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

HERE are two important facts that every advertiser using radio in Iowa should know. First, the 1945 Iowa Radio Audience Survey shows that Iowa families spend six hours tuned to their favorite or "listened to most" station for every one hour listening to other "heard regularly" stations.

Second, the 1945 Iowa Radio Survey shows that 55.4% of all Iowa families "listen most" to WHO, daytime, as compared to only 30.2% to all other Iowa stations, combined.

Because WHO does an unmatchable job of broadcasting in Iowa, WHO can also do an unmatchable job of selling merchandise for you in this State. Send for all the facts—telephone Free & Peters—or ask anybody in Iowa!
"MOST RURAL PEOPLE IN THE UNITED STATES VALUE RADIO HIGHLY"
(from the FCC report: "Summary of a Survey of Attitudes of Rural People Toward Radio Service."

"I knew it all the time"

Sure my listeners in the five state area of North and South Dakota, Iowa, Minnesota and Nebraska keep their ears pretty well glued to their radios. And why do they give WNAX so much of their listen time? Well, just take a gander at the FCC survey. It sez: Farmers select the more serious type programs. News and market reports, hymns and religious music, sermons and religious programs, and farm talks are given high preference by this group.

Ever see a WNAX schedule? It's packed with that kind of broadcasting. News at 6:15, 7:15, 10:30, 11:30...all in the a.m. just to give you an idea. Market reports at 6:35, 7:10 and 10:40 a.m. plus our favorite, the Central Public Markets at 12:15 noon, direct from the Sioux City stockyards. For other "serious" stuff, there's "Your Neighbor Lady," "Inquiring Farm Reporter," "Land and Soil Conservation," "Land Inflation," and on and on we could go.

Now, that FCC report goes on to say: Oldtime music is preferred by approximately 50 percent of the men and women of the farm group. And again WNAX offers my big neighborhood what it likes most...with "Sunday Get Together," "Good Morning Music on the Farm," "Dinner Bell Round-up," and lotta others, featuring such stars as Happy Jack, Ben and Jessie, MacLennan and Martha, Noodle Soup Klasi, Cora Deane, Willie, Bohemian Band, Al's Rhythm Rangers, Carson Sisters and many others.

Seems like what the FCC experts found that farm folks like about their radios and the kinda programs my neighbors been getting from WNAX just sorta dovetail. Guess that's why so many of them set their radio dials at 570 and leave them there.

"Big Aaggie Sez:"

WNAX
SIoux City - Yankton

Represented Nationally by the Katz Agency
THROW your voice into every nook and corner of this prosperous six-state area, via The Yankee Network. Its 23 friendly, locally-accepted, home-town stations offer you a partnership in New England's most comprehensive coverage.

Truly a great New England institution, The Yankee Network gives your message the advantage of direct, local impact. The daily lives of millions of New Englanders revolve around their local community, of which their hometown Yankee station is an integral part.

More and more Yankee advertisers are steadily reaping the harvest of this intimate local acceptance.

Acceptance is The Yankee Network's Foundation

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON 15, MASS. Represented Nationally by EDWARD PETRY & CO., INC.
UPCOMING


Jan. 14: Roundtable on FM tests in high and low bands, Washington Section, IRE. Potomac Electric Power Co. auditorium, 10th & E, N. W. 8 p.m.


Jan. 18: FCC Hearing on FM Allocations. Commerce Dept. auditorium, 14th & E, N. W., Washington, 10 a.m.

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

Jan. 24: Council on Radio Journalism, Nell House, Columbus, 2 p.m.


BULLETS

CONFERENCEs in New York between Bing Crosby, John Kraft of Kraft Foods Co. and J. Walter Thompson executives ended in stalemate late Friday, with Kraft suit against Crosby [BROADCASTING, Jan. 7] standing. Singer will file answer. He proposed to return to Kraft spot for 13 weeks, agreeing to sign no other contracts opposite Kraft period. Sponsor rejected offer, decided to press suit.

BECAUSE of widespread interest in labor unrest, NBC cancelled foreign pickups on Alka-Seltzer quarter-hour news period Friday (7:15-7:30 p.m.), did pickups from New York, Washington, Chicago, Detroit and Pittsburgh.

GENERAL ELECTRIC Co. will begin delivery of 250 w FM transmitters March 1, with 1 and 3 kw units ready by April 1 to customers who made reservations, William G. Broughton of GE Transmitter Division, revealed in Washington Friday at Statler Hotel luncheon of 100 radio engineers and FCC officials. Mr. Broughton demonstrated and described new GE Phasitron high frequency modulator as “the most revolutionary development since crystal control”. Phasitron tube was invented by Dr. Robert Adler of Zenith Radio Corp. and will be coming the new network.

NAB’S CREATION of West Coast office, with Bob Coleen in charge [CLOSED CIRCUIT, Jan. 7], may be only forerunner of developments there. President Justin Miller, native Californian, who has permanent home in greater Los Angeles, wouldn’t be averse to an office there to be used several months during year.

BROADCASTING...at deadline

Closed Circuit

DON’T take it for granted that FM allocations hearing Friday will be all milk and honey for Zenith and other low-band zealots. FCC engineering department is planning to pop new measurements to support Commission decision favoring high band.

AS FCC opens clear channel hearings today it has one of the biggest stacks of statistics in the history of statistically minded Washington. Census Bureau, which handled mechanics of surveying weak-coverage areas for FCC, has supplied it with 55,000 tables on radio coverage. Bureau’s job ended there; it’s up to FCC to masticate the data.

WITH ITS eyes always televisionward, NBC is giving West Coast Vice President Sid Strout free hand in developing video production. Separate department soon will be created. Most likely choice as manager is Hal Bock, veteran NBC West Coast publicity chief and student of video since early days.

RADIO package deals, all the rage in Hollywood, are invading motion picture field. Hot conversations now in progress for Dr. Kildare rights from MGM, with Biow Agency making pitch presumably for Philip Morris cigarettes through Orsatti Hollywood office.

WITH TELEVISION allocations set, Hollywood operators are redoubling activities looking toward large-scale syndication for video. In addition to big four, which are interested but look askance on Federal licensing, some 300 independent broadcasters see production field days ahead.

ACTION of Canadian Broadcasting Corp. in recanvassing whole question of American network affiliation of Canadian stations is causing conjecture whether CBC authorities have been collaborating with certain U. S. radio officials. CBC plan of nonexclusive network affiliation in many respects coincides with original thinking of certain FCC members.

HAVANA-BOUND Friday was Commissioner E. K. Jett of the FCC, accompanied by Harvey B. Otterman, assistant chief, Telecommunications Division, State Dept., and K. Neal McNaught, broadcast engineer in FCC’s International Division, assigned to NARBA. Interference problems between Cuban and U. S. stations unquestionably will be informally discussed, particularly since Cuba is only nation to submit proposal for additional AM assignments for Feb. 4 interim meeting on NARBA treaty allocations. Cuban-U. S. conferences also likely to discuss informally how Cuba can make more efficient use of her present frequencies.

ECONOMY PROGRAM SPONSORED Quarter-hour program Keeping Up with the Wigglesworths, designed to give economic information in entertainment form, now sponsored for 26 weeks by WOR WIBA RKO WSAN WFOC WMAS and sustaining on 20 other stations. Created by New Tools for Learning, nonprofit organization working in cooperation with Chicago Round Table, New York U. film library, under auspices of Alfred P. Sloan Foundation, produced by Laurence Hammong.


KLEIN NOODLE SCHEDULE Mrs. Klein’s Noodle Co., Chicago (French fried popcorn), begins sponsorship Jan. 20 of one station break weekly on WBBM Chicago and four weekly on WCFL Chicago, both 52-week contracts. Additional stations will be bought later. Agency, Manhattan-Howard, Chicago.

Business Briefly

ESSO RENEWS Standard Oil Co. of New Jersey, New York, renews Esso Reporter, five-minute newscasts 26 times a week Mon.-Sat. on 98 stations for 52 weeks. Agency, Marschalk & Pratt, New York.


MORRIS REPLACEMENTs Philip Morris & Co. on Jan. 22 replaces Johnny Presents on 114 NBC stations with Philip Morris Polly of 1946, Tuesday, 8-8:30 p.m. On Feb. 1 firm replaces It Pays to Be Ignorant, CBS Friday, 9-9:15 p.m. with Holiday & Co. Agency, Biow Co., New York.


CONFERENCES in New York between Bing Crosby, John Kraft of Kraft Foods Co. and J. Walter Thompson executives ended in stalemate late Friday, with Kraft suit against Crosby [BROADCASTING, Jan. 7] standing. Singer will file answer. He proposed to return to Kraft spot for 13 weeks, agreeing to sign no other contracts opposite Kraft period. Sponsor rejected offer, decided to press suit.

BECAUSE of widespread interest in labor unrest, NBC cancelled foreign pickups on Alka-Seltzer quarter-hour news period Friday (7:15-7:30 p.m.), did pickups from New York, Washington, Chicago, Detroit and Pittsburgh.

GENERAL ELECTRIC Co. will begin delivery of 250 w FM transmitters March 1, with 1 and 3 kw units ready by April 1 to customers who made reservations, William G. Broughton of GE Transmitter Division, revealed in Washington Friday at Statler Hotel luncheon of 100 radio engineers and FCC officials. Mr. Broughton demonstrated and described new GE Phasitron high frequency modulator as “the most revolutionary development since crystal control”. Phasitron tube was invented by Dr. Robert Adler of Zenith Radio Corp. and will be coming the new network.

NAB’S CREATION of West Coast office, with Bob Coleen in charge [CLOSED CIRCUIT, Jan. 7], may be only forerunner of developments there. President Justin Miller, native Californian, who has permanent home in greater Los Angeles, wouldn’t be averse to an office there to be used several months during year.
AND HIS WONDERFUL LAMP

"Had Nothing on Radio"

For sheer magic this world has yet to learn of anything as wondrous as Radio.

YET THERE IS NO MAGIC in putting Radio to work for you.

What's needed is an abundance of earthly knowledge which can come only from long experience. You need selected markets with the superior facilities and productive programming that creates greater sales for you. All this can be had from these stations.

SPOT RADIO LIST

<table>
<thead>
<tr>
<th>Station</th>
<th>City</th>
<th>Network</th>
</tr>
</thead>
<tbody>
<tr>
<td>WSB</td>
<td>Atlanta</td>
<td>NBC</td>
</tr>
<tr>
<td>WBAL</td>
<td>Baltimore</td>
<td>NBC</td>
</tr>
<tr>
<td>WNAC</td>
<td>Boston</td>
<td>MBS</td>
</tr>
<tr>
<td>WICC</td>
<td>Bridgeport</td>
<td>MBS</td>
</tr>
<tr>
<td>WBEN</td>
<td>Buffalo</td>
<td>NBC</td>
</tr>
<tr>
<td>WGAR</td>
<td>Cleveland</td>
<td>CBS</td>
</tr>
<tr>
<td>WFAA</td>
<td>Dallas</td>
<td>NBC</td>
</tr>
<tr>
<td>WBAP</td>
<td>Fort Worth</td>
<td>NBC</td>
</tr>
<tr>
<td>KGKO</td>
<td>Ft. Worth, Dallas</td>
<td>ABC</td>
</tr>
<tr>
<td>KARM</td>
<td>Fresno</td>
<td>CBS</td>
</tr>
<tr>
<td>WJIR</td>
<td>Detroit</td>
<td>CBS</td>
</tr>
<tr>
<td>WHTD</td>
<td>Hartford</td>
<td>MBS</td>
</tr>
<tr>
<td>KPRC</td>
<td>Houston</td>
<td>NBC</td>
</tr>
<tr>
<td>WDAF</td>
<td>Kansas City</td>
<td>NBC</td>
</tr>
<tr>
<td>KFOR</td>
<td>Lincoln</td>
<td>ABC</td>
</tr>
<tr>
<td>KARK</td>
<td>Little Rock</td>
<td>NBC</td>
</tr>
<tr>
<td>KFI</td>
<td>Los Angeles</td>
<td>NBC</td>
</tr>
<tr>
<td>WHAS</td>
<td>Louisville</td>
<td>CBS</td>
</tr>
<tr>
<td>WLH</td>
<td>Lowell-Lawrence</td>
<td>MBS</td>
</tr>
<tr>
<td>WTMJ</td>
<td>Milwaukee</td>
<td>NBC</td>
</tr>
<tr>
<td>KSTP</td>
<td>Mpls.-St. Paul</td>
<td>NBC</td>
</tr>
<tr>
<td>WSM</td>
<td>Nashville</td>
<td>NBC</td>
</tr>
<tr>
<td>WSMB</td>
<td>New Orleans</td>
<td>NBC</td>
</tr>
<tr>
<td>WPTA</td>
<td>Norfolk</td>
<td>NBC</td>
</tr>
<tr>
<td>KOIL</td>
<td>Omaha</td>
<td>ABC</td>
</tr>
<tr>
<td>KGW</td>
<td>Portland, Ore.</td>
<td>NBC</td>
</tr>
<tr>
<td>WEAN</td>
<td>Providence</td>
<td>MBS</td>
</tr>
<tr>
<td>WRNL</td>
<td>Richmond</td>
<td>ABC</td>
</tr>
<tr>
<td>KSL</td>
<td>Salt Lake City</td>
<td>CBS</td>
</tr>
<tr>
<td>WOA1</td>
<td>San Antonio</td>
<td>NBC</td>
</tr>
<tr>
<td>KGW</td>
<td>San Francisco</td>
<td>CBS</td>
</tr>
<tr>
<td>KOMO</td>
<td>Seattle</td>
<td>NBC</td>
</tr>
<tr>
<td>KTBS</td>
<td>Shreveport</td>
<td>NBC</td>
</tr>
<tr>
<td>KHQ</td>
<td>Spokane</td>
<td>NBC</td>
</tr>
<tr>
<td>KGA</td>
<td>Spokane</td>
<td>ABC</td>
</tr>
<tr>
<td>WMAS</td>
<td>Springfield</td>
<td>CBS</td>
</tr>
<tr>
<td>WAGE</td>
<td>Syracuse</td>
<td>ABC</td>
</tr>
<tr>
<td>KVNO</td>
<td>Tulsa</td>
<td>NBC</td>
</tr>
<tr>
<td>KFH</td>
<td>Wichita</td>
<td>CBS</td>
</tr>
<tr>
<td>WAAB</td>
<td>Worcester</td>
<td>MBS</td>
</tr>
</tbody>
</table>

THE YANKEE AND TEXAS QUALITY NETWORKS

REPRESENTED NATIONALLY BY

EDWARD PETRY & CO., INC.

NEW YORK • CHICAGO • LOS ANGELES
DETROIT • ST. LOUIS • SAN FRANCISCO

January 14, 1946 • Page 5
The Pacific Northwest enjoys extremely high educational standards. In Washington 31% more students complete high school and 22% more complete college, than the national average in proportion to population. Schools in the State are exceptionally well staffed and equipped. The University of Washington has a 20 million dollar plant with over ten thousand students. It ranks tenth among the state universities of the United States in enrollment. These higher educational standards are indicative of the generally higher standards of living which prevail in the Pacific Northwest.

KIRO is the only 50,000-watt station in this rich market...it brings Columbia Programs to Seattle, Tacoma, and the prosperous surrounding country of the Pacific Northwest.
A World of
CELOPHANE
is produced in
NASHVILLE

DuPont's big Nashville plant turns out millions of pounds of Cellophane annually . . . Nashville is outstanding, too, as a manufacturing center for Shoes, Furniture, Bedding, Work Clothes, Barges and many other items on the post-war shopping list. Cheap power supplied by the Tennessee Valley Authority, as well as other natural resources, are making many industries turn their eyes to the rich Nashville area, already a banner market . . . Let WSIX help you make the most of it.

WSIX gives you all three:
Market, Coverage, Economy

In the Nashville Market with over a million potential buyers, WSIX offers wide coverage, a big audience attracted by top American and Mutual programs . . . and a low listener cost!

Represented Nationally by
THE KATZ AGENCY, INC.
TO THESE ADVERTISING AGENCIES AND THEIR CLIENTS WHO
BROADCAST ON WLID IN 1945

ADVERTISING AGENCY

ADVERTISER'S BROADCASTING CO.

I. Robache

CHARLES HARRIS and MARGARET

CAMP MICHIGAN

ALERT CLEAR CHANNEL

ON THE DIAL

1190

E. H. TWAMLEY

AL PAUL LEFTON CO., INC.

A. B. LANDAU, INC.

KLINGER ADV. AGENCY

KNICKERBOCKER ADV. AGENCY

MASON-RELMAN

MARSCHALK & PRATT CO., INC.

KADIMA PRODUCTIONS INC.

JACKSON AND COMPANY

JAFFE ADV.

LESTER HARRISON ASSOCIATES, INC.

M. H. HACKETT

GUNN-MEARS ADVERTISING

GREENE-BRODIE ADV. AGENCY

WENDELL P. COTTON, INC.

DONACHIE AND CEE, INC.

ROY S. DURSTINE, INC.

S. A. SCHONBRUN CO.

S. A. GODOFSKY

KEVIN AND COMPANY, INC.

BUCHEMAN & BLAINE-THOMPSON CO., INC.

BLACKSTONE, THE COMPANY

BLAINE-TIMPSON CO., INC.

BATEAU, BARTON, DURSTINE & OSBORN, INC.

HARRY A. BERK, INC.

BUCHANAN & COMPANY, INC.

M. J. CHASEN ADVERTISING AGENCY

TAYLOR TOWNSHIP WATCH CO.

CARTER, CORALUDD, INC.

CLARINS, INC.

WILLIAM F. SHORE

DONACHIE AND CEE, INC.

ROY S. DURSTINE, INC.

BENJAMIN EISENBERG CO.

LAURENS FERGUS & CO.

FEDERAL ADVERTISING AGENCY INC.

JOHN A. FINNEN

FAHTE, CONE AND BELLING

BLISS I. GODOFSKY

GARRISON & COMPANY, INC.

GANNON-BRODIE ADV. AGENCY

UMBERTO GARZI

M. H. HOCKETT CO.

THOMAS P. COTE

HAPRANS ADV. AGENCY

LESTER HARRISON ASSOCIATES, INC.

JACKSON AND COMPANY

JACKSON ADVERTISING AGENCY

SULI JAFFE ADV. AGENCY

KODAK PRODUCTIONS INC.

JOSEPH KATS, THE CO.

KAY & SPERO CO., INC.

KENYON & EICHARDT

KLEINER ADV. AGENCY

AL PAUL LEFTON CO., INC.

A. W. LEWIN CO., INC.

MARSHALL & FURST COMPANY

MOSZ-KELTIN

PRODUCT AND SPONSOR

BARNES' CLOTHES

KIRSCH'S BEVERAGES

HAY PERFORMANCES

PARADISE WINES

COCONUT BUMBOLE WINES

R. A. DRAKE CO.—ALLMAN

UNITED ARTISTS CO.

ICE FALLIES

CITY CENTURY CONTACT LENS

WHITE ROSE TEA

DIAPER EARS

Tisk

DOROTHY S. THACKREY

DOROTHY S. THACKREY

ROBERT M. SCHOLLE

GENERAL MANAGER

CHAIRMAN OF THE BOARD

VICE-PRESIDENT, SALES

BROADCASTING • TELECASTING

BROADCASTING • TELECASTING

Page 8 • January 14, 1946

THANKS FOR ANOTHER BIG YEAR!

SUCH ACCEPTANCE . . . MUST BE DESERVED!
In a week or ten days we will be in our new studios in Downtown Cincinnati.

New studios, new offices and a new opportunity to serve Greater Cincinnati.

In Cincinnati, It's Our Move!

Represented Nationally by LEWIS H. AVERY, Inc.
Represented by Edward Petry Co., Inc.

"Nebraska's Mutual Networks" Basic American; Station KFOR

P. R. Chevalier Company

Globe Laundry

Six quarter hour programs per week...

Stanley Holmes Pulver, radio account executive of Dancer, Fitzgerald & Sample, New York, soon switched to business

Born in Washington, D. C., on October 24, 1910, Stanley remained there for the first six weeks of his life. Thereafter he moved with his folks to Portland, Ore., Chicago and, when he was six years old, to Brooklyn, where he lived until 1929. He received a B.A. degree at Columbia U., majoring in business administration and English and graduating in the top 10% of his class. In his senior year, he was president of the Glee Club and of his fraternity, Sigma Alpha Epsilon. He also was a member of the band.

During his growing-up years he barnstormed through the country playing with band combos. His first break in radio came while playing with such a group on such radio stations as WGBS, the Gimbel's Department Store station, and WPCH on top of the Park Central Hotel, in New York. He also played with various band groups and announced on WHN and WNYC N. Y. In 1931, when he graduated from school, Stanley took a job with Reid Ice Cream Co., a subsidiary of Borden Co., as secretary to the executive vice president. Two years later he went to work for his father in Wall Street in a financial advisory service. In 1935 he returned to broadcasting in the business end as secretary to Edward Klauber, then executive vice president of CBS. Four years later—1939—he spent a six-month apprenticeship with CBS Radio Sales and then became sales service manager of WABC, the network's key station in New York. In 1944 he dropped out of the radio picture for a few months when he joined Bendix Avigation Corp., as supervisor of the contract department in charge of sales and contracts.

