely from the factories. Many stations plan more powerful and continuous operations in early months of 1946. Increased sales and ample advertising are in the books for most of these stations.

No Commercial FM

Canadian radio has no worries about commercial FM and television. There are no FM or television stations in operation yet, only three experimental low power FM transmitters being operated in Montreal and Toronto.

Largest loss in 1946 to Canadian broadcasting will be the large volume of time that will be lost to advertising, especially for Victory Loans, the last of which sold in October. Some government advertising is continuing, especially in connection with rationing, price ceiling, coal and housing shortages, and employment. Government departments in those fields are still on the air with regular daily shows in Washington.

Automotive advertising has not been a big factor in Canadian radio for some years, and present indications are that neither American automotive shows will be piped in nor Canadian shows originated for at least the first half of the year. Automotive production is still only a trickle in Canada.

Generally speaking, Canadian broadcasters look forward to a bigger year in 1946 than in 1945, which was a record breaker. Just how much money is to be spent in radio advertising in the early part of the new year is difficult to predict, as there are no figures on annual expenditures available. Estimates based on average accounts lean towards about $10,000,000 being spent in 1945 on time purchased on stations alone, and of this about $5,000,000 is network time.

Retains Electronic Aids

U. S. COAST GUARD will retain electronic detection devices in peacetime operations, USCG officials said last week. After the Coast Guard reverters to the Treasury Dept., probably in January, the Navy will take charge of radar and radio devices in navigation, in rescue operations, for locating icebergs, smugglers and fish and wildlife poachers. The Coast Guard was transferred from Treasury to the Navy Nov. 1, 1941.
IN PREPARATION for the clear channel hearings to begin Jan. 14, a series of meetings will be held during the next two weeks to plan presentation of evidence at the five-day proceedings. An agenda for the hearings is expected to be ready next week.

The three technical committees which have been preparing engineering reports for the hearings will hold meetings Jan. 7, 8 and 9. None of the members assigned the committees has been completed but it was learned that preliminary data will be offered.

A fourth committee, assigned two major tasks by the FCC, will present a complete report of a survey of radio conditions conducted by the Division of Program Surveys of the Dept. of Agriculture [Broadcasting, Dec. 17, Page 8]. A second study, being conducted by the Bureau of the Census to determine coverage of rural areas, will be completed this week and being tabulated last week but the essential findings are expected to be ready for presentation at the hearings.

Before the hearings get under way, informal conferencces will be held by committees representing the two major industry groups concerned — the Clear Channel Broadcasting Service and the Regional Broadcasters Assn. The CCBS plans to hold brief sessions a day or two before the hearings to develop a general program for presenting their views on the issues. At least two representatives from each of the 16 member companies of the group will appear at the hearings. Chairman of the group is Edwin W. Craig of WSM Nashville. Chief counsel is Louis G. Caldwel]), Washington attorney.

The regional broadcasters, represented by a working committee under the chairmanship of John Shepard 3rd of the Yankee Network, plans to call informal meetings soon to devise a procedure for submitting evidence. The RBA has a membership of 161 stations. Paul D. P. Spearman, Washington attorney, is its counsel.

Engineers from the member stations are likely to offer testimony for the clear channel group, with Andrew Ring, Washington consulting engineer, directing the presentation. Dr. G. W. Pickard and Paul F. Godley, consultants, are expected to handle engineering testimony for the regional group.

Testimony on the economic studies will probably be given by Dr. Angus Campbell and Dr. Rensis Licklider, the Dept. of Agriculture, who have charge of the radio studies, and Dr. Ross Eckler, assistant director of the Census Bureau, in charge of the coverage survey.

It is likely that several hundred representatives of stations, networks, industry associations, radio lawyers and consulting engineers will appear before the original May 9 date scheduled for the proceedings. Appearances have been filed with the Commission by a list of 51 stations from three major networks, one regional net and three farm organizations.

**AFFILIATES OF ABC ASKED TO BACK FM**

**ASSERTION** that the radio industry should quit worrying about choking its nose in probable future wrangles with James Caesar Petrillo for FM because of Mr. Petrillo's edict, it is reported by a source within the industry. The problem must be solved by the entire industry.

AFM's pocket-sized Caesar has ruled that broadcasters must hire double the number of musicians needed on any simultaneous AM-FM show.

A recent letter to affiliates by the president of AFM said Mr. Woods, in his letter to affiliates: "We believe that eventually FM will be the principal medium of broadcasting, particularly in urban areas." He urged every local and regional affiliate to apply for FM and to be active in its development.

Only through establishment of FM, he said, "can there be an equalization of facilities between the networks and provision for additional program services."

**Capt. Chamberlain Back**

At CBS Technical Post

CAPT. ADOLPH R. CHAMBERLAIN, after more than three years with the Navy, has returned as chief engineer in the CBS engineering department. Before joining CBS in 1931, Capt. Chamberlain had seen Navy service as a radio officer, second class; chief engineer and general manager of WHAM Rochester; vice president and technical director of Buffalo Broadcasting Corp.

At CBS he was responsible for design, installation, operation, and maintenance of many phases of broadcast equipment, some of which has become "standard gear" here and abroad. He was concerned with planning and supervision of station modifications and construction, including the transmitters at WJW outlets in Cleveland, Washington, New York and Boston.

**CLEVELAND CLAMBAKE**

A tasty bit of listening that garnishes the WJW air-waves every afternoon, Monday thru Friday, from 1:30 'til 2:00.

Cleveland Clamabke is a sales haymaker with a rating at its time of day second to none in Cleveland . . .

**Zenith-FCC Data Scheduled for IRE**

Dispute between FCC andZenith Radio Corp. over frequencies for FM operation will come before the Washington Section, Institute of Radio Engineers, at its regular meeting Jan. 14, to be held in the Potomac Electric Power Co. auditorium, 10th and E, NW, at 8 p.m.

Edward W. Allen Jr., assistant chief of the FCC's technical information division, and C. W. Carsehnan, of the research staff of Zenith, will discuss "Very High Frequency Wave Propagation Particularly in the 50 to 100 Megacycle Region." Presenting results of actual measurements of signals over various distances in this portion of the radio spectrum.

**Andalusia Tests**

Mr. Allen's presentation, including results of tests at Andalusia, Fla., will be the first time these FCC measurements have been publicly discussed in detail.

Zenith has contended FM would be "hopelessly crippled" if left in the 100 mc band exclusively. FCC maintained that tests show "exact opposite" of Zenith's claims that substantially more power is required for FM operations in the higher band.

Freid W. Albertson, chairman of the IRE Washington Section, will preside.
Balaban & Katz and GE Negotiations Complete
NEGOTIATIONS for the installation of a General Electric FM transmitter were completed last week by Balaban & Katz and GE representatives pending approval by FCC of application for a full-time commercial FM station in Chicago. Announcement was made by William C. Eddy, director of television and FM for Balaban & Katz and of AM's Chicago station WBBB.

The GE transmitter is of new type embodying phaseator circuit, claimed to be of fundamentally important to FM as the introduction of crystal control to AM. Contract also calls for delivery of a four-bay FM circular antenna of latest design. Proposed FM operation is minimum 15 hours per day.

