More than mere programs...

Pictured on this cover are six of the many WOR personalities whose names and voices have long been known to millions in one of the greatest listening territories on the Eastern Seaboard.

Today there’s nothing particularly original about the programs that they, and many other WOR artists, conduct. But through the years their astute formulas have set a pattern that has been flatteringly aped from coast to coast.

More than their programs, however, these people personify those rare and intangible qualities which are the roots of WOR’s amazingly successful growth; i.e., a highly sensitive awareness of listeners’ likes and dislikes; a degree of warmth that’s as intimate as a handclasp, an alertness to the seesaw of home and world events, an immeasurable degree of honest friendliness, and an intelligent and imaginative way of presenting all these qualities.

If we were an advertiser or an agent looking for a show to sell a product, or create a certain state of mind, we’d give more than casual consideration to these things which have made WOR so outstandingly successful in doing both.

Our address is . . .

—that power-full station WOR

at 1440 Broadway, in New York
WLS President Burridge D. Butler Announces Scholarships for Midwestern Girls...

Beginning in 1946, four annual $500 scholarships to colleges or universities will be awarded rural girls in Illinois, Indiana, Michigan and Wisconsin by Burridge D. Butler, president of WLS.

The Ina H. Butler Citizenship Award, in honor of Mr. Butler's wife, will go to one teen-age leader in each of the four states. Senior girls in high schools of less than 300 enrollment will contest for the awards on the basis of scholarship, leadership, and participation in community and church activities.

WLS, under Mr. Butler's leadership, has always used its influence to encourage and assist rural youth in realizing their ambitions. Add the stimulus of the Ina H. Butler Citizenship Award to the annual WLS awards to 4-H Clubs and Future Farmers of America, to the educational programs broadcast to rural schools, numerous student round-table discussion programs, rural county quiz features in the "This Is Our County" series.

To these rural youth services add frequent weather and market reports, practical farm counsel, complete news coverage, entertainment, inspirational guidance, spot coverage of agricultural events, and immediate response to problems affecting individual, family or community, and—

The result is fifty thousand watts of genuine rural service by WLS into the hearts and homes of Midwest America.
Pat and Mike

Van Patrick and a WPEN mike... that's a combination that has Philadelphia sports fans by the ears.

Patrick is a four-letter athlete, a former football star at Texas Christian, a network veteran. He made his first sportcast over WPEN less than two months ago. Already his two evening shows keep thousands tuned to WPEN. Philadelphians find a new entertainment high in his colorful and dramatic play-by-play... his keen analysis... his gripping and human inside stories of sports.

The sportcasts of Van Patrick are another of the live-talent programs put on the air by WPEN since this independent station has been owned and operated by The Evening Bulletin, the largest evening newspaper in America. WPEN knows that listeners in the Philadelphia area like programs with a local angle. That's why its new shows are hit shows.
BROADCASTING... at deadline

### Closed Circuit

IS RADIO going west? Speculation is heard that movement of network operations to West Coast might be accelerated by recent transfer there of some important business enterprises. United Drug Co., in which Edward J. Noble, ABC president, is principal owner, already has moved executive headquarters to Los Angeles. If that works as anticipated, ABC operations—except possibly sales—might follow suit.

INCIDENTALLY, Robert Kintner, ABC vice president in charge of public affairs and news, has been under his directive wing promotion and advertising activity of network in which he now is minority stockholder.

IF AND WHEN NAB opens branch offices in New York and Hollywood, there probably will be new faces around. Robert Pollock, recently major in Army public relations—where served under Col. Ed Kirby, now NAB public relations adviser—was under consideration for New York spot, but accepted offer as commercial manager of WSB Atlanta. Bob Cole, now is minority stockholder.

SO MANY CBS key engineers are out with flu that net has postponed press demonstrations of color television scheduled Jan. 7 in New York. Dr. Peter Goldmark, director of engineering research and development, said new date will be set as soon as possible. He hopes to use new Federal high powered video transmitter now being installed in Chrysler tower.
WTAG is proud to announce its fifth Award During 1945

This latest addition to the long list of honors conferred on WTAG during 1945 is a First Award in the CBS Affiliated Station Program Promotion Contest. This Award is for best use of guest-critic recordings in building audience for CBS network programs, and carried a cash prize of $1,000.00.

Other Awards to WTAG during 1945 are:

**Alfred I. Dupont Award**
"for outstanding public service in encouraging, promoting and developing American ideals of freedom, and for loyal, devoted service to the nation and to the community".

**Peabody Award**
"for outstanding contribution to the welfare of the community it serves".

**Variety Award**
"for helping to make one world... blueprint for future".

**Billboard Award**
"for single campaign promotion... regional channel".

The Awards are the result of WTAG's continued effort to provide outstanding public service and the best in programming to the largest audience.

The success of these efforts is reflected in the latest Hooper Station Listening Index, which for October and November showed WTAG with the largest share of audience in the morning, afternoon and evening, and a larger all-day average, than all other stations heard in the area combined.
Herzberg's Renews the News For the Fourth Year

Herzberg's, leading Omaha specialty store, are now starting their fourth big year of six quarter-hours a week on KOIL. They use the 10 p.m. News. KOIL has been doing a job for Herzberg's steadily for 17 years.

KOIL News Sells Merchandise

There is a reason why Herzberg's buys KOIL NEWS year after year... KOIL's news audience is big (Average 9.4 Hooper) and responsive...
Middlewestern applause for public service programs comes from a choice variety of hands.

The farmers applaud the early morning Farm Hour and the noonday Farmer's Market Reporter . . . music lovers tune regularly to the Chicago Theatre of The Air and the Chicago Philharmonic broadcasts . . . educators praise the Human Adventure, the Northwestern University Reviewing Stand and the Chicago Story . . . our younger audience turns eagerly to the Citizens of Tomorrow and Youth Looks Up programs . . . and all WGN listeners are treated to timely “on the spot” airings of special events and news shows.

For all-around listening pleasure, for genuine public service, for stimulating radio sales . . . the middlewestern answer is Chicago’s own station, WGN.

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

CHICAGO 11 ILLINOIS
50,000 Watts
720 Kilocycles

MUTUAL BROADCASTING SYSTEM
Eastern Sales Office: 220 East 42nd Street, New York 17, N. Y.
West Coast: Edward S. Townsend Co., Russ Building, San Francisco, Cal.
and everywhere
Priscilla goes...

Boston women follow

One look at Priscilla Fortescue's tip-tilted nose and you know she's a woman who has a way with women. A half-hour's listening to her Boston-built program on WEEI, and you can narrow it down to "New England women."

Priscilla's been going to market at Boston's Faneuil Hall since her pigtail days. She started learning New England customs and preferences even before then. That's what makes her good listeners also her good friends... and why they follow wherever she leads them. (They find it's fun, too.)

Sometimes, via the WEEI microphone, Priscilla and her New England neighbors visit with movie stars and celebrities. Other times they go to her suburban home and learn firsthand how she fits a slip-cover or trims a pie-crust. And when Priscilla talks about women in the news—with typical Fortescue enthusiasm—every housewife feels that she's had a personal introduction.

So, you see, when Priscilla recently switched her time on the air from morning to afternoon (to 3:00-3:30 p.m., Mondays through Fridays), and changed her program's name from Good Morning, Ladies to Listen, Ladies, her listeners didn't hesitate. They went along as usual.

Sponsors went along, too. They know (from long and profitable experience) that Priscilla Fortescue leads them, by the friendly way of her WEEI back-fence, straight to the homemakers who do most of the $1,780,164,000-a-year buying* in the prosperous daytime primary area served by WEEI.

Priscilla Fortescue—popular creature—is surrounded by sponsors (and listeners) at the moment, but there's always a chance of participation before too long. If you'd like an introduction to her, or any of WEEI's personable personalities, call us or Radio Sales.

*Sales Management's "Survey of Buying Power" (May, 1945) Total retail sales for WEEI's daytime primary counties.
Feature of the Week

WM. HAHN & CO., Washington shoe store chain, is convinced that radio can sell.

So are the Chesapeake & Potomac Telephone Co., Washington and suburban police, fire departments, WCRC, Harwood Martin Adv. Agency, and assorted Washington thousands involved in the capital’s worst telephone crisis.

The Hahn company, sponsoring H. V. Kaltenborn’s cooperative NBC commentaries on WRC, had a hot hunch last week and decided to see just how much hold radio had on its audience. The hunch-cam—Announce that the first 1,000 phoning the store could get $1.35 all-nylon hose.

Details were worked out by the agency, along with Gilbert Hahn, store vice president and general manager, and Mrs. Elizabeth Morris, advertising manager. Nineteen operators manned the 19 trunks at District 6363 at 7:45 Wednesday evening as Kennedy Ludlam, WRC announcer, intoned:

"Hahns presents H. V. Kaltenborn, but first listen to this: The seven Hahn shoe stores have 1,000 pairs of full-fashioned perfect top quality all-nylon hose, one pair to a customer, $1.35 a pair. Call District 6363 right now. Give the operator your size..."

To make certain, a stinger was hung on the end: “That’s District 6363 and 19 operators are on duty so if you get a busy signal, call again. Remember, these all-nylons are for sale only by phone order tonight.”

Then just in case Washington women needed some extra motivation the whole announcement was repeated at the end of the program.

By that time the capital was sporting to pony express and jungle telegraph. Telephone exchanges were paralyzed. The telephone people phoned WRC and asked would they please ask people to quit calling Hahns, which had already peddled its nylon.

Gen. Omar Bradley, due on Eddie Cantor’s NBC program, phoned the WRC studios from Fort Myer but couldn’t get through. He appeared in time for his cut-in however. Afterward Mrs. Bradley asked if maybe she could phone in for a pair. Someone from the agency asked her size, and said he’d arrange it.

WRC put on public service announcements, asking that no more calls be made, at 9, 9:30, 9:45 (in middle of Mr. District Attorney) and 10, and handled a story on the 11 o’clock Esso News. Calls continued to come in Thursday. Some of the phomers just about seared the insulation off the wires.

Sellers of Sales

Sylvan stayed with CBS until 1937, when he became producer and writer of the A&P Bandwagon, starring Kate Smith on CBS. That fall, when General Foods became Kate’s sponsor, he continued as writer and producer. In 1940, when Kate-Smith Speaks, her daytime show, went on the air, he also took over the writing of the show.

In 1942 Sylvan joined the Army. He was put in charge of programming of Armed Forces Radio Service in New York. He produced, wrote and was even a sports broadcaster on AFRS.

Early in 1945, Sylvan was released from the Army and freelanced as a producer and director for a few months. In October he joined Weiss & Geller, where he is now in charge of the radio activities of the following accounts: Rensie Watch Co., Nedicks, Columbia Pictures and Ehlers Coffee.

Sylvan is married to the former Myra Auslander. They have one son, born Dec. 17.
Industry, Oklahoma

Announcement has recently been made that 35 out of 44 Army-Navy “E” awards made in the entire State of Oklahoma were awarded to firms in the Tulsa market area! This proves you can be sure of one thing — Oklahoma industry is concentrated in the Tulsa market area!

To break down the figures further, 23 of these awards were made to industry located in the City of Tulsa proper! And, most important of all, only 5 of all Tulsa area awards went to war industries — all others went to established peacetime wage-producing industries which were doing important war work and doing it so well that Army-Navy “E” awards were the result! Those industries are now in full scale peacetime production creating consumer goods and payrolls!

When you are planning a campaign for your product, sell it in Oklahoma’s greatest market through Oklahoma’s greatest station, 50,000 watt KVOO, in Tulsa, the only station which blankets this rich area with bonus coverage in Kansas, Missouri and Arkansas.

The Tulsa Market Area might well be termed “INDUSTRY, OKLAHOMA”
Sell through ABS
Associated Broadcasting System
A Coast-to-Coast Network reaching over 40,000,000 potential listeners!

Streamlined Major Market Coverage

A NEW SERVICE TO ADVERTISERS!!

- ABS - The Associated Broadcasting System began coast-to-coast operation on a 16 hour a day September 16, 1945.
- By using the basic network facilities of ABS, a sponsor can reach 87% of the population of cities of 100,000 or over in the United States, at a cost of only a few cents per 1,000 listeners.
- Concentrated in these top markets are 40 million potential buyers served efficiently and economically by the stations affiliated with the Associated Broadcasting System.
- A total of 3,970 ABS commercial program hours were broadcast through facilities of 196 outlets in 1944, thus insuring adequate secondary coverage on request.

ABS - The Associated Broadcasting System began coast-to-coast operation on a 16 hour a day September 16, 1945.

- Split networks available for selected coverage.
- Transcribed programs accepted for network broadcasting.
- Choice time periods, that are not even offered on a spot basis, are now available through ABS.
- Outstanding programs for individual sponsorship or on a participating basis.
- Maximum coverage at minimum cost — $2200 buys one evening half-hour on 22 stations reaching a potential audience of 40,000,000. Or 6 daily 1/4 hours can be purchased for $1050 each.

New York
122 E. 42ND. ST.
MURRAY HILL 5-3227

Chicago
360 N. MICHIGAN
CENTRAL 4309

Hollywood
3055 WILSHIRE BLVD., EXPOSITION 1339

EXECUTIVE OFFICES
KEELER BUILDING
GRAND RAPIDS 2, MICH.

Page 12 • January 7, 1946
Not jet propelled... but just as NEW!

The belt on step pulleys slips instantly to any position to set cutting pitch at 96-104-112-120-128 or 136 lines per inch. Other pitches available on special order.

PRESTO's newest turntable... for highest quality master or instantaneous recordings. The 8-D features instantaneous change of cutting pitch. An improved cutting head provides higher modulation level, more uniform frequency response and retains its calibration under all normal temperature conditions.

The heavy cast-iron turntable and mounting base insure exceptionally low background noise. Adjustable feet permit accurate leveling on bench or stand at a height to suit the operator.

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

WORLD'S LARGEST MANUFACTURER OF INSTANTANEOUS SOUND RECORDING EQUIPMENT AND DISCS
Curtain up,
Enter —

JAMES M. WADE!

In all the field of radio-station representation, perhaps the rarest thing is a man who combines real experience at producing programs, plus sales and merchandising work. But not so at F&P—we've got our own Jim Wade, Manager of our Atlanta Office.

Of course, most agencies have their own facilities for digging up program ideas. But we are full-time radio men with reasonably good imaginations, and we do have almost daily contacts with the management of many top-notch stations, who are constantly getting a lot of swell thoughts for promotions of various sorts. And we have furnished some program ideas that have worked out to be the real thing...

What's more, we've got the experience to throw out the half-baked ideas that usually plague the brains of beginners in our business.

So if you agency men need any new program ideas, let us see if we can help. Maybe we'll "get nothing out of it" except your conviction that we are on our toes. But no matter. That's the way we work in this group of pioneer radio-station representatives.
FM High Band Controversy Is Reopened

Zenith Petition Results in New Hearings

By JACK LEVY

THE CONTROVERSY over the shifting of FM to the higher band was reopened by the FCC last February after an interval of two months.

Acting immediately upon receipt of an impressive 19-page petition from the Zenith Radio Corp. vigorously challenging the Norton findings on which FM was moved "upstairs," FCC ordered a public hearing on Jan. 18 to determine:

1. Whether the 42-50 mc band, or any part of it, should be made available for FM in addition to the 88-108 mc band.

2. Whether, if such action is taken, the band should be available for noncommercial educational, community, metropolitan and rural stations and whether the low band should be assigned to the entire U. S. or only in Area II (outside the heavily populated eastern states).

3. What would be the additional cost of FM receivers if the 42-50 mc band or any part of it is also allocated for FM.

The Commission invited licensees of FM and television stations, manufacturers of FM equipment, and other interested parties to participate at the hearing and set a deadline of Jan. 14 for filing appearances.

Distinct Surprise

Coming as a distinct surprise in view of its repeated defense of its decision on the FM allocation, the Commission's order was interpreted as having one obvious implication: That the Commission has serious doubts as to the wisdom of its action in accepting the Norton propagation findings.

The speed with which the Commission moved in calling the hearing, attested to the wisdom of its action in accepting the Norton findings as well as other innovations in broad-cast service likely will increase the number of exhibitors beyond all previous records, he predicted.

Without touching on the daylight savings time issue the board resolved to ask Congress to establish a system of uniform time, exercising its power under the commerce clause. This action came following a report by President Justin Miller that the Uniform State Laws Committee of the American Bar Assn. had advised him upon inquiry that uniform time is not an appropriate subject for legislation by the individual states. The board's action had no bearing on the quest of station affiliates to eliminate daylight savings time which presumably was adjudged a network affiliate issue not requiring NAB board appraisal.

Freedom Committee

Upon recommendation of E. M. Kirby, NAB counsel on public relations, the board adopted a plan for creation of a Committee on Radio Freedom. The function of this unit, to be named by President Miller, will be to foster the American concept of radio in all parts of the globe as distinguished from state controlled radio. Radio itself under the plan projected would be used to promote American radio's story.

NAB 1946 Convention Set for Chicago

First Gathering in Two Years Scheduled

Oct. 21-24

By SOL TAISHOFF

NAB's first national convention in two years with an estimated record attendance of 1,500 to 1,800 will be held in Chicago Oct. 21-24. Recommendation of association's special convention committee was unanimously adopted by the board of directors at its meeting in Los Angeles last Thursday and Friday.

Slovans Hotel will be convention headquarters with the Palmer House, which is under the same management, also reserved for the meeting. Previous record attendance of 1,200 was in 1944 but the big increase in NAB membership plus the fusion of FM Broadcasters Inc. led to prediction by C. E. Arney Jr., secretary-treasurer, that attendance might reach 1,800. New equipment in the FM and television fields as well as other innovations and improvements in broadcast service likely will increase the number of exhibitors beyond all previous records, he predicted.

CONTROVERSY over shifting FM to the 88-108 mc band was reopened Friday by the FCC when it acted on a petition by the Zenith Radio Corp. Hearings open to the public were set for Jan. 18.

The board approved request by the Army that volunteer replacements from the industry fill vacancies on the staff of the American Forces Network in the European Theatre of Operations created by release of military personnel on the point system. The Army does not anticipate that sufficient trained radio personnel will be available to handle its own replacement needs in Europe to maintain American radio for the morale and information of occupation troops there. A similar request is anticipated from the MacArthur command.

Personnel requested in ETO include assistant operations chief, station managers, engineers, program directors, news editors and announcers. Final selection will be made by the Army. Volunteers should contact NAB headquarters.

Organization of the association's new Employee-Employer Relations Committee met at a warm discussion on the scope and extent of the activity of the proposed unit. It was emphasized the new department would be advisory and would not negotiate for stations. It would be the reservoir of information and
Radio Eyes Communications Unrest

Telephone Strikes May Cause Little Disruption

By EDWIN H. JAMES

FOR A MONTH, U. S. Radiomen, fearful of a chain explosion in the sensitive communications labor situation, had listened for the crackle of a fuse. Last week they may have heard it. On a bleak Thursday afternoon at 11 A.M. it sputtered to angry life as more than 17,000 workers at 21 Western Electric Co. plants walked off their jobs and into picket lines.

This time that would ignite a shattering series of sympathy strikes which might well leave a major part of the vital U. S. communications system paralyzed, (2) uncomfortably dislocate radio operations? No man knew for certain what the possible explosiveness from radio if telephone workers across the nation walked off the jobs? To radio men the answer at first seemed easy: Let telephone company supervisors, or non-union members who would presumably stay on the job, handle wire operations on network hookups.

At second glance, however, the problem was not so simple. Network news and special events knew that a breakdown of telephone service would put a deep crimp in their style. With maintenance men on strike, how could wire pickups be made? Further, their dependence upon wire service news had them worried since the news services, admittedly fretful at the thought of interrupted telephone service, would be helpless to collect a normal news volume.

To business chiefs of radio appeared the same silent hoo-doo that haunted every U. S. businessman who has come to need telephones to conduct his operations. Many a minute saved by telephone calls in the past would be lost by dependence upon slower means of communication.

Radiomen, totaling the probabilities, guessed that in event of telephone strikes there would be: (1) Little severe disruption of network operations, (2) decrease in quality and quantity of special events and news, (3) some inconvenience in the conduct of business.

Meanwhile, labor leaders who had lit the fuse listened happily to its sputtering, frankly planned to fan it to hotter fire until management’s offers of wage rises coincided more nearly with labor’s demands.

If this were the dangerous ignition fuse, where would the first explosions come? Labor leaders themselves were in pursuit of an answer to that question. Two hours after the strikers walked out, Henry Mayer, attorney for the Western Electric Employees Assn., the striking independent union, hustled to New York’s LaGuardia Field and hopped an airliner for San Francisco. His mission: To enlist support of workers in big WE plants on the West Coast.

Day before the strike, Joseph A. Beirne, president of the National Federation of Telephone Workers, WEEA’s parent organization, announced that 48 NFTW locals, representing a membership of 263,000, were being polled to determine their willingness to support WEEA with sympathy strikes across the nation. At week’s end, results of the poll were still unknown.

Another threat to telephone communications arose as 6,000 members of the Association of Communication Equipment Workers employed in installation of switchboards and similar equipment in telephone offices throughout the nation awaited a strike call next Wednesday.

At week’s end representatives of the union and Western Electric were conferring on a wage dispute which began three years ago. If the scheduled strike occurred, the union would picket telephone exchange buildings and force many an operator to remain outside.

Meanwhile, as pickets walked through the grey gloom around the San 21 empy, strike-bound factories in northern New Jersey and New York, the U. S. government, in the person of Federal Labor Conciliator Jacob Mandelbaum was doing what it could to blow out the fuse. When BROADCASTING went to press, Mr. Mandelbaum was puffing hard, but he looked as though his government

(Continued on page 76)

1945 TIME SALES $405,250,000

Preliminary Estimates Made by Projecting Figures for 1944 from Yearbook

BROADCAST advertising in 1945 totaled $405,250,000, according to preliminary estimates by the NAB, projecting figures for 1944 in the BROADCASTING Yearbook. Breakdowns by type of rendition, using other source material, follow: National network $189,500,000 compared to $190,677,000 in 1944; regional network $7,500,000, same as 1944; national spot $98,500,000 compared to $93,500,000 in 1944; local, $105,750,000 compared to $100,700,000 in 1944.

National newspaper advertising in 1945 is estimated at $189,000,000 by NAB, dropping from $216,000,000 in 1944. Magazine national advertising increased to $296,500,000 from $274,352,000 in 1944. National radio advertising is estimated by NAB at $225,500,000, rising from $291,177,000 in 1944.

NAB estimates total radio sets in 1945 at 59,000,000, including 33,000,000 auto sets.

National newspaper advertising in 1945 is estimated at 59,000,000, including 33,000,000 auto sets.

The new NAB figures, prepared by its Research Dept., are being given to broadcasters at the district meetings, first of which was slated for Jan. 7-8 at the Roosevelt Hotel, Hollywood. They were published by the NAB Dept. of Broadcast Advertising for use of stations.
appearances filed with
Commission include
many stations
AFTER many postponements, the important clear channel hearings finally get under way next week. Scheduled to begin Jan. 14 and to continue for five days until the end of the year, the hearings are expected to last for another 10 days after that. The initial hearings are expected to be limited to the clear channel stations in the New York and Boston areas, with the hearings in other parts of the country to be held later in 1946.

Pros and cons
That there will be a strong clamor on the part of regional broadcasters and others to invade the domain of the clears is evident from the appearances which were filed by broadcasters last spring in anticipation of the hearings originally scheduled May 9. The extent of opposition to any further reduction in the number of clears is likewise shown in the appearances entered by members of the Clear Channel Broadcasting Service and the number of witnesses who plan to testify for clear channel stations.

In its order calling for the hearings, the Commission declares that there are still large areas of the nation which receive radio service during the day and no primary service at night; that many applications have been filed for additional stations and higher powers on the clear channel frequencies; and that it is desirable to determine if any changes are necessary in connection with the clear channels prior to a renegotiation of the North American Regional Broadcasting Agreement (NARBA) which expires March 29, 1946.

The Commission order lists 11 issues which are to be determined by the clear channel hearings. These are:

Issues Listed
1. What recommendation the Commission should make to the Dept. of State for changes in the provisions of NARBA.
2. What number of clear channels should be increased or decreased and what frequencies in the standard broadcast band shall be designated as 1-A channels and as 1-B channels.
3. What minimum power and what maximum power should be required or authorized for operation on clear channels.
4. Whether and to what extent the authorization of power for clear channel stations in excess of 50,000 watts would unfavorably affect the economic ability of other stations to operate in the public interest.
5. Whether the present geographical distribution of clear channel stations and the areas they serve represent an optimum distribution of radio service or whether the fair, efficient, and equitable distribution of radio service among the several states and communities specified in Section 307(b) of the Communications Act requires a geographical redistribution at this time.
6. Whether it is economically feasible to relocate clear channel stations so as to serve those areas which do not presently receive service.
7. What new rules or regulations, if any, should be promulgated to govern the power or hours of operation of Class II stations operating clear channel stations.
8. What changes the Commission should order with respect to geographical location, frequency, authorized power or hours of operation of any presently licensed clear channel station.
9. Whether and to what extent the clear channel stations render a program service particularly suited to the needs of listeners in rural areas.
10. The extent to which the service areas of clear channel stations overlap and the extent to which this involves a duplication of program service.
11. What recommendation, if any, the Commission should make to the Congress for the enactment of additional legislation on the major covered by this order.

Appearances filed for clear channel hearings follow:

KFI Los Angeles, WWAJ Dallas, WSM Nashville, WHAS Louisville, WMC Memphis, WJR Detroit, WBAP Fort Worth, WCAU Philadelphia, WSB Atlanta, WGN Chicago, WVL Cincinnati, WLS Chicago, KDKA Pittsburgh, all represented by Louis G. Caldwell as counsel for Clear Channel Broadcasting Service.


WCAR Pontiac, Mich., United Broadcasting Co. (WHK Cleveland, WHKE Columbus, WHK Akron), (Continued on page 73)

F. B. Ryan Jr. Takes Father's Post
As President of Ruthrauff & Ryan

FREDERICK B. Ryan Jr. last week succeeded his father as president of Ruthrauff & Ryan. The elder Mr. Ryan remains with the agency as chairman of the board.

Succession of son to father's job came after the former's return from Navy service. He was gunnery officer on a destroyer escort in the Atlantic and Mediterranean, and before entering the Navy was treasurer of Ruthrauff & Ryan.

He joined the agency in 1926 after graduation from Yale. Early in his career he became co-director of the agency's radio department and in that capacity was largely responsible for the then new development of spot campaigns. R&R today claims it places more spot business than any other agency.

In 1937 he became director and vice president of the company and was made treasurer in 1942.

As president, he inherits not only his father's job but also his father's advertising dictum:

"For nearly 34 years," said Mr. Ryan Jr. upon assuming the presidency, "we have had a conscientious devotion to one advertising principle. You might call it the R&R plan: Will It Sell?

"That is the R&R measure of good advertising whether applied to merchandise or to institutional ideas."

Mr. Ryan Jr. thinks advertising men will play an increasingly important part in world development." He urged them to develop keen interests in world affairs.

Mr. Ryan Sr., co-founder of the agency with the late Wilbur Bartlett, in 1917 became president of the company since the agency was incorporated in 1916.

Legal Post at NAB
To Comdr. Petey

Peterson, Kibler Are Named
To Employe-Employer Dept.

IN LINE with its all-around expansion program NAB last week announced Comdr. Petey to serve as general counsel, succeeding John Morgan Davis, who resigned Dec. 20 to devote full time to his law practice.