But the radio bug had infected him and Stanley returned to the fold with the Blow Co., New York, as assistant business manager of the radio department. While there he handled the radio spot campaign for the Democratic National Committee during the 1944 presidential campaign. On Oct. 1, 1945, he switched to his present position with Dancer, Fitzgerald & Sample as radio account executive. His duties include time buying and client contacting. He buys time under the supervision of Robert Buckley, media director, for the following American Home products: Anacin, Kolynos, Bi-Sol-Dol, Hills Cold Tablets, Freezone.

The Pulvers—she was the former Edith Horrigan—have been married for 14 years. They have one daughter, Carol, 10. Her father has taught her to play piano and coaches her in singing. The Pulvers own their own home in Ridge-wood, New Jersey.

Stanley is a member of the University Glee Club. During the war years, he was zone warden in his town's Air Warden Service.

For sure returns on your advertising—investigate this station which covers the prosperous industrial and agricultural area comprised of: Delaware, Southern New Jersey, parts of Pennsylvania, Maryland and Virginia.

1200 Watts Day and Night

Represented by Raymer

BROADCASTING • Telecasting

Page 10 • January 14, 1946
ROYAL CROWN COLA
PROVES IT!

Royal Crown Bottling Company of Newark, Inc., bottlers of Royal Crown Cola,—
"best by taste test", must have complete coverage in America's fourth largest market. So, in July, 1941, the Nehi Corporation bought six, 1-minute "spots" per week on WAAT. From that modest beginning, Royal Crown Cola, year after year, has been renewing and continuously using New Jersey's First Station. Yes, from 6 "spots" to 168 "spots" per week, because they know:

WAAT delivers more listeners per dollar in America's 4th Largest Market* than any other station—including all 50,000 watters!

* Do you realize this market contains over 3½ million people; more than these 14 cities combined: Kansas City, Indianapolis, Rochester, Denver, Atlanta, Toledo, Omaha, Syracuse, Richmond, Hartford, Des Moines, Spokane, Fort Wayne.

WAAT
970 KC
NEWARK, N.J.

"DOLLAR FOR DOLLAR NEW JERSEY'S BEST RADIO BUY"

(National Representatives: Radio Advertising Co.)
The Rocket* Antenna designed by Andrew Alford and built by Finch Telecommunications Inc., for FM and Facsimile station WGHF, New York, is now inexpensively available for all FM stations on the new high-frequency assignments.

Simple, rugged, uncritical with the seal end insulator protected from the elements. Omnidirectional coverage. Pure horizontal polarization. A single unit has a substantial gain over a comparative half wave; several antennas may be stacked to obtain still higher gain.

Constructed promptly to order at reasonable cost. Write or call for particulars.

FINCH TELECOMMUNICATIONS INC.
PASSAIC, N. J.
NEW YORK SALES OFFICE - 18 EAST 40th STREET

*Trade Name — Rocket Antenna as installed for New York's new FM and FAX Broadcasting station WGHF, 10 E. 40th St.
As a close daily observer of the Louisville and Kentuckiana scene and a factor of some importance in the area’s growth and development, The Courier-Journal and Louisville Times Company have really big plans for Louisville. They include:

1. A modern new newspaper and radio building at Sixth and Broadway. The land is purchased, the ground has been cleared and excavation will be started in a few weeks. The office building will be 130 x 120 feet and five stories high. The printing plant, in the rear, will be 175 x 200 feet and three stories high. This new home will be modern to the minute and air-conditioned throughout.

2. New presses for the newspapers—24 units with four pairs of folders; with latest facilities for printing one, two and three colors with black in hairline register. Ample provisions will be made in new building for even greater expansion in the future.

3. New rotogravure color presses and folders—the new equipment now definitely on order, will quadruple The Standard Gravure’s capacity for superb color gravure printing.

4. A new home for WHAS—two entire floors of the new building will be given over to 50,000-watt, clear-channel Radio Station WHAS. The facilities and the equipment will be in keeping with WHAS’ great service to the central American area.

The new building and all the new equipment, representing an investment of more than $3,000,000, are evidence of our complete confidence in the continued growth of Louisville and the Louisville market.

BARRY BINGHAM, President

At the start of the war we converted to the production of hardwood plywood stock for aircraft, trainer planes and The Signal Corps. In 1942 we started producing waterproof plywood for Liberty and Victory ships. From this time until V-J Day approximately 90% of our production was for these items for our armed forces. We were extremely proud of the recognition accorded us by the Rice Leaders of The World Association. In January, 1945, they presented us their Award of Merit.

We are reconverting as rapidly as possible to our normal production of custom made hardwood plywood for furniture, radios, desks and architectural lines. During the war it was necessary for us to increase our floor space and add some machinery. As soon as critical materials are available and we get into full production, we will use all of our expanded facilities. Our employment fell off somewhat during the war due to the manpower shortage. Before the war we employed more than 300 people. Our post-war needs will exceed this.

We are looking forward to a great future. Developments during the war of waterproof plywood have created many more uses for hardwood plywood. With our added facilities we are in position to increase our production above any prewar level.

A. O. BINFORD, President

No. 14 in a series of messages about plans for Louisville

We should like to send you a copy of our 40-page book “28 Business Leaders Plan for Louisville.”

The Courier-Journal

The Louisville Times

Radio Station WHAS

January 14, 1946 • Page 13
ONE OF A SERIES PRESENTING THE MEN WHO MAKE FREE & PETERS SERVICE

Seriously, men, it's

FRANK X. FITZPATRICK!

All business and no monkey-business—that's the word for Frank Fitzpatrick. Give him a job to do, and it's already half finished. Which is no mean talent in this day of our Lord, and many advertisers and agencies have acknowledged it by giving Frank their unqualified confidence and respect.

Yes, with Frank as with all the rest of our "F&P Colonels", work is the answer to making spot-broadcasting a profitable business for our customers, for the stations we represent, and for ourselves. Most of us can always find time for a lot of fun in our jobs, and none of us, we hope, even remotely resemble a sour-puss. But search as you will, we think you'll not find many organizations in which honest-to-goodness hard work is more vigorously or consistently practiced.

That, we think, is one of our "priceless ingredients", here in this group of pioneer radio-station representatives.

FREE & PETERS, INC.
Pioneer Radio Station Representatives
Since May, 1932
Net Lines Open: Strikes Jam Operations

Broadcasters Keep Fingers Crossed; Shows Go On

By EDWIN H. JAMES

U. S. RADIO felt little immediate dislocation as the result of strikes which spread last week through the American telephone system.

No network failures were reported in the opening hours of strike. None had been expected. But there were minor inconveniences in intranetwork operational communications.

Many a radio traffic manager, accustomed to depend upon the numerous normal means of rapid communications for his work, was pondering this question. One able to assume that lines would be sufficient to keep lines open.

Broadcasting, if not an immediate target of the clutching hand, was at least jeopardized by it. Said one radio official: Even if optimum operating conditions prevailed in strike-bound telephone exchanges, "we'll experience a little clumsiness." Networks reported they had suffered little from the three-day-old Western Union strike. Question was: How much would the combination of a telegraph and telephone labor war increase the chance of suffering?

The strike of New York Western Union operators, members of the American Communications Assn. (CIO), had little effect on agencies which, like radio, operate either their own or leased telephone circuits for rapid communications. But the volume of traffic carried to and from New York by the Western Union, reduced to 15% of normal, and many a smaller agency, depending upon Western Union, was hurt.

Employees of overseas communications companies, such as RCA or Mackay, refused to handle copy destined to be or already handled by Western Union. Volume of communications between New York and overseas points was estimated to be 30 to 40% below normal. Overseas radio broadcasts were not affected.

Possible Picketing

On Thursday the tension reached its peak. In New York's Biltmore Hotel, where they had been dead-locked in fruitless negotiations for more than a week, representatives of the Assn. of Communications Equipment Workers and of Western Electric Co. faced a showdown conference. That morning the conferees had reached a point of near-exhaustion.

ACEW's strikers were already off their jobs, but their picketing had not yet begun. ACEW's president, Ernest Weaver, was waiting to apply the painful pinch of picketing to the newspaper. Weiss boasted that further negotiations would fail to wring from the company the numerous benefits which the union demands.

To New York on Thursday scurried Bernard J. Forman, of the U. S. Labor Conciliation Service, bearing from Secretary of Labor Lewis B. Schwellenbach a message which he hoped would inject some lively plasma into the rapidly sinking negotiations. Said Mr. Forman: "... the Department of Labor is vitally interested ... it will leave no stone unturned to assist in reaching an amicable settlement."

Supplied with this thin plasma delivered by Mr. Forman, Jacob R. Mandelbaum, the U. S. conciliator who had been engaged in efforts to bring Western Electric management and labor together for nearly two weeks, experimentally pumped it into the ailing conference. Soon afterward the conference wrapped up in a half-hour evening program, as was his custom, after a fat meeting, in a half-hour evening program, as was his custom, after a fat

Radio Dollar Leads Media in Results

National Message Goes Into Thousand Homes

At Cost of $5.30

FOR an expenditure of $1 the national advertiser can reach 114 families through weekly magazines, 122 families through newspapers, 139 families through women's magazines and 159 families through network radio.

Put another way, network radio delivers the advertiser's message, wrapped up in a half-hour evening program, at an average cost of $5.30 per thousand homes. Full-page ads in the leading women's magazines do the job at $7.20 per thousand homes, or 36% more than radio.

Newspaper ads of 650 lines cost $8.28 to reach a thousand homes, or 36% more than radio.

In the last decade—during which radio's share has risen from 17 cents in 1935 to 33 cents in 1944, magazines share has risen slightly from 81 cents to 84 cents, and newspapers share has dropped from 48 cents to 26 cents—Mr. Smith repeated that cost was only one of the reasons for radio's growth of popularity with advertisers.

(Continued on page 77)
Quaker Oats, Ired, Moves to Mutual
Resents CBS Demand It Put On a Comedy Program

ATTEMPTS by CBS to eliminate Those Websters (9:30-10 EST) sponsored by Quaker Oats Co., Chicago, from its Friday night schedule brought quick action from the sponsor. R. Douglas Stuart, Quaker president, said Thursday that the program, produced by Ruttaufra & Ryan, Chicago, would switch to MBS 6-6:30 p.m. Sunday on March 3. Effective with the change, Those Websters will be heard on 308 stations, including 288 on full MBS.

Decision followed long dispute between William C. Gittenger, CBS vice president in charge of network sales, and the sponsor. CBS contended Those Websters should be replaced by a comedy program.

Mr. Stuart said: “One of the reasons for making the change is that we believe the position taken by CBS is unjustified and in our experience unprecedented. For more than three years we have been on CBS. We believe the new time will help us secure better coverage.”

Donald B. Douglas, Quaker advertising vice president, told Broadcasting: “We will reach more people at this new time over MBS at a lower cost per dollar. The saving will be used to increase our coverage on Those Websters, which we believe to be an excellent show for our product, CBS notwithstanding.”

Those Websters is costing Quaker about $17,500 per week for time and talent. Latest Nielsen rating is 10.4, compared to 10.5 to Be Ignorant (now cancelled) with 11.6, preceding it, and Moore-Durante with 12.1, following it.

DeWitt Mower, MBS Midwest account executive, said in the Quaker account after negotiating for a series of transcribed programs starring Two-Toon Baker for Quaker and now on Don Lee.

Gould Resigns
PAUL GOULD, vice president, a member of board of directors and station manager of WLBR New York, resigned effective Jan. 10. Edgar Twamley, general manager of the station, will assume Mr. Gould’s duties. Mr. Gould is to be affiliated with his brother Elias I. Godofsky, former president and general manager of WLBR, on the establishment of FM stations.

KCMJ to CBS
KCMJ Palm Springs, Cal., owned by Palm Springs Broadcasting Co., and tentatively scheduled to start operations in late January on 1430 kc, was listed as CBS affiliate in December. William L. Murtough, CBS Hollywood engineer, is KCMJ chief engineer.

NAB District Meetings
19th District (Iowa, Neb., Mo., Fontenelle Hotel, Omaha, Jan. 25-26.
14th District (Mont., Col., Wyo., Idaho, Utah), Brown Palace Hotel, Denver, Jan. 28-29.
13th District (Texas), Baker Hotel, Dallas, Jan. 31-Feb. 1.
12th District (Ark., La., Miss., Tenn.), Peabody Hotel, Memphis, Feb. 4-5.

Tentatively Scheduled
11th District (N. D., S. D., Wis., Mich., in part), Hotel Nicolet, Minneapolis, March 18-19.
8th District (Mich. exc. 2 cos., Ind.), Pantlind Hotel, Grand Rapids, March 21-22.
9th District (Ill., 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.

NAB SMALL MARKET STUDY IS UNDERWAY

FIRST of a series of surveys covering all phases of small station operation gets underway this week under NAB auspices. Arthur C. Stringer, NAB director of promotion, is in the field making the surveys, with the first station located in the Southeast.

Plans call for a weeklong study in each of the 17 NAB districts but the program may be pruned somewhat if results should indicate in eight or ten cases provide adequate information. Study is under direction of the NAB Department of Broadcast Advertising, of which J. Allen Brown is assistant director in charge of small market stations.

Mr. Stringer is to be interviewed on the air by each station studied, explaining the project and telling how it is designed to provide information enabling stations to improve their public service. When all reports have been received from field investigations the information will be analyzed at NAB headquarters in Washington. Call letters of stations studied will not be disclosed.

Dog Food Schedule
LEWIS DOG FOOD CO., Los Angeles, in early January started heavy schedule of spot announcements on 28 stations in twelve western states. Average total of four spots weekly is being used in each market. Contracts are for 52 weeks. Firm in addition uses three-weekly Canine Corral on KXLA Pasadena, Cal., and participation schedule in Make Believe Ballroom on KFWB Hollywood. Elwood J. Robinson Adv., Los Angeles, has account.

WOR To Rejoin NAB
WOR New York will rejoin NAB at invitation of President Justin Miller, Theodore C. Streibert, WOR president announced last Tuesday, after having been out of the association nearly five years. Mr. Streibert said: “The important problems to be solved in this first peace year require a united industry and the leadership of President Miller merits the support of every unit in the broadcasting field.”

Ashbacker Case Rehearing Likely
Court Mandate for Further Proceedings Is Issued

NEW HEARING before the U. S. Court of Appeals for the District of Columbia likely will be held in the Ashbacker-Fetzer license dispute, the court clerk’s office said last week.

That announcement followed receipt of the Supreme Court’s mandate remanding the case to the lower court for “further proceedings in conformity with the opinion” of the highest tribunal. The Supreme Court had reversed the Court of Appeals and held that the FCC must conduct hearings before granting any construction permits where applications are mutually exclusive. The Supreme Court mandate was received last Monday at the Court of Appeals. Under general practices, where the high court’s opinion is as specific as that of the Ashbacker-Fetzer case, the lower court issues a mandate based on the opinion, according to communications aide Joseph W. Stevenson, clerk of the appeals court, was confined to his home last week by illness. In his absence an assistant said the court was expected to designate the case for re-hearing.

Filed in March 1944
In March 1944 John E. and Rhea Y. Fetzer, owners of WKZK Kalamazoo, filed application for a new standard station, WJEF Grand Rapids, on 1230 kc. A short time later Ashbacker Radio Corp., licensees of WKZK Muskegon, Mich., filed to change frequency from 1400 to 1230 kc. The Commission in June 1944 granted the Fetzer application to continue the Ashbacker petition for hearing.

Ashbacker appealed, the U. S. Court of Appeals sustained the FCC and the Supreme Court reversed the appeals court. Meanwhile WJEF went on the air in January 1945. Shortly after the Supreme Court decision came down Ashbacker, through Segal, Smith & Hennessey, filed for special service authorization to operate WKZB on 1230 kc [Broadcasting, Dec. 24]. The Commission will take no action until the appeals court mandate comes down or until a new decision is reached, based on rehearing.

Fla. News Clinic
RADIO news clinic, third in a series conducted by NAB, was slated Jan. 12 at the Sheridan Plaza Hotel, Daytona Beach. Conducted by Frank W. Wright Esh, WMJ Daytona owner, was to be host. Conducting clinic were to be E. R. Vadeboncoeur, vice president of WSTR Syracuse and chairman of the NAB news committee and Arthur C. Stringer, NAB promotion director and committee secretary.

Page 16 • January 14, 1946

"You see it all ties in with this communications strike!"

BROADCASTING • Telecasting
Miller Calls for Halt to FCC, AFM Inroads

To Meet Petrillo, Union Board
Jan. 18

NAB's 1946 schedule of district meetings was launched last week in Los Angeles and San Francisco, where in his native West, President Justin Miller laid down a program of militant resistance to further encroachments of Government and labor unions upon radio's freedom, but with a "look before you leap" preamble.

While the new NAB spokesman's detailed views were presented "off-the-record" at the regular business sessions of the 16th (S. Cal., Ariz., N. M.) and 15th (N. Cal., Nev., Hawaii) districts, he discoursed on the same topics at luncheon addresses and during floor debates which were open.

At San Francisco the Petrillo problem was shifted to a closed session for NAB members only. It was revealed that Justin Miller had accepted an invitation to meet with the AFM international executive board at the Blackstone Hotel in Chicago, on Jan. 18 between 3 and 5 p.m. The telegraphic invitation from AFM President James C. Petrillo came as a result of a request by Mr. Miller.

Every segment of radio, including programming, labor, industry public relations as well as regulatory and legislative problems were considered, with Mr. Miller and C. E. Arney Jr., NAB secretary-treasurer, leading the discussion.

William H. Smart, owner of KIEM Eureka and 15th District director, presided. Mr. Arney urged greater use of BMI music to support the industry-owned organization and thus maintain a more competitive position. He deplored lack of interest on the part of the broadcasting industry in the use of BMI music. He cautioned that unless broadcasters make greater use of that service the organization and its purpose will have failed. With support it will live and prosper, he said.

MR. Miller's message was repeated in the one topic—engineering—did the agenda thus far developed seem weak in the light of universal interest in FM and television and the BAK's long-range outlook.

William B. Ryan, vice president and general manager of KFI Los Angeles; Sidney N. Strotz, NBC Western Division vice president; Mayor Fletcher Bowron of Los Angeles; Eric Johnston and Byron Price, president and vice president respectively of Motion Picture Producers Assn., offered cooperation in working out differences where transmission location causes aviation hazards. Dr. F. E. Terman, professor of engineering, Stanford U., spoke on "15 Years of Radio Electronic Development in Five Years."

Other speakers were: C. L. McCarthey, KQW San Jose, Cal.; Clyde Coombs, KARM Fresno; William Bates, KTRB Modesto; George Greaves, KPO San Francisco; Paul Bartlett, KFRE Fresno; J. R. Knowland, KLX Oakland; Frank E. Pellegrin, NAB executive treasurer, leading the discussion.

In HIS FIRST thrust against regulatory excesses in radio since he took over the NAB presidency last October, Justin Miller last Wednesday charged that the FCC is asserting power in the field of programming whereas by statute it is "properly limited to a control of its electrical, technical and similar phases."

Free Speech Threat

Addressing the Commonwealth Club of San Francisco during the NAB 15th district meeting, Mr. Miller cited recent activities of the FCC as impinging upon programming policies and as leading inexorably toward greater controls and even censorship. At the district meetings in Los Angeles and San Francisco, Mr. Miller, in off-the-record observations, went deeply into FCC regulatory practices and pointed to the pitfalls ahead, but in his Commonwealth Club address, first in a series to be made on the district meeting tour, he opened up for the first time on danger signs ahead.

Declaring freedom of speech is threatened by the encroachments of Governmental agencies, Mr. Miller observed:

"If you give to a Government body the power to interfere with the programming of radio material, it will not take long for that organization to begin to reach into the problems of censorship, to say what shall be broadcast in the way of controversies and otherwise to extend its control."

"Even today, under the very general delegations of power, the Communications Commission is asserting power in the field of programming."

In the United States, Mr. Miller said, the policy of law has been that a Government agency, the FCC, shall control the allocation of wavelengths and the methods by which radio broadcasting shall be carried on in order to prevent electrical interference, one station with another. Obviously, he said, this is a necessary and desirable purpose, but the question then is "whether, if at all, Government control should go beyond such control of electrical interference, allocation of wavelengths, etc."

Greatest danger, the former jurist said, lies in "our failure to understand that what may seem to be minor Governmental encroachment in the beginning, may have dangerous implications as they grow and expand. Our danger lies in our failure to identify what is going on."

Other NAB stories on pages 16, 28, 50, 56, 74, 75, 88.