UE Says Westinghouse, GE, GM Strike Inevitable; Union Heads Meet Jan. 5

A STRIKE of over 200,000 employees of General Electric Co., Westinghouse Electric Corp., and General Motors (electrical division) appeared inevitable, according to a statement by the UE-CIO Union on Dec. 26 following a meeting of the coordinating committee of the three companies' union conference boards in New York and a conference of union leaders with the Labor Dept. in Washington.

The union stated that the coordinating committee decided that all local unions be advised to complete immediately all their preparations for a strike. A special meeting of the UE-CIO general executive board has been called for Jan. 5 in New York to consider the strike employees of the three companies voted for Dec. 13.

The union stated that its position in regard to General Electric Co.'s offer of a conditional 10% wage increase was a rejection of the offer, but declared that the union stood ready to resume negotiations upon the decision of the companies to make an unconditional and adequate offer for a cents-per-hour wage and salary increase.

Veterans Seeking Houston Facilities
Group Files Application Asking Present KTH T Band
SEEKING the present facilities of KTH T Houston, which has applied for a change in frequency and increased power, a group of veterans, including W. H. Mciavn, has filed an application with the FCC under the name of Veterans Broadcasting Co.

The application is from M. H. Jacobs, who was Washington correspondent of the Houston Post before the war; Douglass Hicks, formerly on the staff of the Houston Press; and Tom J. Harling, a former member of the Pool Piano Co. All were officers during the war.

Grant of the application, which is contended by the KTH T in vacating its frequency, would provide a fifth station for Houston and its only independent outlet. The existing four stations are affiliated with the major networks. The veterans group would take over the studio and transmitting equipment of KTH T.

KTH T has requested a change in frequency from 1230 to 760 kc and increase in power from 250 w to 5 kw. Licensee is Texas Star Broadcasting Co., owned by Roy Hoffheinz, former county judge, and W. N. (Dick) Hooper, Houston oilman. Messrs. Hoffheinz and Hooper have also formed the Louisiana Broadcasting Co., requesting a new standard station in New Orleans on 1580 kc, Canadian clear channel, with 5 kw power employing directional antenna for day and night use.

Ayers Heads FTC
WILLIAM A. AYRES of Kansas becomes chairman of the Federal Trade Commission Jan. 1 for the third time, through the annual rotation of the office among the five members. He succeeds Ewing L. Davis of Tennessee. Commissioner Garland S. Ferguson of North Carolina becomes vice chairman, succeeding Mr. Ayres. Col. Charles H. Harken's term as commissioner expired until his death in August, at which time Mr. Ayres took over the office. Commissioner Ayres, a Democrat, has been a member of the FTC since 1934. He is a former Kansas Congressman and attorney.

NAB Plans Survey Of Small Markets
Proposes To Study a Station In Each of 17 Districts
MANAGEMENT study of small market stations (under 5,000 w in community of less than 50,000) will be conducted by the NAB in the near future. Arthur E. Stringer, NAB director of promotion, will go into the field to make detailed study of one station in each of the 17 NAB districts.

Study was originally proposed last autumn by NAB Small Market Stations Committee. When the field and office work has been completed he will prepare an analysis of each station, possibly with overall conclusions covering the entire project.

Strictly anonymous, the station reports will go into standards of practice, employee-employer relations, public interest programs, national and local advertising, sales methods, program and engineering practices, rate policies and structure, daily routine of manager and staff, promotion and publicity, importance of station to community and area. No information of any sort will be given that might reveal identity of the stations studied.

J. Allen Brown, assistant director of broadcast advertising, is compiling preliminary results of a survey of salesmen compensation practices among small market stations [Broadcasting, Dec. 24]. Results of this study will be presented to small market station groups at the NAB winter district meetings by Frank E. Pellegrin, director of broadcast advertising. He also will present plans for the management study.

CLOSE SPONSORSHIP ISSUE IS MYSTERY
NATIONAL ECONOMIC COUNCIL, New York, private anti-labor group, refused to discuss a report published in PM, New York, that they were about to sponsor Upton Close, radio commentator. According to report Mr. Close in his personal newsletter, Close-Ups, said that "Americans of the Right," were quietly collecting funds to obtain time for him beginning in January. He said that "only $20,000" was lacking and made a plea for the remainder before the New Year.

In the same issue Mr. Close said the the NEC, whose purpose "has been to keep alive in this country the spirit of private enterprise, as distinct from the curse of totalitarianship," will end once and for all this business of a network, getting politically pressured should it sustain my program, or sponsor getting frightened when a few prominent members of their mem- bers write him postcards that they are going to boycott his toothpaste or lead pencils."

As yet none of the networks has admitted getting request for Upton Close.
State Dept. Studies Shortwave Future

Macmanoh Report Makes Four Proposals For Peacetime

INTERNATIONAL shortwave broadcasting will play a leading role in the State Dept.'s 44½-million-dollar permanent worldwide information program, which officially begins Jan. 1, William B. Benton, Assistant Secretary of State revealed Friday at a news conference in Washington at which he formally launched operations of the Office of International Information & Cultural Affairs [Broadcasting, Dec. 24].

At the same time the State Dept. released, for Sunday publication, a 135-page memorandum prepared by Dr. Arthur W. Macmanoh, consultant on administration to the State Dept. and professor of political science, Columbia U., following a nine-month study of international information, Dr. Macmanoh was assisted by Haldor Hafstein, of Iceland.

Mr. Benton said no plan had been evolved for the future operation of the nation's 35 shortwave outlets, now licensed to seven private corporations. He said the international shortwave operations would continue status quo until June 30.

Macmanoh Proposals

Dr. Macmanoh, without making recommendations, submitted four proposals for peacetime operations of international broadcasting: (1) a private, limited dividend corporation in which all licensees would merge their present holdings, entity to operate stations under State Dept. supervision; (2) Government ownership; (3) mixed Government-private operation, with Government operating its own transmitters and the industry handling its own stations; (4) split private ownership (as before the war) with Government-owned equipment divided among present licensees, according to their options.

"If has not been decided whether the Government will continue to operate, maintain and program the radio transmitters in its possession, or whether these activities should be conducted through public or private corporations," said Mr. Benton. "The future control and operation of international radio is now being studied in the Department and recommendations will be made to the President and Congress within the next few months.

"Meanwhile it is essential to continue the operation of shortwave radio from this country, on a scale much reduced from that of wartime years, using existing facilities instead of the 40 used in wartime, and broadcasting for nighttime listeners only.

The Assistant Secretary declared it was the State Dept.'s aim to "avoid competition with private enter-
prise." Further, to assist private enterprise "in its efforts to break down barriers to its expansion abroad" and finally, it is not the Department's intent to "try to rival or undo the efforts or expenditures of other countries in informational activities.

Former activities of the Office of War Information and Overseas Inter-American Affairs will be absorbed by the Office of International Information & Cultural Relations, which becomes the Information Service. Cuts of about 60% in personnel of OWI and OIAA between July 1, 1945, and June 30, 1946, will be effected. On July 1 the two agencies employed 5,782 persons at home and abroad, he said. By June 30 the number will have been reduced to 2,490.

850 in Shortwave

Approximately 850 will be employed in shortwave broadcasting, as compared with 1,525 on July 1, 1945. Radio activities of OWI and OIAA have been physically merged in New York and San Francisco.