Comdr. Petey, now engaged in contract work at Navy Dept. headquarters in Washington, is a former Los Angeles practicing attorney who was a student of Judge Justin Miller when the NAB president was dean of law at the U. of California.

Kibler Transferred

Milton J. Kibler, NAB assistant general counsel, was transferred to the new Employe-Employer Relations Dept. as the assistant district director for guiding information in the NAB files covering contracts, wages and working conditions. He will work on problems of clear channel stations in employe relations.

Ivar H. Peterson, assistant general counsel of the National Labor Relations Board in charge of the Review Section, last week was named an assistant director of the department. He joins NAB Feb. 4.

After a third assistant director has been named the Employe-Employer Department, will likely be organized into three distinct units—music, talent and technicians—with an assistant director in charge of each.

Naming of a top executive to head the department has been under consideration for some time but it is understood no agreement has been reached on the type of labor counsel desired or the scope of activities. Funds for the department were authorized last winter by the NAB board and reaffirmed at the October meeting.

KMBC-FM Broadcasting
On High, Low Bands

FIRST FM station in the Kansas City area to broadcast both on the high and low bands, KMBC-FM began operations on its new frequency of 97.9 mc on the last day of April. The station intends to continue to maintain its daily program schedule on its old 46.6 mc location until receivers for the high band are generally available to the public. The station pioneered as a developmental station for several years prior to starting commercial service in June 1944.
THE NETWORKS broke off diplomatic relations with the State Department last week.

The split came, it is understood, when the department decided to book Secretary James F. Byrnes' report on his Russian conference on one network—NBC (Dec. 30, 10-10:30 p.m. EST). The decision was made in the office of William Benton, Asst. Secy, of State for Public Affairs and Adm. in Benton & Bowles, advertising agency.

Repercussions, popping like Chinese firecrackers, lasted from 1945 to 1946 and have not yet subsided. The altercation involved not only the State Dept., but the FCC and, indirectly, the White House.

Knuckle-Rapping Possible

It is possible that some Washington knuckles will be rapped by the President's ruler as a result of the affair.

In sequence, these were the developments:

Sunday morning, news wires announced that Secretary Byrnes would report to the people via radio at 10 p.m.

It was understood that the program had been offered to NBC and CBS. The latter network exclusively carried Mr. Byrnes' report following the London conference [BROADCASTING, Oct. 12]. In the present case, neither network wanted the broadcast, it is alleged, unless on an exclusive basis. CBS withdrew. NBC scheduled the Byrnes report.

Meanwhile WINX Washington, owned by the influential Washington Post, complained to the State Dept., that such exclusive scheduling was unfair. WINX earlier had protested the exclusive CBS pickup of the London report.

The State Dept. said WINX could carry the Dec. 30 program, if arrangements could be made with NBC for the pickup. Wayne Coy, general manager of the Washington outlet, made the arrangements. He was asked by NBC to acknowledge on his station that the program was being aired over WINX by courtesy of the network.

Mr. Coy told NBC that he would do so, he reported, if the network would acknowledge over its facilities that the Washington station was carrying the program. Impassable

A. A. "Abbe" Schechter, news and special events chief of Mutual, meanwhile read that Mr. Byrnes was to broadcast and called John Howe, assistant to Mr. Benton. He told Mr. Howe that MBS was clearing time for the program. Mr. Howe reported back subsequently to Mr. Schechter that NBC was handling the origination exclusively.

Mr. Schechter condemned this policy. He said that one government agency (FCC) asked that stations carry public service broadcast and that another (the State Dept.) denied stations an opportunity to do so. He reached for a telephone to call Mr. Byrnes. Mr. Howe reached for a telephone to call Mr. Benton.

At about that same time, reports have it, Mr. Benton was reaching for a telephone to call Paul A. Porter, chairman of the CB agency before [BROADCASTING, Nov. 19]. He had maintained that programs by officials such as this one should be made available to all comers.

Anyway, it did develop, apparently, that Mr. Porter called CBS and NBC and tried to patch up the leaking leak. Officials of the two networks did not have suggestions about programming from the FCC chairman. They have been muttering about this ever since in their secret chambers, though it is true that there has been no public pronouncement about their annoyance.

CBS decided to schedule the broadcast.

That added up to NBC, CBS and WINX.

White House Called

While this was going on, Mr. Benton's department had been on the phone to the White House—attempting to solicit Presidential intercession. The President was on a yacht in the Potomac. It seems likely that the matter did not reach his attention directly at that time, but that it was called to the attention of Charles Ross, his press secretary, who was with him. Mr. Ross said it didn't concern the White House.

Mr. Benton's ministers called Mr. Schechter. Mutual joined the parade. And that's the way they went to the post—with NBC, CBS, MBS and WINX carrying the program. ABC, meanwhile, stayed out of the strife.

Subsequently Albert Warner, WOL chief in Washington, broadcast on his station (4 p.m. Dec. 31) a biting criticism of the fiasco. He said, among other things: "It took eight hours and various forms of intervention to convince the high-titled publicity experts in the State Department that such a principle (non-discrimination in governmental release of major news) was of any consequence. The question which arises among news men is whether this argument and commotion will have to be repeated all over again the next time the State Dept. has major news to offer. Another question is whether bungling and discrimination and short-sighted promotion technique are to be applied to all the big government stations and with the possible rural stations.

It is true that there has been a major blackout in all programs so that Mr. Byrnes' last night radio address could dominate the air waves."

Statement by Sec. Benton

LATE FRIDAY, William Benton, Assistant Secretary of State, had this to say about the confusion attending the Sec. Byrnes broadcast of Dec. 30:

When Secretary Byrnes returned from Moscow Saturday noon, December 28th, he indicated that he wished to make a radio report on the Moscow Conference proceeding. Subsequently he communicated with the Washington office of the five networks and with the Washington independent. WINX, inquirers whether we would broadcast a sharing basis open to all. CBS and MBS wished to carry secretory Byrnes' talk unless it was given "exclusively" (though MBS made one exception, in favor of WINX). Because I thought it was imperative to secure maximum coverage for the Secretary's talk, at about 6 o'clock on Saturday afternoon I agreed to give the broadcast to NBC on an exclusive basis [Signal Broadcasting, Dec. 31]. CBS carried the Secretary's talk.

(Continued on page 77)

12 FM and 10 AM Stations Authorized

FCC Makes Conditional Grants; Hearings Consolidated

TWELVE more FM stations and 10 standard outlets were authorized last week by the FCC, bringing the total FM grants to 241. In each case the latest grants were conditional, with applicants given 90 days in which to file additional engineering data if requested by the Commission.

At the same time the FCC designated for hearings for five FM stations in Peoria. Three applicants for standard stations were granted petitions requesting consolidated hearings with other conflicting applications. They included Homer Rodeheaver, for 1250 kc, 1 kw power, at Winona Lake, Ind., designated to be heard in West Lebanon Feb. 21. Applications of WGL, WREN, WSAU, Midwest Broadcasting Co. and Virginia-Carolina Broadcasting Corp. were heard with those of Camden Broadcasting Co. and Chambersburg Broadcasting Co. Petition of

Following is a list of the FM grants:

<table>
<thead>
<tr>
<th>City</th>
<th>Grantee</th>
<th>Interest in Standard</th>
<th>Type of FM Station</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fresno</td>
<td>KARM, The George Hearn Station</td>
<td>KARM</td>
<td>Metropolitan</td>
</tr>
<tr>
<td>Richmond</td>
<td>Contra Costa Broadcasting Co.</td>
<td></td>
<td>Metropolitan</td>
</tr>
<tr>
<td>Santa Maria</td>
<td>Santa Maria Daily Times</td>
<td></td>
<td>Community</td>
</tr>
<tr>
<td>Danbury</td>
<td>The Berkshire Broadcasting Corp.</td>
<td></td>
<td>Community</td>
</tr>
<tr>
<td>New Haven</td>
<td>Elm City Broadcasting Corp.</td>
<td></td>
<td>Metropolitan</td>
</tr>
<tr>
<td>Wichita</td>
<td>The Radio Station KFH Co.</td>
<td>KFH</td>
<td>Metropolitan</td>
</tr>
<tr>
<td>Lansing</td>
<td>WJMI, Inc.</td>
<td></td>
<td>Metropolitan</td>
</tr>
<tr>
<td>Atlantic City</td>
<td>Neptune Broadcasting Corp.</td>
<td>WFGP</td>
<td>Metropolitan</td>
</tr>
<tr>
<td>Atlantic City</td>
<td>Press-Union Publishing Co.</td>
<td>WBBB</td>
<td>Metropolitan</td>
</tr>
<tr>
<td>Lancaster</td>
<td>WGAL, Inc.</td>
<td></td>
<td>Metropolitan</td>
</tr>
</tbody>
</table>

DESIGNATED FOR HEARING

The following applications were designated for consolidated hearings:

Peoria Broadcasting Co.; F. F. McNamara; Mid-State Broadcasting Co.; Radio Peoria Inc., and Midwest FM Network, Inc., all for Peoria, Ill.
Because of Los Angeles’ traffic system, 84,000 cars stream across this intersection of Wilshire and Western in a 24-hour period. The more publicized intersection of Hollywood and Vine in Hollywood has only 45,000 vehicles in the same time period.

The comparison W-I-T-H is about to make in this ad is pretty obvious.

It isn’t what people have been led to think about intersections or radio stations that makes them great. It’s the performance record.

Here’s our big point about radio in Baltimore:

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

Facts are available.

Tom Tinsley, President

Represented Nationally by Headley-Reed

Baltimore, Md.

January 7, 1946 • Page 19
Navy Needs 540-kc Channel for Year

Jett Tells Meeting FCC Must Then Hold Hearings

By BILL BAILEY

LITTLE HOPE of the U. S. broadcasters using the 540-kc channel for a year or more was reported last Friday by FCC Commissioner E. K. Jett.

The Navy, he explained, will not release the channel, which was added to the standard early last year.

Commissioner Jett made the statement at a meeting of industry representatives with the FCC and State Dept. preparatory to the forthcoming engineering conference of signatory nations to the North American Regional Broadcasting Agreement (NARBA), set for Feb. 4 in Washington.

540 Canadian I-A

Before the 540-kc channel can be used, the FCC must hold hearings to determine whether it will be allocated as a clear channel, regional or local to Canada, it was pointed out, is using 540 kc as a 1-A channel.

Steering discussion looking to the Feb. 4 engineering conference, Commissioner Jett, who called the meeting and served as chairman, said the FCC had agreed to go along with Canada on a two-year extension of NARBA, which expires March 29. Canada had proposed the two-year extension, while the U. S. earlier had advocated that NARBA be kept in force for an extension of NARBA, which expires March 29. Canada had proposed the two-year extension, while the U. S. earlier had advocated that NARBA be kept in force for an extension.

Cuba served notice at the September Rio Conference, however, that she would not agree to an extension of NARBA. Cuba demanded a new treaty immediately.

General feeling at the Friday conference was that all nations should come to the Feb. 4 meeting prepared to support demands with engineering data. It was indicated that formal invitations from the State Dept., expected to go out this week, would include the request that engineering data be prepared by all countries.

The agenda had not been reached at noon recess, Commissioner Jett said the tentative agenda includes discussion of periodic engineering meetings of each country in addition to other nations, FM, and the technical field generally. It was agreed by the industry representatives that the U. S. should take affirmative action to help establish engineering standards in the signatory nations.

It is planned that should the signatory nations agree to the two-year extension of NARBA, an executive engineering agreement will be drawn up, making certain concessions and relaxing, if necessary, terms of NARBA, to meet conditions which have arisen since the treaty became effective five years ago.

T. A. M. Craven, former FCC Commissioner, caused a sensation at the morning session when he said he believed clear channels should be broken down "first in the U.S.," and that the government as a whole should work as a government as a whole should work as a government as a whole should work as a whole.

USE of 540-kc channel for standard broadcasting is still a year or more distant, it was indicated. E. K. Jett told industry representatives, meeting Friday at Commission in preparation for North American Engineering Conference Feb. 4, Navy won't release channel until some time next year at earliest.

Mr. Jett also said FCC would go with Canada on request that North American Regional Broadcasting Agreement, expired March 29, be continued two years.

his statement whom he represented, he replied that he represented the NAB, the Regional Broadcasters and the American Engineering Conference Co., of which he is vice president.

As the afternoon session opened, however, Mr. Craven received permission to make an additional statement. He said that he did not intend his original remarks to be interpreted as an expression of NAB policy on the clear channel issue. He said the NAB policy of neutrality was well known.

Louis G. Caldwell, Clear Channel Broadcasting Station, at an afternoon session asked that no matters be acted upon at the NARBA Feb. 4 meeting which would prejudice decision of FCC on evidence taken on Jan. 14 clear channel hearing.

Registered at the Friday session were the following:

Commissioner Jett; Rosel H. Hyde, general counsel; Jett; Adair, chief engineer; John A. Willis, assistant chief engineer in charge of Broadcast Engineering; M. A. Price, secretary, FCC; RM. McNeaun, chief engineer.

Harvey Orstman assistant chief, Telecommunications Division, State Dept.; D. H. Howard, assistant chief engineer.

NAB policy on the clear channel being now a gross income of $4,

PORTER ESTIMATE ON WLW DATA ERRS

FCC CHAIRMAN Paul A. Porter informed the House Committee on Appropriations Thursday that during his testimony last October he erroneously reported the broadcast income of WLW Cincinnati for 1944 at $2,800,000 instead of $1,200,000. In a letter, under date of Jan. 8, to Rep. Joe Hendricks (D-Fla.), chairman of the Independent Offices Subcommittee of Committee on Appropriations, Chairman Porter wrote:

"Mr. Porter. I would say that the most profitable station I know of would be WLW in Cincinnati, which in 1944, on a gross return of about $1,200,000, was paying solid their entire income.

My attention has now been called to the fact that my memory in this instance was faulty. The correct facts appear to be that on the basis of gross revenues exceeding $4,000,000, Station WLW had expenses of about $2,800,000, leaving approximately $1,200,000 as broadcast income before Federal income tax.

I have already expressed my regrets to Station WLW concerning this slip; and I would appreciate your approval if it is not too late, to have this letter printed at the end of my testimony on the 1947 regular Independent Offices Appropriations Hearings.

Sincerely yours,

Paul A. Porter,

Chairman

To Join Steinmann Enterprises MAJ. GEN. PHILIP HAYES, retiring commander of the Third Service Force, will soon join Karl F. Steinmann, applicant for a television license in that city, in his radio enterprises.

Announcing his plans last week, Gen. Hayes said he would take several months rest before joining Mr. Steinmann. Mr. Steinmann said that his interests would extend to standard and FM facilities for the new station.

Gen. Hayes will maintain head-quarters in the Tower Bldg., Baltimore, Jack Stewart will act as his radio director. [Broadcasting, Dec. 31]. Mr. Steinmann is president of the Tower Realty Co.

Aldon Tests Three


Aldon has been particularly anxious to have the FBIS continued in connection with the international information program, said the service may be continued after June 30 on a cooperative arrange-
The largest radio contract for program time ever placed by any Boston department store has just been signed by Jordan Marsh Company, New England’s largest store, with WCOP, the Boston Cowles station.

Boston’s fastest-growing station will broadcast “THE NEWS DIGEST” under the Jordan Marsh banner daily except Sunday from 8:00 to 8:15 AM and from 11:00 to 11:15 PM. THE NEWS DIGEST will meet the growing public demand for straight radio news, smoothly presented without editorializing, philosophizing or in any way slanting or influencing the news.

WCOP’s superb news set-up is factual reporting at its best. As the only Boston station with three wire services, AP, UP, and INS, and with its own staff of top-flight reporters and editors, WCOP operates one of the nation’s crack radio newsrooms.

There are a few choice availabilities left, in news and other programs. Any Katz office will give full details.

WCOP Boston

A Cowles Station
Exclusive American Broadcasting Company Outlet in Boston
NEW USES OF PHILCO FM PLAN FORESEEN

PROMISING applications of the new Philco Advanced FM system in broadcasting, television, communications, and industrial electronics are seen by John Ballantyne, Philco president, in a letter to stockholders accompanying the Dec. 27th dividend checks. The system, says Mr. Ballantyne, “represents the first major postwar advance in the radio art which is available to the public.

“It comes as one logical consequence of the Company’s broad program of wartime research in ultra-high frequency radio, which Philco carried on for military purposes and is now continuing in the development of commercial products. There is every reason to believe that many other applications of this basic research can be expected in the period just ahead.”

Built around a new seven-element vacuum tube and circuit, the system affords greater purity and clarity of tone than the conventional FM receiver, according to Mr. Ballantyne.

Valentine Is M.C.

LEW VALENTINE, assistant radio director of Grant Adv., Chicago, has taken over as m.c. on ABC “Curtain Time” (Mars Inc.) Thurs. 9-9:30 (CST). He was the original Dr. I. Q.

everybody knows

WBIG means good broadcasting

columbia affiliate

greensboro, n. c.

represented by hollingbery

‘COFFEE BARR’

WKY Finds Way to Reduce Morning Work Losses

(See picture at left)

WKY Oklahoma City was losing too many work hours because of morning coffee. So the Coffee Barr was born.

To permit employees to have their morning coffee but to cut down the number of work hours lost by personnel journeying from WKY’s fifth and sixth floor studios to the street and thence to a restaurant to get it, the Coffee Barr was set up in the station’s kitchen suite. It is supervised by Helen Barr, WKY home service director.

Station officials said the work-hour loss was reduced by more than 50% immediately, and the Barr showed a $50 profit in six weeks. The employees voted to give the profits to a crippled children’s party supervised by Julie Bennell, producer-director of Women Commandos, which is broadcast five days a week under sponsorship of Oklahoma Natural Gas Co.

The Coffee Barr alternates brands sponsored by the station’s clients, and also provides doughnuts, cakes and cookies at no extra charge.

Commentators Lauded

THE COMMITTEE for the Defense of Civil and Religious Liberty in America, in its official bulletin, “On Guard, America,” recommended the following radio commentators to citizens desirous of learning “the undistorted facts on our foreign policies and the unvarnished truth on domestic and international affairs”: Cecil Brown, Hans Jacob, Frank Kingdon, Drew Pearson, Johannes Steele and Walter Winchell. Attacking the House Committee Investigating Un-American Activities for subjecting liberal commentators to “an intimidating scrutiny” of their broadcasts, the bulletin urged opposition to reported intentions of the House Committee to legislate control over stations and commentators.

Racket Exposed

FOR EXPOSING a magazine subscription racket victimizing veterans, KALL Salt Lake City has received a citation from the Salt Lake Business Men’s Alliance. Through its Controversially Yours program, the station on Nov. 27 dramatized the racket, with an ex-serviceman, Mayor Earl Glade and leaders of VFW posts cooperating with Bill Willar, KALL special events man. Later the FBI and local police joined to end the nuisance in the Utah and Intermountain area, acting on information gained through the program. KALL has entered Controversially Yours in the annual Peabody Award competition for public service programs.
From 21 points in the Pittsburgh area WWSW maintains permanent broadcasting installations! WWSW—the station that believes in public service—makes special effort to broadcast every event that commands public interest.

Many worthwhile civic features such as sports, education and special events programs are transmitted by remote control. During a typical week as many as 43 broadcasts originate outside the main WWSW studios—proof again that public service rates first.

WWSW is always ready to bring to the public programs they want to hear.
TO ADVERTISERS WHO ARE LOOKING

SOUTH

Most marketing experts agree that the South is now the nation's greatest "area of opportunity." If you feel that's true in your industry, we suggest you consider South Carolina as a starting point.

South Carolina is easy to cover. One station—WIS at Columbia—reaches virtually the entire State, daytime. The WIS service area has 74% more radio homes than New Orleans, 185% more than Atlanta, 208% more than Birmingham.

We'd welcome an opportunity to tell you how and why this 5000-watt station, at 560 KC, has a stronger signal (actually delivers more microvolts) over a larger area than is possible even to many 50,000-watt stations. Drop us a line—or ask Free & Peters.

MORE RADIO HOMES HERE THAN IN ANY SOUTHERN CITY

WIS
COLUMBIA
SOUTH CAROLINA

5000 WATTS
G. RICHARD SHAFTO
G. RICHARD SHAFTO
General Manager
J. DUDLEY SAUMENIG
J. DUDLEY SAUMENIG
Sales Manager
FREE & PETERS, Inc., National Representatives

---

Most Iowa Listeners Prefer To Get Big News From Radio

THREE out of four Iowa radio listeners depend most on radio for national and war news, with newspapers ranking second, according to the 1945 Iowa Radio Audience Survey conducted by Dr. Forrest L. Whan, U. of Wichita, and published by WHO Des Moines. Data were collected in April-May 1945, with 7,464 families interviewed.

Among urban men, 61.0% rely most on radio for national and war news as against 22.8% relying on newspapers; magazines, 0.6%; other people, 0.8%; no choice, 14.5%. Figures for village men were radio, 71.7%; newspapers, 15.9%; no choice, 12.4.

Among urban women, 69.6% rely most on radio for national and war news; newspapers, 15.8%; magazines, 0.6%; other people, 0.9%; no choice, 13.3%. Village women, radio, 74.4%; newspapers, 11.2%; magazines, 0.2%; other people, 0.1%; no choice, 14.1. Farm women, radio, 82.6%; newspapers, 7.7%; magazines, 0.1%; no choice, 9.3.

Nearly 90% of Iowa listeners believe radio is "doing a good job," with less than 7% deeming it a "fair job" and less than 2% a "poor job."

About one in five women listeners and one in four men listeners believe radio can give better service in Iowa. They offered suggestions, with one in five wanting fewer commercial announcements. Only 6.8% of women and 2.4% of men offering suggestions favored elimination of serial stories, with 5.3% of women and 4.1% of men wanting "less" serials.

General items which annoy listeners, topped by objection of 34% of women and 27% of men to singing commercials, included liquor, beer or wine advertisements; tobacco; soap; all commercials; all serials; all spot announcements; patent medicine; too many commercials; transcribed commercials; absurd claims; all mystery shows.

News again is the top favorite program type for both women and men, according to the survey, taken at the time of V-E Day developments. Women liked program types in this order (naming five best-liked types): news, 79.8%; comedians, 65.3%; popular music, 51.5%; complete drama 47.3%; audience participation 37.7%; variety shows 32.4%; serial drama, 29.4%; religious music, 27.9%; old-time music, 24.6%; band music, 23.5%; classical music, 20%; talks and comment, 14.7%; devotional, 14%; sports, 10%; market reports, 8.3%; talks on farming, 7.4.

Peak Periods

Program choices of men follow: News, 84.8%; comedians, 70.2%; popular music, 49.4%; audience participation, 37%; complete drama, 35.6%; sports, 30.3%; old-time music, 29.5%; variety shows, 27.7%; band music, 22.6%; talks and comment, 20.2%; market reports, 18.8%; religious music, 18.5%; classical music, 15%; talks on farming, 13.9%; devotional, 11%; serial drama, 10.3.

Three peak listening periods are shown in the Whan data. First occurs at 7-8 a.m.; second at noon and third at 8 p.m., with nearly (Continued on page 57)
A radio station is known by the Companies it keeps

"...in the Public Interest..."
HIGH SCHOOL FORUM
a public service feature
on the New
WJJJD

"What Should We Do with the A-Bomb?" ... "Is Forced Arbitration a Threat to Free Enterprise?" "Should Military Training be Compulsory?" Weighty topics, you'll admit, even for adults. Yet they're everyday topics of discussion by high school students on the New WJJJD's "High School Forum".

And what answers these teenagers give! Enough to restore your faith in the future. No wonder we're so proud of this outstanding public service feature. It's doing a double-barreled job ... drawing attention to these all-important topics today ... and increasing the sense of civic responsibility in the young men and women who will inherit and run the world of tomorrow. A program like this deserves a place in the public service record of every radio station in America. We'd be happy to have you copy it.

20,000 WATTS OF SELLING POWER

THE NEW
WJJJD

1150 ON YOUR DIAL
CHICAGO
Chalk up another first
for U. P. radio news—this time
for reconverting coverage!
News interest, like our troops,
is coming back home. World news is still
big news. But getting bigger all the
time is news of your home town
and home state and other states close by.
U. P. has jumped into the
lead with a new radio wire system
to handle this new situation. It's a system
that brings you, no matter where you are,
both news of the world and of your
own backyard. The map outlines the set-up,
shows the zones and how trunk and feeder
lines carry news from and to every part of them.
United Press was the first big news
service to supply radio,
first with a coast-to-coast radio wire.
It's been first for a long time
in the number of clients.
It's the first to deliver news to stations
in all 48 states. Now it's first
again—in giving every region it reaches
the news that suits it best.
Trammell and Mullen See 1946
As Best in NBC's 20 Years

As NBC prepares to celebrate its 20th anniversary this year, Niles Trammell, president, and Frank E. Mullen, vice president and general manager, in statements last week predicted that 1946 will be the greatest year for radio.

NBC, America's oldest network, "could not have picked a more auspicious time" to observe its 20th anniversary than "this first year of world peace," said Mr. Trammell. "In every aspect of sound broadcasting, the broadcasters of the U. S. are better able to serve the public than ever before."

"The world's finest music and most inviting entertainment will be at the command of every listener," Mr. Trammell continued. "Radio which during the war became firmly established as an indispensable news medium, will now provide world news coverage on a scale and of a quality never dreamed of in prewar days. Public affairs will continue to be thoroughly covered in radio discussions and talks by authoritative speakers representative of all viewpoints."

Aid to Distribution

Radio will play a more important part than ever before "as an aid to the swift, economical distribution of manufactured products" in the "expanding cycle of industrial activity," said Mr. Trammell. He asserted that NBC's 20th anniversary year will be marked by "this first year of world peace," concluded Mr. Trammell. He predicted that NBC, together with the six stations it owns and the 149 stations affiliated with the NBC network, can be counted upon in 1946 to render a service which, in quality, variety and public interest, will even surpass their best efforts of the past 20 years," he pledged.

Well Prepared

"The war made unprecedented demands upon the resources, skill and public spirit of all broadcasters. I am confident that the nation's verdict is that they rendered their wartime service faithfully, efficiently and often with distinction."

The new year finds the broadcasting industry "well prepared to meet its new responsibilities and opportunities in a world at peace," said Mr. Mullen. He pointed out that there are more stations, more and better trained men and women to operate them, and more listeners than ever before.

"Television, commencing its development on a nationwide scale in 1946, will add immeasurably to the importance of radio as a medium of information and entertainment," declared the NBC vice president and general manager.

"The 3,421 men and women of NBC, together with the six stations it owns and the 149 stations affiliated with the NBC network, can be counted upon in 1946 to render a service which, in quality, variety and public interest, will even surpass their best efforts of the past 20 years," he pledged.

Duvall Released

CHARLES F. DUVALL, released from the Navy as a lieutenant, has rejoined the firm of Fisher & Wayland, Washington radio attorneys. In service for the past two years, Mr. Duvall was administrative officer on contracts and appropriations, Bureau of Ordnance, Washington. He had been associated with Fisher & Wayland for approximately three years when he entered the Navy.
The old-fashioned gospel favorites have a perennial appeal, and Phil Sheridan sings them particularly well. Long experience in church-singing, and before the microphone, has given him a deep insight into the hymns people prefer, and the way they like them sung.

Sympathetic accompaniment for "Your Morning Hymn" is provided by Clarence Fuhrman, KYW's Musical Director, at the piano, and a string quartet. The result is particularly pleasing...a public service quarter-hour firmly established in the affections of a substantial segment of KYW's listeners.