BROADCASTING • Telecasting

January 14, 1946 • Page 17
FCC Opening Four-Day Study of Clears

Technical Reports, Coverage Data Prepared

REDUCED to four days to make way for the FCC hearing on Jan. 18, the FCC finally begins its long awaited clear-channel sessions today (Monday). Hearings will be held before the Commission in the Departmental Auditorium, 13th and Constitution Ave., Washington, beginning at 10:30 a.m.

Three technical committees held preliminary meetings last week to plan presentation of testimony. Committee 1 will report on its assigned subject: Determination of What Constitutes a Satisfactory Signal. Chairman of the group is Edward W. Allen Jr., assistant chief of the FCC Technical Information Division.

Committee 2 will offer evidence on Determination of What Constitutes Objectionable Interference. Its chairman is W. K. Roberts, FCC Laboratory Division. Committee 3 will report on Determination of Distances to Which and Areas Over Which Various Signal Strengths Are Delivered. Chairman is Dr. L. P. Wheeler, chief, FCC Technical Information Division.

Economics and Coverage

Committee 4, under the chairmanship of Dallas Smythe, chief of the FCC Economics Division, will give testimony on two major economic studies: (1) The survey of radio attitudes of rural listeners conducted for the FCC by the Dept. of Agriculture [BROADCASTING, Dec. 3, 10] and (2) a coverage survey conducted by mail and interviews by the Census Bureau to determine what stations rural people listen to and how well the stations are heard. Results of this survey will probably be disclosed for the first time at the hearings.

The committees were organized last March and include representatives of the Clear Channel Broadcasting Service, the Regional Broadcasters Assn., networks, independent stations, Radio Technical Planning Board, consulting engineers, and the FCC. Committee 4 also includes representatives of the BMB and the National Council of Farmer Cooperatives.

Both the CCBS and the RBA, the two major industry groups concerned, planned to hold informal conferences of their working committees prior to the hearings to line up their presentation of evidence. Chief counsel for the CCBS is Louis G. Caldwell, Washington attorney. Paul D. Parman, Washington attorney, is counsel for the regional group.

In preparation for the hearings, the Commission has received extensive data from the Census Bureau on the radio habits and experiences of listeners in areas where reception is regarded by the Commission as poor. These data are intended to provide estimates on radio reception in national, regional and local areas.

Some 5,000,000 questionnaires (see facsimile on page 93) were sent to listeners in these areas. They call for detailed facts covering reception in the regions where signals are weak.

This information is supplemented by data obtained in some 5,000 personal interviews conducted by trained enumerators of the Bureau. The enumerators carried four-page questionnaires calling for information in greater detail and including a series of questions on purchase, operation and technical characteristics of receivers.

To impress on enumerators the importance of the survey, the Bureau said in its instructions: "It is very important that the FCC find out whether the stations that are set up to serve outlying areas are being heard and if so, whether they can be heard clearly and well. Many of the areas included in this survey are farming areas and the farmers may be relying mainly on the radio for farm crop reports, weather reports and other information important to farming operations."

"It is therefore essential to find out whether the stations carrying such programs are reaching the rural population. This survey does not deal with program content and choices of the people for one type of program against another. Instead it is designed to find out the extent to which the people are being served by the radio stations now operating."

The people involved in this survey are so far-reaching in effect upon the entire radio industry and the people of the United States, that a completely unbiased group is called upon to act as the agent which would collect and compile this information. The Bureau of the Census has been selected as the medium through which a large representation of the American people will speak before the FCC on the problems of reception. We must reflect the listening habits and troubles of these people as clearly and reliably as is possible."

FM Hearing Will Be Engineers’ Battle

Zenith Claims Low Band Needed; To Be Argued

CONTESTION of Zenith Radio Corp., that retention of the low band is necessary to assure adequate rural service for FM promises to develop into an engineers’ battle at the FCC hearing to be held this Friday (Jan. 18) to hear testimony on the Deerfield and Andalusia measurements.

The issue as to whether there shall be two bands for FM instead of one, it was learned, has now become an open question with the Commission which has decided to afford Zenith full opportunity to match its tests at Deerfield, III., with those made by FCC engineers at Andalusia, Pa. If Zenith can make a convincing showing as to the merits of its findings, the Commission intends to act quickly to add the 42-50 mc band, or part of it, to the 88-108 mc band, with its consequent requirement for two-band receivers.

Commission engineers, it is understood, are sticking to their guns as to the relative merits of high bands versus low band for FM. The question the conclusiveness of Zenith tests at Deerfield and their application to conditions else where. The moot factor, it appears, concerns the extent of sporadic E interference in transmissions at 50 mc and 100 mc respectively. The Commission engineers can be expected to challenge the Zenith findings on this basis.

High Power Transmitter

At the same time, it is recognized that the Zenith tests were made with transmitters employing higher power than those used by the Commission in the measurements on which it based its decision to confine FM to the high band.

Whatever the outcome of the hearings, it appeared likely that 88-108 mc will remain as the allocation for FM metropolitan stations. The only change which is being considered is the additional assignment of the 50 mc region for rural stations. The Zenith petition, which prompted the Commission to hold the hearing, did not question the value of the high band for city service but contended it would be greatly inferior to the low band for rural coverage [BROADCASTING, Jan. 7].

"Nor will a decision to retain the 42-50 mc band for FM remove the 44-50 mc allocation from television, as was first supposed. The Commission is now considering the use of this band for both FM and television. The Zenith request that all recommendations be followed, with assignments for television confined to the heavily populated eastern states in Area 1 and assignments for FM in the remainder of the country where rural coverage is needed."

The Commission’s order (Docket 44-13) contains a statement, (Continued on page 78)

Page 18 • January 14, 1946

BROADCASTING • Telecasting

Mutual Benefit Closed Circuit

OUTLINE of 1946 sales, advertising and radio plans of Mutual Benefit Health & Accident Assn., Omaha, was presented over closed circuit to company offices at Omaha, Chicago and Louisville last week. Shown above at broadcast are: Seated, left to right, S. Y. Edgerton, sales manager, at broadcast are: Seated, left to right, S. Y. Edgerton, sales manager, at broadcast are: Seated, left to right, S. Y. Edgerton, sales manager, who handles Mutual Benefit’s account, left, and Jess Barnes, vice president in charge of sales at MBS. Mutual Benefit sponsors Freedom of Opportunity over MBS 10-10:30 p.m. Sundays.
Gold Nuggets

We knew we'd have to get around to a picture and headline like this one sometime in this series. But there's a twist to it, and a point to be made.

That pan of gold nuggets isn't from the usual gold country. It's from a rich gold lode in Dahlonega, Georgia.

The point is this, as far as we're concerned: Just off the traditional path of radio time buying, many a radio advertiser has struck gold.

We'd like to offer you W-I-T-H—the successful independent station in Baltimore—as an example.

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

Facts are available to prove to you that the independent in Baltimore is your big buy.

Baltimore, Md.

Tom Tinsley, President  Represented Nationally by Headley-Reed

January 14, 1946  Page 19
"Resounding!"

Not just an ordinary pat—but a "Resounding" one! That’s the way a top agency complimented us at year-end on our service to their clients. Here is the exact way it was put:

- We want to give you a resounding pat on the back for the magnificent job you are doing on the accounts you are handling out of our office.
- We are elated over the returns.

Heck yes! Despite this "resounding" pat, we have a few effective clearances that offer a prime job in Eastern Ohio, Western Pennsylvania and Northern West Virginia, the Steel and Coal Belt of the Nation!

ASK A JOHN BLAIR MAN

Basic A-B-C Network

---

Paley, Kesten and Stanton
Advance in Columbia Changes

Expected realignment of top executive posts at CBS took place Wednesday at the network’s first board meeting of 1946, when William S. Paley, president of the organization since 1928, was elected chairman of the board. Paul W. Kesten, who as executive vice president was operating head of CBS during the period of Mr. Paley’s European war service for OWI and the Army, was elected vice chairman. Frank Stanton, who has been vice president and general manager of CBS, became president succeeding Mr. Paley [Closed Circuit, Jan. 7].

Mr. Paley, largest single stockholder of the corporation, continues as senior executive of the network. Under the revised set-up, he will make programming his particular responsibility, with Edward R. Murrow, vice president in charge of public affairs, and Davidson Taylor, vice president in charge of all other programs.

Details of the division of other top management duties between Mr. Kesten and Mr. Stanton are still being worked out. In his first official statement as board chairman, Mr. Paley made the following comment on the board’s action:

"It makes possible a new alignment of responsibilities among the senior executives of the network which should admirably serve the future needs of the company. For one thing I have long felt it was desirable for me to devote a larger portion of my time to the creative output of the network and to be able to concentrate on it, much as an editor does on the editorial content of a magazine or newspaper. These executive changes make it possible for me to do so."

"Mr. Kesten, who served with such distinction as chief executive of the company during my absence, and who now seeks a less active role in day-to-day operations, will continue as my immediate alternate. He and Mr. Stanton, our new president, will be responsible for all divisions of our network and station activities, with the exception of our program departments which will report to me. The new arrangement purposely maintains the intimate working relations among the three top executives which have served the company so well in the past."

Before becoming the first board chairman in CBS history, Mr. Paley had served as president for more than 17 years, heading the network’s growth from a group of 16 scattered stations to its present 147-station nationwide network. Granted leave of absence in October 1943 to accept an overseas assignment from OWI, and subsequently transferred to the Army and commissioned as a colonel, Mr. Paley concluded his war service as deputy chief of the psychological warfare division of SHEEP. He was awarded the Legion of Merit last November.

Mr. Kesten’s career with CBS dates back to 1930, when he left Lennen & Mitchell to join the then young network as director of promotion. In 1934 he was made a vice president; three years later he was elected to the board of directors and in 1942 he became vice president and general manager. An original member of the War Advertising Council, he also served on the board of directors.

Mr. Stanton, who was senior operating officer of CBS and in his new post as vice chairman will continue as Mr. Paley’s immediate alternate.

Proving that radio is still a young man’s business, Mr. Stanton becomes the second president of CBS at 37, something more than ten years after he left the psychology department of Ohio State U. to join the network as its research director. In 1942 he was elected a vice president and last year was made vice president and general manager and elected to the board of directors. Mr. Stanton is on the boards of the NAB, BMB and the Cooperative Analysis of Broadcasting. During the war he was consultant to the Secretary of War, the Navy Dept. and the OWI.
By squashing down its skywaves, WKY has literally "sat down and spread out."

This effect, for which radio engineers have long strived, has been achieved by means of a remarkable new antenna which is actually two half-wave antennas stacked vertically, towering 915 feet in the air.

By concentrating along the ground the power ordinarily wasted in high-angle radiation, this new antenna has increased WKY's broadcasting efficiency 58.5% over that of the conventional quarter-wave antenna. WKY has not only accomplished an important technical achievement, it has introduced a new factor in time buying—Antenna Design—which ranks with power and frequency in determining a station's coverage.

WKY possesses a combination of these factors which gives it greater coverage in Oklahoma than any other station and, what's more, it has the programs which keep more people listening more of the time than to any other station.
EVERYTHING NEW FOR FM —

for NEW operating economy....

NEW RCA POLYDIRECTIONAL MICROPHONE

(Type 77D)—The polydirectional feature helps you obtain better balance, clarity, naturalness, and selectivity in studio pickups.

By means of a screw adjustment at the back of the microphone a variety of non-directional, uni-directional, and bi-directional characteristic patterns can be produced. Undesired sound reflections can be quickly eliminated merely by switching to the proper pattern. A three-position, VOICE-MUSIC switch permits the selection of the best operating characteristic.

This lightweight, multi-purpose microphone is finished in two-tone umber grey.

NEW RCA TRANSMITTERS

RCA's line of FM transmitters (250 watt, 1, 3, 10, 25, and 50 kw) are completely new from exciter to power amplifiers—new circuits, new tubes, and a new type of construction.

The frames of all power sizes have been standardized thus assuring uniformity of dimensions, appearance, and easing installation problems. When increased power is desired, you merely add an amplifier. Appearance is equal to that of a single unit. Curved-end pieces add to the finished appearance.

A new, hollow base frame provides space for inter-unit wiring, and eliminates the need of wiring through units or conduits in the floor.

Air filters, flush-mounted centralized control panels, and concealed hinges are other features of the new RCA construction—standardized to assure you a better product at lower cost.

NEW CIRCUITS

The new RCA Grounded-Grid amplifier circuits are at once simpler and more stable than any heretofore employed. As the name indicates, the grid of the tube is at r-f ground potential (instead of the filament as in conventional transmitters). The drive is applied between cathode and ground, either element being at the necessary d-c bias potential.

Special tubes have been developed for these circuits. Neutralization is either unnecessary, depending on frequency, or, if necessary, very easily achieved.

Other advantages: easier tuning, fewer tube types to stock, smaller, less-expensive tubes, lower operating costs, less distortion, and better program quality. RCA's new "Direct FM" circuit for the exciter is something entirely different, too.
NEW convenience, and NEW performance

THE NEW RCA equipment shown here is merely indicative of the advances that have been made by RCA in FM broadcast equipment. Similar improvements have been made on every item that goes into a completed broadcast station, including test and measuring equipment, monitoring assemblies, turntables, and recorders.

The resumption of broadcast-equipment construction, after wartime restrictions, offered us a unique opportunity to design an entirely new line—integrated in every detail. The various units incorporate all the latest FM improvements that have grown out of RCA's advanced war work on communications equipment for the armed forces.

If you are planning to build a new FM station, we believe that "RCA all the way" will help you to make it a better station. You will be assured of the same efficiency, convenience, operating economy, and performance that have made RCA's AM equipment the undisputed first choice of broadcast stations for the past decade. Radio Corporation of America, Camden, N. J.

NEW RCA CONSOLETTTE

(Type 76-B2)—Provides a complete high-fidelity audio system for FM, AM, and television at a price even the smallest station can afford.

Compact (39 by 17 by 10½ inches), it includes all the amplifying control and monitoring equipment needed to handle two studios, an announcement and a control-room microphone, two turntables, and six remote lines.

It enables simultaneous auditioning and broadcasting from any combination of the studios, turntables, or remote lines. The talk-back system is independent of program channel—no feed-back. Emergency amplifier and power supply circuits help prevent time off the air.

Differs from two previous RCA models now giving satisfactory service in more than 300 stations primarily in its frequency response—now extended to 15,000 cycles.

NEW RCA SUPER TURNTSTILE ANTENNA

The advantages of this antenna make up an impressive list. A few include: high-gain, permits the use of a lower transmitter power for a given coverage, full performance at any frequency from 88 to 108 mc, handles up to 20 kw, easy to install, wide band, pretuned at factory, no field adjustments whatever, a standardized low-cost "packaged" item—comes complete, de-icer units easily added, fewer end seals, entire structure can be grounded.

In addition, it has the usual advantages of any turnstile antenna: an inherently circular field pattern, low wind resistance, and simple, inexpensive, single-pole mounting.

The antenna, because of its relatively high gain and extended band width, is also ideal for television. Naturally, since it is of the turnstile type, both sound and picture transmitters can be fed into the same antenna.

FM BROADCAST EQUIPMENT

RADIO CORPORATION of AMERICA

ENGINEERING PRODUCTS DIVISION, CAMDEN, N. J.
Auto Makers Hold Up 1946 Radio Plans

Labor Crisis Gets Blame for Poor Outlook
By ARTHUR E. SUTTON
Special Correspondent

RADIO broadcasters, both local and network, who are searching for sponsors in the automotive industry can look for "other fields to conquer"—at least for the first six months of 1946.

The paralyzing General Motors strike, in addition to the general labor crisis the country over, has already precipitated a drastic curtailment of ALL advertising and has drawn a dismal blueprint of what we anticipate and production is up to present estimation," he stated, "we contemplate the use of radio sometime in the late spring or early summer."

Hudson has not had a network show for some time, but has used

(Continued on page 74)
The American Broadcasting Company

ANNOUNCES

A new basic ABC Network station in Portland, Maine

(STARTING MARCH, 1946)

HERE ARE THE FACTS

1 NETWORK
   Basic ABC Network affiliation.

2 PUBLIC SERVICE
   What's good for Portland is good for us. Churches, schools, youth
groups, civic groups, veteran's organizations, municipal, state and
federal governments—we want to help any group that is working
to make Greater Portland a more pleasant and more prosperous
place to live.

3 COVERAGE
   Concentrated coverage of the most populous market area in
Maine. Very little coverage of bears and woodchucks.

4 MANAGEMENT
   Murray Carpenter, formerly Media Supervisor with Compton
Advertising, Inc., New York City, is
Station Manager.
North Carolina is the South's top state in both farming and manufacturing. According to Sales Management's 1945 estimates, North Carolina leads the next-ranking Southern state by more than 250 million dollars in gross farm receipts. The figure is more than double the average for the nine other Southern states.

WPTF at RALEIGH IS NORTH CAROLINA'S No. 1 SALESMAN!

With 50,000 Watts at 680 k.c.—and NBC—Station WPTF is by long odds the No. 1 radio salesman in North Carolina. Let us send you the complete facts and availabilities. Or just ask Free & Peters!

RADIO NEWSMEN'S DINNER ON JAN. 26

Truman Will Be Guest at Second Annual Affair

SECOND ANNUAL dinner of the Radio Correspondents Assn., at which the President is the honored guest, will be held at the Statler Hotel, Washington, Jan. 26. Richard Harkness, NBC commentator and association president, announced last week. President Truman accepted an invitation on Tuesday to attend.

Although the program has not yet been set, the four major networks again will pool facilities to provide entertainment. Reservations from 600 are expected. Invitations went out last week to the Cabinet, Supreme Court, Congressional leaders and to industry heads. It will be President Truman's first Radio Correspondents dinner. He was unable to attend last year, when President Roosevelt made his final appearance before the radio newsmen.

The association now has 115 active members and more than 100 associate members, Mr. Harkness said. Members of the executive committee, who called on President Truman to personally extend the invitation, are, besides Mr. Harkness: Karl Godwin, ABC, ex-office; Rex Goad, Transradio Press, vice president; William Costello, CBS, secretary; Albert L. Warner, WOL Mutual, treasurer; Rudolph Block, KIRO Seattle, member-at-large; Robert M. Menaugh, superintendent, House Radio Gallery.

Mr. Harkness also announced that the new House Radio Gallery broadcast room and office, formally handed over to the executive committee during the holidays, will be occupied this week for the first time. The room has six broadcast booths, one each for the five networks—ABC, CBS, MBS, NBC and ABS, and a sixth booth for independent stations. WINX Washington already has lines in at the Capitol. Speaker Rayburn (D-Tex.) is planning a formal opening of the radio gallery next month.

H. Robert Milan

H. ROBERT MILAN, timebuyer for BBDO, New York, died Jan. 7 of complications following an operation three weeks before. He would have been 25 on Jan. 29. Mr. Milan had been with BBDO since 1938 and a member of its timebuying department for the last two years. He is survived by his mother, Mrs. Ethel Phillips Milan, a sister, Mrs. Alan Schuh, and a brother, Phillips Milan, who is in the armed forces.

ACCOUNT CONTACTS CHANGED BY PETRY

NEW PROCEDURE in station representation, the assignment of contact men by individual accounts instead of by sales territories, has been inaugurated by Edward Petry & Co., New York.

Edward Petry, head of the representative organization, said that for some time his company has maintained direct contact with such advertisers as Procter & Gamble Co., Lever Bros., Plough Chemical, General Mills, California Fruit Growers Exchange and several automobile manufacturers.

"We have found," he stated, "that we could give these accounts better service by knowing their sales problems as well as their advertising agencies. In order to sell any product, you should know its sales problems . . . .three Petry men may be covering one agency on three different accounts, instead of one man contacting the time buyer on all accounts at the agency."

Fort Industry Co. Will Hold Management Meet

FORT INDUSTRY CO., licensee of stations in Ohio, West Virginia, Georgia, and Florida, will hold a management meeting in New York at the Waldorf Astoria Hotel Jan. 14-18.

In attendance at the meeting will be George B. Storer, president; J. Harold Ryan, vice president and treasurer; George B. Smith, managing director of WWVA Wheeling and vice president; John Keopf, Washington manager; Glenn B. Boudy, chief engineer; Harry Steensmyn, comptroller, and the following managing directors of other Fort Industry stations: E. Y. Fianlign, WSPD Toledo; Ralph Elvin, WLOC Atlanta; Allen Haid, WHIZ Zanesville; Stanton P. Kettler, WMMN Fairmont; Howard Smithhall, WAGA Atlanta; Robert Venn, WGBS Miami.

LIVE talent unit added to KPBC Chev-

LIVE talent unit added to KPBC Chevrolet Busters, consisting of four male mus-

LIVE talent unit added to KPBC Chevrolet Busters, consisting of four male musi-

LIVE talent unit added to KPBC Chevrolet Busters, consisting of four male musicians and a female vocalist.

BROADCASTING • Telecasting
Several changes are impending in Omaha broadcasting. The net result will be more and better programs for all listeners in this area. WOW congratulates the stations involved and wishes them unlimited success.

At the same time — now that radio advertising dollars MUST count WOW calls your attention to the fundamental principle of radio advertising: AUDIENCE is ALL-IMPORTANT.