John W. Ogilvie, former radio director of the OWI, heads the new radio department of the Office of International Information & Cultural Affairs.

Mr. Benton outlined a nine-point program, which includes supplementary service to news agencies, radio and motion pictures. He referred to shortwave broadcasting as an activity in the over-all program which deserves special mention because of the magnitude of the operation relative to other activities.

Dr. Macmanoh urged that the State Dept. "take the initiative in setting up a working group under the chairmanship of the FCC . . . to resolve this problem during the summer of 1945.

On Feb. 18, 1945, the Special Committee on Communications, set up by the State Dept. and headed by FCC Chairman Paul A. Porter, approved these recommendations:

"1. Direct shortwave broadcast originating in the U.S. should be continued after the war on a daily basis.

"2. Facilities, both as to quantity and quality, should in general be as good as those of any other country.


Dr. Macmanoh cited views of licensees, taken from these confidential files, as follows:

"Walter S. Lemmon, president, World Wide Broadcasting Corp.: "We believe that U.S. international broadcasting should be at least at its present quantitative level immediately after the war and then expanded as the world needs may indicate the wisdom of such a course of action."

"Crosley Corp., of which James D. Shouse is vice president in charge of broadcasting, wrote that "it should be expanded." Association of Broadcasters commented: " . . . shortwave broadcasting should not be curtailed . . . the quantitative level should be frozen at the wartime maximum until later developments may justify further expansion.

"Westinghouse Radio Stations wrote: "It is our present opinion that U.S. international broadcasting should be expanded after the war . . . during the immediate postwar period."

"NBE stood with (Brig. Gen.) David Sarnoff for some version of a single private government-subsidized broadcasting entity.

"CBS, through Paul Kesten, proposed a hybrid system: the Government would own, control, and operate enough international broadcasting transmitters to express its views officially to listeners throughout the world; the other stations would be returned to private ownership and control, the ownership and operation being so divided that it could be supported without great strain on any single licensee.

"Other licensees indicated a 'general desire' for private ownership under the prewar system, the Macmanoh memorandum commented. Mr. Lemmon was quoted as saying his corporation believed that ownership and operations after the war should be in the hands of private companies.

Associated Broadcasters said present licensees should own, control, operate and program international stations after the war. Westinghouse proposed that "private industry should own and operate these stations" competitively but that control of the stations and their programs should continue for a while in some department of our Government.

On financial support Crosley said commercially sponsored programs not only should be permitted but "encouraged."

Associated Broadcasters approved commercial programs, but felt the Government should compensate stations for time devoted to "selling goodwill to the rest of the world.

Westinghouse wrote that in the immediate postwar period the Government should support shortwave broadcasting, but that later and gradually support would come from advertising.

World Wide, which receives contributions from U.S. industry, contended that "if international broadcast stations are to be privately owned and controlled they should be supported by whatever particular method the individual licensee can work out providing the programs and methods of operation are in the public interest."

Mr. Lemmon would charge the Government for time used by it.

FIVE YEARS OF THE BEST IN FM PROGRAMS

F OR five years WFGM, the General Electric Frequency Modulation Station in Schenectady, has been broadcasting distinctive musical programs. Because full fidelity transmission is possible only with locally originated live talent programs, WFGM has specialized in broadcast of this character. As a result, listeners in the Capital District of New York State have had access to a wealth of full-color entertainment available only to those who have, during the war years, been fortunate enough to have FM receivers. For the best in programming for Frequency Modulation broadcasting, look to WFGM.

FREQUENCY MODULATION STATION WFGM

December 31, 1945 • Page 63
MAJOR NETWORKS view 1946 with optimism, although admitting that competition will be stiff. The introduction of new programs next year, emphasis on merchandising and promotion and increased publicity services are predicted.

William S. Hedges, NBC vice president in charge of planning and development, predicted that 1946 will be a good year for broadcasting. He pointed out that radio advertising must be broadened for the benefit of the manufacturers of consumer merchandise who have found through long experience that "radio is the cheapest and most effective method of securing distribution and most advertisers of consumer goods have found radio broadcasting to be the cheapest and most effective method of advertising."

A "tremendous increase in audience" through the sale of receivers in the "millions of new homes to be built this year" is expected. Advertisers in present radio homes will be swelled further as many women return from war activities to their homes, Mr. Hedges said.

Progress Ahead

"A year of substantial progress" is foreseen by James V. McConnell, advertising manager of spot sales for NBC, for the 11 stations his department represents. These stations have well-laid plans for postwar programming and are in a good position to capitalize on the continuing trend toward the sale of local programs. Advertisers using spot radio for the first time during the war period "have been impressed with many advantages and its effectiveness as a sales tool and will continue to give it a major place in their advertising schedules," Mr. McConnell said. Sales representatives already indicating a successful year, he predicted that all phases of spot radio—programming, promotion and sales—will be increasingly important throughout the country during 1946. Optimistic outlook for 1946 network sales was held by John J. Karel, network sales manager of CBS. "Fortunately," he said, "network radio had very few 'war babies' and most advertisers continue to hold their valuable time for the coming year. It is likely to be true that the network time situation will continue very tight during 1946, and we look forward to a greater broadening of the broadcasting band from a sales standpoint."

CBS, he said, has "an increase in sales during Saturday morning and afternoon. There is a convinced belief in the broadcasting during the early morning and later evening hours as well as room for development during Sunday morning."

F. C. Wilson, research director of CBS, predicted improvements in research in 1946. Nationwide reporting on total station audiences as well as "more refined and accurate measurement of program audiences" will be facts in 1946, he said.

Fred M. Thrower, ABC vice president in charge of sales, stated: "With the establishment of the management of profits, the throes of reorientation behind, the unprecedented public demand for goods of all description will soon be met with unprecedented supplies. Advertising to channel that demand toward specified brand names is as necessary and as certain as production itself."

E. L. Marx, director of general engineering for ABC, also expects 1946 to find network activity entering both FM and TV, with ABC applications on file for stations in both kinds in New York, Chicago, San Francisco and Los Angeles. The FCC will probably act on the FM applications first, but Mr. Marx hopes that ABC will have the least amount of its applications stalled and operating by the end of 1946. In the standard broadcast field, he said the network has applied for permission to install the power of KGO San Francisco to 50 kw and to install a directional antenna to improve its service.

A plan to effect closer liaison between ABC and its affiliated stations by frequent district meetings of station men with members of the network's station relations department has already been started and will be continued during 1946, John H. Norton Jr., vice president in charge of stations for ABC, stated. Meetings covering all phases of broadcasting—promotion, sales and general network policies—will be held frequently.

Reporting on Mutual's plans for promotion and research for 1946, Robert A. Schmid, vice president, welcomed "a return to sales-peddling," to the year-round work of all forms of advertising." He said that "cost-per-thousand listeners actually delivered (which is radio's measure of its part in making sales possible) will outweigh in importance prestige and other 'ears'..."
PRESS ANSWERS PETRILLO LETTER

‘New York Times’ Attacks ‘Irresponsible’

Dictatorship; Others Make Comment

PUBLICATION of James C. Petrillo’s letter prohibiting international pickups, together with the revelation of his demand for employment of musicians by network affiliates, brought down upon the AFM president’s head the wrath of many leading newspapermen. He doesn’t give a hoot for the hopes of United Nations leaders for a greater exchange of cultural programs among the nations. All he cares for is more jobs for the members of his particular union, and, with his mercantilist mind, he imagines that this program will create them. In further accord with this aim, he now insists that all radio stations not employing musicians must engage regular staffs of instrumentalists regardless of whether or not they need them.