"Your Morning Hymn," with Phil Sheridan, fills a definite need in an area where religious programs are especially well received. Appropriate sponsorship should yield worthwhile results...is decidedly inexpensive...and can be arranged now with NBC Spot Sales.

WESTINGHOUSE RADIO STATIONS Inc

KDKA * WOWO * WBZ * WBZA * KEX * KYW

REPRESENTED NATIONALLY BY NBC SPOT SALES—EXCEPT KEX * KEX REPRESENTED NATIONALLY BY PAUL H. RAYMER CO.
Radio Praised by Gallico For War News Coverage

PAUL GALLICO, who admits a bit of “cantankerousness with regard to radio and the commercialization of news broadcasts,” doffs his hat to radio’s war news job in his “This Man’s World” column in the December Esquire.

Describing American radio’s news coverage as “magnificent, constant and complete” and praising “the amount of time and energy and money spent by radio to keep every person in the country within earshot of a receiver posted with the news of the minute,” he said, “There was practically no time of day or night that one could not hear what was happening right up to the day or night that one could not hear in a house of a friend, you were in your car, traveling on a train, or visiting at someone’s house, you were, in your car, on shipboard, never out of touch with events.”

for the immediate that was in all of us... There was comfort in the very existence of radio, the knowledge that no matter where you were, in your car, on shipboard, traveling on a train or visiting at the house of a friend, you were never out of touch with events..."
GOOD NEWS!

for RADIO STATION ENGINEERS...MANAGERS

...and for those who plan a “Dream Station”

SOON AVAILABLE

NOTE THESE SPECIFICATIONS

Carrier Frequency
Stability
Audio Distortion
Audio Frequency
Response
Carrier and Hum
Level
Power Supply

Plus or minus 10 cycles
maximum.
Less than 3 %, 95 %
modulation, 50 to 7500
cycles.
Plus or minus 11/2 Db.,
30 to 10,000 cycles.
Better than 60 Db. be-
low 100% modulation,
unweighted.
220 volts, 3 phase, 60
cycles.

5 AND 10 KILOWATT TRANSMITTERS

They’re modern—with built-in technical features that fulfill every demand
for versatile 5 and 10 Kilowatt Transmitters—and they’ll soon be avail-
able, both for stations now operating or for that “dream station” you
may be planning.

Engineered by skilled GATES men with 24 years of “know-how” back
of them, these new models (BC-5, BC-10) afford not only a perfected
broadcasting technique, dependability, and efficiency but a prideful
investment in engineering distinction and prestige.

Install them for Engineering Perfection...
Dependability...Efficiency...Versatility!

WRITE FOR COMPLETE DETAILS

NEW YORK OFFICE
9th Floor, 40 Exchange Place

GATES RADIO CO.
QUINCY, ILLINOIS

SOLD IN CANADA BY
Canadian Marconi Co., Ltd.,
Montreal

EXCLUSIVE MANUFACTURERS OF RADIO TRANSMITTING EQUIPMENT SINCE 1922
Wire Recorders
An Aid to Students
Journalism School Instructor Uses Portable for Pickups

PORTABLE wire recording equipment offers an excellent means of training students in special events broadcasting, according to Basket Mosse, instructor in radio journalism at Medill School of Journalism, Northwestern U. Mr. Mosse is a member of the NBC Chicago news and special events department.

An advanced class in specialized news broadcasting gave accounts of an hour-long parade, naval review, football game and housing program. "The speedy play-back ability of the recorder enabled us to analyze our description immediately after covering an event," Mr. Mosse said. "This, of course, was not possible before the invention of the wire recorder, since use of the expensive standard mobile equipment was out of the question."

"In the future we plan to make extensive use of the wire recorder, covering spot news events in and around the Chicago area. Our news laboratory will be where the event is taking place."

The recorder also was used in the classroom to analyze the writing and delivery of straight news programs and features.

During a broadcast of a Navy review the recorder was accidently turned over but there was no loss of quality in the recording, it was stated. Quality of music background was described as good.

Most persons interviewed were more at ease before the mike when talking into the little recorder. Formerly shy before the mike feel more at ease when talking into the recorder.

Reference Book


LIP SERVICE to a sponsor is paid by Audry, vocalist with The Men of Note program, to E. George Sanders, president, Morton Show Case Co., who signed with WHIO Dayton the largest one-day contract on record in that city. Mr. Sanders purchased 5½ hours on opening day, featuring all live talent.

DEMANDS BY IBEW STYME MVN SHOW

NORTH CENTRAL Broadcasting System's one-hour farm program, Town & Country Time which started on Mississippi Valley Network Dec. 31 after many postponements, hit another snag after its first broadcast when the Minneapolis local of the International Brotherhood of Electrical Workers notified Ralph Atlass, owner of WLOL, originating station, that studio technicians must be paid network rates if the program continues.

Mr. Atlass notified John Boler, president of NCBS, that North Central would have to provide its own technicians as of Jan. 2, and that as of Jan. 15, WLOL's studio facilities would no longer be available. Unless NCBS agrees to the local's demands, the program may be moved to MVN's St. Louis affiliate, KWK.

Offered as a five-a-week 5-7 a.m. (CST) feature, Town & Country Time is sold on a participating basis, with General Mills (Gold Medal Flour & Wheaties) and Dr. West's Tooth Powder, both through Dance-Fitzgerald-Sample, as initial sponsors.

Program is produced under supervision of John Merrifield, MVN agricultural director, with John Hicks as m.c. Bob Baxter does the news commentaries, with music by an 18-piece orchestra directed by Vern Rooney. Each program features cut-ins by local stations for weather reports, market quotations and local news.

PLAQUE for outstanding cooperation in Victory Garden movement during war years has been awarded McClatchy Newspapers and McClatchy Broadcasting Co., Sacramento, Cal., by National Victory Garden Institute. For three years, Victory Garden harvest festival has been staged under joint auspices of McClatchy Newspapers and Broadcasting Co., which operates KFBK KMJ KWO KERN KOI.
CLAIM STAKING
Hallicrafters and Very High Frequency

Based on the facts in the case, Hallicrafters can stake out a very strong claim to leadership in the very high frequency field. The facts include such things as the Model S-37, FM-AM receiver for very high frequency work. The Model S-37 operates from 130 to 210 Mc.—the highest frequency range of any general coverage commercial type receiver.

Hallicrafters further supports its claim to domination in the high frequency field with the Model S-36A, FM-AM-CW receiver. The 36A operates from 27.8 to 143 Mc., covers both old and new FM bands and is the only commercially built receiver covering this range.

Further developments in this direction can soon be revealed—adding further support to Hallicrafters claim to continued supremacy in the high frequency field.
MARCH-APRIL 1938
What famous band leader launched an hour-long musical quiz program on 78 stations of the NBC Network and chalked up an opening Hooper rating of 12.6?

WINTER 1942-43
What NBC musical quiz show earned an average Hooper rating of 20.6 from October to April, reaching a peak of 24.5 in January?

APRIL 1945
What musical Quizmaster, now sponsored by Colgate-Palmolive-Peet Co., rounded out seven years on NBC and continued his smashing success with an 18.8 average winter season Hooper rating for the entire seven-year period?

TODAY
What musical quiz show is now broadcast over 139 stations of the NBC Network, and is a weekly, hour-long classroom period attended by some 20,000,000 students?

• During the eight years Kay Kyser’s College of Musical Knowledge has been on NBC it has ranked consistently among radio’s most popular programs. Today it holds the unique distinction of being the only hour-long musical quiz show on the networks.
• Kyser is a prime favorite of the GI’s, too. He started to entertain servicemen and women six months before Pearl Harbor. Since that time he has traveled more than 1,000,000 miles—just about 44 times around the world.
• Back of this overwhelming popularity is much more than the laughter and good fun that fill the ears of millions of listeners each Wednesday night. Many hours of study and research go into the building of the College of Musical Knowledge broadcasts. A staff of experts
checks and re-checks each name and fact reference at least five times. The Professor is extremely particular about this part of the program—20,000,000 students are waiting to hear teacher make a mistake.

• Between his "Evenin' folks, how y'awl?" which opens the program and his "So long evah body" which closes each show, Kay Kyser and his sponsor, the Colgate-Palmolive-Peet Company, demonstrate a fact that is well known to all students of the broadcasting business: combine a smart idea with painstaking production, the unsurpassed facilities of the NBC Network, the vast NBC audience and the association of other great NBC Network programs and in a short time the good program graduates with honors as a GREAT program.

National Broadcasting Company
America's No. 1 Network
Lear to Produce New Type of Tape Recorder

NEW TYPE of tape recorder to be incorporated in home radios will be ready for the market next summer, Lear Inc. announced in New York last week. Lear company reported the tape recorder has advantages over wire recorders—rewinding is unnecessary, it is less expensive, it has greater sound fidelity and it needs less servicing. Although prices on all Lear home radios with tape recorders have not been set, the combination may come into the price range of lowest-cost console models that have automatic record playing devices.

"Tape recorders for office use will also be produced by the company. Despite advantages of tape recorders, however, the company will continue to make wire recorders," Mr. Lear said.

WHAT THE management of KGLO (Mason City, Ia.) said to management of WTAD (Quincy, Ill.) probably embraced teamwork during 1946, programming improvement and the tinkling of the cash register. That's so because the two stations are under Lee ownership and management. (L to r) Herbert R. Ohrt, assistant manager, KGLO; Bill Burghart, sales manager, WTAD; Lee P. Loomis, president of Lee stations; Walter Rothschild, general manager, WTAD, and Neal Weed, Weed & Co. Present physically but not photographically was F. C. Eighmey, secretary-treasurer and coordinator of stations, who performed as photographer.

WINNING radio script in a nation-wide contest conducted by the YMCA, "Nine September," written by Philip Young, copy chief of N. W. Ayer & Son, New York, will be broadcast on ABC Jan. 7, 8:30-9 p.m. Script has world tolerance theme.

TOM BRENEMAN and his "Breakfast in Hollywood" ABC series are described in detail in "The Latest Dope" by Jerome Beatty in the February issue of American Magazine.

Atomic Bomb Explosion
from actual photograph

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, centered 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.

Mutual Has More Of Top Advertisers

Edgar Kobak Makes Yearend Statement on Progress

"MUTUAL enters its 12th year with more of the nationally important advertisers on its client list than it has ever had before," Edgar Kobak, president of Mutual, said in a year-end statement released last week.

According to Mr. Kobak's report, five of radio's top 10 advertisers are now sponsoring eight hours of radio fare per week on the network. A gross billing of over $20,500,000 represents an increase of approximately 11% over 1944, network's previous peak year.

Sales offices were opened in Detroit and Pittsburgh during the past year to augment those already in Chicago, New York, and the West Coast, thus affording advertisers in those localities better network service and widening the scope of Mutual's sales operations, Mr. Kobak said.

Network enters 1946 with 284 affiliate stations, an increase of 39 stations over 1944. During 1945, Mutual's coverage was strengthened in Cincinnati and Albuquerque when stations WLW and KOB, both 50,000 watts, signed affiliate agreements. Other stations joining network were WFTD Hartford, KALL Salt Lake City, and WLEE Richmond.

SPECIAL FEATURES REVAMPED BY WGN

WGN Chicago Jan. 1 revised its news and special events department, eliminating the latter completely and substituting "special features" under direction of Bruce Dennis, WGN publicity director.

Paul Brines, assistant manager of WGN, said the title "special events" was a "misnomer" and that henceforth all coverage of fires, accidents and other events would come under the heading of "spot news" with Bob Hurleigh, WGN news editor, in charge.

"We do not consider unexpected events as 'special', " Mr. Brines said, "and have felt for a long time that this type of broadcast was purely 'spot' news and should be covered as such."

The "special features" department will cover "planned events" such as conventions, civic activities and talks by local and national celebrities on subjects of current interest, he said.

Assisting Mr. Dennis in operation of the "special features" department will be Charles (Chuck) Wiley of the WGN publicity staff.

Mr. Brines will continue to supervise work of the public service department of WGN, which consists largely of clearing time for Chicago civic and political organizations. He said WGN will make extensive use of its wire recorders and mobile shortwave unit to cover "spot news" in the Chicago area.
Read these memos on a radio man's calendar...

For Everyone

Look forward to even better programs and greater public service from WMCA in 1946— as an affiliate of the Associated Broadcasting System.

For Advertisers

In 1945, WMCA had the greatest revenue from sale of time of any year in its history. (Public service also spells service to American business enterprise.)

For Listeners

In 1945, WMCA won more awards for public service than any other radio station in the U.S.A.

WMCA
FIRST ON NEW YORK'S DIAL... 570
ATLANTA, G. A.

COME CLOSER

ARE THESE REALLY MINE? (Campbell Pergo)


(soon to be released)

COME CLOSER TO ME (ACERCATE MAS)

(Larry Stevenson—Vic. 20-1776)

Jimmy Dorsey—Dec. * Xavier Cugat—Col. * (soon to be released)

JOSE GONZALES (Valiant)

Tony Pastor—Vic. 20-1693 * Guy Lombardo—Dec. 18712

Four Chicks and Chuck—Cosmo 453

MORE THAN YESTERDAY (Marks)

Featured by Guy Lombardo, Vaughn Monroe and Hal Aloma

MY GUY'S COME BACK (Regent)

Benny Goodman—Col. 34874 * Dinah Shore—Vic. 20-1721

Helen Forrest—Dec. 18723 * Thelma Carpenter—Maj. 1017

NEVER TOO LATE TO PRAY (Seneca)

Tommy Dorsey—Vic. 20-1773

TELL IT TO A STAR (Indigo)


THE MOMENT I MET YOU (Embassy)

Tommy Dorsey—Vic. 20-1761

WAITIN' FOR THE TRAIN TO COME IN (Black)

Louis Prima—Maj. 7156 * Johnny Long—Dec. 18718

Peggy Lee—Cep. 218 * Harry James—Col. 36887

WALKIN' WITH MY HONEY (Republic)

Sammy Kaye—Vic. 20-1713 * Ray Nobles—Col. 36883

Connie Boswell—Dec. 18741

Hit Tunes for January

FUTURE of the NBC Fred Waring program (11-11:30 a.m. EST) was assured for at least 13 weeks, as Harry C. Kopf, vice president and general manager of the NBC Central Division, Chicago, announced the show would be sponsored each Tuesday and Thursday, effective Jan. 15, by American Meat Institute, Chicago.

AMF's last radio venture was the William Bendix Life of Riley, dropped July 8. Signing of 52-week contract marked the first fixed sponsor for the Waring program, reputed to cost NBC $19,000 a week as a sustaining feature since June 4, 1945. NBC has refused several offers to sponsor the show on a participating basis or to assume cost of talent, with NBC defraying air time.

Meat Institute's Sponsorship Holds Waring Show on NBC

COVERING the Nuremberg trials for the major networks, these are commentators were pictured at the Court House press room between sessions of the International Military Tribunal (1 to r): Howard K. Smith, CBS; Roy Porter, NBC; H. R. Baukhage, ABC (now back in the U. S.); and Arthur Gaeth, Mutual. Other broadcasters who have been on the scene for the war crimes prosecution are William L. Shirer, CBS; Max Jordano and Ed Haeker, NBC; Leslie Nichols, Mutual; Lowell Bennett of INS, reporting for ABC; and Murray Young, WHK Cleveland. American Forces Network is represented by Harold Burson and Cy Bernhardt. Present for Army public relations are Maj. Ted Steele, Maj. Tom Dougall, Capt. Don L. Kearney and Lt. Add Penfield.

The Waring program was moved to a morning spot after being sponsored on NBC several years as a nighttime show by Liggett & Myers Tobacco Co. (Chesterfield cigarettes).

Move was designed to determine effect of a top-notch musical show in competition with audience participation and serial shows. It was taken by NBC executives as a result of a survey made by Dr. Paul Lazerfeld, of Columbia U., which reported that approximately 54% of the women audience interviewed wanted "something besides serials." The Waring show was placed, NBC executives declared, "as an experiment" due to the "overwhelming number of women that preferred the show."

Sole sponsor of the NBC program since it began June was the Schutter Candy Co., Chicago (Bit-O-Honey) which contracted for a special Christmas day program, through Schwimmer & Scott, Chicago.

New contract was signed Dec. 28 by Jim McEdwards, NBC Central Division salesman, and Frank Ferrin, representing the sponsor's agency, Leo Burnett Co., Chicago.

Some "slight" revision in the program format was indicated by the agency, but present strength of the Waring organization is expected to be maintained.

As an NBC sustainer, the Waring show has a November Hooper rating of 3.9 for the first quarter hour and 3.6 for the second quarter hour. Competition includes Breakfast in Hollywood (7.3 Hooper) on ABC, and Amanda of Honolulu (2.7 Hooper) and Second Husband (2.7 Hooper), both for Sterling Products, on CBS.
WARD INGRIM
JOIN S BLAIR

We take pleasure in announcing that
Major Ward Ingrim, recently returned after serving three years
with the Army Air Forces, has joined our Chicago office.

We know that his many good friends
throughout the radio world who remember him as the former
commercial manager of KFRC, San Francisco, will be happy to
join with us in wishing him every success in his new venture.
Hector W. Charlesworth Dies at 73 in Toronto

HECTOR WILLOUGHBY CHARLESWORTH, 73, died suddenly at Toronto on December 30. First chairman of the Canadian Radio Broadcasting Commission from 1932-1936, he had for 54 years been a newspaperman, art and music critic of Toronto publications. It was as a music authority Mr. Charlesworth that he was named to head the first nationally owned broadcasting organization in the Dominion. Born in England, he went to Canada as a boy, received most of his education at Toronto, and has been connected with Toronto publications since, except for the four years at Ottawa as head of the CRBC, predecessor of the present Canadian Broadcasting Corp. He is author of a number of books of reminiscences, has been an adjudicator in national music competitions. He is survived by a son, Lionel, in Bogota, Colombia, and a daughter in Vancouver.

WTAG Inc. Takes Over Worcester Operations

EFFECTIVE Jan. 1 WTAG and WTAG-FM, subsidiary of Worcester Telegram Publishing Co., became WTAG Inc., owning and operating the stations as well as continuing development work on FM, television and facsimile.

Officers of WTAG Inc. are George F. Booth, president; Edward E. Hill, executive vice president; Capt. Robert W. Booth, vice president and general manager; Howard Booth, treasurer; Frank C. Smith Jr., clerk. With Harry G. Stoddard and Lt. Col. Lincoln W. Stoddard they comprise the board of directors. Mr. Hill has managed WTAG seven years. Mr. Booth, former assistant manager, recently returned from five years in the Army where he was assigned to radio and radar work.

Facilities include offices and studios at 18 Franklin St., Worcester; two transmitting stations and auxiliary in Holden; auxiliary atop Franklin St. building; mobile unit and new FM station in Paxton to be completed in 1946.

Rishworth to NBC

MISS BERTHA BRAINARD, manager of NBC program package sales and associated with the network since it started, has resigned and is retiring from radio. Succeeding her is Thomas Rishworth, recently discharged from the armed forces and since then assistant manager of the program package sales department. Miss Brainard was with WJZ New York before joining NBC in 1926 as eastern program manager.

Thanks

NEW TWIST in institutional advertising was provided by Farmers & Merchants National Bank of Winchester, Va., when they devoted a part of one of their programs on WINC Winchester to praise of the station. In an unsolicited letter read on the program, Dr. Lewis M. Allen, bank president, declared: “Radio Station WINC has rendered a distinct service to our country and this community during the year 1945. We wish to thank Mr. Lewis [Richard Field Lewis Jr., licenee and general manager] and his staff, wishing them a Merry Christmas and continued success in the New Year.”

Tom O'Brien Appointed ABS Publicity Director

TOM O'BRIEN, former member of the editorial staff of the Lansing (Mich.) State Journal, before his enlistment in the Navy, has been appointed director of publicity and promotion of the Associated Broadcasting System, Grand Rapids.

Mr. O'Brien participated in the Tarawa and Marshall Islands operations. He is widely known in Michigan sports circles and was graduated from the Michigan State College Journalism School in 1936.

New CFPL Studios

CFPL London, Ont., is building new studios complete with visual control, and including a large studio for use of a symphony orchestra. Western Electric studio control equipment is being installed, and a new RCA 5 kw transmitter is to be ready for use in March.

RISK,

VICTORY

...daily producing cotton cloth to wrap around the world. Produced from “picker to bolt” in the 16-county WSPA Primary Area.
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 the representatives listed below can supply you with availabilities and can give you information relative to KPRO's market.

San Francisco, Calif.
Duncan A. Scott Company
627 Mills Building
Sutter 1393

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
Radio News Clinic Planned in Florida
Third in Series Scheduled At Daytona Beach Jan. 12

THIRD in a nationwide series of radio news clinics will be held by the NAB Jan. 12 before the Florida Assn. of Broadcasters. Meeting will be held at the Sheridan Plaza Hotel, Daytona Beach, with Comdr. W. Wright Esch, owner of WMFJ Daytona, host.

Conducting the clinic will be E. R. Vadeboncoeur, vice-president of WSYR Syracuse and chairman of the NAB News Committee, and Arthur C. Stringer, NAB director of promotion and secretary of the committee. Mr. Vadeboncoeur is spending 10 days at the Vero Beach, Fla., home of Mark S. Wilder, and will go to Daytona Beach for the clinic.

LeGate to Preside

Seventeen stations had indicated by midweek that they would be represented at the clinic. Presiding will be James M. LeGate, general manager of WIOD Miami and president of the Florida association.

First of the clinics was held Nov. 16 at Springfield, Ill., before news editors of Illinois stations. Second was held Jan. 3 at Indianapolis on behalf of the Indiana Local Broadcasters Assn., with Mr. Stringer in charge (see separate story).

NAB News Committee is making arrangements with other state groups for clinics during the year. Clinics are open to stations regardless of NAB membership.

Chattanooga Debut

WAGC Chattanooga, Tenn., makes its debut Jan. 20, operating on 1450 kc 250 w unlimited. A Mutual affiliate, station will be operated by Tennessee Valley Broadcasting Co., a partnership of Gordon W. Gambill and Hubert M. Martin, local businessmen; R. T. Russell, banker; Humphrey B. Herwood, business manager of Baylor School for Boys. WAGC will use transmitter site and ground system originally used by WAPQ Chattanooga, with Hotel Patten studios formerly used by WDOD. Station will have Lang-Worth transcription and AP services.

New Recording System

NEW RECORDING system capable of recording any standard, original or release type of sound tracks on either 35 mm or 16 mm film has been announced by the Electrical Research Products Division of Western Electric Co., to be available within the next few months. New device represents a marked departure in design from current equipment, the company stated. It is smaller and lighter and flexible enough to meet a variety of recording requirements including change from 35 mm to 16 mm in a matter of minutes, using only a screw driver.

ELEVEN YEARS of broadcasting over WMAQ Chicago was marked when executives of Wieboldt Stores, Chicago, and their advertising agency, Needham, Louis & Broby, met in the NBC Central Division offices to complete negotiations for renewal of their contract with the station. The show, Meet Your Neighbors, is broadcast Monday through Saturday 8-8:30 p.m. (CST). Shown (1 to r.): Seated, Harry C. Kopf, NBC vice president in charge of the Central Division; Werner Wieboldt, chairman of the board of Wieboldt Stores; standing, Oliver Morton, NBC local and spot sales manager; Alan Wallace, radio director, NL&B; Melvin S. Hattwick, agency account executive; William T. White, Wieboldt general sales manager; Jules Herbuveaux, NBC Central Division program manager; Robert T. Ewing, WMAQ account executive; Melvin Broby, vice president, NL&B. WMAQ is owned by NBC.

LETTER TO THE EDITOR

KFDQ Takes Listeners In on Station Operation

Editor: BROADCASTING

Up here in Alaska we too believe that the radio industry has been slow in "blowing its own horn" although it has the largest to blow that there is.

Since April, 1945, station KFDQ at Anchorage, Alaska has been broadcasting a radio service program a half-hour in length each week. This program, while sometimes a trip "behind production scenes" has primarily been an explanation of what radio's job and problems are.

In telling of the broadcast of public service announcements and programs, KFDQ listeners have been made present at all phases of the process...from the time someone makes a request for time, through production, and copywriters' hands, to the time it goes on the air. The use of mood music, sound effects, teletype news...all the phases of radio production have had programs devoted to them. Management's headaches, too, have come in for their share of publicity on this "radio service" program series. Modern developments in radio have been described with KFDQ engineers getting technical at times. The part radio played in the war, and the relation of war-born radio developments to post war, peace-time usage, has been explained.

In fact, we feel that the radio listeners of Alaska know a whole lot about the workings and the problems of radio. We are trying to put a maximum of production into this series, and feel that it is well worth-while. Just thought you might be interested in knowing that Alaska isn't too far behind the industry.

KEN LAUGHLIN,
Mgr. KFDQ Anchorage, Alaska.

Dec. 13

FCC Orders Rate Cut

MOVING to put into effect before April 1 agreements reached with the British Commonwealth at the Bermuda Telecommunications Conference, the FCC last week notified U. S. international telegraph carriers to report by Jan. 18 on plans to reduce tariffs and ordered an investigation to determine whether RCA Communications, Mackay or Press Wireless will be permitted to operate to Australia, New Zealand and India. The Commission also fixed Jan. 18 as deadline for applications to operate radiotelegraph circuits to Ceylon, Greece, Hongkong, Jamaica, Palestine, Sauidi Arabia, Singapore and South Africa.

"Since the Lieutenant put his ad on WFDF Flint, he's sleeping better."

Page 38 • January 7, 1946
Speech Input Equipment

Worthy of an Engineer's Careful Consideration

Every unit of Langevin speech input equipment is held to a rigid standard of performance. These units may be cascaded in accordance with good engineering practices and still be well within the allowable limits of FM requirements as to frequency response, noise and distortion products.

All Langevin speech input equipment units are mounted on standard 5 1/4" x 10 1/4" chassis. Three of these units can be mounted on a Langevin 3-A Mounting Frame, which occupies 10 1/2" of space on any standard rack. Wall mounting steel cabinets for housing these units are also available.

We are proud of the products which bear the name Langevin. It will only appear on good apparatus.
It all started innocently enough: "Uncle Tom," the drawling M. C. on Consolidated Royal Chemical Corporation's Western Jamboree—one of the many popular WCKY programs (8:45—9:55 P. M. nights), casually remarked on ONE program, just ONCE, that if anybody wanted to see what he looked like, to write for a picture. That's all.

And then it did start. The first day's mail flooded in by the sackful and we called out the reserves. We knew the program was a popular one—we knew we had a far reaching signal—but even we were amazed and astounded by this rush of mail from practically every corner of the nation; this overwhelming evidence of listeners. When it was counted and sorted, there were 7,251 letters and cards from nearly 3,000 cities, towns and villages in 33 states—states containing 84% of the nation's entire population.

But that was only the beginning. Before the requests from that ONE announcement stopped—in three days—there were 13,388 tallied and checked. The announcement was repeated several times more in the next few programs and at the time this advertisement was prepared the count was well up towards 40,000—and still coming, although a deadline of December 1 had been established.

So what? Well — Western Jamboree is a WCKY planned and produced show. So—smart programming and smart showmanship plus, 50,000 watts of salespower provides a bonus, buying audience which has no relationship to rates and coverage maps.

If you'd like more detailed facts about coverage, rates, programs, audience, on a station capable of being heard by five out of every six people in the nation, write or wire us or

Ask a Free and Peters Man

WCKY
L. B. Wilson  CINCINNATI
50,000 Watts of Sales Power

The Nation's Leading Ind
L. N. Wilson Inc.,
Radio Station WCYX,
Hotel Gibson,
Cincinnati, Ohio.