When you consider the Omaha Market, remember the equation above!
Fun for Board
RADIO entertainment surpassing anything ever offered at national conventions was provided for the NAB Board of Directors by the Southern California Broadcasters Assn. at a banquet at Beverley Hills Hotel Jan. 4. Talent included Dinah Shore, Red Skeleton, the Andrews Sisters and Jimmy Durante, with Tom Breneman as m.c. The dinner, attended by about 175, was arranged by Robert O. Reynolds, vice president and general manager of KMPC Hollywood and president of the association, in collaboration with William B. Ryan, general manager of KFI Los Angeles and NAB district director.

Industry Expansion To Give Impetus To Radio on West Coast, Says Gaynor

EXPANSION of industry to the Pacific Coast and Los Angeles area in particular, will mean millions of dollars more for West Coast radio, according to Sydney Gaynor, general sales manager of Don Lee Broadcasting System, Hollywood. Convinced that West Coast radio is in for the biggest boom in history, Mr. Gaynor at year's start announced that his organization has been geared to meet the task. Don Lee Broadcasting System will shortly start construction on its new headquarters in Hollywood's "radio row" on Vine St. between Homewood and Fountain Aves.

"More and more coast-to-coast accounts are originating from the Pacific Coast," Mr. Gaynor pointed out. "United Drug Co. is just one of the many national firms that are shifting headquarters to the West. Cereal firms, steel plants, automobile factories, food and clothing manufacturers have already felt the westward trend. "This of course means stepping up our sales activities to gear them for handling more transcontinental business. Fortunately sales staffs of the networks are well grounded in network operations because the Pacific Coast has always been sold as a network unit. This has resulted in very strong regional networks. "The Pacific Coast will experience the greatest population increase of any section of the nation within the next five to ten years. Parallel with this population increase, it is rapidly assuming a leading position as one of the nation's foremost manufacturing centers. These two combinations cannot but result in a terrific increase for Pacific Coast radio, an increase which is already reflected in the fact that more transcontinental radio programs are already emanating from Mutual-Don Lee than ever before."

He revealed that new money for investments pouring into Los Angeles County during the past year amounted to $83,647,000 and was for land, buildings and equipment. The total industrial development represented 228 new factories built or under construction at the year's end and 334 expansions of factories already established.

NETS NAB STATUS UP TO COMMITTEE

WHETHER networks should be admitted to NAB membership under provisions differing from those applying to stations will be considered by the NAB's By-Laws Committee, which will report to the next meeting of the NAB board tentatively scheduled for New Orleans in April.

The board, at its meeting in Los Angeles Jan. 5, discussed possible changes and concluded further study was required. The committee was instructed to consider means of bringing about a more equitable and sound basis for network participation in industry affairs through NAB. Questions at issue are whether networks should have active or associate membership and be permitted automatically to have representation on the board. NBC and CBS, only present national network members, pay $30,000 a year. Suggestion has been made that there be no automatic directorships and that dues be on a flat fee basis of $5,000 a year.

A PAIR of spot announcements paid dividends for Joe Noonan, who advertises his Carol Bakers on WTAG WAAB and WORC in Worcester. In response to one spot he received a telephone order for 500 $5 fruit cakes, and another he got an order for 400 $3 plum puddings. Anne Cristy, radio director of Howard-Wessan Co., Worcester, writes his copy for account.

Faithfully Serving

Twenty years of carefully planned agricultural service has built WIBW one of America's most loyal and responsive audiences. All through Kansas and well into adjoining states, farm families depend on WIBW for up-to-the-minute agricultural information, farm news, proved production methods, and accurate market reports.

Of major interest to you is the fact that this huge audience also depends on WIBW to guide their purchases. We recommend—they buy! Let us prove this by getting RESULTS FOR YOU!
WSPA swings the balance your way in one of the great Southern markets

**The Market**

**Daytime Areas**

<table>
<thead>
<tr>
<th>Listening Area</th>
<th>Radio Homes 1944 CBS</th>
<th>Net Weekly Circulation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Primary</td>
<td>115,770</td>
<td>88,125</td>
</tr>
<tr>
<td>Secondary</td>
<td>37,920</td>
<td>15,549</td>
</tr>
<tr>
<td>Tertiary</td>
<td>112,690</td>
<td>21,234</td>
</tr>
<tr>
<td>Total Station Circulation</td>
<td>124,908</td>
<td></td>
</tr>
</tbody>
</table>

**Night-Time Areas**

<table>
<thead>
<tr>
<th>Listening Area</th>
<th>Radio Homes 1944 CBS</th>
<th>Net Weekly Circulation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Primary</td>
<td>31,200</td>
<td>28,668</td>
</tr>
<tr>
<td>Secondary</td>
<td>91,310</td>
<td>38,271</td>
</tr>
<tr>
<td>Tertiary</td>
<td>55,420</td>
<td>9,531</td>
</tr>
<tr>
<td>Total Station Circulation</td>
<td>76,470</td>
<td></td>
</tr>
</tbody>
</table>

*CBS Listening Areas—7th Series, 1944

**Hooper Station Listening Index**

<table>
<thead>
<tr>
<th></th>
<th>Sets in Use</th>
<th>WSPA</th>
<th>Station B</th>
<th>Station C</th>
<th>Station D</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monday through Friday</td>
<td>8:00 AM 12:00 N</td>
<td>20.7</td>
<td>52.8</td>
<td>40.0</td>
<td>5.8</td>
</tr>
<tr>
<td></td>
<td>12:00 N 6:00 PM</td>
<td>16.3</td>
<td>53.0</td>
<td>34.1</td>
<td>9.7</td>
</tr>
<tr>
<td>Monday through Friday</td>
<td>6:00 PM 10:00 PM</td>
<td>26.2</td>
<td>74.8</td>
<td>21.6</td>
<td>1.8</td>
</tr>
</tbody>
</table>

*Spring, 1945

5000 watts Day, 1000 watts Night, 950 kc. Represented by George P. Hollingbery

Spartanburg, South Carolina
Home of Camp Croft
-AND NOW THE NEW CONSOLETTE

STUDIO A

MICROPHONES

"ON-AIR" AND "REHEARSAL" LIGHTS

LOUDSPEAKER

STUDIO B

MICROPHONES

"ON-AIR" AND "REHEARSAL" LIGHTS

LOUDSPEAKER

ANNOUNCE BOOTH

MICROPHONE

LOUDSPEAKER

"ON-AIR" LIGHT

4 SPECIAL CUE INPUTS

8 REMOTE LINES (INCLUDING NETWORK)

STUDIO AND STATION EQUIPMENT - TRANSMITTERS

GENERAL ELECTRIC
The new G-E two-studio Consolette is a compact, flexible and economical speech input equipment designed to meet the needs of every station, FM or AM.

A Partial List of the Features that make the G-E Consolette an Important Part of Every Station, FM or AM:

- Contains all amplifiers and controls for complete operation of 2 studios, announce booth, turntables, and remote lines.
- Input connections for 8 studio microphones, 2 announce microphones, talk-back microphone, 8 remote lines (including network), 2 transcription turntables, and 4 special cue input circuits.
- Output connections for 2 outgoing lines, 4 loudspeakers, 4 sets of "on-air" and "rehearsal" lights, and headphones.
- 4 pre-amplifiers provide simultaneous operation of 4 microphones.
- 2 program amplifiers provide extreme flexibility in operation and reliability of service. Each amplifier has its own gain control and power supply.
- Monitor amplifier with individual power supply is also used for talk-back circuit with "over-ride" feature. All "interlocking" is built in.
- "Interlocking" facilities for broadcasting and rehearsing.
- Electrical performance to meet FM requirements. All normal output levels are less than 1% distortion. 30 to 15,000 cycles response is within 2 db. Noise level is 65 db below program level.
- Two-tone, blue-gray cabinet is only 10 1/2 inches high, providing complete visibility over top of console.

The General Electric Consolette provides complete studio control facilities—monitoring, cueing, simultaneous broadcasting and rehearsing, and over-ride talk-back that operates without need for order wires—all at a price any station can afford, FM or AM.

Here is an outstanding control unit that contains all the amplifiers and controls needed for complete operation of one studio, two studios, or two studios and an announcer’s booth—including ten microphone inputs. Two program amplifiers permit instantaneous switching of the program from one amplifier to the other.

A new improved push-button system and simplified switching gives the G-E Consolette exceptional flexibility and new freedom from operating errors. Careful arrangement of controls and a correctly sloped panel combine full visibility with operating ease unmatched by ordinary consoles.

A hinged top and a hinged-type chassis mounting provide complete accessibility.

Ask your nearest G-E office for a copy of the new brochure that gives complete data on the new G-E Consolette, or write: Electronics Department, General Electric Company, Schenectady 5, New York.

FOR EARLIEST POSSIBLE DELIVERY OF YOUR BROADCAST EQUIPMENT, PLACE YOUR ORDER NOW.

Use G-E Electronic Tubes in your station for maximum dependability and finer performance.
Higher Goals and Revision of Values Needed by Radio Today, GI Asserts

By T/5 SID BARD
Staff Writer, AFN Bremen

WE IN the armed forces are aware of the wide opportunities that await us in American radio—but we also feel that there is much room for improvement in the makeup of American radio as it exists today.

At AFN Bremen, for example, with a minimum of facilities, we have attained an originality of production that would be difficult to find on many a station with twice its power and equipment. Our live programs run the gamut from adaptations of Bible stories to educational programs on the history of jazz and analysis of its characteristics. We have never doused a good idea with the excuse that “We don’t have the facilities—you need network equipment for that kind of production.” If we cannot produce on a large scale we improvise, substitute, and finally turn out a product that may not be colossal but which is qualitatively sound.

It’s true that since we are not commercial we can afford to do things on an almost experimental level that would not meet with a sponsor’s commercial approval. Nevertheless, we feel that if radio in the States is to attain more than a chronological maturity, it must begin to revise its values and set its goals on a higher level. Programs and techniques must be developed that will aspire to things qualitative, rather than cater to a public taste that is still conveniently judged by pewar levels. Potential talent must be encouraged to create rather than fall into the easy ruts of commercial and hackneyed techniques.

Radio can gain a lot from the injection of veteran talent. Men who have an awareness of things international, from more than a spectator standpoint, can add a lot to the realism of radio—a mythic characteristic that till now has been fed by writers, producers and sponsors in the “pseudo-potentiality” class.

Radio is 25 years old, they tell us. But if radio is to contribute to the maintaining of a secure peace—if it is to take its place in the forging of an educated and enlightened public—it will have to reorient itself. Sponsors and commercials are important: We all like to earn money and the more we make the better. But if radio is to justify its existence, it must base its claim on more than carbonated jingles and rehashed corn. Its core must be a chain of programs that cause men to think, that educate for love of learning, that foster originality rather than cater to a public taste that is easy ruts of commercial and hackneyed techniques.

Nevertheless, we feel that if radio can rise to new and more on-the-spot reporting, Mr. Joscelyn said the new department will make “a special approach” to special events broadcasting, with veteran newsmen assigned to help on feature pickups. Mr. Michelson, who has been WCCO news editor since June 1943, said by use of a mobile unit and wire recorder the station will be able to present recorded on-the-spot descriptions and interviews along with regular newscasts.

WCCO STRENGTHENS COVERAGE OF NEWS

CREATION of a special events department of WCCO Minneapolis was announced last Monday by Station Manager A. E. Joscelyn. He said Sigfried Mikelson, WCCO news editor, will also head the new unit.

Anticipating greater emphasis on local and regional news coverage and more on-the-spot reporting, Mr. Joscelyn said the new department will make “a special approach” to special events broadcasting, with veteran newsmen assigned to help on feature pickups. Mr. Michelson, who has been WCCO news editor since June 1943, said by use of a mobile unit and wire recorder the station will be able to present recorded on-the-spot descriptions and interviews along with regular newscasts.

Offers Co-Ops

ABS has announced as available to affiliates on a cooperative sponsor-ship basis the new programs of John B. Hughes, Mark Austad, Ian Ross MacFarlane, Frank Kingdon, Raymond Walsh and Esther Van Wagner Tuffy. Music co-ops of network are Motor City Monographs, Padre and His Caballeros and Hart Songs.

Phila FM Stations Dissolve Wartime Pool

PHILADELPHIA FM stations are disbanding their wartime pool of mechanical resources and will resume fulltime operation. The pool was formed by FM stations of the four network outlets and the WPEN independently owned FM station, and was organized to conserve manpower and equipment during the period of shortages.

The stations also combined their airtime during the emergency. The pool operated on a six-day week and each station had one full day of broadcasting each week and one Saturday out of every five. There was no FM broadcasting on Saturday. If the stations blew a fuse or a fuse, they could borrow from the “bank” if it was available. FM stations which formed the pool were those of KYW WCAU WPIL WPEN.

RADIO must reorient itself and set its sights on higher levels if it is to attain more than chronological maturity, says T/5 Sid Bard, a staff writer on AFN Bremen, one of the European links of the American Forces Network. Employment of veterans, he writes, “can add a lot to the realism of radio.”
It would require an elaborate combination of media to cover the listening area of WSM's clear-channel signal. WSM has bound itself to the hearts of five million Americans over a twenty year period of honest, sincere service to them—and is everlastingly at it, keeping old friends and making new ones every day.
CONGRESS this week is expected to get the Lea bill (HR 4787) to curb James Caesar Petrillo and his American Federation of Musicians.

Following Mr. Petrillo’s latest edicts—banning foreign music except that originating in Canada effective Dec. 31 and demanding that the networks “do something” about affiliates which use no local musicians [Broadcasting, Dec. 24], Rep. Lea added a new section to his bill, he announced last week.

That provision would make it a criminal offense to interfere with or order the termination of any musical programs or other broadcasts originating in countries outside the U.S. and carried by networks and stations in this country in the interests of world unity. An earlier clause making it unlawful to require stations to employ more personnel than necessary would take care of Petrillo’s threats against affiliates, Rep. Lea said.

During the holiday Rep. Lea has rewritten his bill, reducing it to more “simple language” and adding teeth, he explained. He will submit it to the Interstate & Foreign Commerce Committee, of which he is chairman, the first day a quorum is present, probably the middle of this week.

It appeared likely that the committee would report out the measure as a revised Vandenberg Bill (S-2), which passed the Senate last February. In that event the Lea Bill then would go to conference without the necessity of first going to the Senate floor. The Vandenberg Bill would prohibit interference with the broadcast of educational and cultural programs, such as the Interlochen (Mich.) Music Camp annual programs, which Mr. Petrillo ordered off the air.

Rep. Lea expressed confidence that his bill would pass the House with little trouble, particularly in view of the czar’s interference with international relations. Several programs being fed to the U.S. by the British Broadcasting Corp. are affected by the Petrillo ultimatum.

It was pointed out on Capitol Hill last week that Petrillo’s ban on foreign music except from Canada (where musicians belong to his AFM) might well interfere with this nation’s postwar good neighbor policy. The State Dept. has announced plans for a worldwide information service [Broadcasting, Dec. 24, 31]. In order to carry out many phases of the program it is necessary to obtain consent of other nations. Assistant Secretary William E. Benton told a news conference.

Congressmen were of the opinion that should the U.S. networks refuse to carry goodwill programs from other countries, those nations might very well retaliate and refuse to permit the State Dept. to bring in any factual material about the U.S.

NEW UNIT HANDLING RFC WAR SURPLUS

WAR surplus consumers goods along with capital and consumers goods will be sold by the War Assets Corp., subsidiary of the Reconstruction Finance Corp., effective Jan. 15. WAC thus takes over the selling job which has been handled by the RFC’s Office of Surplus Property.

Effective Jan. 29 WAC will take charge of sales to veterans, certifying those eligible for preferential buying surplus goods. This job formerly was done by Smaller War Plants Corp.

Chairman of WAC is Lt. Gen. E. B. Gregory, Army Quartermaster General, who takes the post at the request of President Truman. He succeeds Sam H. Husbands, RFC director, who held the post temporarily. WAC takes over RFC surplus property personnel assigned to disposal activities and will follow policies established by Surplus Property Administration.

Theodore H. White, director of the Office of Surplus Property, is serving as chairman.

Dictitian Honored

MARY I. BARBER, director of home economics for Kellogg Co., on Thursday was presented with a special citation from the Grocery Mfrs. of America in recognition of her outstanding public service. A past president of the American Dietetic Assn., and former vice president of the American Home Economics Assn., Miss Barber served during the war as expert food consultant to the Secretary of War. Presentation was made by Paul S. Willis, GMA president, at a luncheon at the Hotel Netherlands Plaza, Cincinnati.
KTOK has the audience—at all hours. If you doubt it, check your reliable listening surveys. The reason is—KTOK's programming makes a hit with the folks in our rich concentrated market of 895,801 people—44 per cent of Oklahoma's population—the first market in Oklahoma! So, as you can see, KTOK has a vital influence on this 876 million dollar effective buying income. It costs so little for BIG results on KTOK!
Broadcasting Unit Advised by Storke

PAA Head Cautions Against Fighting Among Media

WITH Charles A. Storke, president of Pacific Advertising Assn., as principal speaker, approximately 120 broadcasters and guests attended the Monday luncheon of the NAB 16th District in the Hollywood Roosevelt Hotel. Mr. Storke, who is also secretary of News Press Publishing Co., operators of KTMS Santa Barbara, reminded broadcasters they have one of the most powerful influences in American life to mold public opinion. He cautioned them to use it well.

"Television, FM, facsimile and related specific problems for the broadcasters are insignificant and fruitless in solution unless, in this year of decision, the right decisions are made which will assure the perpetuation of free American enterprise," Mr. Storke said. "Free radio is more dependent upon free enterprise than free enterprise upon radio. So we in advertising must be concerned with the perpetuation of the American way of life.

"It is not an easy task, nor can it be treated as you would the production of a radio program, worked on, completely aired and then forgotten. The very nature of the opposition, the changing character of America's life, and world influences require that it be a continuing effort."

Powerful Forces

"It could be said with some persuasiveness that it is a job beyond the effort of an individual—an effort which would be but a ripple in a tremendous sea. The forces that are in play are gargantuan while my puny efforts or yours are but a whistle in a typhoon. But the essence of American democracy lies within the individual's mind and will. The cumulative force of all those tiny 'mites' creates a power that can bend nature and direct man's course in history."

Reminding there are forces that would destroy freedom of the press and radio, Mr. Storke cautioned there will be more advertising if there is a healthy, constructive competition between media. "Destructive competition wherein one spends a substantial part of one's energy tearing down what the other has to sell, cost us all revenue in the past through loss of confidence, in all advertising and can be feeding our enemies fuel in the future, destroying the background of our livelihood."

The Hat Rates 12 Plus

FIRST broadcast of former New York Mayor F. H. LaGuardia as a national commentator, broadcast on ABC Jan. 6, 9:30-9:45 p.m., sponsored by Liberty Magazine, achieved a House rating of 12 plus, according to preliminary reports.

TOTAL of $612,025 in War Bonds and stamps were sold by WCKY Cincinnati during the war and up to end of 1945. Station sales were under charge of Jeanette Fuller, traffic manager, and Sarah Jane Petty, secretary to Kenneth W. Church, station vice president.

BROADCASTING • Telecasting....

WEBB, KROECK JOIN AVERY STATION REPS

Mr. Kroeck

Mr. Webb

TWO WELL KNOWN radio executives have joined the Lewis H. Avery station representatives firm in Los Angeles and Chicago it was announced January 7. Frank V. Webb, resigned Jan. 1 as general manager of the broadcasting division of Farnsworth Television and Radio Corp. to become manager of the Avery office in Los Angeles. Mr. Avery had previously appointed David H. Sandburg as West Coast manager, with offices in San Francisco. Mr. Webb will work under his supervision. Mr. Webb was associated for five years with Westinghouse Radio and for two and a half years was sales manager of KDKA Pittsburgh.

The second Avery appointment is Louis F. Kroeck, who resigned Jan. 1 as general manager of KTMS Santa Barbara, Calif. Mr. Kroeck will work under his supervision. Mr. Webb was associated for five years with Westinghouse Radio and for two and a half years was sales manager of KOY Phoenix, before joining KTMS.

Television in Simple Terms in Eddy Book

CAPT. BILL EDDY, USN retired, known variously as Gadget King and the man who taught the men who taught the Navy's radio and radar technicians, is author of a book, Television—the Eyes of Tomorrow, published by Prentice-Hall, New York [35.75]. Taking up the subject from all angles—engineering to commercial—the television expert of television stations WKLB, Chicago, reduces the art to simple terms so it can be grasped by the nonprofessional.

Chapters cover television development, camera and circuits, transmissions, receivers, control room, lighting, color, use of film, color response, studio design, visual effects, special effects and miniatures, economic aspects, television commercials, production, acting, education in television and final chapter recounting amusing incidents in growth of the art.

A BALANCED Market for Permanent Selling

Represented by The Katz Agency

NOW

Iowa's Best Frequency

First in America with a NEW

RCA 5F TRANSMITTER

WMT

Brings You

EASTERN IOWA

Completely!