Quotas on Immigration

In regard to his ban on foreign musical programs, Mr. Petrillo observes that the Federal Government imposes quotas on immigration. He insists that it is entirely permissible following the same course, although it has to do it in a different manner because of the inherent power of radio to ‘siphon’ American employment from a distance.

“It is nothing new for Mr. Petrillo to assume the powers of Government. He already established the private power of taxation when he successfully imposed an excise tax on every musical record made, ‘to be paid directly into his union’s treasury.’

“Mr. Petrillo’s irresponsible private dictatorship, we may assume, is perfectly satisfactory to Congress, to the Administration and to the Supreme Court. Not only has he done away with competition, but among them there have been in fact conferred these powers upon him. Mr. Petrillo has the power to ruin any radio station by boycotting it. He can order his musicians not to work for it. He derives a large part of this power from the Wagner Act, which scourges the broadcasting industry with threats to negotiate with him and him alone no matter how fantastic his demands or how anti-social his course.

The mere fact that he contemptuously ignores the orders of the WLB Labor Board and defied decisions of the National Labor Relations Board (with regard to jurisdiction over ‘platter-turners,’ for example) does not count against him. There is nothing in the Wagner Act which says that any labor leader has to come before the NLRB with clean hands. He can still use the board to force the broadcasting companies to ‘bargain collectively’ with him, and if they do not meet him more than half way, no matter how extravagant his demands, he can accuse them of ‘not bargaining in good faith.’

“Again, Mr. Petrillo has the power to force any musician into his union--again, he is boycotting both him and his employer--and thereby prevent him from making a living unless he joins and knuckles under to Mr. Petrillo. Finally, Mr. Petrillo is immune in his capacity as a labor leader from the anti-trust and anti-consipiracy acts, from the Federal Anti-Racketeer Act, and from other laws which less-privileged citizens must obey.

“Will Mr. Petrillo’s latest use of last summer’s Congress and the Administration into re-examining its labor legislation and its labor policy?”

Washington Daily News

In an editorial titled “So Speak Caesars,” the Washington Daily News on Dec. 26, commenting on the ban on broadcasts from overseas, said: “If Caesar has ruled us from the beginning of our nation, we’ve been shut of a lot of foreign art and other stuff. We’ve never imported the Englishman’s love of liberty; nor the Frenchman’s cooking; nor the Italian’s appreciation of beauty; nor the Swede’s benefits to health; nor the Dutchman’s cleanliness; nor the Spaniard’s sense of courtesy. That’s a lot of hobbledy-dokey. It never kept a union leader out in front of his dues payers, did it?”

“Caesar already rules the tune-land of America, then he threatens to conquer the whole musical world. If he appears with a loud, ripping, noise, that will be our music-lovers tugging at Caesar’s toga. They’re not likely to submit so unluckily to his dictatorial rule by ear.”

The New York Herald-Tribune on Dec. 26 said “No one quarrels with the desire of the ‘little chief’ to look out for the 138,000 mem-
ers of his union and to see that his boys eat.” The question is one of attitude and of method. In atti-tude there seems to be some slight doubt as to whether the interests of 140,000,000 people or of 138,000 of them come first. Stated differently, do the 138,000 eat at the expense of or in the service of the country as a whole? In method, the question is far more grave. Are the laws of the land to be made by duly-elected representatives in Congress assembled or by extra-legal means?

The Washington Post in an editorial said:

“Just at the moment when the rest of us were invoking peace on earth and goodwill, Mr. J. Caesar Petrillo sent his Christmas message to the citizens of these United States. We anticipate that after a little interval of grumbling, this edict will be obeyed as weekly by the broadcasters as all of Mr. Petrillo’s previous edicts have been. We likewise anticipate that Congress will do nothing to curb Mr. Petrillo’s power.

“The next step, doubtless, would be for Mr. Petrillo to prohibit all nonmusical programs, whether they originate in this country or not, on the ground that they deprive American musicians of a livelihood to which they are entitled.

“The Washington Star commented: “Mr. Petrillo on a number of previous occasions has demonstrated his dictatorial capacities, and there is more than a little reason to suspect that he rather enjoys the role. Certain the courts, Congress and the Administration do not object, or, if they do object, are not willing to do anything about it.”

“The only inference is that Mr. Petrillo is not interested in good-will and good relationships with other nations in peacetime if that entails anything which might even remotely press non-negligible competition from abroad with the American Federation of Musicians. Perhaps, in this situation, the President and Congress will be moved to deal with Mr. Petrillo and others like him. But the chances are that they will continue to do nothing.”

RMA-RFC Meet to Revise War Surplus Sales Plan

JOINT committee of Radio Mfrs. Assn. and Reconstruction Finance Corp. will meet in mid-January on operation of the revised manufactured goods sales plan where RFC is disposing of war surplus electronics property. Revision of agency setup was adopted a fortnight ago. The group will screen the list of 230 manufacturer agencies now handling and disposing of surplus electronics items.

Members of the RMA section of the committee are M. F. Balcom, Sylvania Electric Products, chairman and representing the RMA tube division; W. J. Halligan, Halligan & Co., set division; George E. Henyan, GE, transmitter division; Ernest Searing, International Ressistance Co., parts division; Arthur F. Gering, Stromberg-Carlson, amplifiers and sound equipment division.

Publication of Manual To Be Resumed by NAB

PUBLICATION of the NAB Manual of Broadcast Advertising, discontinued during the war, will be resumed by Frank E. Pellegrin, director of broadcast advertising. In preparation is a section covering a series of articles on use of radio by the brewing industry. The articles appeared in Modern Brewery Age.
IRE WINTER MEETING JAN. 23-26 IN N.Y.

TECHNICAL sessions on standard broadcasting, FM, television, navigation aids, military applications of electronics, radar, and other electronic issues are included in the agenda for the 1946 winter technical meeting of the Institute of Radio Engineers, to be held Jan. 23-26 at the Hotel Astor, New York.

Edward J. Content, WOR New York engineer, chairman of the committee arranging for the meet-
ing, announced that Dr. Frank B. Jewett, president, National Academy of Sciences, will be the principal speaker at the annual IRE banquet Jan. 24. Edgar Kobul, Mutual president, will be toastmaster. FFC Chairman Paul Porter will address the president's luncheon Jan. 28, honoring the incoming president, Dr. Frederick B. Llewellyn, Lewis M. Clement, vice president in charge of research and engineering, Crosby Corp., will be master of ceremonies. Maj. Gen. Leslie E. Groves will speak Jan. 23 at a joint evening meeting of the IRE with the American Institute of Electrical Engineers.

More than 120 companies have reserved exhibits space for the engineering show adjourning the meeting headquarters.