Gentlemen:

Pursuant to your instructions, we have verified the mail received requesting Uncle Tom's Picture which offer was announced on the Western Jamboree program from the above-named radio station.

We are attaching Exhibit A, showing a detail of the number of requests by states, etc.

The verification covered only the pieces of mail postmarked November 19 to 22, 1945, inclusive. We have found by actual count that the pieces of mail totaled 7,251 and were received from 33 states, including the District of Columbia and also from Canada and British West Indies.

Yours very truly,

MURPHY, LANIER & QUINN,

By

[Signature]

BEV-CH

Enclosure

The count was observed daily by one or more of these Cincinnati Agency Executives

Walter Haehnle  .  .  .  .  .  .  .  .  Haehnle Advertising Agency
Kathryn Hardig  .  .  .  .  .  .  .  .  Ralph H. Jones Co.
Sprague Mulligan  .  .  .  .  .  .  .  Perry-Brown, Inc.
Mae Rieser  .  .  .  .  .  .  .  .  .  .  Rieser-Ernest & Assoc.
Martha Reuwer  .  .  .  .  .  .  .  .  Mahlon B. Sheridan Co.

Leonard Sive  .  .  .  .  .  .  .  .  .  Leonard Sive & Assoc.
Chas. Butler  .  .  .  .  .  .  .  .  .  Stockton-West-Burkhardt
R. M. Fleming  .  .  .  .  .  .  .  .  S-P-D Advertising Agency
Patricia Murphy  .  .  .  .  .  .  .  Frederick W. Ziv Co.
Auction Sale Threat

THERE'S a disturbing silence surrounding the FCC's proposed new procedure to govern station sales and transfers. The suggested regulation, on which briefs are due Jan. 15, would make a virtual auction sale of every transfer involving new control. There's no counter-part for this in any phase of our national economy. There seems to be no basis for it in law.

The regulation would throw open to public bidding all transfers of license, with the FCC to select the new owner. It means a licensee can't dispose of his property to an associate, a relative or a friend unless others get the opportunity to bid at the same terms. The alternative would be for him to hold it as long as he survives. And even then there would be a "forced sale," for under the proposed regulation the automatic right of inheritance would cease to exist.

The FCC now has ample authority to determine whether a proposed purchaser is qualified. Even after the transfer, if the new licensee doesn't perform requisite service, the FCC can haul him on the carpet for renewal or revocation proceedings.

Why the new procedure anyway? The FCC wants more and more control over the licensees, through tightening of regulations. From the beginning winning out on, FCC in 1934 there has been steady arrogation of new powers seeking to invade the innermost phases of the business and program operation of broadcasting.

The Crosley-Avco case was the springboard for the new procedure—an opportunity avidly awaited by the FCC's crack-down element. It was a way, too, of appeasing those in Congress who sound off at the drop of a radio nickel, but who otherwise may stalwartly defend free enterprise as the American way.

Let's dissect the proposed regulation. The majority owner of a successful station operation decides to retire. He wants to sell his interest to the association that helped him make the station a success. He proposes to sell at book value—not what the traffic will bear. (Or he wants to sell at a nominal figure to his children.) But no. The FCC would require him to advertise the transaction, price and all, in a local newspaper of general circulation. The FCC would do the same in the Federal Register. Obviously, there would be higher bids. The upshot would be the major stockholder, despite his wish to retire, would feel impelled to remain active unto his demise.

Or take an owner who wants to sell at the best figure possible. (Keep in mind that the FCC's plaint is that stations are going at exorbitant figures.) So the owner tells his prospect he can move the figure to a point where competitive bidding would be discouraged. Will that keep prices in line?

If the open-bid procedure is desirable for station transfers, why shouldn't it also apply to new grants?

Ships ply the seas; planes the air lanes. The vehicles' operators are licensed, not the highways. If a ship operator breaches the maritime codes, or if a flyer violates the aviation regulations, his license can be suspended or revoked. He can bequest his ship line or his airline to his son or family. Or he can sell it, so long as certain prerequisites as to qualifications are met. So it should be in radio. The ether is there. The broadcasters put a ripple on it carrying intelligence, which the broadcaster, by his training, skillfulness, and willingness, is in a position to make publically acceptable and commercially valuable.

The FCC's proposed policy is an assault upon time-honored concepts of the rights of property owners. It is unnecessary. It renders meaningless the right of a citizen to bequeath his property as he wishes. Radio is just rounding out its first ownership generation. The invasion of the proposed rule will be visited upon this and future generations.

The rule should be resisted and the FCC told why. Every owner should see to it that the strongest possible case is made—in briefs to be filed by Jan. 15, and in the subsequent oral argument. The FCC wants the reasons.

Seven-League Boosts

IN THIS wondrous era of technological progress in which the vacuum tube—heart of all things electronic—plays so mighty a role, we hear new talk of giving the oldest of the broadcast media seven league boosts. Satellite or "booster" transmitters for existing AM stations are being actively advocated in technical circles. Manufacturers say they can produce them with greatest of ease.

Technically, there isn't much doubt about the feasibility of using one or more boosters of almost any conventional output as adjuncts to existing stations, even with microwave relays. But there's a larger question of public policy. There's no assurance at all that the licensing authority (now the FCC) would sanction it.

There are a number of booster stations now in operation—Washington has two. There's a synchronized operation in Boston-Springfield (WBZ and WBZA) which has been authorized for many years. But these are designed to provide additional coverage to fill out normal service areas.

But the talk now is about lining up unattached satellite stations for high or medium power stations to cover additional markets. That's another story entirely. As long as there are stations in those nearby markets (and applications for new ones pending) there's an issue about the policy that should be pursued.

Years ago NBC proposed synchronized operation of stations on several clear channels available to it. The plan was one wherein an entire network would be owned and operated by a single company with scarce standard broadcast channels conserved through synchronized operation. The old Radio Commission turned thumbs down on it, as contrary to what it then regarded as public policy. That was a wise decision, for it is conceivable that there might have developed several networks of wholly owned-and-operated stations. Local self-expression, which has flourished under independent, diversified ownership, might have foundered.

Booster stations to fill out coverage of normal trade areas certainly are desirable, particularly for shared-channel locals and regional stations. But beyond that, irrespective of technical feasibility, it could well prove an economic boomerang.

Our Respects To

RADIO, football and Pixley are synonymous in Ohio.

In the early 20's the name Pixley was linked with Ohio's radio history. And about the same time the name Butch Pixley made football history at Ohio State U.

The Pixley family owned Ohio's first licensed station—WBAV Columbus, which went on the air in May 1922 with 5 w power. Today the name Pixley again is identified with Ohio radio—WCOL Columbus.

Butch Pixley—that's the only name he has known since his high school and college days—is president and co-owner with his father, M. A. Pixley, of WCOL. He was named Milton Adolphus in honor of the colonel and when the future football star and broadcaster came into the world in Columbus on June 19, 1900, M. A. named his son Lloyd Adolphus.

Attending grade and high school in Columbus, young Pixley entered Ohio State in 1918. Two years later he went to Princeton for a year but his love for the Buckeye State lured him back to finish at Ohio State. He captained the Buckeyes in 1924 and 1925, when the University's $1,500,000 stadium was dedicated. His playing attracted many an All-Star selector that year. But football wasn't his only forte in sports. He was a member of the University's golf team for three years and still shoots a low 70.

While he was in college, Erner & Hopkins Co., Columbus, of which his father was president, introduced the first radio receiving sets in the Ohio State capital. The firm brought in three Clapp-Easthams—all complete, ready for use—in the early 20's.

Customers could buy radio sets but Columbus had no broadcast station so the Pixley's solved that problem by establishing WBAV, first licensed station in Ohio, with 5 w power, later boosted to 50 w, then 100 and finally to 500 w. That was the football star's introduction to radio. When he left college he became sales manager of the refrigeration department of Erner & Hopkins.

Three years later, in 1926, Mr. Pixley was made service manager of General Electric Supply Co., Columbus, and a year later he advanced to general manager and sales manager. In 1930 he became district manager for GE Supply, headquartered in Detroit. In 1933

(Continued on page 44)
CONSULT your ratings and you'll agree that here are two sure bets for sales in the New York market . . . the consistent daytime audience and the consistent evening audience that listen to WOV. Our daily program schedule results in balanced broadcasting that has won and holds two distinct metropolitan New York markets . . . two markets that combine, in their respective listening hours, to give this important station a continuous around-the-clock coverage. In the daytime WOV overwhelmingly dominates metropolitan New York's Italian-speaking audience of 520,000 radio homes. And, in the evening between the Hooper Hours of 7:30 and 10:00 p.m., WOV delivers one of the largest average metropolitan audiences of any New York independent station . . . at less than half the cost of the next ranking station.

RALPH N. WEIL, General Manager
JOHN E. PEARSON CO., Nat'l Rep.
Since 1943, Hooper and Conlan surveys have shown that only WOC delivers the Quad-Cities — the largest metropolitan area between Chicago and Omaha; and between Minneapolis and St. Louis. It's the 40th retail market in the nation, with approximately 218,000 population.

La Guardia Promotion

PROMOTIONAL campaign of six weeks costing approximately $800,000 is being conducted by ABC for weekly Sunday evening broadcasts of Ex-Mayor Fiorello La Guardia, sponsored by Liberty Magazine. Special kits, comprised of car cards, posters, pictures, mats, articles and live and transcribed announcements are being sent to ABC stations from coast to coast for use in local advertising. In addition network is using special block promotion in kit style for the full hour, 9-10 Sunday evenings, including Andrew Jersey, Willard Wilmshurst and Louella Parsons shows, Carter Products' Jimmy Fidler and Liberty's La Guardia.

ABC on Jan. 20 will be host to The Twentieth Century Club of Philadelphia through its affiliate WWSW. A musical program is planned.

REPLIER MADE HEAD OF AD COUNCIL
THEODORE S. REPPLIER has been elected president of the Advertising Council, it was announced last week in New York. For two and a half years Mr. Repplier had been executive director of the council.

Formerly an associate copy editor of Young & Rubicam and later campaign manager of the War Manpower Commission, Mr. Repplier joined the War Advertising Council in April, 1943, as Washington, D. C. office manager.

In assuming his new job as president, Mr. Repplier stressed the importance of advertising's contribution to public service.

"There is general agreement," he said, "that a sense of social responsibility isn't something you pick up at the start of a war like a rifle and drop conveniently when the shooting ends . . . advertisers, both large and small, now subscribe to the well-proved doctrine that the best public relations advertising is public service advertising."

Holst to Crosley

PAUL F. G. HOLST has been appointed engineer in charge of audio and television development in the manufacturing division of the Crosley Corp., Cincinnati. A graduate of the Technical College of Copenhagen, Denmark, Mr. Holst came to this country in 1928 and entered the engineering department of General Electric Co. He transferred to Camden to the RCA Victor Division of RCA a year later and was with RCA for 16 years. During the war he contributed greatly to the production design of Loran equipment.

DURING holiday season 66 music educators from all over the country were guests of Fred Waring and his program, "Sing Along With Fred," broadcast rehearsals and broadcasts at NBC studios in New York. Waring has been demonstrating his choral technique to representatives of schools, colleges, churches, community groups and industrial plants.

"Let George do it"—yes, it's easy to tell the other fellow what to do. What counts is actually rolling up your own sleeves and pitching in on the job.

The members of the WMBD staff don't stop at supporting worthy community projects, but actually lead them to success. They not only tell Peorians to support Community Fund and other equally important drives . . . they work on the campaigns. Example . . . two WMBD executives have been Chairmen of recent Community Fund drives; twenty-seven staff members served in this year's campaign in various capacities.

War and Victory Bond drives, Red Cross, Association of Commerce, Better Business Bureau, Churches, Scouts, YMCA, Hospitals . . . whatever the community activity may be, WMBD folks lend a hand or take the lead—

To make Peoria a better place to live.


In the South's #1 STATE

NORTH CAROLINA

With WSJS

For the Tri-Cities

Representatives

HEADLEY-REED COMPANY

Page 46 • January 7, 1946

BROYCE (Blue) WRIGHT, who recently resigned as program manager of WKY Oklahoma City, has been appointed program manager of KGQ-Air in studios and KBQ-FM. FREDERICK R. WISSON, named sales representative for KBQ-FM and ABC spot sales in San Francisco, Wright has been in the radio since 1930, first as an actor and then as announcer at WKY. He was later advanced to assistant production manager and is now in post of program-production manager.

JAMES T. MAHONEY, former production manager of WTH Baltimore, has joined WNW Lewes, Del., as program director. He has been with WWH and WFF in music and radio fields since 1923 as a representative for several orchestras and production director for NBC from 1937 to 1941. During the war, he served as AAP civilian property and supply officer and later radio director of OWL.

W. H. WILLIAMS, 된 by the Eastern Division of the 1943-46 drive of the Sister Elizabeth Kenny Foundation.

DEAN MOORE, formerly of KHJ Los Angeles, has joined KNOW Oakland, Calif., as announcer.

BILLY CONNOLLY Jr., recently discharged from the Marine Corps, has joined WDD Washington, D.C., as announcer, and BEN ROEBUCK Jr., also recently discharged from Marine Corps, has joined WRRF Washington, D.C., as announcer.

JOE GIRAND, disc jockey at WTHT Atlanta, is new announcer at WAFB New Orleans, La., as announcer.

JOE DILLON, known for his Philadelphia programs, has joined WYNY New York, for his NBC show "Jean Craven," is now director of entertainment at Bournemouth, England, for the RCAF since early in the war as public relations officer, and has appeared on BBC programs.

BERNIE YUFFE, recently discharged from the RCAF, has rejoined CBC as a producer at Winnipeg studio.

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Never before a quarter-hour transcribed musical show as jam-packed with talent! Jump tunes by the Modernaires and Paula Kelly . . . ballads by Dick Brown and Lillian Cornell . . . the magic fingers of Vincent Lopez. Wire for availabilities.
To a Top-Notch Time-Buyer Who Wants to Do More Than Just Buy Time

We think our staff of time-buyers is one of the best in the land. Now we’re looking for another of equal calibre. If you’re the man we want (and it must be a man), you’ll naturally have the ability to cover all these bases, and if your present job doesn’t include all these opportunities, we’d like to talk it over with you.

1. ANALYSIS—Can you appraise coverage figures, ratings and rates—make their meaning quickly apparent to others?

2. PLANNING—Can you contribute to selling strategy from a radio viewpoint?

3. PERSONALITY—Have you the presence needed to deal with clients as well as broadcasters and networks?

4. ADMINISTRATION—Can you farm out details to others and get the right results?

5. SELLING—When you reach a sound conclusion can you sell it to others—orally or in writing?

What We Have To Offer You:

1. A swell bunch of people to work with.
2. A staff of skilled helpers—rating analysts, estimators and statistical workers.
3. Stability—Look up our list of accounts.
4. Pension Plan—No other company, anywhere, pays its people a pension as liberal as ours.
5. Stability—Look up our list of accounts.

This is a tough job, but you’ll like it if you’re good. Ask your radio friends about us. Then make believe we’re a client and sell us in a letter. If we are sold, no matter where you live, we will try to arrange an interview.

WRITE: William Maillcfeft, COMPTON ADVERTISING, INC., 630 Fifth Avenue, New York 20, N. Y.

Burp Checkup
LOREN WATSON JR., who broadcasts a nightly sports program for Bi-So-Dol, stomach remedy, WJR Detroit, went to hospital Dec. 28 for observation. You guessed it: he has a stomach ailment.

Honor Mrs. Mark
EDWARD J. NOBLE, chairman of ABC, and Mark Woods, president of the network, will be host Jan. 7 at a luncheon at the Mayflower Hotel, Washington, in honor of Mrs. Leroy Mark, former director of WOR, WOR, who will present to Mrs. Mark a plaque in memory of her husband.

Butler Awards
IN HONOR of his wife, Ina, Burridge D. Butler, president of WLS Chicago, will present four $500 scholarships to the college or university of their choice to four Midwest senior girls. The award, known as the Ina H. Butler Citizenship Award, is open to senior girls in rural and village schools where total enrollment is under 300 and will be given to one girl in each of four States—Illinois, Indiana, Wisconsin and Michigan. Each girl will be chosen on scholarship, leadership, personality, community activities, sports and church activities. The award is part of the WLS Youth Award program started two years ago by Mr. Butler.

GENE DUCKWALL, radio time buyer, has been made business manager of WLS Chicago, succeeding ARTHUR RAMSDELL, who recently was elected a director of the agency.

Lt. Whitmar
BURP CHECKUP: We're a client and sell us in a letter. If we are sold, no matter where you live, we will try to arrange an interview.

WRITE: William Maillcfeft, COMPTON ADVERTISING, INC., 630 Fifth Avenue, New York 20, N. Y.

BROADCASTING • Telecasting

Agencies

A TOP-NOTCH TIME-BUYER WHO WANTS TO DO MORE THAN JUST BUY TIME

We think our staff of time-buyers is one of the best in the land. Now we’re looking for another of equal calibre. If you’re the man we want (and it must be a man), you’ll naturally have the ability to cover all these bases, and if your present job doesn’t include all these opportunities, we’d like to talk it over with you.

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WRITE: William Maillcfeft, COMPTON ADVERTISING, INC., 630 Fifth Avenue, New York 20, N. Y. 
Hartley Receives Special Citation from U. S. Navy

J. HARRISON HARTLEY, recently released from the Navy as lieutenant commander, and now director of special features of NBC television, has received a special citation from the Secretary of the Navy. The citation was given for "outstanding services as officer in charge of the Radio Program Section in the Office of Public Information (Navy Dept.) Highly skilled in this special field, Lt. Condr. Hartley ably discharged his responsibilities with regard to the dissemination to the public through the medium of commercial radio, the news of the Navy's accomplishments during the war. His broad technical knowledge, the esteem and confidence in which he was held by the leaders of the industry, his ability to organize programs and to supervise their broadcast under conditions of extraordinary difficulty were important factors which largely influenced public understanding . . . of the Navy's efforts."

He was also commended for setting up the radio-press facilities on Guam.

Stock Increase

FEDERAL TELEPHONE & RADIO Corp., New York, has announced an increase in capital stock from $3,000,000 to $5,000,000 with additional $2,000,000 subscribed for in cash by International Telephone & Telegraph Corp., owner of all FTR capital stock. Federal also announced that it had repaid completely its bank loans for war production purposes under V-loan regulation. More than 95% of its wartime output of communications and electronic equipment went directly to military channels, according Corp., has left for Hollywood to make preliminary arrangements for first Columbia records to be made by Dinah Shore. EDWARD WALLERSTEIN, CRC president, who also went to Hollywood for the recording, announced last week that Miss Shore had signed a long term exclusive contract with CRC starting Jan. 1.

ALTON I. PUBLISH has been appointed to the advertising department of Hoff man Radio Corp., Los Angeles. He will assist in editing "The Hoffman Transmitter," company organ, and handle publicity. Pablish has served three years in AAF and formerly had been in local advertising and publicity work.

TRACY-ROBINSON Inc., New York, is from name of its public relations agency formed by LEE TRACY, for three years promotion director of New York Daily Mirror, and IRWIN ROBINSON, for three years public relations manager of the Advertising Council, formerly War Advertising Council. Robinson will continue his association with the council.

HARRY H. REPLOGLE, senior vice president of Gyfts Industrial Corp., is retiring to devote time to his other interests. He has been in charge of sales since firm was founded in 1929. He continues as consultant and director.

GENERAL AMUSEMENT Corp., has contract for its package "McGarry and His Mouse," comedy half-hour show, slated for a summer replacement awaiting signature from Young & Rubicam, N. Y.

H DON MURRAY, recently discharged from Navy as a commander and formerly western regional manager of Crosley Radio Corp., Cincinnati, has joined Olympic Division of Mutual Radio Corp., Los Angeles.

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L. FREDERICK, returned to inactive status by NAVY, has rejoined NBC Hollywood engineering staff.

GEORGE D. RICH, formerly in charge of the home radio service group of Lear Inc., has been promoted to acting assistant chief engineer of the company's radio division with headquarters in Grand Rapids.

R. C. LONGFELLOW has been named chief engineer of the specialty division of the Electronics Dept. of General Electric Co., Syracuse. He will be in charge of all engineering activities for the division, with headquarters at Wolf plant. He formerly was section chief of a radar engineering group of the GE Transmission Div.

EDUARDO E. GRINBERG and ALEJANDRO UBERTINI, Argentine television representatives, are in the U. S. and have been inspecting General Electric Co. television facilities. Sr. Grinberg is president of Centro Argentino de Tele Vision (Argentine Television Society), founder of Instituto Experimental de Televisión and a director of Primera Cadena Argentina de Television (Argentina Television Network). Sr. Ubertini is director and engineer of the latter.

LEWYT Corp., Brooklyn, contract manufacturer, will produce for the Brunswick Division of Radio & Television Inc., New York, a complete line of table model radio receivers, electronic photographs and combinations which will be marketed under Brunswick trade name.

PAUL O'HAIR, master control engineer of KNX Hollywood, is recovering from a recent heart attack.

SCOTT REID, recently discharged as a flight lieutenant from the RCAF where he served as a public relations and engineering officer, has rejoined CKXN Winnipeg, Ont., as chief engineer.

HERB ESTON has been named chief engineer of W2XAI, Columbus, O. CHARLIE BELL has replaced LOUISE BELL in studio control. She assumed new duties in the program department.
Business Leaders plan for Louisville!

☆ The General Box Co. plans . . .

The war brought no material change to the products we manufacture nor to our methods of manufacturing them. To us it was simply a change in customers. Instead of food products, soap and the numerous peacetime items, our shipping containers were filled with guns, ammunition, medical supplies and etc.

We are proud of our production record during the war. In our two plants in Louisville we increased our production three times our normal operation. Of course it was necessary for us to also increase the number of our employees. Our war-time employee peak was two and one-half times that of our pre-war level. We are happy, however, to report that there has been no lay-off of employees at the General Box Company in Louisville.

Quite naturally we had no reconversion problems and we are continuing to make the same number of boxes as we did during the war. Again there has been just a change in customers. We expect to maintain this production level, as we already have orders in some departments which will carry us a year beyond the close of the war.

We are enlarging one of the plants and have ordered new machinery which will give us higher speed and efficiency. When our expansion plans are completed we will in all probability need additional employees.

WILLIAM C. EMBRY, General Manager

☆ The Vogt Brothers Mfg. Co. plans . . .

For 112 years Vogt Brothers has manufactured municipal products such as fire hydrants, pumps, and waterworks valves. We continued to manufacture these items during the war period as they were essential for the protection of the property and personnel of army camps and hospitals. Also we continued to manufacture steam pumps which were used in the production of alcohol, food and other items manufactured by essential industries.

During the war we expanded our facilities which enabled us to produce tools, dies and sheet-metal specialties. We built a Kirksite foundry for the making of Kirksite dies. This permitted the rapid and comparatively inexpensive manufacture of sheet-metal dies for airplane parts and similar items.

We have virtually no conversion problems. Our present plans are to use our expanded facilities which include one new plant and twice the number of employees in producing the many Vogt Brothers Manufacturing Company products for peacetime uses. We have new lines that weren't produced before the war that may even necessitate our increasing these facilities.

ERNEST L. VOGT, President

No. 13 in a series of messages about plans for Louisville

The Courier-Journal

THE LOUISVILLE TIMES
Radio Station WHAS

January 7, 1946 • Page 49
You can help...

This child and thousands of American children like him—stricken by infantile paralysis—are depending on you and your listeners for help. The time you give during the March of Dimes will bring them years of happiness.

The biggest stars of stage, screen and radio have recorded an entertainment-packed parade of music, songs and informal talks. It’s the kind of radio enjoyment your listeners like—and the message it carries is close to their heart.

Give your time to the 1946 March of Dimes--January 14-31!

Highlights of the 1946 March of Dimes transcribed show package: 5-minute musical programs by Frank Sinatra with the Pied Pipers and Axel Stordahl’s Orchestra...15-minute shows by Dinah Shore with Robert Emmett Dolan’s Orchestra, Tommy Dorsey and his Orchestra and Andre Kostelanetz and his Orchestra...15-minute talk by Jimmy Stewart and Basil O’Connor...1-minute pleas in the voice of Franklin D. Roosevelt...and 1-minute spots by Bob Hope, Helen Hayes, Walter Huston and many other celebrities.

Basil O’Connor, President
Howard J. London, Radio Director

THE NATIONAL FOUNDATION FOR INFANTILE PARALYSIS, INC.

“1946 MARCH OF DIMES”

120 BROADWAY • NEW YORK 3, NEW YORK

“The Good Cause Must Go On.”—Franklin D. Roosevelt, Founder
Recent arrival of Bob Phillips to take over the announcing task on the graveyard shift at KFI has meant some healthy program changes. Prior to accepting his assignment here, Bob spent many nights listening to the 24-hour Los Angeles stations just to learn the kind of competition he would have to meet. Result of his study was a pair of ruby-red eyes and some definite ideas as to how KFI should be scheduled. The Program Department has given him the green light to put his recommendations into effect, and this day the station carries seven well-planned programs from 1:00 a.m. to 6:00 a.m., instead of the usual four. The emphasis is on music and news headlines with light features and serious music patrons served uninter spersed. Indications are that listeners enjoy this new fare on KFI. The 3:00 a.m. to 4:00 a.m. program, around fifty letters a day come to Bob Phillips requesting classical music.

Speaking of audiences, a late night survey conducted a couple of years ago for another Los Angeles station showed that 14.7% of the local radio families are listening sometime between 1:00 a.m. and 5:00 a.m., once a week. Also, the tune-in for these hours is greater in Los Angeles than it is in any other large city in the United States. We give you these few brief facts about our graveyard shift with no intentions of pitching it as a sale potential. If, however, you are a smart time buyer who sees the possibilities, don't hesitate to contact KFI's Commercial Manager, George Whitney or Edward Petry.

R. L. WATKINS Co., Division of Ster ing Drug Inc., New York, is in terested in sponsoring a weekly program for Fred Lyon's tooth powder, special-15 minute morning announcements have been placed on the Don Lee network of 39 stations and the California network. Other spots will be added.

Double Danderine, Double Danderine, Double Danderine

Also, the tune-in for these hours is over the American network families are listening. A survey completed a couple of years ago indicated that ABC stations were listening to the graveyard shift at KFI has meant some healthy program changes. Prior to accepting his assignment here, Bob spent many nights listening to the 24-hour Los Angeles stations just to learn the kind of competition he would have to meet. Result of his study was a pair of ruby-red eyes and some definite ideas as to how KFI should be scheduled. The Program Department has given him the green light to put his recommendations into effect, and this day the station carries seven well-planned programs from 1:00 a.m. to 6:00 a.m., instead of the usual four. The emphasis is on music and news headlines with light features and serious music patrons served un interspersed. Indications are that listeners enjoy this new fare on KFI. The 3:00 a.m. to 4:00 a.m. program, around fifty letters a day come to Bob Phillips requesting classical music.

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R. L. WATKINS Co., Division of Sterling Drug Inc., New York, is interested in sponsoring a weekly program for Fred Lyon's tooth powder, special-15 minute morning announcements have been placed on the Don Lee network of 39 stations and the California network. Other spots will be added.

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BURTON M. ADAMS, recently discharged of WPDQ Jacksonville, is the father of the station relations department as a station for CBS press information. He has been appointed manager of operations of publicity on several CBS programs, slated for new assignment by network.

MICHAEL J. BOSCA, supervisor of publicity of WIS Columbia, S. C., is director of WABC New York and in charge of the sales promotion research staff.