Rapid Facts About Eastern Iowa's COLUMBIA Station:

• Largest Daytime Coverage of any station in the state within its 0.5 MV line (3,500,000 people)
• Largest Population Coverage of any station in the state within its 2.5 MV line (1,200,000 People)

THE BIGGEST RADIO BUY IN THE BEST MARKET OF A GREAT STATE.

Reproduced with permission of the copyright owner. Further reproduction prohibited without permission.
Remember those four initials from the Roman history of your school days? To Romans, it stood for "SENATUS POPULUSQUE ROMANUS"—"the Senate and the Roman People!" These letters symbolized Rome's greatness.

Today, we too have our own meaningful four letter combinations. For instance WCBM. To Baltimoreans, it stands for the source of continuously good programs. Because of this, WCBM has become "Baltimore's Listening Habit."

P.S. And to carry symbolism one step further—to time buyers, WCBM has come to stand for thorough and economical coverage of the Baltimore market.
AFRA-Don Lee Dispute Over 'Repeat' Fees Is Submitted to Arbitration Panel

LOS ANGELES arbitration panel of the American Arbitration Assn. has been asked to adjudicate merits of a bill for $2,492.75 presented by AFRA to Don Lee Broadcasting System. Bill is for repeat broadcast fees for AFRA members employed on 16 broadcasts of the Arch Oboler Program, originated at KJH Los Angeles and broadcast live on Mutual. They were transcribed by KJH and fed to the Don Lee network six days after the live programs.

Union claims that under the terms of its sustaining code, actors on the programs, which were broadcast as a network sustaining feature last summer, are entitled to $11.50 apiece for each such repeat. Code provision that "where a broadcast of actors and singers is made available on a network and any station to which it is available at the time of broadcast does not broadcast the program because of a conflicting broadcast... such station may broadcast a transcription or record of such program once within seven days of the original broadcast" applies only to an individual station and not a regional network, AFRA contends.

Don Lee, in his answer to the AFRA complaint, argues that the

NEED FOR ACCURACY STRESSED BY HYDE

THE PUBLIC'S "great reliance" upon radio newscasts imposes a responsibility upon broadcast stations to be sure they broadcast the truth and at all times present "an accurate and complete picture," Rosel H. Hyde, General Counsel of the FCC, declared at dedication ceremonies for WPIK Alexandria on Jan. 6.

Mr. Hyde stressed the importance of radio's role in keeping the public informed and declared that "in presenting public forums our controversial issues radio is our most effective weapon to combat intolerance, bigotry, and to fight ignorance." Opportunities for public service, he said, "are limited only by the ingenuity of the management and the physical limitations of time."

He said radio today is "on the threshold of astounding developments in FM and television which may completely alter our mode of life and our appreciation of the arts and sciences. As a necessary accomplishment of technical advances, radio affords an opportunity to enrich community life and to make substantial contributions in the field of public service."

British Engineers Hope To Perfect 'Vocoder'

BRITISH Post Office technical experts, who supervised the government-controlled telephone service in Britain, are working on a device called "Vocoder," which they believe may become a part of regular international telephonic communications.

They hope to perfect it to the point where it will pick up the spoken word, put it through an analyzer, slice it into ten frequencies and send signals across cables; "synthesize" impulses at the other end of the cable and then, after a technical decoding operation, send the message onto telephone lines as a spoken word—in any language.

Similar in design to the "Peter the Voder" displayed at the New York World Fair, the device would deliver the exact message but not reproduce the tone or inflections of the speaker.
Frank Eschen, who left KSD as Program Director three years ago to enter the U. S. Army Air Force, has returned as Director of KSD's Special News Events Department. Eschen brings to his new assignment an established reputation as an "on-the-scene" commentator and proved ability as a department executive, combined with a background comprising many years experience in journalism and public relations. In his new capacity, Frank Eschen will have many opportunities to strengthen further KSD's position as St. Louis' PREFERRED station for the NEWS.

KSD is the NBC basic station for St. Louis; it is 225 miles to the nearest other NBC basic outlet. KSD is the only broadcasting station in St. Louis with the full service of the Associated Press—the AP news wires plus the PA radio wire. KSD is recognized throughout its listening area for its high standard of programming and advertising acceptance. To sell the great St. Louis Market, use "The Combination that Clicks"—KSD-NBC-AP.

KSD

ST. LOUIS • 550 KC

Owned and Operated by the
ST. LOUIS POST-DISPATCH
National Advertising Representatives
FREE & PETERS, INC.

January 14, 1946 • Page 39
New Recording Units

TWO new recording units developed by the Armour Research Foundation of Illinois Institute of Technology were demonstrated Jan. 11 for the first time before Armour wire sound recorder licensees in Chicago. Camras Transitional Model is designed for installation in home radio receivers. The unit occupies half the space of a standard disc record changer, and can provide up to one hour of continuous recording without change of spools.

Second Armour development is Demonstrator A, incorporating a high-speed rewind and a fidelity comparable to finest available electrical transcriptions.

David B. Mansur, assistant chairman of Canadian National War Finance Committee, Ottawa, and closely connected with radio advertising of nine Canadian Victory Loans, has been named president of the government's new Central Mortgage & Housing Corp.

AUTHORS of the corporate title "American Broadcasting Company"—concerning which there has been some litigation—have been established.

The American Broadcasting Co. through its president, Mark Woods, at a testimonial luncheon January 7th at Washington's Mayflower Hotel presented to Mrs. LeRoy Mark a plaque signifying that Mrs. Mark's late husband, founder of WOL Washington, also was founder of the "American Broadcasting Company."

The plaque was inscribed: "In tribute to LeRoy Mark, an outstanding leader in radio and the founder of the American Broadcasting Company.

"...with deep appreciation, by the Blue Network Company Inc., at the time of its change of name to American Broadcasting Company..."

Mr. W. W. Woods explained at the luncheon, attended by twenty guests, that Mr. Mark had originated the name "American Broadcasting Company" on Sept. 27, 1927. He said that Mrs. Mark had "graciously consented to the use of the name by the Blue Network Company Inc."

Guests Present

Guests were: Mrs. LeRoy Mark, the guest of honor; Mrs. Mary Pavey, representing the American Broadcasting Co. and WMAL, key ABC Washington outlet, were Messrs. Edward J. Noble, chairman of the board; Mark Woods, president; Robert Kintner, vice president; Samuel H. Kaufmann, president of the Evening Star Broadcasting Co.; Kenneth H. Berkeley, Washington manager; and commentator Ray Henle. Representing the Federal Communications Commission: Paul A. Walker and William Henry Wills. Balance of those present included: Senator Robert M. LaFollette of Wisconsin, Congressman Clarence Lea of California, William Dolph of the American Broadcasting Stations Inc., Herbert M. Bingham, D. Worth Clark, former Senator from Idaho, Miss Madeleine Ensign.


New Diodes

ELECTRONICS Division of Sylvania Electric Products, Boston, has announced germanium crystal diodes suitable for use as second detectors and D-C rectifiers in television receivers, frequency discriminators in FM circuits and various other applications. Produced in tiny cartridges one-fourth by three-fourth inches, these diodes require no heat supply or adjustment and may be wired directly into circuits with tinned copper leads, the company states.

Steady Progress Is Seen for Video

RCA-Victor Executive expects gains to accumulate

Predicting that a few further sensational technical discoveries in television may be expected, W. L. Lawrence, commercial television equipment section of RCA-Victor, told members of the American Television Society last Tuesday that future television progress, like that of radio, will be in the form of "an accumulation of steady development."

Television's steady, if unspectacular, technical growth is a testament to its current stage of development, Mr. Lawrence said. The medium has already reached a point of practicality, he said.

Recent significant developments which Mr. Lawrence mentioned were the image orthicon camera with a sensitivity approximating that of the human eye, a water-cooled radio frequency output tube for transmitters which has broad band possibilities in the 300 mc range, and a new broad-band antenna which is capable of intercepting all present television channels.

Master Receivers

Dr. Thomas T. Goldsmith, director of research, Allen B. DuMont Labs., told the society members who met at luncheon in the Hotel Sheraton, New York, that DuMont had devised a video distribution system in the form of a master television receiver to be installed in hotels and apartments. The system would be able to receive all television programs in the area, relay them to individual receivers in hotel rooms or apartments where selection of programs could be made.

Dr. Goldsmith predicted it would be at least two years before widespread installation of such a system would become necessary.

M. L. Levy, chief engineer of Emerson Radio & Phonograph Co., said television manufacturers planned to produce a wide variety of styles of receivers, perhaps as many as 50. Emerson, he said, expects to produce two popular priced receivers but manufacturers in general will "probably make sets that will incorporate all services of television, FM and standard broadcast."

Mr. Levy said he believed that the public will be satisfied to buy television receivers while the medium is still confined to black and white transmissions. Prospects for commercial color television within "five or ten years," he said, were not bright.

Ingrid Bergman and Ray Milland will appear on Philco Corp. "Radio Hall of Fame" on ABC Jan. 20 to receive their New York Film Critics Awards as best actress and actor of past year.

Money usually allocated to memories of famous people will be donated to Motion Picture Relief Fund by Philco Corp.Agency is Hutchins Adv., New York.

Broadcasting • Telecasting
In 1946 listeners will demand more and more news—news of the world in flux—news of the peace that is being built—news of Washington and the nation. You can give this news to your local listeners through such NBC Co-operative shows as World News Roundup, News of the World, News from NBC and the authoritative reporting and skilled commentaries of H. V. Kaltenborn, Richard Harkness and Morgan Beatty. But not all the news is serious. With time to play in 1946, listeners are finding more and more enjoyment in Maggi's Private Wire—glamorous Maggi McNellis bringing news, gossip and celebrities of Hollywood and New York to your local Main Street.

Give your products the up to the minute, attention-compelling appeal of NBC news in 1946. Consult your local NBC station for availability of these important live-talent NBC shows, or contact Burton M. Adams, NBC, Radio City, New York.
25 Additional FM Grants Made; Five CP’s for AM’s Are Issued

AN ADDITIONAL 25 conditional grants for new FM stations and five construction permits for new standard stations were authorized last Wednesday by the FCC. The actions brought to 266 the number of FM grants issued since the lifting of the wartime freeze last October and to 72 the number of standard grants. The latter figure, which includes some authorizations made during the freeze, brought the total number of outstanding construction permits for standard stations to 1,019.

The Commission also designated for consolidated hearing 11 applications for new standard stations or changes in facilities. Most of these cases were ordered to be heard with other applications which have been scheduled for hearing.

The FM grants, which make available a channel for each grantee but require further examination of engineering details before construction permits are issued, included three in Syracuse, N. Y., and two in Buffalo. All except five were applications with interests in standard stations.

Standard cases designated for consolidated hearing were: Thomas J. Watson, Endicott, N. Y., and James R. Meachem, Elmira, N. Y., both seeking new stations on 1450 kc, 250 w, unlimited time; Paladium Publishing Co., Benton Harbor, Mich., and Myles H. Johns, Milwaukee, Wis., both seeking 1060 kc, with 250 w day and 1 kw day, respectively.

Standard cases consolidated with other applications scheduled for hearing were: E. D. Rivers (WGOV), Valdosta, Ga., seeking change in frequency to 950 kc, increase in power to 1 kw, and directional antenna for night use; E. T. Wright, Orlando, Fla., for new station on 950 kc, 1 kw, unlimited, DA-night; WHP Inc., Harrisburg, Pa., for change in frequency to 580 kc, 5 kw day and night; Georgia-Carolina Broadcasting Co., Augusta, Ga., for new station on 1340 kc, 250 w, unlimited; and R. F. & W. Broadcasting Co., Corpus Christi, Tex., for new station on 1230 kc, 250 w, unlimited.

Also designated for consolidated hearing were two applications by James A. Noe, one for change in frequency to 1060 kc and power increase to 50 kw of his station in New Orleans (WNOE), and one for a new station in Shreveport, La., on 1550 kc, 250 w, unlimited.

New standard grants were issued to:

- Davidson County Broadcasting Co., Lexington, N. C., 1190 kc, 250 w, day.
- New Iberia Broadcasting Co., New Iberia, La., 1240 kc, 150 w, unlimited.
- Whitewright Broadcasting Co., Whiteville, N. C., 1240 kc, 250 w, unlimited.
- Cullman Broadcasting Co., Cullman, Ala., 1240 kc, 250 w, unlimited.
- Coeur d’Alene Broadcasting Co., Coeur d’Alene, Idaho, 1430 kc, 1 kw, unlimited, directional antenna.

Following is the list of FM grants:

<table>
<thead>
<tr>
<th>City</th>
<th>Grantee</th>
</tr>
</thead>
<tbody>
<tr>
<td>Waterbury</td>
<td>American Republican, Inc. (WBRY)</td>
</tr>
<tr>
<td>Columbus</td>
<td>Columbus Broadcasting Co. (WCBL)</td>
</tr>
<tr>
<td>Rome</td>
<td>Rome Broadcasting Corp. (WRGA)</td>
</tr>
<tr>
<td>Savannah</td>
<td>Savannah Broadcasting Co. (WFOC)</td>
</tr>
<tr>
<td>Quincy</td>
<td>Lee Broadcasting Co., Inc. (WTD)</td>
</tr>
<tr>
<td>Lexington</td>
<td>American Broadcasting Corp. of Kentucky (W LAB)</td>
</tr>
<tr>
<td>Paducah</td>
<td>Paducah Newspapers, Inc. (WPAD)</td>
</tr>
<tr>
<td>New Orleans</td>
<td>Supreme Broadcasting System, Inc.</td>
</tr>
<tr>
<td>Flint</td>
<td>Flint Broadcasting Co. (WFDF)</td>
</tr>
<tr>
<td>Saginaw</td>
<td>Saginaw Broadcasting Co. (WASAM)</td>
</tr>
<tr>
<td>Jackson</td>
<td>Lamar Life Insurance Co., Inc. (WLIX)</td>
</tr>
<tr>
<td>Buffalo</td>
<td>WBEN, Inc. (WBN)</td>
</tr>
<tr>
<td>Buffalo</td>
<td>WEBR, Inc. (WEBR)</td>
</tr>
<tr>
<td>Syracuse</td>
<td>Syracuse Broadcasting Corp. (WOLF)</td>
</tr>
<tr>
<td>Syracuse</td>
<td>WAGE, Inc. (WAGE)</td>
</tr>
<tr>
<td>Hickory</td>
<td>Catawba Valley Broadcasting Co., Inc. (WCHY)</td>
</tr>
<tr>
<td>High Point</td>
<td>High Point Enterprise, Inc.</td>
</tr>
<tr>
<td>Dover</td>
<td>The Tuscarora Broadcasting Co.</td>
</tr>
<tr>
<td>Marion</td>
<td>The Marion Broadcasting Co. (SWMRN)</td>
</tr>
<tr>
<td>Wooster</td>
<td>The Wooster Republican Printing Co.</td>
</tr>
<tr>
<td>Ardmore</td>
<td>John F. Easley (KYSO)</td>
</tr>
<tr>
<td>Erie</td>
<td>Presque Isle Broadcasting Co. (WERC)</td>
</tr>
<tr>
<td>Wichita Falls</td>
<td>Times Publishing Co. of Wichita Falls (WACO)</td>
</tr>
</tbody>
</table>

Type of FM Station

- Metropolitan
- Possibly rural
- Possibly rural
- Community
- Metropolitan
- Metropolitan
- Metropolitan
- Metropolitan
- Metropolitan
- Metropolitan
- Metropolitan
- Metropolitan
- Metropolitan
It's a map of Philadelphia. But WCAU with its 50,000 watts doesn't stop at the city limits. It surges far beyond in every direction, blanketing America's Third Largest Market. But even that doesn't complete the picture of WCAU sales-value. For the great quantity-coverage of WCAU is also quality-coverage. High-rated discriminating shows, purposeful programming, practical public services make WCAU the station millions of people not only listen to, but respond to. If you want a large volume of sales response, you want WCAU.

POWER + PROGRAM = SALES

WCAU

50,000 WATTS • CBS AFFILIATE

PHILADELPHIA'S LEADING RADIO INSTITUTION
Paper Ownership, Community Activities
Play Part in Binghamton, N. Y., Grant

NEWSPAPER ownership and community activities played important parts in an FCC proposed decision last week to grant the application of Southern Tier Radio Service for a local station in Binghamton, N. Y., and deny application of the Binghamton Press Co., a Frank E. Gannett holding, for local facilities in the same community.

In its conclusions the Commission found that both applicants were qualified "legally, technically and financially." Selection was made, however, "upon a comparison of the extent of local residence, local activities and the radio experience of the stockholders, officers, directors and permanent personnel ... and also upon the Commission's announced policy of so exercising its licensing power as to promote, where practical, diversification in the controls of the media of mass communication."

The FCC made it plain that where there are mutually exclusive applications, both newspaper and non-newspaper, it intends to deny the newspaper application and grant the other, where "practical".

In the current case the FCC found that Frank E. Gannett, who controls the corporation owning the free stockholders of the proposed station, was a non-resident, whereas the majority of stockholders of Southern Tier were residents of the community.

Application of Joseph HERSHEY McGillivra, Agnes I McGillivra and Adam J. Young Jr., doing business as Binghamton Broadcasting Co., was withdrawn. Proposed grant for Southern Tier is 1400 kc with 250 w, unlimited. The Press sought 1450 kc with 150 w.

Officers of Southern Tier are Donald W. Kramer, Binghamton attorney, president (10%); E. R. Vadeboncoeur, vice president of WSYR Syracuse, vice president (10.835%); Charles H. Buck, Binghamton real estate man, secretary (10%); Horace L. Lohnes and Fred W. Albertson of Dow, Lohnes & Albertson, represented Southern Tier and Louis G. Caldwell, Reed T. Rollo and E. D. Johnson of Kirkland, Fleming, Green, Martin & Ellis appeared for the Press Co. Hearings were held Dec. 7 with Sam Miller and Charles Hubert representing the FCC.

Seven Join BMB

SEVEN radio stations joined BMB during the first week of 1946, bringing the total membership up to 609 stations in addition to the four major national networks. New subscribers are: WOLF Syracuse, WCBM Baltimore, KVFD Fort Dodge, Iowa, KGBS Harlingen, Tex., WDAY, Fargo, and WSKZ Flint, Wis., KOMA Oklahoma City.

McCarthy Urges Education Campaign
For Free Enterprise: Deplores 'Statism'

AGGRESSIVE campaign to educate U. S. people in Free Enterprise concepts to oppose present economic trends toward Government intervention in business was urged upon all advertisers last week by J. E. McCarthy, dean of the College of Commerce, Notre Dame U.

Dean McCarthy spoke at the 35th annual conference of the National Retail Dry Goods Association at the Hotel Pennsylvania, New York.

"A growing number of our American people have become active subscribers to the tenets and beliefs of statism," he said. "They believe our economic destinies can be best preserved and augmented by Government control of the processes of production and exchange."

Mr. McCarthy, clashing with those notions, told his listeners that U. S. prosperity hinged on free, competitive enterprise. But to prove to many an American who has been "misled" by proponents of leftist economics that this is so, U. S. capital must make cogent argument on its own behalf.

"As a matter of simple honesty, we must acknowledge that we have paid no attention to telling the workers the story of the glorious achievements of American industry and of the partnership concept of American industrialism," he said.

Starting point for Mr. McCarthy's proposed campaign of education would be a "marshalling of all forces of advertising."

"Every medium, newspapers, magazines, outdoor (advertising), radio and direct mail service, must be constitute as armies with specific objectives to be achieved."

"Through active use of these media, he said, the industrialist must "in simple reportorial form, point up the false economic concepts that have gained circulation."

An innovation in sponsored community programs will be started tentatively Feb. 20 by August Grebe, business manager of WBAX Hillside, N. J. When Betty Blair, a local "find", takes her listeners into plants and factories in three states, providing on-the-scene descriptions of industrial production, employment, community activities and interviews with workers.

Designed to acquaint listeners with local industries, the programs will be broadcast each Wednesday from leading plants in northeastern Pennsylvania, southern New York and northern New Jersey, using facilities in the various cities which will be connected by tie line with WBAX.

Mr. Grebe has arranged to have the talks carried by 10 stations in these states.

The programs will be sponsored cooperatively by the plants participating, with special announcements given to the factory described each week.

Miss Blair broadcasts a daily program, "Women of the News," at 9:45 a.m. on WBAX to an estimated audience of 20,000 women. She will devote her Wednesday time to the tri-state industrial series, continuing the remaining four days on a sustaining basis. She has broadcast on previous Wednesdays from plants of General Cigar Co., Columbia Mills, Lehigh Valley Coal Co., Duplan Silk Co., and J. B. Carr Biscuit Co. The programs have been rebroadcast during the evening.

PAUL D. LYNCH, for five years in private practice of law in New York, has been appointed attorney in New York division of NBC legal department.
While Mr. Hooper* Sleeps

*No offense, Hoop... we know you have to sleep sometime!