Robinson to FC&B

HUBBELL ROBINSON Jr., former vice president in charge of programming with American and prior to that vice president and director of radio with Young & Rubicam, New York, has joined Foote, Cone & Belding, New York, as vice president in overall charge of radio.

For Sale (Cont'd)

New Diesel generating sets for your auxiliary power supply. Capacity 625 K.V.A., 100 H.P. 34 volt, 4 wire 150 amp. 50 cycles. Priced low. Write for details.

FOR SALE

Western Electric 3502E 100 watts transmitter. Complete unit under perfect condition open for inspection.

MISSISSIPPI

Gazel Comedy: Free catalog. Box 616, BROADCASTING.

Novik, New York Stations Honorée

Wartime Work is Praised by Retiring Mayor

MORRIS NOVIK, who retires Jan. 1 as director of WNYC, New York's city-owned station, was presented with a stopwatch Thursday by the Radio Committee of the Mayor's staff. The presentation was made to reward events directors who, under Mr. Novik, coordinated radio's civic service for the city's broadcasters during the war years.

Mr. Novik will produce Fiorel LaGuardia's broadcasts on ABC and WJZ New York, both series starting Jan. 6. He will also be active in the public service field, radio, with non-profit organizations.

Presentation was made by Dave Driscoll, WOR news and features director, at the Fifth Club, Mr. LaGuardia awarded certificates of merit to the following stations for their wartime work: WEAF WOR WMCA WNYC WNEW WXRH WHN WOR WBNY WBBN WBTI WBBN.

Certificates were also awarded the following individuals: Artho Hull Hayes, general manager WABC; Thomas Voeltz, director of special events, ABC; Mr. Dris cell; Leon Goldstein, vice president in charge of special events, WMCA; Jo Ramon, director of public relations, WNEW; De Lancey Provost, general manager, WEAF; Eugene Thomas, sales manager, WOR Mr. Novik; Sylvia Davies, assistant to the director, WNYC; Arthur Sinzheimer, radio director Peck Advertising Agency, who served as liaison between the agencies and the stations.

Rejoin KPO

DON STALLING, who recently left KPO San Francisco as station manager to become count executive, Leonard Gross, dit to the Marvin publicity service department, KPO, returning from service, rejoins KPO as manager.

Chief Engineer capable of taking complete charge engineering department 5 kw midwestern network affiliate. Must be thoroughly experienced in all phases of operation maintenance and new construction with proven record as chief or assistant of 5 kw or larger station.

Ability to handle men and get along with others necessary. Permanent position with unusual future if you qualify. Please give full particulars about yourself including education, previous experience, salary expected and when available. Enclose snapshot. All replies confidential.

BOX 644, BROADCASTING

Situations Wanted (Cont'd)

Public relations counsel-producer. Ex-
pert in writing, producing, coordinating, announcing, emphasis on news and special events. Thorough knowledge all phases of broadcasting. Promotion a specialty. Four years Army service 619-3 IBC Box 663, BROADCASTING.

Promotion-production. Experience in-
cluding live radio, announcement emphasizing emphasis on news and special events. BCS degree, and thorough knowledge of business station operation. Box 659, BROADCASTING.

WANTED—Traffic manager by Indiana station. Experience and salary in detail. Give references and salary requirements. Box 646, BROADCASTING.

Commercial continuity writer who can provide clean, good copy for all types of businesses. Spot announcements and programs. Steady position. WAGA, 14th Ave, Argo, Michigan.

WANTED—Traffic manager by Indiana station. Experience and salary in detail. Give references and salary requirements. Box 659, BROADCASTING.

WANTED—Traffic manager by Indiana station. Experience and salary in detail. Give references and salary requirements. Box 663, BROADCASTING.

Situations Wanted

Staff announcer and newscaster just discharged from Army after serving overseas. Currently manager of college radio station. Civilian experience: 2 years as announcer. Age 27, married, 2 children. Prefer position on west coast, but will travel. Send references to Box 659, BROADCASTING.

Program director. Experienced production man. Writes, announcing, news, special features. Ability to handle voice, playing directo, working with announcers. Experience at WJW, Cleveland. Box 617, BROADCASTING.

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Congress on the Air

Reprinted from the Washington Post
Issue of Dec. 35

THE QUESTION of congressional broadcasts came up again with reports that the Joint Committee on Public Information would recommend a weekly radio program entitled “Congress in Action.” Proceedings of the Senate, under this plan, would be broadcast every Wednesday night and those of the House every Thursday night. We should like very much to see a program of this sort succeed, for we think that the people ought to know more about what their representatives in Congress are doing. But we do not see much hope of achieving that objective, or of benefiting either Congress or the public, through the proposed weekly broadcasts.

Chief among the dangers that special night sessions for broadcasting would encounter is that of special staging. Congress would be under great temptation to put on a show. Oratory would doubtless be encouraged in preference to simple business-like debate. We do not see how either house could perform naturally under these circumstances, and we do not believe that the public is interested in seeing Congress put on special performances for the sake of making a good impression.

Presumably an effort would be made to broadcast those debates in which the public would be especially interested. But that would necessitate holding up some important bills for the weekly radio debate. How would the bills to be discussed over the air be selected? Who would be permitted to speak while the Senate or the House proceedings were on the air? Certainly the Senate would have to give up its rule of unlimited debate on these occasions. Otherwise one of its few demagogues would be likely to get the floor and hold it during the entire time of the broadcast.

Consideration of this proposal, it seems to us, must start with the fact that much of the work of Congress is uninteresting to the public. Many of the issues it debates on the floor are technical and dull from the viewpoint of the average radio listener. In broadcasting the proceedings of an ordinary session, therefore, the problem would be to select and maintain an audience. We suspect that a minute on appropriations for the ICC or renewal of the war powers act would be quickly turned off for the sentiment-sapping serials and fantastic dramas to which radio is so largely devoted in the daylight hours. Undoubtedly this is why the reformers suggest special night sessions of Congress that could be broadcast. But the special sessions would run into so many difficulties and create such a scramble among 96 members of the Senate and 433 members of the House for the privilege of getting on the air that the result might be to discredit Congress instead of boosting its stock in the eyes of the people.

It might be feasible to broadcast occasional sessions of either house in which there is great public interest, such as the Senate debate on the United Nations Charter. In that case the appearance of putting on a special show would be minimized and speaking time might reasonably be allocated by the committee in charge of the bill. Such undertakings would be wholly different from weekly broadcasts. We are inclined to think that if weekly congressional broadcasts are to be undertaken, the time could be made more usefully devoted to specially arranged radio debates. Such debates before Congress or to weekly reports on the doings of the legislative branch by one or more of its members.

Priorities Section Set Up In RFC Regional Offices

PRIORITIES sections have been set up in the 31 regional offices of the Reconstruction Finance Corp. to expedite sale of surplus electronics equipment to priority claimants and veterans. Applications from all governmental agencies, veterans and nonprofit institutions are sent to RFC in Washington where they are reviewed and catalogued.

This office frees the goods and sets prices no higher than those offered at any trade level at time of proposal. Applications are reviewed by the RFC or, if necessary, they are referred to the regional office for consideration. The RFC office makes the goods shipped to him directly without agent commission. Veterans must be certified by the Smaller War Plants Corp. before applying to RFC.