ERNEST S. LIBBY, released from the AAF Bureau of Public Relations, West Virginia which announced project available free to grocery dealers, is director of WIS Columbia, S. C.

SID BEIGHLEY, merchandising director of WLW Cincinnati is the father of a girl.

BROADCASTING

January 7, 1946
New Miller Band

GLENN MILLER Orchestra will be re-organized to carry on the name and music styling of Maj. Glenn Miller who was lost in a plane flight over the English Channel Dec. 15, 1944. Orchestra will be composed of ex-service men who served with Miller either in his AAF Overseas Band or who played with his band in civilian life. Conductor will be Tex Beneke, formerly featured saxophonist and vocalist with orchestra.

BODSON LTD., Los Angeles (Vogue Tyres), on Jan. 2 started sponsoring five-weekly five minute "Sports Round-up" on KMPC Hollywood. Contract is for 52 weeks. Davis & Beaven Adv., Los Angeles, has the account.

Phil Loucks Will Be 1946 President Of Federal Communications Bar Group

PHILIP G. LOUCKS, Washington attorney and former managing director of the NAB, has been nominated without opposition for the presidency of the Federal Communications Bar Assn. for 1946, it was announced last week by Horace L. Lohnes, chairman of the Nominating Committee. Mr. Loucks will assume office Jan. 11 at the Association's annual meeting, taking over the gavel from Elliot C. Lovett, of Hanson, Lovett & Dale. The annual banquet will be held on the same date at the Statler Hotel at 7 p.m. with Maj. Gen. Frank E. Stoner, Assistant Chief Signal Officer of the Army, as speaker.

Carl I. Wheat, former FCC telephone counsel and now in private practice in Washington, was elected vice president of the Bar. Mr. Wheat, of Miller & Schroeder, of Kirkland, Fleming, Green, Martin & Ellis, second vice president. William A. Porter of Kraemer & Bingham, and Arthur H. Schroeder, of Miller & Schroeder, were elected secretary and treasurer, respectively. Mr. Lovett and Ralph Van Orsdel, AT&T attorney, were elected to vacancies on the executive committee. Other executive committee members are Messrs. Lohnes and Rollo, Frank Roberson, of Spearman, Sykes & Roberson; Lester Cohen, of Hogan & Hartson; Ben S. Fisher, of Fisher & Wayland; Philip J. Hennessey, Jr., of Segal, Smith & Hennessey.

Mr. Loucks has been in Washington radio practice for nearly 20 years, except for his five-year tenure as NAB managing director, which he left in 1935. He had taken over the NAB before it had a Washington headquarters, and when its membership totaled less than 30 stations. In 1933 he formed his present law firm of Loucks & Scharfeld with Arthur W. Scharfeld, former Federal Radio Commission attorney.

BBDO Copyright

BBDO has copyrighted an audition script of audience participation show with Arthur Godfrey, packaged by Mil- dred Fenton and titled "Wisecracks." Agency previewed show Dec. 27 on WEVD New York.

CRC Elects

NEWLY elected vice presidents of Columbia Records and Bridgeport Conn., include Goddard Lieberman, in charge of Classic Division, and E. Satherly, in charge of country dance and folk music; Andrew J. Schrade, in charge of Masterworks Division; Arthur H. Lohnes, chairman of the Nominating Committee, Mr. Loucks will assume office Jan. 11 at the Association's annual meeting, taking over the gavel from Elliot C. Lovett, of Hanson, Lovett & Dale. The annual banquet will be held on the same date at the Statler Hotel at 7 p.m. with Maj. Gen. Frank E. Stoner, Assistant Chief Signal Officer of the Army, as speaker.

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Win Military Honors

AMONG ABC correspondents who recently received awards presented to civilian correspondents by Headquarters, U. S. Forces in ETO, for "outstanding and conspicuous service with the armed forces under difficult and hazardous conditions" were John Brwyn, Herbert Clark, Gordon Fraser, Thomas Grandin, George Hicks, Ted Malone, Robert Massell, Donald Cee and Janet Flanner.

WVO Veterans

AMONG veterans who have rejoined WVO New York are the following: Engineers Edward Kissack, Joe Onafio, Tom McKeon, Edward Martin, and Bernard Zimney; Musicians John Pastore, Richard Diia and Walter Scotti; Giulio Miranda has returned as monitor.

Cage Appointed

JOHN M. CAGE, formerly with Allis-Chalmers Mfg. Co., Milwaukee, and previously in electrical engineering research with General Electric, has been appointed manager of Industrial Electronics Division, Raymond Mfg. Co., Waltham, Mass.

MONCTON PLUMBING & HEATING Co., Moncton, N. B., has signed with CKCW Montreal for 26 weeks sponsorship of "The Haunting Hour" Thurs. 8-9:30 p.m. (AST).

"SEEM LIKE OLD FRIENDS, MARTHY!"

It's not surprising that everybody in Fargo knows the Royal Jewelers. For seventeen years we've broadcast their year-round program, six days-a-week, over WDAY.

The Royal Jewelers are only one of eighteen "locals" who have been with WDAY, steadily, from ten to twenty-three years!

These days most stations have little trouble filling their schedules. But how can many match WDAY's record of advertisers kept?

WDAY, INC.
N. B. C.
FARGO, N. D.
970 Kilocycles . . . 5000 Watts
FREE & PETERS, INC., NATIONAL REPRESENTATIVES

Page 54 • January 7, 1946

New on WQXR

WQXR New York, starting 10th year, has announced six weekly half-hour programs featuring music of J. S. Bach played by celebrated ingenues. Six weekly "Record Bartons" starts on Jan. 7. "Rays of the Earth," owner of one of country's most unique record collections, and series of six Sunday evening concerts by station's symphony orchestra.

Music Panel

YOUTH participation series. "Courtney's Record Round-up" on WOR New York Jan. 3 in Sat. 2:30-3:30 p.m. Program features Arthur Godfrey, conducted by youth centers and orchestra, reprinted a few minutes talk by experts on records.

Rural Housing

SERIES on rural housing and community centers has been started on NBC in mid-Atlantic region. Titled "Better Prairies Living", program consists of weekly quarter-hour talks by experts on problems of rural and small town housing.

Opportunity for Negroes

OPPORTUNITIES for Negroes are being stressed in the half-hour program "Progress of the Negro" on WSNJ Bridgeton, N. J. Outstanding figures of the race participate each week. From a small beginning a few years ago, in a little Negro church, program now claims great influence throughout southern New Jersey.

"Talks" Program

NEW "Talks" program, afford- ing opportunity for public discussion of civic, political and philanthropic subjects of national interest, first on CBS network on Jan. 5, 3:30-4:15 p.m. Series will present leaders in public life who will be interviewed by Bill Costello, CBS news analyst.

Slow-Learning Child

PROBLEMS of the slow-learning child are being discussed on "Understanding the Child," weekly 15-minute feature on WTTM Trenton, N. J. Clairette Sehun of the Vineland, N. J. Training School conducts the sessions with educators, physicians, psychologists and parents.

Luncheon Quiz

DINING in the coffee shop and found in the lounge of Holiday Hotel, New Orleans, may win awards of cancelled tickets on new WWL, New Orleans participation program "Variety Playhouse," Monday through Friday 1:30-1:45 p.m. Audience diners name selections to be played by new WWL Production Manager Ray Mc- Namara, organizer and m.c. Those he is not able to play win award for participat-
MARCHALL SHANTZ, released from the AAF, has returned to WJTN of Jamestown to resume his duties. As a captain he saw action in the Netherlands, East Indies, Philippines and Okinawa.

RICHARD C. KOSTER, veteran of the 7th Infantry Division and a former News Editor for the Mid-Pacific edition of the Stars and Stripes, is now assistant traffic manager of WCAU Philadelphia.

JOHN B. HUGHES, Hollywood news analyst for ABC, currently is on two and a half months nationwide lecture tour speaking on "America's Role in the Peace".

W. W. CHAPLIN, released from the AAF, has returned to WJTN Jamestown as director of special events. He is to remain as special events director.

BOB FERRIS, released from the AAF, has returned to WJTN Jamestown as news and continuity writer. He is a graduate of WFIL Philadelphia as news editor and assistant traffic manager of WCAU Philadelphia.

CHUCK WRIGHT, City, Mo., has transferred from the control room staff to the newsroom staff of KJIN Kansas City, Mo.

ELEANOR BRENDEMUHL has transferred from the control room staff to the newsroom staff of KJIN Kansas City, Mo.

CHUCK WRIGHT, ski authority of WWTI Hartford, Conn., is now writing ski news column in Hartford Times.

SCT. FREEHARE, former program director of WWRU Woodside, L. I., and now announcer of WVTM Manila as announcer, was patched from the drive's national headquarters to the network commercial and advertising council, to place allocations per network and suggestions for programming.

THE FOLLOWING AFTERNOON, the national drive, which is undertaken on behalf of UNRRA, is collection of 100,000, 000 serviceable garments. It includes shoes and bedding for distribution to European and Asiatic countries hard hit by war. Henry J. Kaiser is national chairman. Nelson A. Rockefeller, New York chairman, and Harry Levin, New York radio director, launched the New York local radio campaign at a meeting with representatives of most local stations and networks last week.

In addition to the locally-aimed programming, the national committee intends, through the advertising council, to place allocations on network commercial and sustaining shows.

FOREST LAWN Memorial Park Assn., Glendale, Cal., on Jan. 1 expands weekly quarter-hour "Tapestries of Life" to 30 minutes on KKX Hollywood. Theodore Von Etter continues as narrator of program with features dramatizations of human interest stories. Dan B. Miner Co., Los Angeles, has account.

Robert Ackeryl, just out of the Navy as chief specialist, is also back in the newsroom of KJIN after three and a half year's service.

HAROLD ODGEN, Hartford (Conn.) Times sportswriter, joins WTWI Hartford as sportswriter, with five-minute spot five nights weekly at 6:10 to be heard only on the new wave length allocated to FM broadcasting. WGBN began broadcasting January 1 on both the old frequency of 45.9 mg. and on the new frequency, 98.9 mg. (channel number 255).

Drive for Clothing Boosted by Radio

Program Kits Sent Out to All U. S., Alaska Stations

RADIO CAMPAIGN in support of the Victory Clothing Collection for overseas relief got underway last week when program kits were dispatched from the drive's national headquarters in New York to all U. S. and Alaska stations.

Kits contained six transcriptions of four and a half minute dramatic spots featuring Walter Huston, Katherine Cornell, Josephine Hull, Bert Lahr, Helen Hayes and Fredric March, plus numerous 15- and 30-second spots, 50 lead-ins and suggestions for programming.

The national committee see plans to let local committees supply speakers for such shows as local stations desire to air, according to Ken Thomas, in charge of the national radio campaign.

Objective of the national drive, which is undertaken on behalf of UNRRA, is collection of 100,000,000 serviceable garments plus shoes and bedding for distribution to European and Asiatic countries hard hit by war. Henry J. Kaiser is national chairman. Nelson A. Rockefeller, New York chairman, and Harry Levin, New York radio director, launched the New York local radio campaign at a meeting with representatives of most local stations and networks last week.

In addition to the locally-aimed programming, the national committee intends, through the advertising council, to place allocations on network commercial and sustaining shows.

Philo Preview

TO GIVE SALESMEN attending the national Furniture Show in Chicago, January 7-11, a preview of the newest FM receivers, the Philco Radio Company sponsored "The Philco Musical Parade" on WGNB, WGN's FM station. Program, heard at 3:30 to 4:00 p.m. CST, Jan. 7-11, demonstrated the new patented Philco FM circuit and dynamic reproducer which can be heard only on the new wave length allocated to FM broadcasting. WGNB began broadcasting January 1 on both the old frequency of 45.9 mg. and on the new frequency, 98.9 mg. (channel number 255).

Morning After

CHICAGO New Year's Eve celebrants had an opportunity to hear how they rang in the new year as a result of a special broadcast made by WIND. With pick-ups from various Chicago night-spots, announcer Linn Burton and Howard Miller interviewed scores of party-goers and the program was transcribed.

The following afternoon the show was broadcast, giving both night-owls and early risers a vivid picture of Chicago's New Year's behavior.
Protests Against Open-Bidding
Station Transfer Plan Expected

Although no briefs had been filed last week indications were seen that a number of attorneys, in behalf of clients or in their own right, would file protests to FCC's adoption of its proposed rule requiring the open-bidding procedure in handling station transfers and assignments [Broadcasting, Dec. 24].

Opposition ranged from charges of illegality in that the rule would deprive individuals of the right to dispose of private property as they wish, to contentions that it constitutes forced perpetuation of ownership by requiring an owner to sell to a purchaser approved by the Commission or not to sell at all.

Jan. 15 is deadline set by FCC for filing of requests for a hearing on the rule. Requests must be accompanied by supporting briefs. Date for oral argument will be set when requests have been received.

The proposed rule is based on the plan suggested by the Commission in its Croxley-Avco decision last September, requiring public advertisement of proposed transfers and assignments, followed by a 60-day waiting period for competitive bids on the same terms. The Commission would approve the application of the bidder it considers best qualified, subject to signing of a contract between the seller and the successful applicant within 30 days.

Six proposed transfers and assignments have been started under the Croxley-Avco plan, and three others have been placed by FCC in its pending file for failure to follow the procedure.

Passed Deadline

Of the six cases being processed under the open-bidding plan, proposed sale of WHDH Boston by Matheson Radio Co. to Fidelity Broadcasting Co. ( Herald Traveler ) for $560,000 already has passed the deadline for competing bids. None were submitted, and FCC authorities said the application now goes to the Commission "in regular order."

Other transactions following the Avco plan include these proposed transfers and assignments: WFIL Philadelphia by Lit Bros. to Tri-angle Publications Inc. (Philadelphia Inquirer) for approximately $1,900,000; KHQ Spokane by Louis Wasmer to Spokane Chronicle Co. for $1,295,000; KOIN Portland by C. W. Myers, Josephine Hunt, Gertrude E. Myers, and KOIN Inc. to Field Enterprises for $943,967; KROY Sacramento from Royal Miller Radio to Harmco Inc. for $150,000; KMTR Los Angeles from Marilyne Dalton Alcorn and others to Dorothy S. Thackrey, publisher of the New York Post and owner of WLIB New York and KYA San Francisco, for approximately $450,000.

The KXA Seattle case, one of the three proposed transfers put by the Commission into its pending file for failure to follow the Avco plan, calls for KXA sale by American Radio Telephone Co., Seattle, to Wesley L. Dunn and associates for approximately $200,000 [Broadcasting, Aug. 13]. Transaction involves 54% of common stock from Ronald F. Megges, president, and 46% from Vincent L. Kraft, Seattle advertising man. Associated in the deal with Mr. Dunn, head of KSFO San Francisco and KPAS Pasadena, are his brother, Franklin Dunn, and Robert Gaylord and Philip G. Lasky, part owner and manager of KROW Oakland.

KFQD Case

The KFQD Anchorage, Alaska, application, also put into the pending file, would assign the station's license from William J. Wagner, trading as Alaska Broadcasting Co., Anchorage, to Midnight Sun Broadcasting Co., Fairbanks. Consideration is $65,000. Midnight Sun is licensee of KFAR Fairbanks and is headed by Austin E. Lathrop, who owns 54% of stock.

Third application shelved temporarily involves transfer by T. H. Barton, El Dorado, Ark., of his 55% interest in Radio Enterprises Inc., licensee of KELD El Dorado, to Wilfred N. McKinney, El Dorado, for $55,000. Mr. Barton owns 30% of capital stock in Arkansas Radio & Equipment Co., owner of KARK Little Rock. Mr. McKinney, former announcer and program director of KELD, was a captain in the Signal Corps serving overseas when the application was prepared in October.

Reason Why

People in Kansas and adjoining states depend on farming for a living. That's why we've programmed to their needs for 20 years. And it's why they buy WIBW-advertised goods.

WIBW The Voice of Kansas in Topeka

Broadcasting • Telecasting
BROADCASTING  Telecasting

two years with the Merchant Motion as announcer after four years

He is now director of news, pub-

turned

Thomas has returned to the sta-

from the service to WCAU Phila-

FOUR ex - staffers have returned

CHOL on 11.72 mc from 2-6 p.m.

17.82 mc from 7 a.m.-1 p.m., CKCX

and call letters in use are CKNC on

ary added a fourth frequency to

CORP, shortwave service in Janu-

magazine advertising is

to dealers on exclusive franchise

in

Brunswick line will be introduced

equipment during the war. New

produced radar and other electronic

label. Combination brings together

this month, with deliveries expected

WORC for

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Since Canada has only two

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advanced. Thus NBC, CBS, ABC

and MBS would all have the equal

opportunity to buy Canadian

network, provided program, spon-

sor and commercial copy met with

CBC standards.

The American sponsor who

wants to buy only individual

Canadian city outlets, would be

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station he wanted under this arrange-

ment irrespective of previous net-

work affiliations.

CBC feels that the present situ-

ation is not equitable to Canadian

listeners, American networks or

sponsors. Present affiliations were

built in a period when U. S. spon-

sors were interested only in major

Canadian markets, when networks

were not available. CBC feels that

smaller markets should also be

able to hear the good programs.

At present CBS and CKAC Mon-

treal and CFRB Toronto as outlets, have

used these since it first entered

Canada. NBC uses CBL Toronto, CBM Montreal, both

CBC stations; ABC used CJB C, Toronto, a

CBC station, and CFPC Montreal an independent station. MBS uses

CKWX Vancouver, CKLW Windsor, has no definite Toronto affilia-

Question of U. S. Network Affiliation

With Canadian Stations Being Reviewed

By JAMES MONTAGNES

AFFILIATIONS of U. S. networks with Canadian stations are being reviewed by the Canadian Broadcasting Corp., it was announced by CBC chairman David Dunton, fol-

lowing the recent CBC Board of Governors meeting at Ottawa. How soon the CBC will announce its decisions and whether Canadian independent stations, now American network outlets, will appear before the CBC, are questions on which no answer is yet available.

CBC opinion is that no U. S. network should have definite af-

filations with Canadian stations. This policy was responsible for

CBC turning down [BROADCASTING, Dec. 17] application of Montreal's new 1 kw station, CJAD, for a franchise with CBS for English language programs. CKAC Montreal, pioneer CBC outlet, was to continue with musical CBS shows in which the continuity could be translated into French. Decision not to give CJAD the CBS franchise brought the statement that all U. S. net affiliations are under review.

CBC Opinion

CBC holds that a U. S. sponsor with a network show who wants to buy a network in Canada, whether Trans-Canada, Dominion or French should be able to buy, with CBC approval, whichever network he wants. No Canadian network or key station should be identified with any specific American network. Since Canada has only two English language networks, and is not likely to have more for economic reasons, this reasoning is advanced. Thus NBC, CBS, ABC and MBS would all have the equal opportunity to buy Canadian network, provided program, sponsor and commercial copy met with CBC standards.

The American sponsor who wants to buy only individual Canadian city outlets, would be allowed to purchase whichever station he wanted under this arrangement irrespective of previous network affiliations.

CBC feels that the present situation is not equitable to Canadian listeners, American networks or sponsors. Present affiliations were built in a period when U. S. sponsors were interested only in major Canadian markets, when networks were not available. CBC feels that smaller markets should also be able to hear the good programs.

At present CBS and CKAC Montreal and CFRB Toronto as outlets, have used these since it first entered Canada. NBC uses CBL Toronto, CBM Montreal, both CBC stations; ABC used CJB C, Toronto, a CBC station, and CFPC Montreal an independent station. MBS uses CKWX Vancouver, CKLW Windsor, has no definite Toronto affiliation, using either or both CJB C and CKED, an independent station, which also gets some ABC and NBC programs. A special arrangement was made with CKED some months ago whereby that station could obtain any ABC, NBC and MBS program for which only Toronto was needed as an outlet, or which would also be carried on any Dominion network program which would be broadcast on CJBC as well, if the sponsor, in addition, wanted to use CKEY [BROADCASTING, Oct. 15].

Danger in Plan

While the arrangement of not having any set Toronto or Montreal station as American network outlet has possibility of becoming CBC policy, there is also a definite danger that CBC stations in those cities will get the bulk of U. S. network single city sponsored programs if they have availabilities. CBC plans as soon as equipment is to be had to increase power of CJBC and CBM to 50 kw. Its other outlets in Toronto and Montreal, CBL and CBF (French language outlets) are already 50 kw stations. It also plans to increase CBR Vancouver, to 50 kw, and to add a 50 kw station at Red Deer, Alta., and another at Winnipeg.

Expands Shortwave

CANADIAN BROADCASTING CORP. shortwave service in Janu-

ary added a fourth frequency to

its daily service to Europe, with

call letters CKLO on 9.63 mc from

3-6 p.m. EST. Other frequencies

and call letters in use are CKNC on

17.82 mc from 7 a.m.-1 p.m., CKCX

on 15.19 mc from 7 a.m.-2 p.m.,

CHOL on 11.72 mc from 2-6 p.m.

Service goes out in English,

French, German, Czech and Dutch.

Four Rejoin WCAU

POUR ex-staffers have returned

from the service to WCAU Phila-

delphia in the last two weeks. Lt.

Comdr. Joseph T. Connolly, for-

mer promotion director, has re-

turned after three and a half years.

He is now director of news, pub-

licity and special events. Capt.

Walter Sheldon, three and a half

years with the AAF in China and

India, has come back to his post

of program director. Lt. George

Thomas has returned to the station

as announcer after four years

with the Army. Al Taylor, after

two years with the Merchant Ma-

riner, has rejoined the news staff.

Complete Receiver Line

Made by Lewyt Corp.

COMPLETE line of table model receivers and combinations will be manufactured by Lewyt Corp., Brooklyn, for Brunswick Radio Di-

vision of Radio & Television Inc., New York, under the Brunswick label. Combination brings together two of the oldest names in the musical field.

Lewyt, a contract manufacturer, produced radar and other electronic equipment during the war. New Brunswick Line will be introduced this month, with deliveries expected in March. Distribution will be through national sales representa-

tions and will sell direct to dealers on exclusive franchise basis. Cooperative newspaper and magazine advertising is planned.

HARTFORD stations re-

ceived praise for their serv-

ice during the disastrous local hospital fire in which 17 lives were lost. News staffs were at the scene to provide frequent bulletin service. Stations offered their facilities to police, fire and health agencies and handled appeals for doctors, nurses and ambulances as well as calls for help for county and state authorities.

Unfailing Dependability

A Star Performer

Model 211

DYNAMIC

Developed for highest quality recording. P.A. and broadcast work (including FM). For the Turner 211 Dynamic Microphone, incorporates a new type magnet structure and acoustic network. Its unique diaphragm structure results in extremely low distortion without sacrifice of high output level. A sensitive unit with a very smooth response from 20-10,000 cycles. Perform faultlessly under severe operating conditions. Surface plated in rich chrome. Complete with tilting head, 20 ft. of cable, and 20 ft. removable cable set. In all standard impedances.

For Complete Details on Performance and Price Ask Your Distributor or Write

THE TURNER COMPANY

914 17th Street, N.E., Cedar Rapids, la.

Free Microphone Catalog

Write for your copy

January 7, 1946  •  Page 59
'Vox Pop' Claims First From Base

Beginning 14th Year on Air, Program Contradicts Archives

ANNOUNCEMENT of National Archives that Kay Kyser's Kollege of Musical Knowledge was the first full program broadcast from an American military base in World War II [BROADCASTING, Dec. 17] has been challenged by Russ Johnston, vice president, McCann-Erickson Inc., in letter to BROADCASTING. He said Vox Pop broadcast 12 full programs from military bases before Feb. 26, 1941, date given for Kay Kyser's first military-base show.

Vox Pop, man-on-the-street program, now in its 14th year, began as a local show on KTRH Houston during the 1932 Presidential campaign and has been on the network since July 7, 1935, first on NBC-Blue and, since 1939, on CBS. Standard Brands, show's first network sponsor, kept the program for two months, when sponsorship changed to Centaur Co. Division of Sterling Drugs for Mollie Shaving Cream. In October 1938 sponsorship switched to Penn Tobacco Co., Wilkes-Barre, for Kentucky Club Pipe Tobacco. Since August 1941 Emerson Drug Co., Baltimore, has sponsored the program for Bromo-Seltzer on CBS. It features Parks Johnson and Warren Hull.

Pre-Kyser Shows

Mr. Johnston said Vox Pop's military originations before the date announced as Kay Kyser's first were for U. S. Merchant Marine, New London, Conn., aboard Empire State July 4, 1940; Fort Jay, Governors Island, N. Y., Sept. 19, 1940; Patterson Field, O., Nov. 7, 1940; Camp Borden, Canadian troops, Barrie, Ont., Nov. 28, 1940; Camp Edwards, Mass., Dec. 5, 1940; Ft. Dix, N. J., Dec. 19, 1940; Ft. Slocum, New York City, Dec. 26, 1940; Quantico, Va., Jan. 2, 1941; Mitchell Field, N. Y., Jan. 9, 1941; Naval Academy, Annapolis, Md., Jan. 23, 1941; aboard U.S.S. Seattle, troop ship, Brooklyn, Feb. 6, 1941; El Morro Fortress, San Juan, P. R., Feb. 20, 1941.

Text of Mr. Johnston's letter dated Dec. 20, follows:

EDITOR BROADCASTING:

I have never been one to pay much attention to "Famous Firsts", but I do believe in giving credit where credit is due.

The current issue of your very excellent publication carries an item on page 48 stating: "Kay Kyser's Kollege of Musical Knowledge on NBC was first full program to be broadcast from an American military base during the period of World War II, the National Archives of the U. S. government has announced. Transcription of first broadcast on Feb. 26, 1941, from the Marine base at San Diego, Cal., has been requested by Archives for posterity."

As a matter of record, our Vox Pop Program for Bromo-Seltzer had broadcast 12 full programs from military bases before the published date of Kay Kyser's first military base program. I honestly believe that Parks Johnson and Warren Hull were the first broadcasters to recognize the need for entertainment in army installations. They did their first broadcast in July of 1940, for the U. S. Merchant Marine aboard their training ship at New London, Conn.

I am attaching a list of the 12 military originations made by Vox Pop prior to the first Kay Kyser date.

It is not my intention that this letter shall detract in any way from the wonderful war job done by Mr. Kyser who has certainly contributed as much, if not more, than any other American radio star, but I do believe that the record should be set straight.

Under separate cover we are sending a transcription of the July 4, 1940, Vox Pop show to the National Archives in Washington, so that they may correct their records.

THE SLEEPY HOLLOW GANG stars of Hayloft Hoedown, WFIL Philadelphia, were guests of honor at the launching of the U. S. S. Misspillion at the Philadelphia Navy Yard Dec. 30.

FIBBER McGEE & MOLLY, who symbolize the perfect marriage for radio listeners of their NBC program sponsored by S. C. Johnson & Co., discuss whether or not husbands should help with housework in an article in the January issue of True Confessions magazine published by Fawcett Publications Inc., New York.
Iowa Survey

(Continued from page 24)

60% of all listeners tuned in at the evening peak.

Analyzing the point usually selected by listeners in changing stations, the survey shows that the great majority of adult listeners usually hear part or all of the announcement coming between programs. About a third reported they “usually” do not change stations until they hear the beginning of the new program. Less than 10% are in the habit of dialing in a new station before the announcement between programs begins.

Average adult in Iowa was found to listen approximately 4 hours and 50 minutes per weekday. Audience shifts are shown in a study of percentage of adults available to repeated announcements. The survey says: “The radio audience is constantly shifting from one set of homes to another, so that during an afternoon or an evening, for example, a great many more persons may be reached by a series of announcements than the peak listening period shows. Those sponsoring a series of announcements should judge the size of the audience by the total number of homes reached, not by the largest number available at any one broadcast period.”