C. E. Hooper goes to bed at 10 o'clock (Indianapolis time)... but a lot of Hoosiers stay up long after that hour to listen to WIBC.

And here's a case in point...

At 11:30 P.M. on the night of Friday, December 7, 1945... without pre-announcement of any kind... two platter men on the WIBC night shift decided to stage a spontaneous Victory Bond drive. Having secured six girl volunteers to help, they announced over the air at 11:30 that they would play any telephoned request selection, provided the listener would pledge himself for a bond.

Within fifteen minutes all six girls were busy... the switchboard was jammed for two hours... until 2 A.M. ... two hours after all other local stations were off the air... and one hour after the usual WIBC sign-off time.

Hooper doesn't know it, but WIBC has a healthy, wide-awake audience while he sleeps... and at the C-time rate, it provides an economical opportunity for spot advertisers that should be investigated.

JOHN BLAIR & COMPANY * NATIONAL REPRESENTATIVES

5 to 1
In Indianapolis
It’s 1070 on the dial

MUTUAL OUTLET IN INDIANAPOLIS
WIBC
The Indianapolis News Station
Triple Bostons
LISTENERS may have thought somebody's tongue slipped when Tom Matthews, news editor of WFLA Tampa, interviewed "Miss Boston of Boston and Boston." But all three Bostons were correct. The interviewee was Miss Maude Merrick Boston, British lecturer now on tour of the U.S. then in Tampa. Miss Boston is from Boston, England; her U.S. address is Boston, Mass.

Cruttenden Retires
ALGERNON CRUTTENDEN, assistant to the manager, RCA Communications tariff bureau, and oldest RCA Communications employee in point of service, retired from active duty last week because of poor health.

He joined British Marconi Co. in 1904, went to American Marconi Co. the next year and remained with that concern until it became RCA in 1919.

VETERAN drama program "Snow Village" started on Mutual Jan. 12 for return series of broadcasts that first started in 1930. Half-hour weekly program presents the dry, beguiling humor of characters who gather in New England crossroads stores.

ALBUQUERQUE
Is New Mexico's Major Market
KGGM
1260 KC. 1000WATS • FULL TIME • COLUMBIA AFFILIATE

POPULATION* - - 73,327
14% OF TOTAL STATE POPULATION
BUYING POWER** - $90,265
27% OF TOTAL STATE INCOME
RETAIL SALES** - $40,580
22% OF TOTAL STATE RETAIL SALES

* Source: U. S. Bureau of Census and O. P. A.
** In thousands (000 omitted). Source: Sales Management

GEARED to handle a deluge of radio and press dispatches and GI personnel messages, "Station Y," second European station built and operated by RCA at request and with cooperation of U. S. Army Signal Corps, went on the air from Rome, establishing direct radiotelegraph communication with New York. The central office is shown above. RCA last week revealed the record of "Station Y" and similar stations which are operated in the European and Pacific theatres.

RCA Stations Helped to Speed News, Messages From War Area

IN THE LAST 18 months of war half a dozen RCA mobile radio stations leapfrogged in the wake of lunging U. S. armies. The little stations had big voices; since the beginning of their operations Feb. 1, 1944, they had transmitted from battlefronts to the U. S. some 50,000,000 words, mostly news, and an impressive number of voice broadcasts, but military security had prevented them from issuing one word on their accomplishments.

Last week RCA thought it was time that the stations found their own voices. At a press conference in New York RCA communications men proudly revealed the record.

In the fall of 1943, European military operations had sped beyond effective reach of commercial communications. The news was on the Italian front, but the means of transmitting it to the U. S. was in North Africa. The Army, beset by war correspondents' troubled pleas, asked RCA for help.

On Nov. 4, 1943, 18 RCA engineers and operators embarked from New York with a complete transmitting and receiving terminal designed especially for the job in store. By Feb. 1, 1944 "Station X" was in direct operation between Naples and RCA New York. This was the forerunner of other stations that followed the armies through the rest of the European campaign.

Second station was established June 10, 1944, in Rome. By fall the Army had invaded southern France and with it went "Advanced X," a mobile unit that trailed the troops to Germany.

Meanwhile a mobile station had been put into action in northern Italy. Four days later a mobile station in northern Italy opened direct operations between Radio Tokyo and San Francisco. Within a short time a third RCA team will begin operations from Seoul, Korean station U. S.

Additionally the stations carried Expeditionary Force Messages from members of the armed forces. In one week before Mother's Day, 1944, Station X in Naples transmitted 41,000 EFMs.

Portraits Presented
OIL PORTRAITS of Charles A. Webb, president of Asheville (N. C.) Citizen-Times Co., licensee of WWNC Asheville, and Donald S. Elias, company vice president and executive director of the station, have been presented by employees of the company for display in the Citizen-Times building. Painted by Cuthbert Lee, the portraits were unveiled before Messrs. Webb and Elias at a surprise ceremony Dec. 21.
One of the country's outstanding radio sales executives, Frank V. Webb, has resigned as General Manager of the Broadcasting Division of Farnsworth Television and Radio Corporation to join Lewis H. Avery, Inc.

Frank will head the new Avery office to be opened in Los Angeles on January 15th.

Before joining Farnsworth, Frank was five years with Westinghouse Radio Stations, the last two and one half years as Sales Manager of Station KDKA. Previously he had spent ten years on the West Coast in newspaper and radio sales.

As one of the leading commercial radio men of our day, Frank has demonstrated that he believes as we do—about radio station representation—and aggressive activity.
WBAL means in
Business

Baltimore

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

WBAL, Baltimore—50,000 Watts—NBC Network
One of America’s Great Radio Stations
NATIONALLY REPRESENTED BY EDWARD PETRY & CO., Inc.
Soft Voice & Big Stick

RANK AND FILE broadcasters in the West have had their first look at and meeting with their new spokesman and leader, Justin Miller, and are favorably impressed on both counts.

The new NAB president, who took office just four months ago, didn’t indulge in arm-flailing and fire and brimstone in his maiden appearance before district meetings in Los Angeles and San Francisco last week. If anything, he maintained the equanimity and decorum of the jurist’s bench he left so recently.

But broadcasters didn’t get the impression that their new leader is one disposed toward peace and harmony at any price. He displayed a keen awareness of problems that confront radio, He doesn’t under-estimate the opposition. He wants a militant, hard-hitting approach, but he wants all radio united first.

Mr. Miller in his discussions on the record and off, pegged the issue. It is whether radio’s freedom shall be perpetuated.

Mr. Miller thinks the FCC has gone beyond its authority in seeking to assert program controls which were not intended in the law. He didn’t toss about loose adjectives but he demonstrated clearly that he is not disposed to let such things go by default.

Mr. Miller recognizes the labor problem, too. He didn’t deign to mention the name “Petrillo” in his public utterances. He wants to talk with the union head first. (We could tell him now what the result will be, but the Judge is disposed to find out for himself.)

In the next four months, Mr. Miller will have made the rounds of the 17 NAB districts, touching home base in Washington between jumps. It is healthy for him to have these first hand contacts with those station owners and executives he represents, just as it was fortunate that he made the inspection trip to Europe last summer with the Broadcasters’ Mission to learn for himself how the “European Plan” of government-owned radio operates.

There will be broadcasters who will try to goad Mr. Miller into action now, impatient lest greater injury is done.

Mr. Miller, in sales parlance, would be pegged as low pressure. He believes in a soft voice and a cool head. To borrow a phrase from a Roosevelt of another generation, we would urge that he also carry a big stick.

WE ARE going to have publicity offices for the NAB in New York and Los Angeles, as well as in Washington. Now, if somebody will just say something . . .

BMB Bonus

BROADCASTERS have been regaled with arguments as to why the Broadcast Measurement Bureau is needed to measure coverage of stations on a uniform basis. The cooperation of the advertisers and their agencies in this project, of course, is readily understandable, but some stations, notably smaller ones, have wondered why they should lend their aid, feeling only that they will give further ammunition to their more lusty competitors.

The most potent argument we have heard yet for secondary station support came last week in Los Angeles from Russell Z. Eller, advertising manager of the California Fruit Growers Exchange and Western Chairman of the Assn. of National Advertisers.

BMB, he said, can make available to advertisers the necessary data to intensify the job of merchandising radio advertising to wholesale and retail distributors. To do this effectively the listener data must be broken down by stations into logical marketing segments. Among the printed media, advertisers seldom use a single newspaper or one magazine. The advertiser surveys his market problem. He may select the first newspaper, skip the second and third, and use the fourth and fifth, if that meets his campaign requirements.

In radio, however, it is the rare exception when an account uses more than a single outlet in a given market for the same program or copy vehicle. According to Mr. Eller, this results from lack of adequate coverage information, comparable to the circulation data in the publishing fields. He predicts multiple use of stations—perhaps a network affiliate for one type of coverage and an unaffiliated station for the same account.

That is radio’s great untapped source in the highly competitive selling days ahead. Mr. Eller says the national pattern of merchandising must be built from local designs. Through BMB there will be made available facts which will permit more intelligent allocation of radio budgets.

We echo Mr. Eller’s thought that the substitution for guesswork will provide rich dividends for all.

Turnabout

THE ACTION of the FCC in calling re-hearings on the FM allocations is courageous.

It is apparent that there are those in the Commission who now are doubtful about the evidence upon which the original proposed allocation “upstairs” was based. It has been learned, as well, that there are still others at the FCC who do not agree that new evidence should be taken.

But regardless of all other considerations, the FCC should remember—and obviously has remembered—that the allocations will have an enduring effect on American radio. More important than that, if they err now they will be accountable directly to the public.

As the situation now stands, there are two schools of thought: One favors upstairs allocation on the evidence of the Norton curves; the other favors downstairs as well as upstairs allocation on the evidence of curves developed by Radio Technical Planning Board and others. The Commission’s task is an obvious one.

If the Zenith Radio Corp., or any other entity, possesses new evidence that would serve to contradict the expert opinions heretofore found acceptable by the Commission, that evidence should be on record. With it on the record, responsibility for the final decision cannot be misplaced.

THEY should call it FREQUENTLY Mutated, in view of the open-field running that is being done on allocations for the new broadcasting system.

COLORADO lost one of the best cow hands that ever forked a bronc when Rex Howell’s folks moved from a ranch to Longmont, Col., back in 1920. Entertained by the modern conveniences of city life, Rex quickly yielded to the charms of the electronic art, then in an embryo stage.

The 13-year-old lad was as quick with a spark gap as he was with a lariat and soon had cluttered the premises with wires and gadgets, the fruits of frequent trips to the city dump. His father and mother were tolerant and helpful. The elder Howell now is part owner of KFXJ Grand Junction, which evolved from the oatmeal boxes and bread boards that featured the early Howell experiments.

Rex got his first ham license in 1921 when his homemade outfit was picked up in Boulder, 20 miles away, justifying his parents’ faith and his high school teacher’s patience. The elder Howell moved to Denver in 1924 so Rex could pursue his electronic experiments. First he got a job as operator and announcer at KFEL. Then he got a license for a 10 w portable broadcast station. This permitted him to operate in cities where there was no other broadcasting station.

Equipment was bought from the estate of Elden Horn, pioneer Denver radio engineer, electrocuted while installing a station at Laramie, Wyo. With equipment stuffed into two carrying cases, it possessed high mobility. So it was relatively simple to install the station in an Edgewater, Col., bungalow. There wasn’t any station in Edgewater, but Denver was conveniently near—two blocks away, as a matter of fact.

At Edgewater Mr. Howell practiced a radio business formula widely used in that era—call on advertisers, sell time, hurry back to the station, throw the switch and go on the air with the sponsor’s message.

When the Radio Act of 1927 was passed the station became a fixed unit. Followed a gradual succession of power increases and economic development, rising from 10 w to 15, 50, and by 1930 a lusty 100 w. By that time the station had developed a good reputation in Denver, featuring a high-fidelity signal. It was still basically a one-man operation.

That year the Grand Junction Chamber of Commerce started a drive to interest some broadcaster in starting a station, since its mountainous site deprived it of almost all radio reception. The setup looked good to Mr. Howell so he moved KFXJ into the heart of the rich fruit belt known as the Western (Continued on page 52)
They said it couldn’t be done!

In 1936, when WQXR set out upon its unique policy of broadcasting only the best in music and strict adherence to quality and good taste in advertising, most radio experts sagely shook their heads.

But they overlooked one thing—within reach of WQXR’s signal there are concentrated more lovers of fine music than in any similar area in the world. And WQXR is their only consistent means, day in and day out, of getting the kind of programs they like.

Grateful listeners from Canada to Carolina and as far west as Ohio were so interested in our programs and policy that many of them requested detailed information on WQXR’s daily schedule. WQXR complied with a program booklet which still sells for 10¢ a copy or $1.00 a year. The total current paid circulation is more than 25,000 a month. Surveys indicate that the number of our regular listeners in the New York Market exceeds our program subscribers more than 25 to 1, which means a total audience in this area of some 500,000 families—an audience with above-average taste and income that advertisers find highly profitable.

We'd like to tell you more about WQXR. Write today for your copy of our “Program Booklet Circulation Report” and the folder giving the results of a study of “Regular Listening to New York Radio Stations.”

WQXR AND FM STATION WQXQ
730 FIFTH AVENUE, NEW YORK 19, N.Y.
The Radio Stations of The New York Times
**Who Should Censor Radio? . . . . An Editorial**

Reprinted from Collier's Issue of January 12

**LAWMAKERS**, commissioners, uplifters, etc., are forever hatching schemes to censor radio programs in ways which each particular reformer thinks would be good for the listeners—though the boys never call it censorship.

The latest move to guide and control radio programs via the Federal Communications Commission is sponsored by Rep. Emanuel Celler, the New York congressman, and by Rep. Charles W. House, Jr., of Tennessee. The bill (HR-4776) and the Celler bill (HR-4314) would impose Government control over newscasts and public service programs. We intellectual rewrite a reprint from the Jan. 12 Collier's which emphasizes that censorship rightfully belongs to the public—not a Governmental agency.

The public wants to listen to the exciting stories of the week, the variety of programs loaded with 75 mm shells let go in far-off Slope. The elder Howell entered the business at that time. That year two ammunition cars loaded with 75 mm shells let go in the Grand Junction railroad yards. KFXJ attained nationwide recognition for its role in directing rescue operations while shells and shrapnel fell around the studio. Public panic was averted, rescue work was handled nicely by civilian search units and the Army and OCD were high in commendation.

Mr. Howell was born May 22, 1907. In 1927 he married Lacille Auth, of Denver. They have two children, Ruth Geraldine, 16 and Mary Jane, 7. He is past president of Grand Junction Lions Club and Forum Club, and a member of the C. of C. aviation committee. His hobby is flying. He owns his own plane and was a captain in the Civil Air Patrol. Since 1943 he has been a member of the NAB News Committee.
Facts, figures and "television know-how" are needed when considering this important question. Du Mont is qualified to help you find the answer. Du Mont has marched in the forefront of radio and electronic progress for the past 15 years. Du Mont has contributed importantly to television broadcasting and receiving equipment design. Du Mont has built more television stations than any other company. Du Mont has operated its Station WABD and commercially programmed its broadcasting time since 1942.

From this deep reservoir of television experience, Du Mont has drawn a pattern which you can use to plan your television future. This pattern is presented in detail in our new booklet, "The Economics of Du Mont Television." This booklet sharpens but one axe—the tested superiority of Du Mont station equipment. This is another Du Mont contribution to the development of a great new medium. Please request it on your firm letterhead.
STARKIST PRAISES RADIO’S AID
Enters Ninth Year on Air With New Show, ‘Treasure Chest,’ on 64 Stations

STARKIST Co., San Antonio, opening a new coast-to-coast campaign, gives radio a big share of the credit for its growth—and for the fact that Starkist sales in 1945 were more than five times greater than in any previous year.

Headed by Howard W. Davis, owner of KMAC San Antonio and KPAE Laredo, Tex., Starkist is in its ninth straight year of radio advertising to promote Starkist “Flotation” toothpaste and powder and shave cream. The 1946 campaign features Starkist Treasure Chest, a quarter-hour contest-type show currently heard on 64 stations Monday through Friday.

The broadcasts, spotted in most instances between 4:30 and 6 p.m., invite listeners to complete, in 25 words or less, a given statement such as “I’m glad I’m an American because...” Daily prizes for the best answers are two 1946-model radio-phonograph combinations, two Helbros watches, and two deluxe-model Schwinn-Built bicycles. An annual drawing is held and the winners are announced each week.

Popular Home Products Sponsor ‘Wake Up’ Show
ABC’s Saturday morning replacement for Don McNeill’s “Breakfast Club, Wake Up & Smile,” presented from 8-9 a.m. (CST.), will be sponsored by Popular Home Products Corp. of New York (Staze denture adhesive), effective Jan. 19. Agency is Raymond Spector, New York.

At the same time, Hal (Happy) O’Halloran, m.c. on the WLS National Barn Dance takes over duties as singing m.m. Assisting will be Boyce Smith, tenor, Kay Armen, blues singer, and Rex Maupin’s orchestra.

Wake Up and Smile, according to ABC Chicago, is built to increase American’s morning audience participation, notably Breakfast Club and Breakfast in Hollywood.

The new show will also feature audience interviews and giveaways.

McNeill Released
WILLIAM DONALD McNEILL, recently released from the U.S. Naval Reserve, has joined McCann-Erickson’s foreign department in New York. Before his Navy career he was known to the sport world as Don McNeill.

Indian Agency Group
ADVERTISING AGENCIES have formed, for the first time in India an organization to be known as the Advertising Agencies Association of India. The purpose of the association is to raise and improve the standards of advertising in India, to encourage a high level of advertising and professional morality among agencies and their suppliers and to arrange for vocational training for those in the profession. First executive committee is composed of F. De Peter son, director of J. Walter Thompson Co. (Eastern) Ltd., Calcutta; S. K. Bose, manager of Press Syndicate, Ltd., Calcutta; J. N. Jaini, proprietor Na na Advertising Services, Bombay, and J. R. Chesire, manager Lintas Ltd., Bombay.

Wilson Director
K. F. WILSON, vice president and media director of McCann-Erickson, has been elected a director of the company.

Quiet gentlemen! That little fellow there in the back of the hall wants to give a testimonial for KFI’s super air salesman, ART BAKER! Seems that not long ago Art was taken by the Christmas spirit and decided to do something for the 2,900 servicemen confined at Corona Naval Hospital. His idea (unique if we do say so ourselves) was to have the boys write request letters to Santa—care of Art Baker—which he would, in turn, pass on to listeners to fill. When the missives were in from Corona, Art gave two pitches about them on his daily network* program (KFI 10:45 a.m.). Believe it or not, in 48 hours over 30,000 responses arrived at NBC Hollywood.*Pacific—20 stations

THE MISSING COUSIN

When the noted cellist, Willem Van den Berg was guest conductor for a recent broadcast of the "KFI-Van den Berg" orchestra, he gave a specialty which he had written especially for the occasion. The composition, which was called "The Missing Cousin," was composed in 1944 by Van den Berg. It is a symphonic piece in two movements, and was dedicated to his wife, Anna, who had died in 1943.

Upon receiving the message, the conductor decided that Mr. Van den Berg was her long lost cousin from Holland and wanted an immediate verification. Upon receiving the message, the conductor decided that Mr. Van den Berg was her long lost cousin from Holland and wanted an immediate verification. Upon receiving the message, the conductor decided that Mr. Van den Berg was her long lost cousin from Holland and wanted an immediate verification. Upon receiving the message, the conductor decided that Mr. Van den Berg was her long lost cousin from Holland and wanted an immediate verification.
IT'S a radio station's obligation to be part of the community it serves. And we at WAPI are so close to Birmingham (and lots of Alabama besides) that we feel like one of the family.

When 28,000 people packed Legion Field to witness a benefit football game for the Crippled Children's Clinic, WAPI's Jimmie Willson appeared by request to lead the crowd in community singing before kickoff time. Everybody knew why he was there. Jimmie is a best friend of someone mighty important—the crippled kids themselves.

When the Junior League of Birmingham wanted to dramatize better books for children, they knew the following WAPI has among Alabama families and picked us to broadcast the series. Another WAPI feature (the official program of the Birmingham Board of Education on which high schoolers have complete rein, using their own announcers, production men, musicians, script writers, and actors) led Seventeen Magazine to say: "City and student response has been overwhelming, and WAPI probably has the highest listener rating in the country every Saturday morning."*

When a strike of Birmingham printers forced the city's three newspapers to suspend publication for a month, WAPI served on the air by increasing its number of news periods. A window display giving latest bulletins was set up at one of the city's busiest street corners, arousing such attention that Time Magazine wrote: "The crowds that gathered (to read WAPI news) all but blocked traffic."

Listeners like our type of community-conscious radio. Advertisers do, too! For 96 months WAPI has led all Birmingham stations combined in the total of national spot quarter-hours carried. If you want to join our happy family, we or Radio Sales will be glad to show you how.

*Undoubtedly more enthusiastic than accurate. But its impression just the same.