Hendon Named

LAUDE J. HENDON, with General Electric Co., since 1927, has been appointed a commercial vice president, succeeding E. H. Ginn, retired. Mr. Hendon becomes member of president’s staff, reporting to E. H. Shriver, vice president. Mr. Jimmie continues as advisor until July. A. L. Jones, commercial vice president heading Rocky Mountain district, also retires following 41 years’ service. His duties will be divided among W. B. Clayton, Denver area; R. M. Alford, Salt Lake City area; and A. S. Moody, Butte, Mont., area. All are commercial vice presidents.

Wakefield Sees Expansion of Spectrum Opening New Vistas in Communications

RECENT discoveries involving the use of the higher regions of the radio spectrum will profoundly alter our national life and may “make of us one people of one world,” FCC Commissioner Ray C. Wakefield predicted last Friday before a regional meeting of the American Institute of Electrical Engineers in San Francisco.

The tremendous developments in communication development, stimulated by warfare research, he said, “are opening a new and more powerfully performing world of communications into our daily lives as the previous developments of the telephone and telegraph.

Microwave Experiments

Expansion of the usable radio spectrum from 30,000 kc to 30,000,000 kc, Mr. Wakefield declared, makes possible enormous increases in radio service. As an example of the new services which can be established through the ultra-high frequency microwaves, he pointed to the “beamed radio” for rural, farm areas that have already received experimental authorizations.

This development, he explained, involves erection of low-powered radio stations at intervals of 20 or 30 miles between large cities and employing a new type of highly directional antennas which can beam a bundle of radio circuits from point to point without wasting the power of the transmitter in directions other than the direction toward which the circuits are beamed. The signals are picked up, amplified and beamed on from one station to another and in this way, he said, a large number of telephone, telegraph, teletype, facsimile and television circuits can be handled simultaneously.

Commissioner Wakefield described “stratovision” as a “somewhat more speculative communication development” than the radio relay, for it is an example of static dissipation, or pulse modulation. Whether airplanes flying in circles in the stratosphere will provide coast-to-coast relay transmission, he said, depends on relative economic considerations as compared with the relay beam and coaxial cable.

“One of the most interesting features of this stratovision propagation,” he observed, “is that the same planes which are used as relays can also be used to broadcast to the areas beneath them. One of the problems of FM and television with their relatively short ranges of transmission has been how to reach the rural listeners in the wide open spaces. This broadcasting from airplanes may be an answer to that problem.”

JOSEPH R. SPADEA, who joined CBS last February as account representative in Detroit, and previously with CBS in Chicago for 15 years, will join Mr. Spada’s staff in Detroit after the first of the year.

Spada to Manage CBS Detroit Network Sales

GLADYS L. HALL, formerly assistant to Capt. Harry B. Butcher, former CBS Network Representative in Chicago, Jan. 1 becomes manager of the NAB headquarters staff as secretary to A. D. Willard Jr., executive vice president. She was secretary to Mr. Butcher from 1925 and entered the Navy in June 1942 as a naval aide to Gen. Ike Eisenhower, remaining at the CBS Washington office during the war as secretary to Gen. Earle G. Simple, who assumed the Butcher’s duties. Since the return of Capt. Butcher she has been assisting him in preparation of his book My Three Years With Eisenhower, now appearing in serial form in the Saturday Evening Post.

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NEW YORKERS ARE LISTENING MORE
Pulse Survey Shows 1.3 Seasonal Upswing
For Average Quarter-Hour Sets-In-Use

SURVEY of radio listening in New York by The Pulse Inc., personal interview radio statisticians, showed an increase in average quarter-hour sets-in-use in December. The increase, described as a seasonal upswing, was 1.3 over November. In the week studied, the total average listening was 24.8, compared with 22.5 for November and 23.2 for December 1944.

Pulse also reported a special survey of foreign language listening in New York. An analysis of the flow of audience to foreign language listening from 9 a.m. to 6 p.m. was made for the quarter-hour preceding tune-in to the foreign language programs and for the quarter-hour following the programs.

Results
Survey showed that in the quarter-hour before the foreign language programs, 42% did not listen, 52% listened to the same foreign language programs on another station or to another foreign language, and 6% listened to English language programs. In the quarter-hour following foreign language listening, 78% did not listen, 16% listened to the same foreign language on another station or to another foreign language, and 6% listened to English language programs.

Pulse reported that much English language listening in foreign language homes is to children’s strip shows in the late afternoon and to record programs as well as to the usual daytime serial. Pulse concluded that much of the English listening is done by members of the foreign language household other than the household.

Highest quarter-hour listenership of top shows in New York was also reported by Pulse. Evening show ratings were: Jack Benny, 26.3; Charlie McCarthy, 21; Lux Radio Theatre, 21.7; Fred Allen, 20.7; Aldrich Family, 20.7; Eddie Cantor, 20; Bob Hope, 19.3; Your Hit Parade, 19; Fibber McGee, 17.7; and Durante-Moore, 17.

Daytime quarter-hour ratings were: Kate Smith Speaks, 73; Big Sister, 73; Life Can Be Beautiful, 73; Helen Trent, 7.1; Ma Perkins, 6; Our Gal Sunday, 6.8; When a Girl Marries, 6.5; Aunt Jenny's Stories, 6.1; Portia Faces Life, 6.1, and News by Clark (WABC), 6.1.

Quarter-Hour Ratings
Saturday and Sunday daytime ratings were: Army vs. Navy football game, 22.9; Notre Dame vs. Great Lakes football game, 18; Children’s Hour, 8; Nick Carter, 8; New York Philharmonic, 7.3; Lux Radio Theatre, 7; Family Hour, 7; The Shadow, 7; The Mysterious Man's Family, 6.3, and Mike Believe Ballroom, 6.3.

In Philadelphia Pulse analyzed quarter-hour sets-in-use for the November-December period this year, compared with November-December 1944. Pulse also reported a special survey of foreign language listening in Philadelphia. An analysis of the flow of audience to foreign language listening from 9 a.m. to 6 p.m. was made for the quarter-hour preceding tune-in to the foreign language programs and for the quarter-hour following the programs.

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WORKERS GET CUT IN AGENCY PROFITS
EMPLOYEE PARTICIPATION in profits of Lennen & Mitchell, New York, is provided in a plan announced last week by President Philip W. Lennen.

The plan provides for issuance of capital stock of the firm: The A common stock, profit participating, is being sold at a nominal price to officers and key employees of the advertising agency company on the basis, while the B stock, carrying voting rights, will be held by the four major stockholders, Mr. Lennen, Robert W. Orr, Ray Vir Den, and Mann Holiner. The firm's net profits, after paying a dividend on the capital stock, will be remitted to the benefit of the Class A stockholders.

Employees who later leave the firm must sell back their shares at the then-current value and the remaining stockholders may then buy these shares on a pro rata basis. A block of the shares will be held in the agency company for future sale to rising members and as an additional attraction for prospects of exceptional ability who may be added to the staff.

With four major executives holding the voting stock, the perpetuity of management is assured, regardless of retirement of any of the key administrators. The four executives have been principals in the firm for many years.