Set ownership in Iowa, in 1945 ranged from 98.6% of all farm homes to 97.9% for urban homes and 97.9% also for village homes. Receivers in the home are powered as follows: Electric high line 83.5% (urban 97.2%, village 96%, farm homes 65.5%); wet or dry batteries 15.2% (urban homes 28.8%, village 4%, farm homes 31.3%); home generator 1.3% (farm homes 3.2%, none in urban and village homes).

WMRN Trophies

ANNUAL trophies to the winning football and basketball teams of the Mid-State League will be awarded by WMRN Marion, Ohio, according to an announcement by Jerry Kingmore, president of the League. Now in its first year, the league includes four members, with other teams expected to join. The first WMRN football award was presented last Fall. Robert T. Mason, president of the Marion Broadcasting Co., originated the idea to stimulate competition among the teams and to encourage growth of the league.

Name Changed

PHILCO Radio & Television Corp., a Philco subsidiary which handles national distribution of Philco products in the U.S., is now known as Philco Products Inc. John Ballantyne, president, explained that the broader name was advisable following the expanded scope of the Philco operations, including refrigerators, freezers, air conditioners, and radar equipment, as well as radio and television receivers.

Beep Mapping

BEPP time signal every hour on KSL Salt Lake City is used by U.S. Geological Survey in determining latitude and longitude in a series of intermountain maps. Less than a half-second error is permitted in mapping. The KSL signal, received direct from Arlington and automatically corrected for time lost in transmission, is accurate within a few hundredths of a second, according to C. Richard Evans, KSL chief engineer.

Acme Drops Carter

ACME WHITE LEAD & Color Works, Detroit, will drop sponsorship of Nick Carter on Jan. 13, blaming lack of materials and labor shortage for quitting radio. The show, with a 10.8 rating, is heard Sundays 5:30-6 p.m. on Mutual and will be carried sustaining by the network but will move to 6 p.m. spot, Quick as a Flash, sponsored by Halbro Water Co., through William H. Weintraub & Co., New York, is now broadcast at 6 p.m. and will switch to the 5:30-6 p.m. period.

Canadian Ratings

CANADIAN DAYTIME SHOWS continue to have top rating, according to the December daytime national rating report of Elliott-Haynes Ltd., Toronto, which shows Soldier’s Wife with a rating of 18.2, followed by The Happy Gang 16.4, Big Siter (American origination) 16.3, Ma Perkins (American origination) 13.8; Claire Wallace 13.2.

Leading French language daytime program in December was Quelles Nouvelles with a rating of 10.8, followed by Jeunesse Doree, 9.7, Joyeux Troubadours 8.8, Grande Soeur 23.3 and Tante Lucie 22.4.

NAB Retail Booklet

SERIES of articles on operation of large retail establishments, made available by National Retail Dry Goods Assn., has been published by NAB. The articles are written by NRDGA and store officials. NAB has inserted appropriate comments in the articles. The material in the 19-page booklet was compiled for NRDGA by its Sales Promotion Division and published by the NAB Dept. of Broadcast Advertising, of which Frank E. Pellegrin is director.

WTTM Building

WTTM Trenton, N. J., has purchased a three story building opposite the State House in Trenton. After remodeling, building will be the home of the station.
Readability Is Key to Good Newswriting

READABILITY is the keynote of successful newswriting—both for radio and publication.

That’s the conclusion of Seymour Berkson, general manager of International News Service. It’s a conclusion based on years of research and study by INS and the Readability Laboratory of the American Assn. for Adult Education.

“While these tests have been devised primarily for the analysis of newspapers, they have a direct bearing on radio newscasts and the listening audiences of America’s broadcasting stations,” said Mr. Berkson. “What they have shown is that when a news story is easy to broadcast and listen to,” continued Mr. Berkson, himself a veteran newsman and former managing editor of INS before his elevation to the general managership. “There is no mystic gulf separating good writing for the eye and good writing for the ear. In other words, the same rules that govern good newswriting for a mass audience equally to newspapers and broadcasters.”

No ‘Mystic Gulf’

“What we have discovered is that when a news story is easy to read and understand, it is equally easy to broadcast and listen to,”

INS not long ago issued a revised style manual. At the same time the wire service published a Radio News Manual, written by Robert W. Brown, executive news editor. INS Radio Dept. The latter contains many tips to station newscasters and editors—tips based on a study of newscasting and reactions of broadcasters.

“Good writing was defined as a style that is interesting and understandable for the eye as for the ear,” said Mr. Berkson. “It became not merely a rule but a cardinal principle that INS correspondents write in a smooth-flowing, conversational style—‘Copy must be listenable as well as readable.’

Brevity is stressed in the INS style manual. Short, snappy leads that tell the news effectively and quickly. Short paragraphs and short sentences in the body of every story. Writers are cautioned against using ‘clumsy dependent clauses which seek to pile too many different facts into one sentence.’

Mr. Berkson listed these ‘musts’ from the manual: ‘Careful choice of verbs that are vivid—the verb is the powerhouse of every sentence. It should denote action. . . .’

‘Avoidance of such inversions as opening sentences with participial verbs, long modifying phrases or conjunctive clauses; elimination of all tongue-twisting alliteration, long, complicated words not immediately familiar to the average person, flowery language, fancy or technical words and phrases; elimination of trite expressions and cliches.’

In a summary concluding the INS manual the tenets of good newswriting are epitomized.

“The INS simplified style is more than good editing. It is a way of thinking; a certain ‘feel’ for news and its natural style of presentation. It is a combination of those two cardinal points, brevity and simplicity. And it must start at the typewriter—‘it can’t be achieved by an editor’s pencil alone.’

Following are excerpts from the radio news manual:

‘The day of the purely spot-bulletin news approach has passed. . . . Now—today—to retain listener appeal, the bulletins alone are not enough; emphasis must also be placed on human-interest—the word picture of important events as they affect everyday people.

‘Radio is a personal sort of journalism—and goes right into the home as a ‘guest.’ The first thing to remember is that radio’s only ‘editorial policy’ is a policy of good taste, accuracy and fair play.

‘For proper balance the general newscast should have all of the elements of the ideal front page.

‘Do not follow a story of tragedy by a flip or humorous commercial. When possible, spot the commercial to follow some domestic story, or some serious piece of news.

‘The first thing he has had time to dispatch. It may not be a radio’s only use, but it gives the advertiser a break.

‘Caution all newscasters against using the stock phrase, ‘Here is a bulletin just handed to me,’ before he has had time to glance at the dispatch. It may not be a bulletin.

‘When a serious train of thought slips up in the listener’s mind. This no only makes for good taste, but it gives the advertiser a break.

INS stresses its slogan—‘Get it First, but First Get it Right.’

INS General Manager Finds Easy To Read Is Easy To Broadcast

NEWS COPY so written that it can be read aloud with ease is good for both publication and broadcast, Seymour Berkson, International News Service general manager, concludes. INS reporters and rewrite personnel are instructed to “keep it short, tell the story as the man in the street would tell it, avoid big words and complicated phrases.” INS provides the same wire for newspapers and stations, but it is so written, says Mr. Berkson, that it can be published or broadcast with a minimum of editing.

INS found the reading aloud to be an “excellent method of illustrating the importance of simplicity in the writing of all news dispatches,” Mr. Berkson pointed out. After publication of the INS style manual, many stations and newspapers requested copies.

‘Simplicity and Directness’

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FCC Seeks to Shorten TV Hearings

Porter Proposes 2-Hour Limit on Testimony Of Applicants

TO SPEED UP processing of television applications, the FCC will attempt for the first time on consolidated hearings cases.

At an informal meeting Dec. 29 with counsel for all eight applicants, Chairman Porter proposed a "target" a two-hour limitation on testimony to be taken on each application when the hearings begin Jan. 21. The Commission originally set aside eight days for the proceedings but if the two-hour proposal is adhered to all the applicants may be heard in five days.

As the Washington proceedings are the first to be scheduled on television, it is generally accepted that the procedure to be invoked will be the pattern for subsequent hearings. Applications for stations in 14 cities exceed the availability of frequencies and hearings will therefore be necessary on the majority of requests for service.

Attorneys Polled

Chairman Porter, it was learned, suggested the two-hour limitation after polling attorneys for applicants on the time each would require for testimony. Stressing the need for boiling down the volume of testimony and avoiding needless repetition, he secured agreement of the group to (1) conceding legal qualifications and (2) submit as exhibits data on financial requirements.

The procedure to be adopted will thus concern itself mainly with technical qualifications, the hearing examination, and program plans. Chairman Porter is hopeful that direct testimony on this points can be completed in 1 1/2 hours, with one-hour allowed for cross-examination. Applicants will be asked to confine themselves to such a schedule when the hearings get under way.

No Coonskin Cap Parades

Chairman Porter is understood to have told the group he would permit no "coon skin cap" parading of witnesses in behalf of television pioneers to take up valuable time at the hearings. Neither will the procedure to be invoked will be the pattern for subsequent hearings. Applications for stations in 14 cities exceed the availability of frequencies and hearings will therefore be necessary on the majority of requests for service.

Attorneys estimated they would have the hearings begin at 10 a.m. and continue to 12:30 p.m., resuming at 2 p.m. and closing at 5 p.m.

Attorneys attending the conference were generally favorable to the proposal, agreeing that a screening of testimony would be mutually advantageous. The heavy schedule of hearings before the Commission is taxing the facilities of many radio law firms as well as the Commission's engineering and legal staffs, it was said.

Excellent Opportunity

The Washington hearings, it was felt, should provide excellent opportunity for streamlining of testimony since all the applicants are well known to the Commission and have had experience in standard broadcasting or experimental television operation. All are represented by counsel long familiar with FCC proceedings.

Attending the conference were Louis Coldwell and Reed Rolfe, for Philco Radio & Television Corp.; Paul Segal and Dave Tolman of SegaU, Smith & Hennessey; for Scripps-Howard Radio Inc.; Ted Roan, Wadi National Broadcasting Co. (WWD); Duke M. Patrick, Karl A. Smith and Lester Cohen of Hogan & Hartson, for Evening Star Broadcast-

FM Controversy

(Continued from page 15)

Norton

Referring to the testimony of K. A. Norton, the propagation expert at Deerfield, chairman Porter, it was learned, has recommended to the FCC the proposition that the 100 mc band make possible, which means that from metropolitan stations operating in the 100 mc band, only residents of city areas will be able to hear FM programs, and the farmers, the residents of rural areas, and even residents of suburban areas will be deprived of this static free service.

"To illustrate: If a station were operating with a given power and antenna at a height of 31,000 square miles at 50 mc, the same power and the same antenna height would serve only 13,000 square miles at 100 mc."

Deerfield Tests Cited

A separate report by C. W. Car

nahan of the Zenith Research Dept., included in the petition, cited the results of the propagation tests at Deerfield. It showed that the FM signal on 91 mc is about one-half of the signal on 45.5 mc about the same as theoretical predictions of Mr. Norton. Using the FCC suggested methods of analysis, it said, the lower band signal averaged conservatively over 3 1/2 times the FM signal of the higher band.

"The tests show," said the report, "that if the relocation of FM frequencies was for the purpose of eliminating interference, the relocation has failed due to the greater variation and fading in the 100 mc band. Listeners will be deprived of signals for a far greater percentage of time on the 100 mc band than they would have interference on the 50 mc band."

The FM service on the 100 mc band has been crippled and will remain so unless and until an allocation study in the vicinity of 50 mc is made. Rural coverage on the 100 mc band is greatly decreased as the old time by General Mills from Chicago. Agency is Dancer, Fitzgerald & Sample, Chicago.

General Mills Replaces

GENERAL MILLS, Minneapolis (Softasilk Cake Flour), Jan. 14 replaces Hypoallergenic Baking flour with Masquerade over NBC: 2:45-3 p.m. Monday through Friday. Show occupies last hour of one of the 15 half-hour Chicago-aired Monday night programs in which local station operators will not be deprived of signals for a far greater percentage of time on the 100 mc band than they would have interference on the 50 mc band."

The test indicate that we have much to learn about propagation and service in the 100 mc band, and that the commission in public broad-

N. Y. C. WU STRIKE SET FOR TUESDAY

PLANNED strike of some 50,000 Western Union telegraph operators across the nation, set for today (Monday), was "all off" Friday, but plans for a walkout of approximately 7,000 operators in New York City on Tuesday still stood.

NBC, which usually sends such information by telegram, was ready to start two closed-circuit broadcasts a day to notify affiliated stations of the strike. Signals for programs in which local station operations must be coordinated with those in New York. Other stations networks already use their own facilities for such intra-mural communications.

President W. L. Allen of the AFL Commercial Telegraphers Union said last Friday that the strike of 50,000 AFL-member operators outside New York was "definitely off." He discounted reports that the walk was called off because of support of Western Electric Co. strikers, asserting "we are not involved in that." The telegraphers' general council had recommended the walk as a "strike to win" and plans and accept a WLB decision for wage increases said to average 12 cents an hour.

But spokesmen of the CIO American Communications Assn., who said the union represents Western Union operators in New York City, stood fast to plans for a strike there beginning Monday. They said their union had refused a "time-and-run decision" issued by WLB just before it went out of existence Dec. 31, giving them "much less" than they had demanded.
Station Grants
(Continued from page 18)
Dorrance D. Roderick to dismiss his application for a standard station in Odessa, Tex., substituting the application of Southwestern Broadcasting Corp., and consolidating the substituted application with proceedings scheduled in Dallas Jan. 21-24, involving applications of Permian Basin Broadcasting Co., Odessa Broadcasting Co. and Ector County Broadcasting Co. was granted.

Following are last week’s construction permits:

Standard Broadcast

WAR-BORN idea at WRVA Richmond is this console housing three turntables. Each has its own preamplifier, booster amplifier, fader and switching facilities, so that three programs can be fed through three different channels simultaneously. Cecil Spicer, master control room operator, sets up a transcription, while Mary Ziyacz, his assistant, checks the log.

Incentive Pay Is Favored for Salesmen At Small Market Stations, NAB Finds

INCENTIVE pay plan is preferred by a majority of small market stations (under 5000 w in communities of less than 50,000), according to results of a survey completed by J. Allen Brown, NAB assistant director of broadcast advertising. The survey is the first of a series of projects designed to assist small market stations.

Of the stations surveyed, including all 17 NAB districts, 40% pay salary and commission, 33% straight salary, 20% straight commission, 7% drawing account.

Long-established stations show a preference for the straight salary plan. In many cases stations not yet out of the growing-pain stage find the salary plan is not suitable. Average age of stations using straight salaries is 15½ years.

Combination Popular

Stations preferring salary and commission have been in operation an average of nine years, it is shown. Some that formerly used straight commission have switched to the combination basis, which offers incentive and still gives management control over salesmen that is not always possible under straight commission.

Small market stations using straight commission have been in operation an average of eight years. They contend they get better results by paying salesmen according to the business they get, some arguing that salesmen spend more time and effort developing accounts and servicing them.

Only a small percentage of stations use the drawing account method, with average operating age five years. On behalf of the plan it is claimed the salesman knows that as his business improves his amount will be increased yet it is not necessary to figure actual commissions every week.

Survey results will be presented to NAB district meetings, which start Jan. 7 in Los Angeles, by Frank E. Pellegrin, NAB director of broadcast advertising. Starting later in the month is a nationwide small market management study to be conducted in all NAB districts by Arthur C. Stringer, NAB director of miscellaneous activities.

 Maizlish Is Father

HARRY MAIZLISH, manager of KFWB Hollywood, is father of a boy born Dec. 31.

ABC Reviews 1945 Program Record
Year’s Time 37.7% Sponsored And 62.3% Sustaining

RECORD of its programming in 1945 was reported last week by ABC. Of a total of 6,026 hours of network broadcasting, 37.7% was sponsored, 62.3% sustaining.

The network devoted 35.8% of its air time to public service, 64.2% to entertainment without direct regard for enlightenment. ABC’s report further broke down the lengths of air time spent on various types of program. Twenty-eight of every 100 hours of broadcasting consisted of music of all types. News programs including special events were second to music. Variety shows were third, and drama programs fourth.

Of the total 6,026 broadcasting hours, 378 were for children’s programs (including dramatic serials like Jack Armstrong), about the number was given to quiz programs, 361 hours were devoted to public discussions and forums, 135 hours were given to religious programs, and nearly 100 hours were for sports.

Report stated that although the number of ABC stations increased only from 154 to 196, the quality of their markets and coverage showed “important gains.”

During 1945 ABC carried on “constant” television program research, particularly in the technique of adapting programs now on AM to the new medium. ABC’s position was made known a fortnight ago by Mark Woods, president [broadcasting, Dec. 31], who said “ABC has urged all local and regional affiliates to apply for FM and be active in its development.

PORTER FORECASTS FM, TV ADVANCES
TELEVISION and FM will become “thrilling realities” for radio listeners in 1946, FCC Chairman Paul A. Porter predicted last Tuesday in a New Year’s night address on the ABC network. He said he expected to see the number of FM stations, which is now about 50, “at least tripled or quadrupled” during the next 12 months. The next year should also see thousands of additional Americans enjoying television, he said.

Chairman Porter forecast that the complex problems facing the country will cause Americans to turn increasingly to their radios in 1946 for information which will help them in fulfilling their responsibilities as citizens of the nation and the world. Because of the necessity for us to participate intelligently in the democratic solution of national and world problems, and because of the technical developments just ahead,” he said, “radio broadcasting could play a more important part in our lives during this new year of 1946 than ever before.”

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Broadcasting • Telecasting
Marks Quits FCC For Law Practice  
Entering Private Radio Work In Partnership With Cohn

LEONARD MARKS has resigned from the FCC effective today (Monday) as assistant to the general counsel, to enter into partnership with Marcus Cohn, also formerly with the FCC, in the practice of radio law. Their offices will be in the offices of Barntol-Myers, sponsor of the Cantor show, seem happy with progress of their conversations for renewal of program on NBC for 1946-47.

BING CROSBY SUED BY KRAFT FOODS CO.

KRAFT FOODS Co. on Jan. 3 filed suit for declaratory judgment against Bing Crosby. Complaint alleges that Mr. Crosby has refused to renew the agreement with the company.

The complaint is that Mr. Crosby has refused to file an answer to the suit. It also alleged that Mr. Crosby is违sion of said contract and that the defendant should appear on any agreement enforceable against the defendant.

The court can determine whether these contracts are still binding and enforceable.

Wave Data at IRE

RESULTS of actual measurements of signals in the 50-100 mc region over various distances will be presented to the Washington Section, Institute of Radio Engineers, at its monthly meeting Jan. 14, by Edward W. Allen Jr., assistant chief, Technical Information Division, FCC, and G.W. Carnahan, research staff member, Zenith Radio Corp., Chicago. Zenith has contended FM signals in the 100 mc area are much weaker than those in the 50 mc band. Meeting will be held at Potomac Electric Power Co. Auditorium, 10 & E, N.W., Washington.

NEW STUDIOS OPENED BY MUTUAL

Latest Design and Equipment Featured

In Installations for MBS-WOR

LATEST studio design and equipment are featured in the three new studios opened by Mutual on the main floor of 1440 Broadway, New York, building. Housing the network headquarters as well as those of its New York station, WOR, which will use the new studios jointly with Mutual.

Built adjacent to each other, the studios are isolated by a 12-inch wall with an additional internal wall mounted on rubber and springs and separated from the main wall by rock wool blankets. Ceilings are hung on springs and the floors are floated on springs, preventing vibrations in the office building being transmitted into the studios. Double-doored sound locks separate the studios from the main hall.

Walls of non-parallel surfaces greatly reduce any tendency to resonate, producing tones of equal clarity and loudness throughout the studio. Studio walls are also equipped with bumpers mounted on heavy springs along the baseboards and sound effects apparatus from bumping against the walls. Multiple outlets permit the use of up to 16 microphones in each studio simultaneously.

Each studio is approximately 25 by 40 feet and each has a 15-foot glass panel between studio and its control room, affording full vision for production men and engineers of the entire studio area. Control desks include facilities for bringing in remote pickups without disturbing what is going on in the studio, as well as for handling programs of double origination points, such as Quiz of Two Cities, broadcast from New York and Chicago.

Production desks apparatus includes a time clock, regular clock, talk-back system, air signal, earphones to listen to two-way broadcasts and equipment enabling the producer to talk to the originating point through a relay transmitter.

Studios are reached through the main lobby of the building. Entrance has houses for both Mutual and WOR, a concealed loud speaker for the program being broadcast, and the usual reception and information desk. A special store room for sound effects and other equipment has been built.

Koenigh Appoints

HARRY D. KOENIGH Inc., New York (Martha Washington Cosmetics), has appointed Cohn Inc., New York, to handle its advertising. Firm plans to use radio.

KOFFEE KORNER . . . a stimulating waker-upper that's pushing the top rating for morning shows in Cleveland. Conducted by Fred Briggs . . . KOFFEE KORNER has personality with a punch . . . his (off the cuff) remarks punctuated by (on the beam) music offers advertisers twenty-five minutes of entertaining sell . . . from 8:05 to 8:30 Monday through Saturday. For complete details write WJW or your nearest Headley-Reed Co. office.
Average Man Will Pay $150 for Television Set

The AVERAGE American citizen believes that it will be at least five years before a quarter of all the homes in the nation own television sets and about 10 years before half of the homes have them, according to a poll conducted by Dr. George Gallup, director of the American Institute of Public Opinion.

The average man expects to pay approximately $150 for his first television set, the poll shows. This $150 set would be one that would be expected to give satisfactory service, and $150 is the price that the average citizen said he considers low enough to interest him in a set.

**WBKB TV Forum Series Slated to Start Jan. 15**

**FIRST FORUM** program on Chicago television begins Jan. 15 over WBKB when Monte Randall, whose Chicago Speaks forum is heard Saturdays 2:30-3 p.m. over WJJD Chicago, will introduce Teletopics Forem.

Program was offered two weeks ago as an experimental test over WBKB with the debating society of the U. of Chicago discussing “Should We Reveal the Secret of the Atomic Bomb?” Results were so successful, it was explained, that other WBKB officials accepted the program when the station on Jan. 1 increased its television schedule to 11 hours. Mr. Randall will write and moderate the show, which is being considered for commercial sponsorship.

**There's No Mystery to the Sales Effectiveness of WHBQ**

Rising Hooper ratings prove this. Does your product enjoy the advantages of WHBQ's broadcasting and merchandising facilities?

**YOUR MUTUAL FRIEND**

MEMPHIS, TENN.

**Bob Alberty, General Mgr.**

Represented by RAMBEAU

NEW YORK CHICAGO HOLLYWOOD

AVAILoble radio audience has persisted upward since shortly after V-J Day and is now at a level above 1943, according to an analysis of the 1945 audience by C. E. Hooper, president of C. E. Hooper Inc. Showing the impact of victory on basic radio audience measurements, the analysis will be published in the 1946 BROADCASTING Yearbook, which goes to press late this month.

End of the war released two forces influencing the audience in opposite directions, according to Mr. Hooper. Size of the available audience was suppressed by removal of some travel restrictions, including gas and tires. It was enlarged by more powerful forces such as release of men from the service and elimination of night shifts, tending to put more people into the home.

**Wartime High for Sets in Use**

New wartime highs for sets in use were registered, along with record lows. The highs were in May, August and October. Lows were in March, June and November. Steady rise of sets in use at the close of the year, says Mr. Hooper, gives promise that with economic leveling off in some travel restrictions, the index may climb substantially above the two previous years.

The available evening audience climbed phenomenally from a low in August to a point well above the previous two years, Mr. Hooper’s analysis shows and the position has been held consistently with the year closing strong.

**Daytime Sets-in-Use Index**

Daytime sets-in-use index has been above previous years since midsummer, October and November showing figures above those recorded for the months in other war years. The upward trend was solidly continued at the end of the year.

V-J Day and V-E Day brought the highest listening peaks since declaration of war Dec. 8, 1941, the Hooper show studies. Figure for both was 63.1%. D-Day figure in 1944 was 55.9 and on election night that year was 56.6.

The 63.1% peak on V-E Day came at the time of President Truman’s announcement of unconditional surrender of Germany. Listening declined to 22.8% in mid-afternoon. Evening listening was abnormally high for that time of year, averaging 33.3.

V-J Day climax came at 7 p.m. after a high daytime average, and after the official announcement declined sharply as celebrating got under way.

Analyzing program preferences in December 1945 as against the same month a year ago the Hooper analyses show the following:

**December 1945 Evening Ratings**

1. Bob Hope ___26.4
2. Fibber McGee and Molly ___28.8
3. Red Skelton ___24.8
4. Charlie McCarthy ___24.7
5. Jack Benny ___24.4
6. Screen Guild Players ___24.1
7. Radio Theatre ___22.8
8. Walter Winchell ___22.0
9. Mr. District Attorney ___21.8
10. Fred Allen ___21.5
11. Eddie Cantor ___19.9
12. Take It or Leave It ___19.0
13. Truth or Consequences ___18.7
14. Abbott and Costello ___18.5
15. Amos 'n Andy ___18.4

**December 1944 Evening Ratings**

1. Bob Hope ___28.3
2. Fibber McGee and Molly ___28.8
3. Bing Crosby ___28.8
4. Charlie McCarthy ___24.9
5. Joanne and Jack Haley ___24.7
6. Walter Winchell ___23.0
7. Radio Theatre ___21.3
8. Abbott and Costello ___21.2
9. Mr. District Attorney ___20.0
10. Eddie Cantor ___19.7
11. Jack Benny ___19.5
12. Screen Guild Players ___19.6
13. Happy Days ___18.5
14. Kay Kyser ___18.5
15. Your Hit Parade ___17.4

**Computed**
NAB District Meetings

10th District (Iowa, Neb., Mo.) Fontenelle Hotel, Omaha, Jan. 25-26.
14th District (Mont., Colo., Wyo., Idaho, Utah) Brown Palace Hotel, Denver, Jan. 28-29.
13th District (Texas) Baker Hotel, Dallas, Jan. 31-Feb. 1.
12th District (Okl., Kan.) Tulsa Hotel, Tulsa, Feb. 4-5.
6th District (Ark., La., Miss., Tenn.) Peabody Hotel, Memphis, Feb. 7-8.

Tentatively Scheduled

8th District (Mich., ex. 2 cos., Ind.) Panlind Hotel, Grant Rapids, March 21-22.
7th District (III., Wis. in part) March 25-26 (no site selected).
7th District (Ky., O.) Hotel Gibson, Cincinnati, March 28-29.
4th District (D. C., Va., W. Va., N. C., S. C.) Cavalier Hotel, Virginia Beach, Va., April 11-12.
Others to be held in April.

Sgt. Kaner To Write

Sgt. WALTER KANER, former director of publicity and special events of WLIB and WWRL New York, and at present announcer on the 18-station A.P.R.S. network in Japan and Korea, has been named by Stars and Stripes Pacific edition, to conduct a weekly column of entertainment doings entitled "Broadway to Hollywood." Column appears in Sunday edition of the Army newspaper which has a circulation of 150,000.

‘Haw Haw’ Hanged

WILLIAM JOYCE, who as "Lord Haw Haw" used the radio from Nazi Germany during the war against his former country—Great Britain—was hanged last Thursday morning at Wandsworth prison, London, following his conviction of treason. Joyce pleaded that he was an American citizen and therefore committed no treason against Britain.