WAPI BIRMINGHAM
The Voice of Alabama
COLUMBIA NETWORK
Represented nationally by Radio Sales
Limit of 20% on Commercials Slated For NAB Meeting After Board Action

REVISED limitations on commercial copy, which would limit credit sales (live or pre-recording) the total air time, have been approved by the NAB Board of Directors for submission to the membership at the association's annual convention in Chicago Oct. 21-24.

Approving recommendations of its Code Committee drafted last month [Broadcasting Dec. 24] the board at its meeting in Los Angeles Jan. 5, authorized the membership vote on the revisions.

The following wording will be submitted as the suggested rewording of the clause in the standards now entitled "exceptions":

In participation programs, announce segments should always be the same as given in the table above.

In five-minute news programs, it is recommended that the limitation be one minute on commercial copy.

In five-minute entertainment programs the commercial limitation is 1½ minutes.

The Code Committee's report recommended a campaign of education by the NAB among member stations on commercial standards, along with accumulation of case histories to assist. In making independent decisions regarding their applications. The proposed standards will be placed on the agenda of various district meetings as stations will come to the Chicago convention familiar with them and in a position to vote for ratification.

The board was advised by the Code Committee that a meeting of the subcommittee of the Sales Managers Executive Committee with the code group is planned soon to consider "limiting the number of commercials, before, during and after chain and station breaks.”
Black Dragon Society.. Penicillin..
Labor Strikes.. Atomic Research in Germany.. Inflation.. Jet Propulsion.. General Wainwright.. a random-sampling of the personalities, issues, and topics of the day which are brought into sharp, dynamic focus in “The Time is Now.”

Each Tuesday and Thursday, 9:45 to 10:00 P.M., some significant facet of the current scene is polished for a Pacific coast audience, before a KEX microphone.

Ken Finley’s brilliant, interpretive narration highlights the drama in the things people are interested in.. and talking about.

Some 80 versions of “The Time is Now” have been aired by Portland’s KEX. Wide and favorable reactions throughout the KEX Primary underscore rising popular interest in this type of program. The time is right for sponsorship of “The Time is Now.”
Hugh Guide returns to WINX Washington, D.C., as chief announcer, post he held before entering Army in 1943. He served 22 months with combat engineers group in Normandy, Rhineland and central Germany. He previously had been with WBBG Richmond, Va.

MARCUS BARTLETT, following release from the Navy, has returned to his position as program manager at WSB Atlanta, Mark Toalson, formerly chief control engineer who headed production and program departments during the war, becomes production manager of station. First joining WSB in 1939, Bartlett entered Navy in 1943, doing radio public relations work as lieutenant in Naval Station, Jacksonville, Fla.

ELLIOTT MILLER, Navy flyer, is expected to return to the announcing staff of WDRC Hartford, Conn., following his release from service. RUSSELL NAUGHTON, on terminal leave from Army atom bomb group, resumes WDRC announcing post.

BETTY JEAN HOLLAND, 18, daughter of William F. Holland, Cincinnati advertising executive, who has been named to two sponsored programs on WCKY Cincinnati. "Today We Honor" is heard Mon.-Wed.-Fri. 3-30 p.m. and "Help, Inc." five-weekly 9:15 p.m. In radio five years, she does her own program research and writing.

JOHN D. SCHEUER, Jr., production manager of WFIL Philadelphia, has been honored by the Philadelphia Junior Board of Commerce for his work in the furtherance of democracy. A producer-writer of "Within Our Gates," presented by WFIL in cooperation with the Philadelphia Federal Theatre, Scheuer is actively engaged in drive to abolish re-entrance to veterans.

FAITH HAWKINS JONES, resigned from the program department of KYW Philadelphia, to go to their new home in Greensboro, N. C.

FRANK ALLAN, KMOX St. Louis announcer, has shifted to WIND Chicago.

ASHTON DUNN, retired to inactive status as a lieutenant commander in the Army after three years' service and for the past year as program director of station, has rejoined network in his new post and will report to ERNEST DE LA OSSA, personnel director. Dunn will be in charge of employment, training and employee services, in addition to assisting de la Ossa in labor relations matters.

ADELE HUNT, WJAC Paterson, N. J., director of women's programs and conductor of "Hunt for Happiness" program on station, has booked for a series of lectures on radio for women's clubs. She is a native of Blackwood, New Jersey.

PAUL A. MYERS, has been appointed program director of WWVA Wheeling, W. Va. Starting with station 12 years ago as hillbilly entertainer, he has been announcer, staff member and station manager for WWVA. For 22 months he has been with WOR, New York.

JOHN SHIPLEY, released from Army, joins station's announcing staff.

DICK ROSS, West Coast production manager of CBS, has been married to CHARLES R. Scheuer is actively engaged in drive to abolish re-entrance to veterans.

JIM BRANNON, Hollywood announcer, has been assigned romantic lead in Columbia pictures, and with AFN stations in ETO, has returned to WSB Atlanta, Ga., where he last worked. He previously had been with station under shortwave production at CBS, has announced musical performances.

JIM BLAIR, company announcer, has retired after 12 years with CBS Chicago.

DICK ROSS, West Coast production manager of CBS, has completed production of American Scientific Affiliation 16 mm. kodacrome film, "God of Creation."

JEAN PAUL KING, announcer on NBC "Red Skelton Hour" and Mrs. Gretchen Robinson of Idaho Falls, Ida., are to be married in Las Vegas, Nev., Jan. 18.

GLEN MILLER, music director, has been assigned to CBS Hollywood as contact producer. He previously had been with station after five years service, has rejoined network in his new post and will report to ERNEST DE LA OSSA, personnel director, has been assigned to Hollywood Star Time program. Miller is a veteran of AFN stations of Northern Broadcasting chain.

FRED KNIGHT, announcer at WLIB New York, assigned to CBS "Aldrich Family" and Dinah Shore program, has been named ESPO musical director.

JACK TREGALLIS, announcer of free-form station, has been appointed program director of KRHK Vancouver, father of a boy, Barry John.

ALLEN CREWEK of the CKWX Vancouver, program engineer transfers to continuity department.

FRED DARLING has joined the announcing staff of CKBY Toronto, to handle morning farm program "Rural Route 500." He was formerly with CKEX Peterborough, Ont., and with stations of Northern Broadcasting chain.

AL STEVENS and BILL WARREN have been named music announcers of KXUL-WAUSU Wausau, Wis., following release from armed forces after two years' service.

RUTH OAKLEY, in charge of studio receptionists at CBS, and ERIC H. HAYDEN,has right management of "One Man's Meat" for AFN stations of Northern Broadcasting.

JIM BRANNON, Hollywood announcer, has been assigned romantic lead in Columbia pictures, and with AFN stations in ETO, has returned to WSB Atlanta, Ga., where he last worked. He previously had been with station under shortwave production at CBS, has announced musical performances.

JIM BLAIR, company announcer, has retired after 12 years with CBS Chicago.

DICK ROSS, West Coast production manager of CBS, has completed production of American Scientific Affiliation 16 mm. kodacrome film, "God of Creation."

JEAN PAUL KING, announcer on NBC "Red Skelton Hour" and Mrs. Gretchen Robinson of Idaho Falls, Ida., are to be married in Las Vegas, Nev., Jan. 18.

GLEN MILLER, music director, has been assigned to CBS Hollywood as contact producer. He previously had been with station after five years service, has rejoined network in his new post and will report to ERNEST DE LA OSSA, personnel director, has been assigned to Hollywood Star Time program. Miller is a veteran of AFN stations of Northern Broadcasting chain.

FRED KNIGHT, announcer at WLIB New York, assigned to CBS "Aldrich Family" and Dinah Shore program, has been named ESPO musical director.

JACK TREGALLIS, announcer of free-form station, has been appointed program director of KRHK Vancouver, father of a boy, Barry John.

ALLEN CREWEK of the CKWX Vancouver, program engineer transfers to continuity department.

FRED DARLING has joined the announcing staff of CKBY Toronto, to handle morning farm program "Rural Route 500." He was formerly with CKEX Peterborough, Ont., and with stations of Northern Broadcasting chain.

AL STEVENS and BILL WARREN have been named music announcers of KXUL-WAUSU Wausau, Wis., following release from armed forces after two years' service.

RUTH OAKLEY, in charge of studio receptionists at CBS, and ERIC H. HAYDEN,has right management of "One Man's Meat" for AFN stations of Northern Broadcasting.
OUR BEST RECOMMENDATION:
Satisfied Customers

Advertisers using KGU to reach the ever expanding Hawaiian market include:

Shell Oil
Chesterfields
Bird's Eye frozen Foods
Mars Candy
Pure Oil
Westinghouse
General Motors
Philco
Southern Cotton Oil
Alka-Seltzer
Oxydol
Spic and Span
Holle
Anacin
Crisco
Luden's Cough Drops
Mandacco
Nixoderm
Ingrams Shaving Cream
Kellogg's Corn Flakes
Perittusin
Pond's
Colgate

Shaeffer Pens
RCA
General Electric
Chase and Sanborn
Lucky Strikes
Raleigh's
Phillip Morris
Kraft Cheese
Super Suds
Nervine
Broma Seltzer
Arrid
Avoset
Bicel
Borden's Klim
Brown & Haley Candies
Bulava
Cutcura
Max Factor
Pat Blakes
Sorelone
Tanglee
Karo Corn Syrup

Longine Watches
Maxwell House Coffee
Palmolive
Firestone
Cams
Royal Desserts
Miracle Whip
Softasilk
Standard Oil of California
Ivory
Durkee's Mayonnaise
Era
Ex-Lax
Peel-A-Mint
Forty-Two Products
Imperial Candy
Ipone
Vitalis
Kellogg's Raisin Bran Flakes
Kingsford's Corn Starch
Tintex
Bayer Aspirin
Fleischman's Yeast

For 23 years, KGU has given continuous broadcasting service—the best programs and the biggest names in radio—to the ever expanding Hawaiian market.

NBC IN THE PACIFIC SINCE 1931

Hawaii

Affiliated with the HONOLULU ADVERTISER
Represented by THE KATZ AGENCY, INC.

January 14, 1946. • Page 59
Controversial Program Begun on WGN Jan. 13

OLD RADIO bugaboo concerning controversial issues was thrown overboard by WGN Chicago, which inaugurated a new series Jan. 13 called "Right To Say It" (6:6:30 p.m. CST).

Show features two-well-known speakers in traditional debate style. Each is given eight minutes to present his side of the question, and after a summary of arguments by the moderator, receives four minutes for rebuttal.

Program is directed by Dr. William S. Stokes, professor of political science at Northwestern U. Your Right To Say It will be broadcast as a public service feature and is not open for sponsor-ship, according to WGN officials.

New Zealand Advertisers Oppose Broadcast Plan

A RESOLUTION expressing "considered and complete disillusionment with the present control of commercial broadcasting" in New Zealand was passed unanimously by the National Advertisers Assn. of New Zealand at its annual meeting.

The resolution urged the Government "to immediately appoint a general manager, responsible direct to the Minister, and not the Director of Broadcasting." The resolution was passed Dec. 6 and forwarded to the Minister of Broadcasting.

John Caples has been released from the Navy as commander after four years' service and returns to his former post as vice president of BDBO New York. He is author of three textbooks and numerous articles on advertising.

Neil Collins, released from the Army as captain and New York public relations officer of Army Service Forces Dept. Columbus, O. Inherited the public relations department of Byer & Bowman, Columbus. He formerly was publicity director and special events announcer of WOR and WBL Cleveland.

John Paul Jones Jr. has rejoined J. M. Hickerson Inc., New York, as vice president and manager of the Washington office after an absence of two years in the Wurts.

Arthur Richmond, formerly of his own firm, Reinhart-Garfie and previously assistant advertising manager of S. H. Camp & Co., has joined the copy staff of Doherty & Shearer, New York.

Quincy Sherman, since 1944 chief of the advertising section, of the office of public information of the American Cross, has rejoined Routhruft & Ryan, York, as vice president and ac-count executive.

Larry Dunham, out of the Navy, and his partner, W. H. Wholes, have returned to the media de-partment of Benton & Bowles, New York.

Herman S. Thoenbe has been appointed chairman of the board of the National Advertisers Assn. Arndt & Co., Philadelphia, in charge of the National Advertisers Council.

Theodora Yates, a radio director at WOR and WBL, New York, Feb. 2 is to be married to Carl Heuse, Engineer of State Dept. Office of International and Cultural Relations.

William P. Mullen, recently discharged as major general, AFINS, last week joined Lennen & Mitchell, Hollywood, as assistant to MANN HOLLIER, vice president in charge of radio. Mullen formerly was with WTBQ Cumberland, Md., and was liaison officer on USO camp programs for Hollywood Victory Committee before assignment to AFINS.

Irving Miller, former New lieuten-ant who had been on advertising staff of Minneapolis Star Tribune and Tribune, is new account executive with Neuen & Penoy, Chicago.

Margaret Clayton, previously with Mont-gomery Ward & Co., Chicago, joins N&P as copywriter.

Stephen W. Webb, upon release from Navy as lieutenant, has resumed partner-ship in Spitz & Webb, Syracuse, N. Y., as second assistant and complete-Information officer on an attack transport.

Arthur S. Godfrey, formerly with Frankreich Bruck Adv., New York, has joined Book Find Club, New York, as director of adver-tising and publicity.

Maxon Inc., Detroit, has opened Los Angeles offices in Pershing Square Bldg. under charge of Vinton T. Hall. Re-lefted from Navy and formerly with McCann-Erickson, Los Angeles.

Alden L. Smith has joined Theodore J. Float Co., New York, as executive on both editorial and general accounts. He formerly was with Henry Davis Co.

Radcliffe Romeyn, for 15 years vice president and general manager of Geare-Marsten, New York, has joined Campbell-Broad Co., New York, as vice president and account executive.

William G. Carmody, treasurer; William J. Sutton, art director; and Thomas A. Hopkins, copy staff mem-ber, have rejoined Colgate-O'Donnell, New York, following release from armed services. Herman Wildein, Army veteran, is new to radio staff of agency and Frank W. Fox, also out of Army, joins general contact staff.

Ogden Kniffin, released as major from the Army after five years and now associate director of Abbott Kimball Co., marketing and research department, has been decorated by President Truman with the Legion of Merit for unusually meritorious conduct in the performance of duties of the utmost im-portance. Prior to his war service he was with Weiss & Geller and Sherman K. Ellis & Co.

William Gray, formerly with Young & Rubicam, New York, and OWL, has joined the copy staff of Kenyon & Eckhardt, New York.

Chester J. Baden has been appointed vice-president of S. Dandie Lyon Inc., New York. He has been account executive with firm for four years.

Lt. Comdr. James Hausman, USNR, vice president and general manager of BDBO, has joined copy staff of Franklin Bruck Adv., New York.

Howard C. Easter, released from AAF, has joined Weston-Barnett, Water-loo, Iowa, as copy and continuity writer.

Sam C. Fuller, released from the Navy as lieutenant, has been appointed radio director of Sherman & Warwick, New York, as research director, adds supervision of media. C. B. Hoffman remains in charge of time and space for Colgate-Palmolive-$D account.

Gray & Rogers, Philadelphia, has admitted four more general partners.

Robert W. Graham, Sherman & Landers, Guy E. Fry and Russell K. Carter. Firm name remains the same.

Lester Bushman, out of the Army, joins Horace D. McKinney Adv., Phila-delphia.

Anne C. Geula Adv., Atlantic City, has opened a branch office in Lewis Tower, Baltimore.

Edward Kaylin after three and a half years with the Army has joined Doris M. Feinberg as research director. Prior to his Army career he was director of the Bureau of Smallest Stores of the National Retail Dry Goods Association.

Lt. Col. Victor George, in charge of "Canadian Army Show," has returned from overseas assignment and is returning to his post as president and managing direc- tor of Canadian Broadcasting, Montreal.

R. T. Kelley, president of Russell T. Kelley Ltd., Hamilton, agency, has been appointed Minister of Health for On-tario.

Horace Hagedorn, for 14 years in radio advertising, and now in production, most recently with Neff-Bogow, New York, has joined Craven & Hedrick as account executive and radio director. Before joining Neff-Bogow he was there for five years with NBC national spot sales.

James Hyman, after four years AAF, has joined Cheronow Co., New York, as vice president. Prior to war he headed his own agency.

Walter Lurie, radio head of Blaine Thompson Agency, New York, is cut-ting a record for a new package show starring Jean Sablon and Arlene Fran-cs of the Four Strong Drums.

Henry R. Foster, former assistant manager of research of Mutual and prior to that with the research depart-ment of Biow Co., New York, has joined ABC as an assistant to Edward F. Evans, director of research.
H. V. Anderson  
AND ASSOCIATES  
Consulting Radio Engineers

Affiliated with Chambers & Garrison  
1519 Connecticut Ave., N. W.  •  Washington, D. C.

SPECIALIZING IN THE  
ANALYSIS — DESIGN —  
INSTALLATION —  
AND  
MAINTENANCE OF COMPLETE  
AM—FM—  
TELEVISION  
STATIONS —

715 American Bank Bldg. — New Orleans 12, Louisiana  
Telephone RAYmond 0111 —
FTC Is to Probe
10,574 Statements
Annual Report Gives Pat
On Back to Radio

IN ITS ANNUAL REPORT to Congress, the Federal Trade Commission said last week that in the fiscal year ended last June 30 it had marked 10,574 advertising broadcast statements “for further study as containing representations that might be false or misleading.”

The Commission said an analysis of the questioned statements and of 17,260 “suspected” advertisements in periodicals showed they pertained to 1,114 commodities, with 94.4% pertaining to food, drugs, devices and cosmetics. Advertisements of radio, auto, refrigerator and other equipment comprised 0.2%. A total of 07.9% of the ads referred to drug products.

“Contact” letters, asking for products advertised and copies of the advertisements, were sent to 200 advertisers and FTC accepted 66 stipulations to cease and desist from alleged misrepresentations involving radio and periodical advertising. At year’s end, 688 cases were pending, compared with 722 at end of previous fiscal year.

Praise for Radio
The report gave a pat on the back to the broadcasting industry and to publishers for their willingness to help eliminate false and misleading advertisements. It said the Commission received “the cooperation of the four nationwide network chains, 19 regional network groups, and transcription producers engaged in preparing commercial radio recordings; and of 850 commercial radio stations . . . ” The FTC noted an improvement in the character of all advertising in recent years.

FTC, which started surveying commercial radio continuities in 1934, said in the past fiscal year it “received copies of 559,700 . . . continuities and examined 562,260,” reading an average of 4,263 pages of radio script each working day.

During the war, it was pointed out, the FTC “issues calls twice yearly for each individual radio station instead of four times yearly, as formerly. National and regional networks respond on a continuous weekly basis, submitting copies of the commercial advertising parts of all programs wherein linked hookups are used involving two or more stations. Producers of electrical transcription recordings each month submit typed copies of the commercial portions of all recordings produced by them for radio broadcast. This material was supplemented by periodic reports from individual stations listing the identities of recorded commercial transcription recordings and related data.”

The Commission referred to its October 1944 report on “Advertising as a Factor in Distribution,” which showed that, in percentages of total advertising expenditures, the six types of advertising most extensively used by 548 manufacturers of 17 lines of consumer goods (including food, clothing, building materials, farm machinery, and petroleum products) were: Radio 18.3%; national magazines 17.4%; newspapers 15.2%; material furnished to dealers 13.3%; outdoor posters 7.3%; joint advertising with deals 6.4%. The remaining 22.4% was distributed among trade journals, mailed material, etc.

Total advertising expenditures of the 548 manufacturers surveyed was $71,498,607.

In addition to its regular advertising survey, FTC collected and analyzed advertising which might be in violation of the War Production Board’s advertising policies by contributing to price rises, etc. In this respect FTC furnished WPB with 2,629 commercial radio continuities and 1,798 published ads.

In an overall summary of the year’s work, FTC said it issued 164 formal complaints and 140 cease and desist orders, and accepted 286 stipulations to discontinue unlawful practices.

Policy Changes
DISTINCTION of being the first non-network station to originate a broadcast from the White House is claimed by WIXN Washington, independent station, as a result of its broadcast of President Truman’s Jan. 3 address. Previously, only the major networks had been permitted to originate the President’s speeches. The new policy came on the heels of the controversy which developed when Secretary of State James F. Byrnes’ radio address on his London confer- ences was carried exclusively by CBS [Broadcasting, Oct. 16] and which popped up again after his Moscow conference. Secretary Byrnes’ Dec. 30 report on the Moscow meetings, first scheduled exclusively for NBC, finally was released to all broadcasters [Broadcasting, Jan. 7].
Clocks with tiny crystal hearts that beat 100,000 times a second

Crystal Hearts beat time in Bell Telephone Laboratories, and serve as standards in its electronics research. Four crystal clocks, without pendulums or escapements, throb their successive cycles without varying by as much as a second a year.

Precise time measurements may seem a far cry from Bell System telephone research, but time is a measure of frequency, and frequency is the foundation of modern communication, whether by land lines, cable, or radio.