Women No. 1 Fan Of Radio Column
‘Minneapolis Tribune’ Reports
On Readership Survey
WOMEN over 21 are the most avid readers of a newspaper's radio column, according to a readership survey of the Minneapolis Tribune, an adult group.

The survey, with interview representative, was conducted in three columns by 16,000 adults over 21 and minors between 12 and 21, showed that readership of the radio column, approximated three columns by 16,000 adults. The picture on the same page. Of those questioned 36% of the women, 32% of the girls, 22% of the boys and 16% of the men said they read the column.

In other surveys, the Minneapolis Poll, sponsored by the Tribune and Minneapolis Star-Journal, found that news taken out of place and music second in the preference o Minneapolis; that Radio Theatre is the favorite program; and that 49% of those questioned said they prefer programs without music, and that 30% prefer them with ads, while 19% said it made no difference and 2% didn't know.

In order of preference, types of programs were listed as follows: News 40%; music 35%; drama 19%; comedy 16%; quizzes 14% church 8%; educational 6%; other types 2% (one indicated more than one). Music was definitely preferred of those in the 21-29 age bracket (64%). Popularity of church programs increased from 1% in the 21-29 age group to 12% in age groups over 50 years.

Those questioned in the Minnesota Polls representing cross-section of Minnesota adults raised 25 favorites programs in order: Radio Theatre; Cedri Adams; Fibber McGee; Bob Hope Take It or Leave It; Kate Smith Institute; Hit Parade; Charlie McCarthy; Jack Benny Town Meeting of the Air.

In the poll on radio advertising women were 51% for shows with

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**Free American Radio Can Offer More Toward Future World Unity, Says Paley**

By WILLIAM S. PALEY
President, CBS

EVERYONE who saw at first hand how radio was used in Europe during World War II must have felt it influence his thinking about the future of radio in this country. What most of us think is that radio is a primary medium of entertainment and enlightenment and a powerful weapon by our enemies, as a very effective instrument of evil.

The use of the same instrument was also very effective. But, since we were fighting to restore civilization in large areas of the world and to return freedom among millions of enslaved people, we believed we used it as an instrument for good. The fact is that we, and the enemy, had a powerful weapon we could use to destroy the dangerous weapon of controlled radio.

The subtle, diabolic, persistent techniques of controlled radio, by which masses of people can be led to do and believe what a few other people want them to do and believe, have never been used in this country. That is why it is so difficult for American listeners—and broadcasters—to conceive that they might ever be used on our stations.

**Free Competition**

Our system of broadcasting carries out its automatic safeguards against any broadcaster who would direct his operations for selfish ends or in an unfair and automatic manner. Too often, the false competition among stations and networks constantly striving for the ear of the listener and there is the very real danger that they will be likes and dislikes by "tuning in" or "tuning out.

"Telling another great sense of the American people who realize that any form of controlled communication is a thin but definite step away from our democratic form of life. But these safeguards are not enough if the broadcasting industry is to continue or neglect the high degree of responsibility it must bear constantly.

In my opinion, the American system of broadcasting has a creditable and commendable record of public service. Many glowing pages were added to the record during the war. It took the war, however, to show what radio really is; how important its role can be in the years that are just ahead. If we are to admit the value of our past, we cannot deny the increased responsibility of our future.

I believe that American radio has more to offer than it has yet contributed, not only to our own people, but to the people of the world. More than any other group or industry, we have opportunities to foster unity, tolerance and understanding—nationally and internationally.

We have opportunities to make strides and show advances in these fields because of the improved methods and increased efficiency in our system of broadcasting. It will be strong as long as it is free.

**Seattle Stations SubforNewspapers**

Radio Only News, Advertising Medium During Strike

SEATTLE stations have come to the fore in public service during current newspaper printers strike, now extending into its seventh week.

Stations have been deluged with demand for spot time with theatres as well as department stores, specialty shops and other retailers buying advertising announcements daily as available on KEBV and KJR KNOL KOMO KMSC KXX.

Retail stores, already heavy time buyers of expanded use of local radio for six, Seattle has been without daily newspapers. Stations cooperated by moving local features to make room for retail stations and theatre ads. Work went out that regardless of sold out conditions station time would be made available in event serious need for extra advertising developed.

KIRO is carrying special classified advertising program covering real estate, lost and found, household articles for sale and exchange. KTTH and KZAM: KAPA are doing KOMO: KIRK radio's for 

**Franklin S. Owen**

FRANKLIN S. OWEN, 55, vice president of Kenyon & Eckhardt, New York, died suddenly at his home in Short Hills, N. J., on Dec. 25. Mr. Owen joined Kenyon & Eckhardt in 1939. He had been in advertising for 26 years, after his graduation from Harvard U. in 1919. He was formerly vice president of Williams & Cunningham Agency, Chicago.
At Deadline...

NAB ASKS THREE YEAR LICENSES FOR FM STATIONS

NAB FM Executive Committee, meeting Friday at Palmer House, Chicago, decided to file petition with FCC seeking revision of existing FM license applications from one to three years and to request set makers to submit definite figures on number of receivers released and sold. Also, it was announced at the meeting that Robert T. Bartley, NAB FM Dept. director, was chosen to contact set makers.

Mr. Bartley said he hoped manufacturers would submit figures to NAB research department and that he would announce a conference to discuss the situation. Committee approved FCC action on channel numbering of FM frequencies.

Present were Mr. Bartley; Walter J. Damm, WTMJ Milwaukee, chairman; Gordon Gray, WJJS Winston-Salem; Paul W. Morency, WTHC Hartford; Les Johnson, WHFB Rock Island; Wayne Coy, WINX Washington; absent, Justin Miller, NAB president, and C. E. Arney Jr., secretary-treasurer, John Shepard 3rd, Yankee network, and Frank Stanton, CBS, were absent because of transportation difficulties.

CRNA NAMES COMMITTEES

Two committees were named Friday to nominate candidates for office in the new Chicago Radio News Assn. and to draw up a statement of aims. Radio news editors and special events men are members. Committee to designate offices and nominate candidates includes: Don Kelley, WBWM, chairman; Jim Borman, PA; Con O'Dea, WENR. Committee to draw up statement of aims and eligibility includes: Julian Bentley, WLS, chairman; Charles Ahrens, UP; Jim Dale, WIND; Everett Holles, WBWM; Robert Hurleight, WGN. Election of officers scheduled Jan. 9 at Merchants & Mfrs. Club. William Ray, NBC news chief, is temporary president.

Closed Circuit

(Continued from page 4)

expected at his house. Comdr. Craven has prior Washington commitment relating to FCC allocations and hearing activity.

NAB will announce this week new chief counsel to succeed John Morgan Davis, of Philadelphia, who resigned to resume law practice in Philadelphia [Broadcasting, Dec. 24]. New attorney expected to be former law associate and friend of NAB President Justin Miller.

LITTLE is being said publicly, but contending forces at clear channel hearing Jan. 14 are burning midnight oil preparing cases from opposite sides of technical and economic radio outlook. Regional group has aligned some 200 stations who have anticipated four times their standard hourly rate with Paul D. P. Spearman as chief counsel, with Paul Godfrey and Dr. G. W. Pickard as consulting engineers. Clear channel group has Louis G. Caldwell as chief counsel with Andrew D. Ring as chief engineering witness.