Philip Morris Shifts

PHILIP MORRIS Co., New York, is changing format of two of its radio shows. On Feb. 1 Abe Burrows replaces It Pays To Be Ignorant, Fri. 9-9:30 p.m. on CBS, and on Jan. 22 Starring Johnny Desmond with Herb Shriner, Margaret Whiting and Jerry Grey's Orchestra, succeeds the Barry Woolward program, Tues. 8-8:30 p.m. on NBC. Blow Co., New York, is handling both shows.

McCartney resigns

HUGH MCCARTNEY, chief engineer of WCCO Minneapolis, resigned Jan. 1 to enter business for himself in Home Owners Service, specializing in construction, repairs and modernizing. He has been associated with WCCO, owned and operated station, for 21 years. J. J. Beloumg, who during the war was chief engineer of the CBS Central Division and before that chief engineer of WBT Charlotte, succeeded Mr. McCartney as WCCO chief engineer, Station Manager A. E. Joselyn announced. Mr. McCartney, chairman of the 11th District engineering section of the National Assn. of Broadcasters and 1944 chairman of Twin Cities Institute of Radio Engineers, joined WCCO as transmitter superviser in 1924 and became chief engineer in 1925.

Mitchell to speak

DON O. MITCHELL, vice president of Sylvanian Electric Products, New York, speaks Jan. 7 before the advertising and sales course of the Metropolitan-Versiting Club of New York. Topic is "Advertising and Selling—The Biggest Job Ahead."

Two New on WRGB

TWO NEW ABC television programs start this week on General Electric Co.'s WRGB Schenectady. "Play the Game" starts Jan. 9 presenting William Plummer, sports cartoonist of New York World-Telegram, who will sketch cartoons for experts to identify. Program will be presented each Wednesday for a month. Second program is "Toppy-Turry," comedy show starting Jan. 11, as weekly Friday broadcast.

Industrial New England... a GREAT Market for SALES


Annual retail sales in the WLAW primary area approximate $650,000,000.
WLAW covers a lucrative area of nearly two million listeners.

5000 WATS 680 K.C.

Basic Station

American Broadcasting Co.

Baltimore's Listening Habit

Basic Station

Weed & Co.
Two-Thirds Belong, BMB Tells NAB
Success of First Survey of Nation Is Now Assured
WITH signing of NBC as a full-fledged member, Broadcast Measurement Bureau announced that it wound up its first year with a subscriber membership of two-thirds of the nation's commercial stations as well as three of the major national networks. CBS and American previously had joined.

Announcement was made to the NAB Board of Directors, meeting in Los Angeles, by J. Harold Ryan, chairman of the BMB Board of Directors and vice president of Fort Industry Co. Mr. Ryan, also a member of the NAB board, had championed BMB as radio's counterpart of the Audit Bureau of Circulation in the newspaper field, during his tenure as NAB president from mid-1944 through last fall.

Mr. Ryan, in his first annual report to the board, pointed out that 602 stations now are BMB subscribers. Word had been reported momentarily of the signing of Mutual bringing the four old-established networks into the fold.

First Survey Assured
Hugh Feltis, BMB president, also present at the Los Angeles sessions, said the subscriptions already paid and pledged "assure the success of the bureau's first survey to be undertaken this spring". He made a plea for the "unanimous support" of all stations. "We are most pleased," Mr. Ryan said, "to be able to report that the entire operation of this first nation-wide study of the radio families served by each broadcasting station in the United States is scheduled for completion within the year.

"We are most appreciative of the leadership and support that the members of the Association of National Advertisers and the Association of Advertising Agencies have given us. They have been most generous with their time and efforts during this first year of organization and planning. The broadcasting industry has sensed the opportunity of presenting a unified front and a standard audited method of basic measurement to its clients so that this medium may continue to progress and develop.

"Speaking for the board of BMB I would like to thank all those who have made our progress possible to date, and assure the industry that we welcome their continued support and suggestions. We know that in any process of standardization there will be areas in which some of the supporters must give and take, in the interest of the common advancement. We all look forward to the refinements and higher standards which will develop within the measurement as it grows in use and experience."

Mr. Feltis said the endorsement of BMB by the majority of all stations and major networks added to the value of the BMB measurements already expressed by leading advertisers and agencies. He expressed the hope that many stations will affiliate with the bureau during the NAB district meetings scheduled during the next few months.

Lee Hart, Joske Radio Clinic Director, Heads NAB's Retail Advertising Section
MISS LEE HART, radio director of Joske Bros. Co., San Antonio department store, has completed a clinical test of radio advertising, on Jan. 19 joins NAB as assistant director of broadcast advertising. She will direct the Retail Advertising Section under Frank E. Pellegrin, director of broadcast advertising.

"For several months she will devote full time and give first priority to writing and publishing the various reports on the Joske test," Mr. Pellegrin said. "This clinical test, an outgrowth of the NAB's Retail Promotion Plan, has aroused wide interest in broadcasting and retailing circles, and the reports are eagerly awaited. The work is completed she will be available to help conduct further studies and to assist NAB member stations and retailers in retail advertising problems.

"Because of her outstanding record at Joske's during the past year, plus her previous experience in radio and retailing, we believe we are obtaining the services of one of the best qualified persons in the country in this specialized field."

Directed Joske Ads
Last year Miss Hart directed the Joske's radio advertising staff, having been selected by NAB. The store is the largest in Texas and one of the country's leading retail establishments. She has worked closely with store executives and the five San Antonio stations in what Mr. Pellegrin calls the broadest and most intensive use of radio advertising in the history of retailing. Store and station executives alike have praised her work, which has been given the BMB BS degree from Northwestern U. School of Speech, and studied at Ohio State School of Journalism. Her mother was a well-known dress manufacturer, and an early radio sponsor. Miss Hart entered retailing in the early 30's as representative for a manufacturer and did extensive modeling. She served as commentator at fashion shows and in Chicago serials. In 1935 she joined WOWO-WGL Fort Wayne, becoming women's program director specializing in retail accounts.

Addition of Miss Hart completes the three-section setup for the expanded NAB Dept. of Broadcast Advertising. J. Allen Brown, former manager of WFOY St. Augustine, Fla., is in charge of the Small Market Stations Section and Hugh M. Higgins, recently out of the Army, is in charge of the Sales Promotion Section.

Hill Appointed
JOE HILL, for several years a director and producer at Young & Rubicam, New York, has joined Kastor, Parrill, Chesley, Clifford as radio director of New York office.

Frank Joins BMB
PHILIP F. FRANK, formerly with the business development department of ABC and previously public relations director of Associated Transport and copy chief of W. F. Preile Co., has joined BMB in charge of subscriber service. He also will direct the bureau's educational activities concerning the use of its data by stations, advertisers and advertising agencies.

Kahn Rejoins Green
ADE KAHN, released from AAF after two and a half years, rejoins David E. Green Assoc., New York, as partner and has been named vice president.

Dear Chip:
I just got a look at that beautiful plaque in the boss' office that the station won for promoting the Kruger program, "The Man in the Dark's First Lane". We're all mighty proud of our promotion manager, Johnny Stanley. He comes in here fresh from the navy and right away he wins some fine recognition for the station... but you know I kind of think that all of us at home at the station had a hand in that affair. We're just one big team from the boss down to little ole me, pullin' together for the good of everyone concerned. Well I gotta get back to my work now but if you need our help anytime again, just drop me a line and I'll see that you're taken care of.

Yr. Aloy

WCHS
Charleston, W. Va.
Young & Rubicam Tops CBS Billings

Procter & Gamble Heads
Sponsor Placements During Year

TOP billings on CBS in 1945 again were placed by Young & Rubicam, an analysis of the network's business for the year shows. Y&R billings totaled $6,492,434 as against $7,966,037 in 1944 when the agency also ranked at the top. CBS 1945 billings totaled $65,724,851.

Second agency on the CBS list was Dancer - Fitzgerald - Sample with $6,492,750. In 1944 the agency ranked third with $6,083,399. Third place is held by Biow Co. with $4,842,781. Fourth on the CBS list is J. Walter Thompson Co. with $4,057,915. Fifth in 1944 when it ranked second.

Top CBS advertiser in 1945 was Procter & Gamble Co., the analysis of the network's business for the year shows. The agency ranked third with $6,033,399. Third in 1944 when the company ranked second. CBS 1945 $7,966,037 in 1944 when the agency also ranked at the top. CBS 1945 $2,984,922, compared to $3,215,834 in 1944 when the company was third among CBS clients. Second 1945 sponsor was Lever Brothers Co., $2,842,841, compared to $1,635,957 in 1944 when the sponsor also ranked eighth. CBS 1945 $4,648,864 in 1944 when the company was third among CBS clients. Second agency on the CBS list for the year was General Foods Corp. - Post's 40% Bran Flakes, Raisin Bran against $3,215,834 in 1944 when the company ranked second.

CBS 1945 $7,091,514 in 1944 when the agency also ranked at the top. CBS 1945 $2,842,841, compared to $1,635,957 in 1944 when the company was third among CBS clients. Second agency on the CBS list for the year was General Foods Corp. - Post's 40% Bran Flakes, Raisin Bran against $3,215,834 in 1944 when the company ranked second.

CBS 1945 $4,348,795. Eighth on the CBS list is Kemper & Co. with $2,842,841, compared to $1,635,957 in 1944 when the company was third among CBS clients. Second agency on the CBS list for the year was General Foods Corp. - Post's 40% Bran Flakes, Raisin Bran against $3,215,834 in 1944 when the company ranked second.

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CBS Billings
(Continued from page 57)

DONAHUE & COE, INC.  .................  5,688  5,688
*Gospel Laboratories, Inc.  ..........  6,890
W.M. ELY & CO., INC.  ..........  720,539
*Gospel Palmist-Post Co.—Super Suds  ....  1,007,560
R. J. Reynolds Tobacco Co.  .......  1,708,064

TED M. FACTOR AGENCY
*Sales Builders, Inc.  .................  7,067
PIZZICADO ADVERTISING AGENCY
Pan American Petroleum Corp.  .......  14,487
FOUR STATIONS & HOLDING
American Tobacco Co.  ..........  1,055,678
Armour & Co.  ..........  387,896
Borden Inc.  ..........  743,307
*Campbell Soup Co.  ..........  294,975
Union Oil Co. of Calif.  ..........  34,762

GARFIELD & GUILD
Chemicals, Inc.  ..........  6,876
Cowan Cooperative Chocolate Co.  ....  5,840
Newell Outdrct Co.  .......  1,315

GARDNER ADVERTISING CO.
*Pet Milk Sales Co. & sons  ..........  820,960
GEYER, CORNELL & NEWELL, INC.  ....  701,588
Nash-Kelvinator Corp.  ..........  200,763

GILHAM ADVERTISING AGENCY
*F. Loyd & Co.  ..........  10,900
GLASSER-GAILEY & CO.  ..........  13,191
Bu-Tay Products, Ltd.  ..........  12,870

GRANT ADVERTISING, INC.
Curtis Publishing Co.  ..........  921,726
Bendix Aviation Corp.  ..........  1,117,631
HENRI, HURST & MCDONALD, INC.  ....  231,193
Roe & Biddle Co.  ..........  231,193
HILLMAN, SHANE & BRYER, INC.
*Products, Inc.  ..........  99,725
HIXSON-D'ONNEIL, ADVERTISING, INC.  ....  59,275
Day & Night Mfg. Co.  ..........  15,394
HONG-COOPER CO.
S. A. Patterson Co.  ..........  6,113
National Lamp Co.  ..........  31,990
*Plasters Nut & Chocolate Co.  ..........  65,529

DIANE JONES CO.
Manhattan Soap Co., Inc.  ..........  1,374,486
Mennen Co.  ..........  24,016

JOSEPH KATZ CO.
Mr. R. Katz Oil Co.  ..........  287,825
Maryland Pharmaceutical Co.  ..........  9,735

KENYON & ECHARDT, INC.
*F. W. Trend—Hemo  ..........  24,416
Instant Coffee  ..........  6,796
Southern Cotton Oil Co.  ..........  441,945

LAMBERT & FEASLY, INC.
Lambert Co.  ..........  304,542
Lennert & Mitchell, Inc.  ..........  304,542
Andrew Jergens Co.  ..........  782,374

LITTLE & CO.
Knit Products, Inc.  ..........  15,698
Lockwood-Schackelford Co., Inc.  ..........  15,698
Industrial Management Corp.  ..........  1,810

BARRON-GRAY PACKING CO.
Cattle & Sheep & Feed, Inter-Growers Assn.  ..........  15,968
Gallaher Stores, Inc.  ..........  15,968

MacMANUS, JOHN & ADAMS, INC.
Southwestern Seed Co.  ..........  51,530
MacCANN-EKRISSON, INC.  ..........  51,530
*Cromwell Mfg. Co.  ..........  664,087
Emergion Drug Co.  ..........  675,096
*Federal Paint & Varnish Co.  ..........  190,480
Fletcher Paint & Varnish Co.  ..........  331,560
Pilbury Mills, Inc.  ..........  26,056
Salvage Stores, Inc. (formerly Coldstream Products Co.)  ..........  26,056
*Soil-Off Mfg. Co.  ..........  26,056

McJUNKIN ADVERTISING CO.
Chef Boy-Ar-Dee Quality Foods, Inc.  ..........  2,000,041
M-G-M ADVERTISING AGENCY
McCallum Furniture Stores  ..........  145,966
Meman Furniture Stores  ..........  145,966
Max-DY, INC.  ..........  15,288
*General Electric Co.  ..........  15,288
Gillette Safety Razor Co.  ..........  15,288

ARTHUR MEYERHOFF & CO.
*Wm. Wrigley, Jr. Co.  ..........  1,283,710
C. L. MILLER CO.  ..........  1,283,710
C. L. Miller Co.  ..........  1,283,710
Corn Products Refining Co.  ..........  153,084
Candy Co.  ..........  258,822

DAN B. MINOR CO.
Wildfire Oil Co.  ..........  1,530,048
HAMBLETON & MORGAN AGENCY
*Planters Nut & Chocolate Co.  ..........  14,616
MURPHY INTERNATIONAL, INC.
Prince Matchabelli, Inc.  ..........  8,914
Vick Chemical Co.  ..........  364,156

KNIGHTISON, INC.
Herman Basco & Co.  ..........  1,404
NEWELL-MULTICONDUST, INC.
Lindert & Mires Tobacco Co.  ..........  758,000

PACIFIC NATIONAL ADVERTISING AGENCY
Pissor, Rusk & Ryan, INC.  ..........  2,488
*F. H. Kiss & Co.  ..........  3,987
Stirling Drug Co.—Canby  ..........  554,712
Sterling Drug Inc.—Ironized Yeast  ..........  661,172

(Frederick W. Mizer Seeks Station CP)
FREDERICK W. MIZER, Florida's first radio announcer, has filed an application for a standard station in Orlando to operate on 900 kc with 1 kw power, unlimited, using directional antenna for night operation. One of Florida's pioneer broadcasters, Mr. Mizer put Wquam on the air in 1919 and managed the station for 20 years. He is now exclusive local sales agent for the station, operating as an agency entirely for this purpose.

Mr. Mizer also Florida's first radio salesman, first station manager and owner of Miami's first advertising agency. He organized the Florida Broadcasting System to carry commercial and political broadcasts and has been for several years secretary of the Florida Assn. of Broadcasters.

He plans to carry programs daily from Rollins College, which is only three miles from Orlando. A total of 34 hours weekly for educational and cultural, religious, community and agricultural programs is included in the proposed schedule for the new station.

Mr. Mizer is represented by Andrew Bennett, attorney, and Kear & Kennedy, consulting engineers.

WPIK Dedication
FORMAL dedication of WPIK Al-
exandria, Va., new daytime local station authorized to operate on 750 kc with 250 w, was broadcast Jan. 6, 4-5 p.m., as special program portraying the university of radio. Rowel Hyde, general counsel of FCC, was to be chief speaker.

Announcers from each of the competing stations in the Washington metropolitan area participated in broadcast, welcoming WPIK to the field and offering best wishes of their respective stations. WPIK is operated by Howard R. Hayes, general manager, and Carl L. Linberg, secretary-treasurer, both former technicians at WTOP, CBS owned station in national Capital.

Agency Moves
JUSTIN FUNKHOUSE & Assoc., Balti-
more, has moved to larger quarters at 2603 O'Sullivan Blvd.

Announce at WMSA
COMPLETED announcing staff of WMSA
Messner, N. Y., on air since Oct. 12, is composed of Fred Schilling, Don Hitchcock, John Urban and Ted Jack-
in. All but Urban had previously been with WWNY Watertown, N. Y., under same management. Urban is maintained by B. Minor

Commentator Speaks
IAN ROSS MACFARLANE, news analyst

Anderson Promoted
ALLEN ANDERSON of the ABC news-
room in New York has been promoted to sports writer.

BROADCASTING • Telecasting
### CBS Billings

(Continued from page 68)

<table>
<thead>
<tr>
<th>Company</th>
<th>Billings</th>
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<tr>
<td>RHOADES &amp; DAVIS</td>
<td>20,616</td>
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<tr>
<td>ROCHE, WILLIAMS &amp; CLEARY, INC.</td>
<td>570,460</td>
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<tr>
<td><em>Texas Co.</em></td>
<td>42,507</td>
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<tr>
<td><em>American Home Products Corp.</em>—Anadon</td>
<td>409,118</td>
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<tr>
<td><em>Electric Auto-Lite Co.</em></td>
<td>197,466</td>
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<tr>
<td><em>Lever Bros. Co.</em>—Hins</td>
<td>959,083</td>
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<tr>
<td><em>Nexxene Chemical Co.</em></td>
<td>715,993</td>
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<td><em>Quaker Oats Co.</em></td>
<td>702,235</td>
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<tr>
<td><em>Sud-Off Mfg. Co.</em></td>
<td>102,865</td>
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<tr>
<td><em>Spitzr &amp; Mills, Ltd.</em></td>
<td>1,264</td>
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<tr>
<td><em>Smith &amp; Drum, Inc.</em></td>
<td>521,336</td>
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<td><em>Smith &amp; Marquette, Inc.</em></td>
<td>100,506</td>
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<tr>
<td><em>Sherman &amp; Marquette, Inc.</em></td>
<td>629,672</td>
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<tr>
<td><em>Russe1 M. Seeds Co.</em></td>
<td>41,961</td>
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<tr>
<td><em>Ruthrauff &amp; Ryan, Inc.</em></td>
<td>570,460</td>
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<td><em>WM. H. Weintraub &amp; Co.</em></td>
<td>20,616</td>
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<td><em>Warwick &amp; Legler, Inc.</em></td>
<td>627,553</td>
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<tr>
<td><em>Wallace-Ferry-Hanley Co.</em></td>
<td>325,591</td>
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<tr>
<td><em>Ward Wheeler Co.</em></td>
<td>629,672</td>
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<td><em>Wade Advertising Agency</em></td>
<td>1,264</td>
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<tr>
<td><em>Young &amp; Rubicam, Inc.</em></td>
<td>521,336</td>
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<tr>
<td><em>American Home Products Corp.</em></td>
<td>39,142</td>
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<td><em>Borden Co.</em>—All Products</td>
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<tr>
<td><em>Colgate-Palmolive Co.</em></td>
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<td><em>Hill &amp; Company</em></td>
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<td><em>IBF</em></td>
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<tr>
<td><em>J. Walter Thompson Co.</em></td>
<td>189,774</td>
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<td><em>Kohler</em></td>
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<td><em>Lever Bros. Co.</em>—Soap &amp; Flaker</td>
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<td><em>Estey</em></td>
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<td><em>Fleischmann's Yeast</em></td>
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<td><em>Furneaux</em></td>
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<td><em>Grove Laboratories, Inc.</em></td>
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### Radio News Clinic Is Held in Indiana

State Group Elects Burton; Labor Problems Discussed

BROADCASTERS must really “get in and pitch” for local news coverage, Don Burton, president of WLBC Muncie, and president of the Indiana Broadcasters Assn., declared Thursday at the conclusion of NAB’s second Radio News Clinic. NAB presented the clinic along with a labor relations roundtable at the state group’s meeting held at the Columbia Club, Indianapolis.

Mr. Burton was re-elected president of the state association. O. E. Richardson, owner and manager of WJOB Hammond, was elected secretary to serve until March, when a committee will report on feasibility of reorganizing into a formal association open to all stations in the State. Present operation is informal.

Conducting the news clinic was Arthur C. Stringer, secretary of the NAB News Committee, who pointed out virtues of local news coverage and stressed need of a minimum one-half full-time news department. He answered questions raised by station managers.

### Labor Discussion

**Milton J. Kilber**, assistant director of the NAB Employer-Employee Relations Dept., conducted the labor relations roundtable answering questions of labor problems and answering questions.

Attending the Wednesday-Thursday meetings were: J. C. Jeffrey, general manager, and Ward Glenn, program director, WKMO Kokomo; Ford Billings, manager, WHT South Bend; Robert H. Swinz, commercial manager, WGL Fort Wayne; John C. Anderson, general manager, and419,573 20,616

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### Airline Schedules

**AMERICAN AVIATION PUBLICATIONS**

**GATEWAY TO THE RICH TENNESSEE VALLEY**

**WLAND**

**FM**

**FREQUENCY**

**WLAC**

**50,000 WATTS**

**NASHVILLE**

**The Latest AIRLINE SCHEDULES**

**AMERICAN AVIATION PUBLICATIONS**

American Building Washington 6, D. C.

The Standard Guide to Air Transportation Timetables—Fares—Distances—Maps

Subscriptions $5.00 A Year (12 monthly volumes and supplements)

January 7, 1946 • Page 69
ABC Buys Feature

ABC has purchased "So You Want To Lead a Band" contest for amateur orchestras which long has been a part of Sammy Kaye's personal appearance routine. Net will start feature Jan. 16 as a Wed. 9:30-10 p.m. program. Broadcast will originate from cities in which Kaye appears as his band travels westward on a cross country tour. A grease watch and three Ronson table lights will be awarded as prizes each week with first prize winner in each city eligible to take part in subsequent contest to determine sectional winners. These will participate in finals to be held in Hollywood in late Spring with grand prize of $1000 for national winner.

Vt. Also Wayne M. Nelson, Rockingham, N. C., who holds a standard construction permit. FM applicants admitted were Bay State Broadcasting Co., New Bedford, Mass., and Bethlehem Globe Broadcasting Co., Bethlehem, Pa.

Meetig Policy

In a discussion of policy as to attendance of non members at NAB district meetings, the board concluded this should be left to the discretion of individual district directors. William B. Ryan, 16th District director, who holds its meeting in Los Angeles Jan. 7-8, has decided to throw his meeting open to all comers, except certain executive proceedings.

The Board concluded it would be unwise to integrate within the NAB the various state associations but said such organizations should be encouraged and their operations coordinated with the national association on an unofficial basis.

Means of encouraging membership among smaller stations through provision of direct service by NAB also were discussed. Such recent innovations as the news clinics to indoctrinate stations on handling and development of local news, as well as the expansion of the small market station operations were cited as strides in that direction.

WIBC Completes Move To New Studios, Offices

WIBC Indianapolis moved during the holidays from the Indianapolis Athletic Club to new quarters in the Indianapolis News Bldg, housing also the News, owner of the station. Final move was accomplished after signoff at 1 a.m. Dec. 27, without taking WIBC off the air during regular broadcasts.

In new location station has five studios, a master control room and 50-seat observation room on second floor. Chief engineer, production manager and music library are housed on third floor with office of General Manager George C. Biggar and other general offices on third floor. New studios were designed and planned principally by John H. Barnett and Roy Tracy of the Indianapolis News and Harry E. Adams, WIBC chief engineer.

NAB Convention

(Continued from page 15)

would seek to clarify industry policy. Selection of the bureau director was deferred but appointment of two assistant directors by President Miller [BROADCASTING, Dec. 31] was confirmed (see story page 17).

Five Absent

Five of the board's 25 members were absent. Those unable to attend were James D. Shouse, WLW, Cincinnati; William B. Way, KYOO Tulsa; J. Leonard Reinsch, Cox radio stations, Atlantic; T. A. M. Craven, Cowles Broadcasting Co., Ft. Collins, Colo.; Jesse A. Bumgarner, CBS, and Frank White, vice president and treasurer of CBS, however, was present in lieu of Dr. Stinton.

Attending the meeting, in addition to President Miller, Secretary-Treasurer C. E. Arney Jr., and Public Relations Counsel E. M. Kirby, were:

Paul W. Morency, WTIC Hartford; Colin Hager, WGY Schenectady; George D. Coleman, WGBI Springfield; Campbell Arnoux, WTTA and WQAM Miami; Harvey R. Wooten, WREC Memphis; John E. Felzer, WKZO Kalamazo; Leslie C. Johnson, WBHF Rock Island; John J. Gillin Jr., WOW Omaha; W. L. Hayek, KATE Albert Lea, Minn.; Martin B. Campbell, WFAC Dallas; Hugh B. Terry, KLZ Denver; William B. Smullin, KIEM Eureka, Calif.; Raymond E. Rosen, KNX Los Angeles; Harry R. Spence, KXKZ Aberdeen; J. Harold Ryan, Fort Industry Co.; G. Richard Shafto, WIS Columbus; Matthew H. Bonebrake, KOCY Oklahoma City; Clair M. McCollough, Mason-Dixon Group, Lancaster.

At its morning session Thursday, the board discussed generally the membership situation. Admitted to active membership were 16 standard stations, along with five consulting engineers, six AM and two FM applicants who became associate members. Yankee Network returned to the NAB fold through admission of its owned stations, WAAB Worcester, WEAN Providence, WNAC Boston, WHTD Hartford and WICC Bridgeport.


Engineering associates admitted were: A. Earl Culham Jr., Dallas; Paul F. Godley, Montclair, N. J.; Walter F. Keen, Chicago; John J. Keel, Washington; Frank H. McIntosh, Washington.

AM station applicants admitted as associates were: Berkshire Broadcasting Corp., Danbury Conn.; Gazette Co., Cedar Rapids, Iowa; Moline Dispatch Publishing Co., Moline, Ill.; Ohio-Michigan Broadcasting Corp., Burlington.
RATE INCREASES for advertiser and agency members of the Co-operative Analysis of Broadcasting, which went into effect on Jan. 1, will affect only about a third of the CAB membership, George Allen, secretary and general manager, stated last week. Pointing out that only those members for whom two or more programs on the air are affected, he said that for this group the average increase is approximately 90%. For an agency with two programs the increase was $25 a month, he said, from $150 to $175. Even with the increases, CAB rates are still well below those of other similar services, Mr. Allen declared.

Commenting on reports that the networks had been asked to double their payments to the CAB, Mr. Allen stated that no new rates have been fixed for more than a few months as yet. He explained that each of the four major networks has a representative on the CAB board and that they will participate in determining the new rates. He explained that they will pay, probably at the next CAB board meeting in mid-January. Absence of the network representatives at earlier meetings prevented the matter being considered earlier, he said, as the other board members did not want to act without them.

Increases were outlined to members in a letter from W. L. Power, CAB president, which pointed out that only slight increases for advertisers and agencies, ranging from 17% to 22%, had been made in April of 1944 when the CAB tripled its service, because of a reserve fund the organization had on hand. Despite a great increase in members, this and other expansions made the CAB board to unanimously approve the new boost in rates as of Jan. 1, the letter reported.

A 58-page presentation "This Is Your CAB for 1946," outlining the organization's activities during 1945 and its plans for the coming year, was mailed to members a few days after New Year's.