MAJ. ARTHUR W. SCHARFELD, now on temporary leave from Army after nearly two years abroad in American Military Government, rejoins his radio law firm of Loughs & Scharfell within fortnight. He rejected proposals from Army that he return to ETO or move to Pacific with increased responsibility.

WESTERN ELECTRIC COUNTEROFFER REPORTED

WESTERN ELECTRIC Co. late Friday reported on counterproposals to Western Electric Employees Association's demands for 30% wage increase. Report, from union sources, not confirmed as Broadcasting went to press.

Henry Mayer, union attorney, said Frank J. Hamil, WE personnel director, called a meeting with union representatives and made an offer "slightly better" than earlier one—a 15% wage rise. Mr. Mayer said union would reply over weekend but he doubted offer would be acceptable.

COLLEGE CODE RATIFIED

REPRESENTATIVES of 19 student-operated college radio stations meet Saturday in New York to ratify codes of practice which will regulate broadcasting on Intercollegiate Broadcasting System. Stations of IBS operate with low power, are heard only in college buildings. Codes set standards of news presentation, business ethics, engineering operations and broadcast quality.

FORD'S SPECIAL AD

FULL-PAGE four-color Life magazine ad boosting special Christmas show on Ford Sunday Evening Hour (ABC Dec. 23, 9-8 p.m.) cost the motor maker about two-thirds as much as show itself. Tariff for the Life ad, $13,775; for show (including talent and time), approximately $29,000.

'ADVENTURE' RETURNS

WGN Chicago's Human Adventure, dropped by Revere Copper & Brass on MBS Nov. 24 and replaced by Exploring the Unknown, returns to MBS as sustainer Jan. 2. Produced under auspices of U. of Chicago, show will be heard 7-7:30 p.m. (CST). First show titled "Atlantic Migration," story of immigration to America.

MORE THAN 1,300,000 gift packages were distributed to sick, wounded and disabled servicemen at Christmas as a result of Eddie Can- tor's radio drive, according to John Stelle, national commander of American Legion, joint sponsor of campaign.

KOMA TO GET 50 KW, DIVIDING 1520 KC CHANNEL

FCC last Friday adopted as final its recommendations of last September, subsequently modified, for solution of interference problem involving KOMA Oklahoma City, WKBW Buffalo, KGGF Coffeyville, Kan., and foreign stations.

Commission granted temporary authorization to KOMA to operate 1520 kc 5 kw unli- mited, non-directional antenna, until completion of directional antenna and issuance of construction permit to increase power on same frequency to 50 kw.

Station's original application requesting a shift to 690 kc, frequency used by KGFZ, was denied.

Application of KGFZ for license renewal granted for period ending Nov. 1, 1946 and station authorized to increase from 1 kw day 500 watt to 1 kw day and night directional.

KOMA sought change in frequency because of objection by TGW Guatesela City to interfer- ence in its primary coverage area [Broadcasting, Sept. 10] and WKBW which operates on same frequency with 50 kw and a direc- tional to protect KOMA. Present nighttime ac- tivities interfere with CBF Montreal.

BROADCASTING • Telecasting
The Enemies of Sleep at

WDAF

the Kansas City Star's Nighthawks

By John Patt

(Radio Dept., Kansas City Star)

"TUNE in for WDAF, the Kansas City Star's Nighthawk's, The Enemies of Sleep."

That is the announcement eagerly awaited by thousands of radio fans each evening. It is the voice of the "Merry Old Chief," Leo Fitzpatrick, chief nighthawk of the flock whose radio sets are their wings.

Of all the 500-odd broadcasters in the country, the Kansas City Star claims to be second in installing one of the well-known 500-watt transmitters, and the first of them to begin broadcasting on a regular schedule. Trial experiments were made early in February of 1922 through the makeshift apparatus of the Western Radio Company of Kansas City. Communication telephone transmitters were connected to the sound current of the "Merry Old Chief," and the tests began.

But it was in the first program of the new station that the WDAF "brain trust" really went to work. As to the early days of WDAF, it was reported by J. H. D. Ridley of London, in The Wireless Age. Among the celebrities, some of international renown, have appeared on WDAF. Among them are William Jennings Bryan, who spoke twice from WDAF, Mme. Schumann-Heink, Cecil Arden, Jack Dempsey, Ed "Strangler" Lewis, Yvon D'Arle, Titta Ruffo, Governor Henry L. McKee, and others.

WDAF, Missouri's only station for commercial purposes, is surrounded by three states, and the station's signal has been heard in England as reported by J. H. D. Ridley of London, in The Wireless Age. Also, A. E. Berlyn heard WDAF on January 11th in Birmingham, England.

Hawaii, Cuba and Porto Rico are nightly represented in radio audience. There have been over two hundred letters from these dependencies alone. In Hawaii there have been any number of favorable reports, among them A. F. Costa, postmaster of Wailuku, who rates the station among the California stations in respect to clearness. Two letters report that Alaska has heard WDAF many times. Every province of Canada, every state in the United States, every part of Mexico, every country of Central America, all are represented in WDAF's records of its invisible audience, in the form of telegram, letter, post card, or personal call.

There is nothing unusual in the transmission. It is a standard Western Electric 500-watt installation, whose main claim to fame is its radiation. It puts from 9 to 11 amperes into the antenna.

Probably the most interesting thing about WDAF is its practice of broadcasting from all over town. In all the large places of entertainment in Kansas City microphones have been in-

Leo J. Fitzpatrick, radio editor of the Kansas City Star, snapped in action. He is more familiarly known as the Merry Old Chief of the Nighthawks. Here he is caught singing—one of his many accomplishments.
the new 1000 watt Frequency-Modulation broadcast transmitter

Using the Armstrong Dual Channel Direct Crystal Controlled Modulator

Other REL FM Broadcast Equipment Available for Ordering

<table>
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<tr>
<th>Cat. No.</th>
<th>Description</th>
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<tr>
<td>549 A-DL</td>
<td>250 Watt FM Broadcast Transmitter</td>
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<tr>
<td>519 A-DL</td>
<td>3000 Watt FM Broadcast Transmitter</td>
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<tr>
<td>520 A-DL</td>
<td>10,000 Watt FM Broadcast Transmitter</td>
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Speech Equipment

Cat.

603—Studio Speech Console, Table type, 6 position.

604—Station Speech Console, Table type, combined with Cat. 600 Monitor and transmitter desk control.

Monitoring Equipment

Cat.

600—FM Station Frequency and Modulation Monitor.

**SIMPLE**

**STABLE**

**EFFICIENT PERFORMANCE**

PLACE YOUR ORDER NOW FOR EARLY DELIVERY!

---

**Sales Representatives**

**MICHIGAN**

M. N. Duffy & Co., Inc.
2040 Grand River Ave. W.
Detroit, Mich.

**MIDWEST**

REL Equipment Sales, Inc.
612 N. Michigan Blvd.
Chicago, Ill.

**PACIFIC COAST**

Norman B. Nealy Enterprises
7422 Melrose Avenue
Hollywood 46, Cal.

Pioneer Manufacturers of FM Transmitters Employing Armstrong Phase-Shift Modulation

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**RADIO ENGINEERING LABS., INC.**

Long Island City, N.Y.