Vitals Back

BRISTOL-MYERS Co., New York, will start reintroducing Vitals about Jan. 9 when the product returns to the civilian market after 18 months of sales to servicemen only. Production continued on two of the Bristol-Myers shows, Duffey's Tavern, Fri. 8-8:30 p.m., on NBC and Eddie Cantor Show, Wed. 9-9:30 p.m. on NBC throughout the war. Doherty, Clifford & Shenfield, New York, is agency.
Resolved: WHEN Betsy Porter, daughter of FCC Chairman Paul A. Porter was interviewed on WWDC Washington she was asked what resolution she wished her father would make for the new year. "I wish he would listen to something else besides opera on the radio," she replied.

5. wmas WMAS Inc., Springfield, Mass. - modified to request 1450 kc to 1500 kc, install new trans. and DA, DN, change trans. site. (Facilities of WATR requested.)

EXECUTIVES CLUB RAISES VETS FUND

THE RADIO Executive Club of New York at a business session last Thursday handed to the Veterans Guidance in Advertising & Selling a check for $1,016.02, club’s contribution to the veterans’ rehabilitation program. Check was presented by Murray B. Grabhorn, 250 w, 1 kw, to William Kelly, advertising director of Carstairs Distilling Corp., New York, committee chairman. Mr. Kelly said he New York advertising and printing organizations are contributing to the effort. Mrs. C. Ruth Perry, executive secretary of Veterans Guidance, and Elon G. Borton, president of the Advertising Federation of America, spoke briefly on the work of the group.

Warren Jennings, manager of the New York office of WLW Cincinnati, who represents the REC on the Eastern Division, revealed the group had interviewed 2,500 veterans, had listed 950 job openings, placed 310 veterans, and that 369 more were being considered.

The REC business session revealed 440 full members and 149 associate members. Assets of the club as of Jan. 1 totaled $1,495.50.

ABC Gives West Coast Publicists 20% Raise

THREE-YEAR contract calling for 20% wage increase has been signed by ABC Western Division and Hollywood Screen Publicists Guild covering members of network publicity staff. Monthly pay has been raised from $250 to $300 with additional scale. Agreement provides for five-day 40-hour week, three weeks vacation after one year, seven days vacation after four months and two weeks severance pay after six months employment.

Retroactive to Dec. 1, 1945, contract also establishes junior publicists classification at $250 monthly with one junior only to be employed at any one time. Seniority rights, 100% union shop and arbitration of all grievances are clauses included. Don Searle, ABC Western Division vice president, signed for network with Milton Gottlieb representing SPG.

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Classified Advertisements

PAYABLE IN ADVANCE—Checks and money orders only—Minimum $1.00. Groceries, 15c per word. Count 3 words for blind box number. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 570 National Press Bldg., Washington 4, D. C.

Situations Wanted (Cont'd)

Situations Wanted

Veteran, single, eager to start radio career. Hands copy well. Background producing, directing, acting, theatricals. Box 655, BROADCASTING.

Idea man, announcer, program director, single, discharged AAF combat news reel cameraman, does special events, unrehearsed interviews, commercial script. Seeks connection with up and coming station anywhere. Box 657, BROADCASTING.

Announcer—Experienced. Just released from army. I sincerely desire to get placed in a nice location where I can settle down for keeps. Would like job as announcer-music director. On previous station I worked I had 15 minute piano solo spot as well as being in charge of musical talent auditions. Transcription, photo, available. Excellent references. Box 658, BROADCASTING.

Naval Lieutenant back from 25 months overseas desires write radio news and publicity, news and sports reporting and rewrite four daily newspapers; married, one child; college graduate. Box 661, BROADCASTING.

First class engineer with local and network experience. Capable of handling chief's position in small station. Box 663, BROADCASTING.

Program director available immediately. Two years of radio experience. Honorably discharged Navy veteran. Capable, reliable, best references. Desires position with progressive regional or clear channel station. Box 664, BROADCASTING.

Navy Lieutenant, 26, 2 years metropolitan daily, 1 year as radio announcer, past 6 months in Navy as radio director handling special events broadcasts, press relations. Excellent news, sports background. Transcription, photo, anywhere in U.S., New England preferred. Box 672, BROADCASTING.

Announcer, age 36. One and one-half years experience news and commercials, desires position in radio and news here and abroad. New York connection or west coast desired. Box 670, BROADCASTING.

Announcer-guitarist. Now living at Copenhagen, Denmark. Five years American Forces experience. Desires position as announcer-engineer. Plenty of contacts and references. Box 671, BROADCASTING.

Radio station-

Radio engineer—FM station and announcing experience. Radio telephone and FM transmitters and antenna design. Writer of numerous radio programs. Desires station desired with station or equipment manufacturer. Box 671, BROADCASTING.

Radio engineer—FM station and announcing experience. Dues to the New York area, with commensurate income. Sound record, excellent references. Box 677, BROADCASTING.

Situations Wanted (Cont'd)

Radio work, background experience, can work in with any unit. Contact Mrs. Gibson, 317 W. 46th St., New York 36, N. Y.

Wanted—Engineering position with new or growing station. Just discharged, five years experience as past engineer. Present job, engineer, announcing position. Min. $750.00 starting salary. Will continue to work. Box 673, BROADCASTING.

Announcer—Adapt at sports, news, looking for opportunity with small midwest station. Box 674, BROADCASTING. Horwich, 6518 N. Mozart St., Chicago 45, Illinois.

Veteran, single, dependable, good voice, good appearance. Little experience in FM transmitters overseas. Graduated 3 months veterans' courses. Box 675, BROADCASTING. Prefer starting small station. Will travel. Bob Schneider, 227 South 2nd St., Brooklyn 11, N. Y.

Station manager. Veteran with five years experience in program and management. Successful back man, sober, veteran. Box 676, BROADCASTING. Will travel. Will settle down for keeps. Would like job in or around Los Angeles. Details sent to Box 677, Broadcasting.

Ambitious announcer—Two years experience news, sports, writing, interviews, dramatics. Now with large Boston station. Want permanent position in or around Los Angeles. Details sent to Box 678, Broadcasting.

Telephone first, operator, technician, wants connection, salary, housing details, write or wire Bob Cross, W-903 Augusta, Spotsylvania, Va.

Young

Program Director

Chief Announcer

Outstanding Record

Backed by Sales and Hooper

Creative Salable Programming

Station Organization

Retail relations

Network forces change

Write

Box 680, BROADCASTING

FOR SALE

Twenty-five per cent interest in one of the Nation's top 250-watt Network Stations, located in one of the most promising cities in the country in the third of a million population class. Investment will pay better than 10% on sales price. Address Box 659 care of BROADCASTING.

PRODUCTION MAN

America's top producer for 1945 available January 20th for major publicity, promotion assignment New York area. With commensurate income. Sound record, excellent references. Box 677, BROADCASTING.

Program director—desire affiliation with new station. Experience since 36. Discharge from Army due within month. Age 37, married, expecting child soon. Box 666, BROADCASTING.

Marine officer, 8 years broadcasting and 3 years military experience as radar, desires position as chief engineer, progressive station. Adequate references. Have supervised personnel. Available immediately. Box 667, BROADCASTING.

Announcer-writer—Army, three years; 10 years newspaper experience; news caster, commentator, can ad lib, handle quizzes; specialist in veterans problems. Prefer south or midwest. Mar ried, steady. Box 668, BROADCASTING.

Announcer-Newcasts, morning alarm clock show, 3rd class ticket, operate board, sober, reliable, veteran, 26, go anywhere, 1\% years experience. Write me. Box 669, BROADCASTING.

Newscaster, experienced. Age 37, Back ground in both AM and FM desires position as chief Announcer. Eight years service as intelligence officer in radio and news here and abroad. New York connection or west coast desired. Box 670, BROADCASTING.

Navy Lieutenant, 26, 2 years metropolitan daily, 1 year as radio announcer, past 6 months in Navy as radio director handling special events broadcasts, press relations. Excellent news, sports background. Transcription, photo, anywhere in U.S., New England preferred. Box 672, BROADCASTING.

Announcer. Age 36. One and one-half years experience news and commercials, desires position in radio and news here and abroad. New York connection or west coast desired. Box 670, BROADCASTING.

Chief Announcer takes an established position, on sales staff, Salary plus commission. Box 665, BROADCASTING. Ratings details and when available. Good salary. Box 679, BROADCASTING.

Situations Wanted

Staff announcer and newscaster just discharged from army, after serving overseas as station manager for AFRS station. Civilian experience; 2 years as announcer. Age 27, married, 2 children. Prefer position on west coast, but will travel. Box 345, BROADCASTING.

Chief engineer seeks position with progressive station, has experience in all phases of radio station operation, main tenance, new installations, and associates testify to ability as the working kind of executive who gets a job done well. Box 344, BROADCASTING.


Announcer-Salesman, continuity, production, all phases station operation. Small station preferred. Eight years experience. Successfully local sales, good voice, dependable, veteran. Good ideas. Terrific mail puller. $65.00 week. Box 650, BROADCASTING.

Public relations counsel-producer, experience in announcing, writing, directing, announcing, emphasis on news and events. Thorough knowledge all phases of station operation. Fiscally sound, promotion a specialty. Four years Army radio Pho. Box 657, BROADCASTING.

Promotion-production, experience includes writing, directing, announcing, emphasis on news and special events. B.S. degree, and thorough knowledge all phases station relations. Box 656, BROADCASTING.

Production, programming and organizes with experience in all operations of radio station. Will furnish own Hammond Organ. Just finished eight months with American Forces Network as producer and organist. Available February. Box 643, BROADCASTING.

Announcer, newscaster, veteran with five years experience general announcing, special events, programming, producing, specializing in news—wrote and broadcast fifteen minutes news. For years for same sponsor. Announcer for American Forces Network. Married, family, Excellent references. Box 650, BROADCASTING.

Specialist—Disc Jockey. Now employed in large area, wishes change. $50.00 minimum. Box 651, BROADCASTING.


Young

PROGRAM DIRECTOR

Chief Announcer

Outstanding Record

Backed by Sales and Hooper

Creative Salable Programming

Station Organization

Retail relations

Network forces change

Write

Box 680, BROADCASTING

Situations Wanted (Cont'd)

1\% years experience as Asst. Manager—interests: Broadcasting. Desires position as manager of a small station with future growth and sales background. Married, 3 children. Age 31. Box 584, BROADCASTING.

Radio engineer—FM station and announcing experience. Radiotelephone and FM transmission, transmitters and antenna design. Writer of numerous radio programs. Desires station desired with station or equipment manufacturer. Box 671, BROADCASTING.

Wass, boy, lots of experience. Can work in with any unit. Contact Mrs. Gibson, 317 W. 46th St., New York 36, N. Y.

Wanted—Engineering position with new or growing station. Just discharged, five years experience as past engineer. Present job, engineer, announcing position. Min. $750.00 starting salary. Will continue to work. Box 673, BROADCASTING.

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Ambitious announcer—Two years experience news, sports, writing, interviews, dramatics. Now with large Boston station. Want permanent position in or around Los Angeles. Details sent on request. Box 652, BROADCASTING.

Radio program mgr, 36-12 years public service experience. 5 years program director American Red Cross over army leave area clubs. Vocalist and song writer. Has position in station. Don Linsk, 317 Elm Street, Findlay, Ohio. Sell and personal contacts a plus. Able script writer. No broadcast experience, six months training in speech in C. S. W. I will continue education in off time. Army officer being discharged February 1st. Harry Horwich, Sigma Chi, W-803 Augustus, Spokane, Wash.

BROADCASTING

Telecasting

BROADCAASTING

Page 74 • January 7, 1946
Clear Channel
(Continued from page 17)
WFAA Dallas, WLS Chicago, KPMC Bakersfield, Cal., WPTF Raleigh, WEEB Dubuque, WQXR New York, all represented by Philip G. Locks, Verne R. Young and Maurice J. Jansky.
WLW New York is represented by Greenbaum, Wolf & Ernst; KSL Salt Lake City, represented by Ernest L. Wilkinson; KFYA San Francisco, represented by Wheat & May; KMBC Kansas City, represented by Demopulos & Koplovits; NBC, represented by Charles F. Jeter Jr., Thomas Harris and G. B. Margraf; WCAU Philadelphia, represented by Isaac Levy.

Cables:
CCBS, Andrew Ring.
Regional Broadcasters Assn., Dr. G. W. Pickard, Paul F. Godley.

August G. Hiebert.
3rett L. Dillard.

Luxary power supply.
gev Diesel generating sets
150 watt transmitter, complete with one

To aid servicemen seeking radio jobs, BROADCASTING will accept situation wanted classified ads at no charge. Thirty words maximum. Two insertions. Sign name, rank and give address.

IBEW's Crosley Petition Denied by Labor Board
CROSLEY Corp. group leaders in the company's Richmond, Ind., plant are supervisory employees and their inclusion in an existing bargaining unit composed of production and maintenance employees would be "inappropriate," the National Labor Relations Board ruled in a decision released Thursday. Dismissing a petition by International Brotherhood of Electrical Workers (AFL), the Board noted it previously had found group led to the supervisory employees. IBEW's contention that their status has changed, the Board said, was based primarily upon a bulletin which purportedly was distributed by the company to its Richmond group leaders, defining their authority. NLRB said the company had admitted the bulletin was distributed at its Cincinnati plant but that "the evidence does not establish" that it was distributed generally to Richmond group leaders.

The plant manufactured more than $400,000 worth of electrical war material during the past 12 months, according to NLRB.

Westinghouse Display
SIXTEEN variations of Westinghouse Electric Corp.'s nine original postwar radio receivers are featured in the Home Radio Division's exhibit in the National Home Furniture Show, which opened Jan. 6 in Chicago. They include the "Duo," a table radio-phonograph combination from which the radio receiver may be removed for use as a separate receiver, and the "Little Jewel," a 6x6x9-inch portable. Engineering feature of the new line is a Plenti-Power Circuit which gives the sets practically double the power output of prewar sets for the same number of tubes. Prices, although not yet approved by OPA, are expected to range from around $25 to $300 with a 14-tube AM-FM radio-phonograph combination topping the line. Record players are automatic, with accommodations for 10-inch or 12-inch records.

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
Little Hope Seen of Averting Strike At GE, GM and Westinghouse Plants

TIME was running out and little hope was seen late Friday for averting a strike of approximately 200,000 employees in plants of General Electric Co., Westinghouse Electric Corp. and General Motors (electrical division).

Labor Department officials, who conferred earlier in the week with representatives of General Electric and Westinghouse after a conference with United Electrical, Radio and Machine Workers officials, said Friday they had scheduled no further meetings. Earlier, Edgar L. Warren, the department's conciliation director, said he had made no progress in the meetings.

A session of the UE-CIO general executive board was to be held Saturday in New York [Broadcasting, Dec. 31] to set plans for the strike which was voted by union members in the three companies Dec. 13. Officials were quoted as saying that strikes would not be called before Jan. 14.

Headed by President Philip Murray, CIO leaders met in Washington Friday for a "strategy conference" with United Auto Workers' strike against General Motors and other unions' threatened stoppages including the one in the electrical industry.

UE is seeking a $2 a day wage increase. Officials of the organization, which has turned down a conditional 10% increase offered by General Electric, reiterated their willingness to resume negotiations if the company decided to make an unconditional and adequate offer for a cents-per-hour wage and salary raise. They said they would not resume negotiations unless WE in house until the company is ready to make an offer. Negotiations with General Motors, they said, had not broken down.

By companies, results of the UE-CIO strike vote Dec. 13 were listed by National Labor Relations Board as follows:

General Electric 55,055 for and 9,771 against a strike; Westinghouse 38,066 for and 9,562 against; General Motors 4,417 for and 314 against.

Strike

(Continued from page 16)

issue lungs would hardly be strong enough. Probably the impasse between WEA and WE was too fundamental for settlement by one federal conciliator. It was the same bitter disagreement that last week rolled labor-management relations from coast to coast: Labor's relentless demands for higher wages, management's refusal to yield all the way in view of recession headaches and an uncertain economic future.

Coincident with the workers' walkout came a message to Mr. Mandelbaum from Frank J. Hammel, labor relations manager at the biggest of WE's struck plants, Kearny, N. J.

"The Western Electric Co.," said Mr. Hammel, "will cooperate with any agency of the federal government in developing facts pertinent to the matter of wage increases as related to increases in the cost of living and rates of pay in the community for comparable work, in further attempt to settle the dispute with the WEA."

The union's answer to the company's suggestion for examination of wage scales at WE in comparison with those in similar industries had already been given. Day before the strike, at a labor-management conference meeting called by Mr. Mandelbaum, Mr. Mayer, the union attorney, charged that WE was acting as a spearhead in a conspiracy of big industry to "batten down wages." The company's steadfast refusal to meet the union's 50% wage rise demands, Mr. Mayer claimed, was prompted less by its own inability to increase pay than by an urge of all big business to keep a lid over wages. His assertion was met with incredulous laughter of WE representatives.

As Mr. Mandelbaum pondered means of settling the dispute, while the fuse crackled brightly, a gift horse was unexpectedly led into the WEA's camp—an unsolicited offer of support from the CIO's powerful United Electrical, Radio and Machine Workers of America, WEA's chief union. It was thoughtfully looked into the horse's smiling mouth.

Well might they give long consideration to big, ambitious UE's motives. Only a few months ago, UE, aggressively engaged in aggrandizement, brought charges against WEA before the National Labor Relations Board, alleging that WEA was a "company controlled" union. UE's tactics then were plain: Discreditation of WEA with the hope that UE would fall into the hands of a group to make a bid for it.

UE's purpose in supporting the present WEA strike was equally clear: If WEA strikes were led into faced with long siege, there would be a possibility of eventual disgruntlement growing in the ranks. An alert and veteran campaigner like Mr. Mandelbaum would readily capitalize on the unrest, offer labor war-wise aid to the upstart independents.

At week's end, UE soup kitchens and doughnut wagons were standing by. It was plain that if one of WEA's pickets lines got hungry, a UE kitchen would appear with soup and doughnuts. UE knew that a WEA strike-picket with an empty stomach would listen to a man with a full ladle in his hand.

At the end of the first day of the strike, G. Stoll, president of Western Electric Co., issued a statement reiterating the com-
Flight Indicates Stratovision Practical

First High Altitude Tests Expected in Short Time

STRATOVISION is ready to enter the stratosphere.

New Westinghouse Electric Corp. project by which high-flying planes would blanket the nation with FM and TV signals will be given an actual test in the upper air within a fortnight.

Equipment for the maiden flight above the weather is being prepared by Westinghouse engineers (pictures on page 60). It will be installed in a two-motor plane for early tests but this plane will bear no resemblance to the half-million dollar craft Westinghouse and Glenn L. Martin Co. are designing for actual stratovision service.

First upper-air flight will be designed to take on a lot of the bugs that will be discovered at this early stage in development of a new form of electronic communication. All equipment, including the plane, is strictly experimental and is designed merely to prepare for the dress rehearsals that will come later in the year.

Westinghouse is understood to have conducted low-altitude tests in a preliminary way, using a low-powered FM transmitter. Actual results are locked in the laboratory but coverage at low altitudes is said to have exceeded expectations, indicating that the 422-mile range planned for at 30,000 feet will be surpassed.

Not Fully Equipped

The laboratory plane is expected to approach the top altitude but it is not equipped with the elaborate all-weather and safety devices planned for actual airborne networking of all the nation.

Westinghouse is authorized by the FCC to operate five development stations on the following frequencies (in megacycles): 103.3, 107.5, 107.9, 505-525, 540-560, 900-920, 1975-2025. Four of these stations will be in the Pacific Coast service, and the fifth, in the east, will be a relay station.

Actually stratovision is being rushed through at a speed seldom seen in American industry prior to the war. The idea was first advanced just a year ago by Charles E. Noble, 27, who came out with it after a trip to Mexico. Too much tequila, his Westinghouse co-workers muttered when he suggested that eight or nine planes could feed simultaneously four television and five FM programs to three-fourths of the population.

Walter Evans, Westinghouse vice president in charge of radio, television and X-Ray activities, took a quick fancy to the fantastic idea of this young engineer Westinghouse had picked from a group of outstanding students. Hearing about it in March, he got in touch with Glenn Martin, head of the plane manufacturing company bearing his name.

The idea was first advanced to Westinghouse officers July 11, with William K. Ebel, Martin engineering vice president, joining the kick-off session. It wasn't kicked apart, though, and in less than a month it had been approved by Westinghouse and Martin boards, divined in the Aug. 6 BROADCASTING, and formally announced by the companies.

When You Think of Durrek's Famous Foods

—-you think of their Pacific Coast plant in Berkeley, a major municipality of

The Metropolitan OAKLAND Area

This large plant is but 3.6 air miles from the KROW Oakland studios. And when you think of KROW, you think of KROW

Then think of the more than 800,000 people in Metropolitan Oakland, and nearly two million more within reach of KROW's voice.

Something to think about, isn't it?

Radio Station KROW

19th Street at Broadway
Oakland 12, California

January 7, 1946
TENTATIVE AGENDA SET FOR NARBA CONFERENCE

TENTATIVE AGENDA for North American Regional Broadcasting engineering conference, scheduled Feb. 4 in Washington, was announced late Friday by FCC Commissioner E. K. Jett at closing session of all-day meeting with industry representatives (see earlier story page 20). Harvey B. Otterman, assistant chief, Telecommunications Division, State Dept., said plans are to hold plenary sessions at State Dept. and working sessions at FCC during February conference. Agenda, yet to be formally adopted, follows:

1. Proposals by countries signatory to NARBA.
2. Extension to March 29, 1948, of NARBA and adoption of interim executive agreement.
3. Discussions of new treaty, with North American broadcast conference to be called a year or 18 months hence.
4. (a) Periodic meetings of accredited engineers to resolve engineering conflicts which might arise; (b) Exchange of certain minimum field intensity measurements.
5. Matter of all countries adhering to 20-cycle frequency tolerance. (Some countries reported deviating 400 to 1,000 cycles, causing considerable interference.)
6. Clarification of footnote (e), Appendix II, Table I.

Other items may be added. Mr. Jett asked industry members to file any additional suggestions by Jan. 20.

USING EARLY MORNING
DALE VANCE DANCE STUDIOS, Chicago, is testing for four weeks use of 12 midnight-1 a.m. period on WMAG Chicago, indicating new interest in early morning hours. Oliver Morton, WMAG-NBC local sales manager, said additional early morning time would be available for sponsorship but only in 60-minute blocks due to the low rate. Agency, Jim Duffy Agency, Chicago.

NAB Board
(Continued from page 4)
gerenal counsel of BMI. It authorized President Miller with counsel of his advisory committee to examine NAB structure with a view toward reorganization of departments and committees. Emergency of specialized programming functions such as news and agriculture led to this action.

Upon recommendation of Mr. Kirby, the board authorized reorganization of NAB's public relations operations. The association's New Bureau will be abolished and in its place will be created the Dept. of Information. It will be headed by a director and possibly two assistants.

Mr. Kirby emphasized that the prime mission of the NAB is to sell and protect the American System of Broadcasting. Secondary mission, he said, is to provide a clearing house as well as a means for industry action to protect the American System. The greatest resource to sell American radio is radio itself, he said. He outlined a program whereby radio could undertake this assignment through distribution of facts sheets to stations, transcription producers and program builders and through liaison with organized groups as well as through printed material developed in cooperation with agencies, networks, clients and performers.

NEW NAB QUARTERS
Sought BY BOARD
NEGOTIATIONS for purchase of new Washington headquarters, authorized by NAB Board of Directors Friday in Los Angeles. Having outgrown its present quarters, a converted house, NAB seeks to purchase present Washington PHL headquarters at 16th and K Sts. N. W. for about $600,000 for 18,000 square feet of space. Present N St. quarters, which supply 7,000 square feet, would be sold.

Board approved a 1946 budget of about $650,000, some $60,000 more than for 1945. Preliminary approval was given a plan for a Los Angeles public relations office, as well as expansion of New York office, subject to budgetary adjustments.

Board was to conclude its sessions Saturday, having been unable to complete crowded docket in allotted two days. New Orleans was selected for next Board meeting, probably in April, expected to run three days.

At a dinner Friday night, Eric Johnston and Byron Price, president and vice president respectively of Motion Picture Producers Assn., were guests of Southern Cal. Broadcasters Assn. along with NAB Board.

PRESIDENT MAY NOT APPEAR FOR VIDEO PICKUP
INAUGURATION of Washington-New York television service, scheduled for Jan. 15, may change feature attraction at last minute—if President Truman decides not to read his State of the Union message to Congress in person. Original plan was to televise Chief Executive, but indications now are he won't appear at that time.

CAGE TIME SHIFTED
WHN New York has succeeded in getting the Madison Square Garden to start basketball games 15 minutes earlier effective Jan. 9, from 8:15 to 8 P.M., and game broadcasts, sponsored by Nedick's, could be continued before the Newsreel Theatre of the Air, sponsored by P. Lorillard Co., New York, for Old Golds, goes on at 8:30. Negotiations between station and Lorillard to allow the game to their conclusion when they run past 11 o'clock were in progress Friday. Indications were that sponsor would be willing to give permission to continue broadcast of final finishing minutes of the basketball game.

PRESIDENT'S 49.4
STRIKE speech Thursday night by President Truman, carried by all networks, had a Hooper rating of 49.4, according to CBS, far above the 43.8 rating for the wage and price speech in October. Thursday Hooper check, during speech showed 50% of sets in use.

Mr. Truman broke all daytime records with 64.1 rating for VE-Day announcement May 8 and had a 54.1 rating on the broadcast from Berlin Aug 9.

President is developing professional timing. Thursday speech lasted 29 minutes and 29 seconds, about a second off. Hooper's suggestions by watchers that he pause momentarily to take a drink of water, explaining afterward that he didn't want to go over his time.
Eureka! It works!

There is such a thing as PERPETUAL proMOTION. At KMBC the wheels, without friction or wear, keep turning in the advertiser's behalf the year around. While the ink is still wet on the contract, PERPETUAL proMOTION takes over—utilizing time tested methods to win new friends and influence listeners in the advertiser's behalf. Chances are—if you subscribe to KMBC's facilities, some evidence of PERPETUAL proMOTION is right now in the mails on the way to you.

KMBC
OF KANSAS CITY
FREE & PETERS, INC.
SINCE 1928—BASIC CBS STATION FOR MISSOURI AND KANSAS
January 11, 1946

KLZ "FARM REPORTER"

A New Daily Service Program Devoted Exclusively To the Advancement of Farming in the Denver Region

For many years KLZ has served the farmers and ranchers of the Denver region in many useful and practical ways. Continued expansion of service in this field now requires the full-time attention of a specialist.

Under the direction of Lowell Watts, KLZ’s Farm Reporter, a daily midday program beginning Friday, January 11, will have for its sole objective the advancement of farming as a business and a way of life in the Denver region. It will promote every movement for the betterment of life on the farm, publicize outstanding farm projects and achievements, bring farmers and authorities to the microphone to tell how to do it better, originate programs on farms, at demonstrations, meetings and fairs, and coordinate action and crystallize thinking on major farm problems.

With the complete resources and know-how of this station behind it, KLZ’s “Farm Reporter” will be able to give the Denver region the most useful and practical farm service offered by any radio station anywhere.

LOWELL WATTS, KLZ’s "Farm Reporter," is the son of a Colorado dairy farmer, made an outstanding record in 4-H Club work, is an honor graduate of Colorado A. & M., has had practical training in farm radio work, and served his country in the Army Air Corps.

KLZ DENVER
CBS — 560 Kc.

Affiliated in Management with The Oklahoma Publishing Company and WKY, Oklahoma City

REPRESENTED BY THE KATZ AGENCY