These clocks are electronic devices developed by Bell Laboratories, and refined over years of research. Their energy is supplied through vacuum tubes, but the accurate timing, the controlling heart of the clock, is provided by a quartz crystal plate about the size of a postage stamp.

These crystal plates vibrate 100,000 times a second, but their contraction and expansion is submicroscopically small—less than a hundred-thousandth of an inch. They are in sealed boxes to avoid any variation in atmospheric pressure, and their temperatures are controlled to a limit as small as a hundredth of a degree.

Bell Laboratories was one of the first to explore the possibilities of quartz in electrical communication, and its researches over many years enabled it to meet the need for precise crystals when war came. The same character of research is helping to bring ever better and more economical telephone service to the American people.
New Low Rates

FOR

Air Express

Jan. 1st Cut Saves Shippers 22% Over '43

HERE'S HOW LITTLE IT COSTS

<table>
<thead>
<tr>
<th>Weight</th>
<th>Rate per lb.</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 lbs.</td>
<td>$1.00</td>
</tr>
<tr>
<td>5 lbs.</td>
<td>$0.90</td>
</tr>
<tr>
<td>10 lbs.</td>
<td>$0.80</td>
</tr>
<tr>
<td>25 lbs.</td>
<td>$0.65</td>
</tr>
<tr>
<td>40 lbs.</td>
<td>$0.40</td>
</tr>
<tr>
<td>Over 40 lbs.</td>
<td>$0.25</td>
</tr>
</tbody>
</table>

Another drastic cut in Air Express rates now makes this high speed transportation more important to American business and industry than ever before!

Where in the whole economy of business, do you get so much for your transportation dollar:

SAME DAY delivery between many airport towns and cities as far as 1,000 miles apart. (Less than 6 hours by air.)

SPECIAL HANDLING. Special pick-up and delivery (no extra cost) promotes speed of Air Express delivery.

GOES EVERYWHERE. In addition to 375 airport communities, Air Express goes by rapid air-rail schedules to 23,000 other important points in this country. Service direct by air to and from scores of foreign countries in planes of American manufacture and reliability giving American service, flying the American Flag!

WRITE TODAY for "Jig Saw Puzzle." It contains illuminating facts to help you solve many a shipping problem. Air Express Division, Railway Express Agency, 230 Park Avenue, New York 17. Or ask for it at any Airline or Express office.

---

FARM REVIEW comprises weekly half-hour agricultural discussions and originating from KRMR Sacramento, Cal., has been started on McClatchy Broadcasting Co. stations (KRMR KGK KNX KERN KOH). Besides reports from farm organizations operating on state-wide basis, U. S. and California Department of Agriculture, College of Agriculture in Davis, Yolo County, Agricultural Extension Service, U. of California, format includes live talent.

Religious Series

TO ENCOURAGE closer cooperation between radio and religious faiths, WBNS Columbus, O, Jan. 6 introduced Sunday program "The Voice of the Church" under supervision of Dr. Ganne Little Protestant; Father H. S. McLaughlin, Catholic, and Rabbi Samuel M. Gup, Jewish, with Irwin A. Johnson, WBNS director of public service, cooperating. Each program features speakers of various faiths who appear in sequence of four broadcasts.

Anti-Crime Series

INTERVIEWS with men recently released from prison constitute format of new Mutual "I Was a Convict" program started on network Jan. 12 in cooperation with Society for the Prevention of Crime. Conducted by Edwin J. Lukas, lawyer and criminologist, program relates facts about cases for which senten ces were served as well as circumstances leading up to the acts.

Local Program

SUBURBAN COMMUNITIES of Toronto are singled out for "Salute To The Municipalities" every Sunday morning on CHUM Toronto. Mayors and reeves of suburban municipalities speak to their citizens via program on subjects of local interests.

Local News

COMPLETE coverage of local city news to augment regular news coverage has started on WNYC New York with "City News" program, Tuesday through Friday, 1-1:15 p.m.

Behind Scenes

CORRESPONDENTS of press and radio who reported headline stories of the war are now heard by GIs in Japan and Korea revealing how the stories were covered on new interview program, "Bylines," presented on Armed Forces Radio System twice weekly. Program originated at WNYC New York and is conducted by Sgt. Phil Cross, formerly of KOL Salt Lake City, Sgt. Hal Halik, former "Case" announcer ABC World, and S/Sgt. Roger Forster, formerly of WNEW New York, is announcer.

New on WWDC


Light Variety

WIND Chicago has started Monday through Saturday 8-9 a.m. "Medley Variety Hour" a program of music and chat with personalization for commercial broadcast by station's new program director.

Understudies

UNDERSTUDIES of Broadway productions will be given an opportunity to act in a new dramatic series entitled "Invitation to Audition," started on WNEW New York Jan. 13 as weekly Sunday afternoon half-hour program, 2-3 p.m.

Folklore

HISTORY of western Canada is featured on CUS A Edmonton in a weekly half-hour evening program, "Alberta Story," recounting tall tales and true tales gathered as folklore by specialists of the U. of Alberta over a period of years.

New Comedy Series

NEW COMEDY program "Jimmy Gleason's Dinner" starts on ABC Jan. 21 10-10:30 p.m.

Radio Awards Group

FURTHER consideration of a system of merit awards for outstanding public service in radio will be undertaken by a committee of the NAB soon to be named, under action Jan. 5 by the Board of Directors at its meeting in Los Angeles. Following discussion of projects previously submitted, including the Lee-Losh plan for a Radio Academy of Arts & Sciences which would include "Oscar" awards, the board authorized further study in consultation with E. M. Kirby, NAB public relations counsellor.

MEMO

Must Contact

WBOC

Salisbury, Md.

One of America's

Finer Stations

MUTUAL BROADCASTING SYSTEM
MARYLAND COVERAGE NETWORK

BROADCASTING • Telecasting
NYNC Given New Mayor's Backing

O'Dwyer Says 1946-47 Funds To Be Included in Budget

FAMED during the incumbency of former Mayor Fiorello La Guardia as a primary outlet of the Little Flower's ebullient discourses on subjects as varied as international relations and comic strips, WNYC, New York's city-owned station, has long been a target of sniping Democrats who opposed Mr. LaGuardia's politics. Last week the sniping ceased.

Good Democrat William J. O'Dwyer, who on Jan. 1 succeeded Mr. LaGuardia as Mayor, announced he would include funds to support WNYC in the 1946-47 city budget. It was plain that during Mr. LaGuardia's tenure the snipers who publically shot at WNYC had been hoping privately to hit Mr. LaGuardia, With Mr. LaGuardia out of office, no target remained.

In announcing his decision to continue WNYC's operations, Mr. O'Dwyer could not forget the sound of shots flying from the City Council and Board of Estimates during Mr. LaGuardia's term. Fearful lest he find himself ducking similar snipers' bullets from whatever members of those bodies arose as his opponents, Mr. O'Dwyer hastened to report that he would not follow his predecessor's example of appearing personally on WYNC's air each Sunday to scold, admonish or simply to talk.

Established as a public service station in 1923, WNYC was first under the jurisdiction of the New York Department of Plants and Structures when Grover Whalen, New York's first parks commissioner, now chairman of the Mayor's Committee, was commissioner. Christine Bohmsack, former newspaperman, was the first director of the station and remained until the appointment in 1938 of Morris S. Novik, who resigned Jan. 1 to become a private consultant for public service radio programs. Mr. Novik will remain in a supervisory capacity, without pay, until a replacement is found for the $7,500-a-year job.

Current budget of WNYC is $114,405. It has 50 operating employees and five announcers.

Hollywood Meet

WITH William B. Lodge, CBS New York director of general engineering, slated as featured speaker, 24 Ninth District CBS station affiliates are scheduled to convene for one-day Hollywood meeting Jan. 18. Donald W. Thornburgh, Pacific Coast vice president, is host, with Edwin Buckalew, network Pacific Coast manager of station relations, handling arrangements.

Mrs. Johnson Dies

MARY ZUBER JOHNSON, wife of Sou- land Johnson, local sales manager of KMOX St. Louis, died Dec. 29 in St. Louis.
CAB Finds Program Switches Last Fall Biggest in History

BIGGEST program turnover in radio history occurred last fall, with 80 new programs being rated by Cooperative Analysis of Broadcasting, according to an article by George H. Allen, CAB manager and secretary, scheduled to appear in the 1946 Broadcating Yearbook which will be off the presses in February.

With this turnover came new programs as well as the return from the wars of many old favorites, according to Mr. Allen. Among new programs that found popularity were Danny Kaye Show, Meet Me at Parky's, The Theatre Guild on the Air, Teenitmers Show, Request Performance, Powder Box Theatre, His Honor the Barber, This Is Your FBI, Bedulak and Textron Theatre.

Heading returning programs was Fred Allen, who jumped quickly to six place among night programs. Adventures of Ozzie & Harriet and Red Skelton quickly acquired audiences as these performers returned to the air, as did Rudy Valley, the original Henry Aldrich, and Tom Howard sportscaster.

Radio played the biggest role in its history, says Mr. Allen, when it kept the nation "at the front" for the climax of two wars. Listening audience on the morning of May 8, V-E Day, was triple the normal weekday morning and the largest morning audience ever recorded by CAB in its 81-city sample. Volume dropped in the afternoon but was 55% above normal with evening listening 7.5% over normal. The V-E Day listening, however, was below that of D-Day.

When news that Japan was talking surrender was broadcast Aug. 10, radio listening jumped to D-Day and V-E Day proportions. Morning listening on Aug. 10 equalled that of evening, and was double that of a normal morning, according to Mr. Allen. Afternoon listening was 57% over normal and the evening increase over the preceding comparable night was 65%.

Fourth inaugural of President Roosevelt had a 20.1 CAB rating. President Truman's first address to Congress and the nation April 16 attained a 34.6 rating with 100% of the listening audience. His report to the Associated Broadcasting this day had a 47.4 rating. On Aug. 9 his address to the nation on the atom bomb rated 44.4, with 92.6% of the listening audience, higher than any attained by any previous President in the CAB sample.

Leading nighttime favorites in 1945 were:

Bob Hope
Fibber McGee & Molly
Charlie McCarthy
Lux Radio Theatre
Jack Benny
Fred Allen
Red Skelton Show
Mr. District Attorney
Walter Winchell
Eddie Cantor Show
Kraft Music Hall
Screen Guild Players
Sealltest Village Store
Amos 'n' Andy
Abbott & Costello

Leading daytime favorites:
Breakfast in Hollywood (11 a.m.)
Portia Jones Life
When a Girl Marries
Big Sitter
Pepys Young's Parents
Young Widder Brown
Ma Perkins (CBS) and Breakfast in Hollywood (11:10), tied
Breakfast Club (9:30), Ma Perkins and America's Romance of Helen Trent, tied
Lorenzo Jones, Right to Happiness
Stella Dallas and Just Plain Bill, tied

Three leading weekend favorites:
Gene Aturly Show
Prudential Family Hour
One Man's Family

Favorite type of night program last year was variety, replacing drama which was in first place the year before. Other favorite types were news and talks, audience participation, popular music and familiar music.

Among daytime programs the favorites were serial drama, news and talks, children programs, other drama and variety.

CAB reported last year on composition of the radio family, with women listening steadily all day, with upsurges at 12-12:15 noon and 9:15-10:30 p.m. Peak listening period by men, who rank second to women as listeners was 7:15-7:30 p.m. Peak listening by children, 5-6 p.m.

Sets in Britain

MORE than eight million radio receivers are in civilian use in the United Kingdom—England, Scotland, Wales and Northern Ireland—according to official figures. Two-dollar use tax on each set thus yields annually about four million dollars—one million pounds—toward upkeep of BBC.

STROUSE PRAISES BENTON HANDLING

BEN STROUSE, general manager WWDC Washington, has publicly commended William Benton, Assistant Secretary of State, for his handling of the Secretary Byrnes radio address Dec. 31.

Mr. Strouse in a letter to Mr. Benton dated Jan. 31 had the following to say: "We were delighted that the State Department finally agreed to let us carry Secretary Byrnes' speech and feel it was natural for the Associated Broadcasting System and the nearby independent stations that depend upon WWDC for their Washington pickup.

"We are glad that you did not accept the dictation of the larger networks who insisted upon exclusive broadcasts. The Secretary's speech was a most important one and certainly all of the stations in the country that wished to carry it were entitled to do so."

Commenting on his letter to Mr. Benton, Mr. Strouse said that he had earlier protested the original State Department decision to permit NBC to carry the Byrnes speech exclusively.

Brand Names Dinner Expected to Draw 1,000

MORE than 1,000 industrial and business leaders of New York are expected to attend the Brand Names Research Foundation dinner at the Hotel Astor, New York, on Feb. 5, which will honor 175 brand names that have stood the test of public acceptance for at least 50 years. Members of the host committee include James S. Adams, president, Standard Brands; General Julius Ochs Adler, vice president, New York Times; Colby M. Chester, chairman of executive committee, General Foods Corp.; Kerwin Fulton, president, Outdoor Advertising; Col. Charles F. H. Johnson, president, Botany Worsted Mills; Theophil H. Mueller, president, Julius Kayser & Co.; and Ray Rubican, Young & Rubicam.

Admiral Dividend

ADMIRAL Corp., Chicago, has declared a dividend of 12 1/2c per share on issued and outstanding stock of 1,000,000 shares to be paid to stockholders of record Jan. 14 and payable on Feb. 1.
Why these famous RCA twins should have a voice in your station economy

The RCA 891-R and 892-R tubes were the forerunners of a group of RCA-designed air-cooled power amplifier triodes that simplified transmitter construction and introduced new operating and maintenance economies.

Today, hundreds of these tubes are demonstrating their long life and dependability in broadcasting service—other hundreds in industrial electronic heating equipment.

As a result of the increasing demand for these tube types, RCA has been able to introduce improved manufacturing techniques that have not only stepped up the quality of the 891-R and 892-R, but brought about a reduction in their price from $410 to $345*—a saving to you of 16%.

With war restrictions lifted, stations can now benefit by the immediate availability of such outstanding air-cooled tubes as the RCA 827-R, 891-R, 892-R, and RCA 9C22.

In buying renewal tubes for your transmitter, you will gain by specifying RCA. There is an RCA Broadcast Specialist available in your territory to take care of your requirements. Call him for prompt delivery and efficient service—or write RCA, Direct Sales Department, Section D-2A, Harrison, New Jersey.

*This price is subject to a reduction from the above figure when an old tube, radiator, and crate in good condition, are returned prepaid to the address on the Return Authorization at the time of the purchase of a new renewal tube.

THE FOUNTAINHEAD OF MODERN TUBE DEVELOPMENT IS RCA

TUBE DIVISION
RADIO CORPORATION of AMERICA
HARRISON, N. J.
Segregation of Ads Suggested by WABF
Plan Is Submitted by Station For Listener Reaction

PROPOSAL that commercials be siphoned out of regular radio shows and pumped into a single barrel of broadcast time confined to advertising, was put up to its listeners for discussion last week by WABF (FM) New York.

Results of the station’s invitation to listeners during the first week at least were less than spectacular. Three listeners replied.

First time WABF asked for response to its suggestion for adless programs was Dec. 29. The next week, because of the slim response, the program was repeated with the addition of one of the three listener letters.

Reportedly the idea of Anita de Mars, WABF program management department, the proposal contemplates elimination from regular shows of all commercials save for a bare introductory announcement of the advertisers’ messages would make of the shows’ sponsors. Bulk of the advertisers’ messages would be confined to a regularly scheduled period of pure advertising. Basis for the proposal is that much public ill will may be created for a product if its advertising on a radio show interferes with the listener’s enjoyment of the entertainment. Yet, many a listener might be interested in tuning in to advertising for advertising’s sake.

WABF made it clear that the proposal was made not as a definition of its own policy, but as a question for public debate out of which might come an indication of the public’s reception of advertising. For all WABF knows, it admitted, listeners’ objections to commercials may be only slight.

Cage Contests
WIBO Philadelphia will broadcast 13 scholastic basketball games this season under sponsorship of Coca-Cola from Philadelphia’s Convention Hall. Games include Public, Parochial and Suburban High School League contests.


‘MARCH OF DIMES’ BROADCASTS SLATED
NATIONAL Foundation for Infantile Paralysis Inc. is lining up local and network shows and spot announcement for its annual March of Dimes campaign, which runs from Jan. 13-31.

Kickoff program was carried by ABC on Jan. 13 in special quarter-hour broadcast from Dime Box, Tex. Gulf Oil Corp.’s ‘We the People’ program on CBS. Jan. 13 was dedicated to the campaign for dimes, and originated at Warm Springs, Ga. ABC presented a special series of three Tuesday broadcasts starting Jan. 15 and featuring noted stage actors in excerpts from their more successful roles.

On Jan. 22, Mutual will present a fashion show program for the campaign. ‘Country Fair’, sponsored by Borden Co. on CBS, will be devoted to the campaign on Jan. 26, and will originate from a hospital for infantile paralysis victims in New York State.

ABC, NBC, CBS, and Mutual will present a joint 45-minute program, 11:15-12 p.m., on Jan. 30 in behalf of the March of Dimes. In addition to network shows, over 900 local stations in the nation will have transcribed spot announcements throughout the campaign.

Board Circuit
NEXT BOARD OF GOVERNORS meeting of CBC is set for Van-couver Jan. 27-29, resuming a former practice of holding some board meetings outside Ottawa to enable governors to become acquainted at first hand with broadcasting conditions and developments throughout Canada. Announcement was made at Ottawa by A. D. Dunton, recently appointed full-time chairman of the CBC board.

NAB Time Sales Total $402,250,000 for 1945
BROADCAST advertising in 1945 totaled $402,250,000, according to preliminary estimates by the NAB, and not $405,250,000 as incorrectly stated in the Jan. 7 BROADCASTING. NAB’s estimate of total radio sets for 1945, placed at 59,000,000, was based on Jan. 1, 1945 conditions. The Jan. 1, 1946 figure will be available soon. The figure on national newspaper advertising for 1944—$216,000,000—including $31,000,000 in classified advertising whereas the 1945 national newspaper advertising figure—$180,000,000—did not include classified.

EDWARDS LAUNDED FOR PUBLIC SERVICE
FRANK EDWARDS, WIBC Indianapolis broadcaster, is receiving plaudits for two major public service achievements during the holidays.

First was his feat in arranging almost singlehanded, through his twice-nightly broadcasts, rides home for more than 6,000 service men and women stranded in Indiana bus and railroad depots. Private cars, church, school and public buses, and even airplanes were offered for transportation.

Second was the major part he played in bringing warning Greyhound bus union and management factions out into the open.

For five days the newscaster alternated between microphone and telephone, sandwiching a few hours sleep in between.

Governor Gates wired Paul Musick, chairman of the executive council of the AFL-Amalgamated Ass’n of Street Electric Railway and Motor Coach Employees of America, requesting that 100 buses and drivers be made available to haul service men.

When no answer had been received by Christmas day because of crowded wires, Mr. Edwards called Mr. Musick in Cleveland and got assurance that the bus drivers would be allowed to drive if the move were nationwide. The broadcast got in touch with Congress-man Louis Ludlow, of Indiana, who then contacted John Steelman and Howard Colvin, of the Labor Dept. Conciliation service. Mr. Edwards also called Mr. Steelman and outlined the union and management stand on the question. The Labor Dept. held a parley the Saturday after Christmas and next day the strike was called off.
Hope Tops Coast Popularity Rating

Skelton Second, Benny Third, Hooper Report Shows

BOB HOPE with a rating of 29.8 was the most popular radio figure on the Pacific Coast during December, according to the December Pacific Network report of C. E. Hooper. Red Skelton was second with 28.4 and Jack Benny third with 26.6.

Report shows an average evening audience rating of 9.0 on the West Coast during December as compared to 8.4 in November. This represents an increase of 0.6 from November and no change from December 1944. Average evening sets-in-use was 32.3, up 1.2 from November, down 1.2 from a year ago.

Average daytime audience was 76.8, up 0.5 from November, down 1.0 from a year ago.

Average overnight audience rating was 3.7, up 0.2 from November, down 0.1 from a year ago. Average daytime sets-in-use was 16.3, up 1.3 from November, up 2.3 from a year ago.

Overnight audience was 6.8, up 1.4 from November, up 2.2 from a year ago.

Another top ranking shows on the Pacific Coast in December were: Walter Winchell, 24.9; Fibber McGee & Molly, 21.7; Charlie McCarthy Show, 21.6; Great Gildersleeve, 20.9; Abbott & Costello, 20.1; Screen Guild Players, 19.7; Fannie Brice, 19.6; Can You Top This, 18.4; Take It or Leave It, 18.2; Blondie, 17.4; Bob Burns, 16.9.

{C. E. HOOVER STATION LISTENING INDEX
MIAMI, FLORIDA
PREPARATIONS for a strike on Jan. 15 of over 200,000 electrical employees of General Electric Co., Westinghouse Corp., and General Motors (Electrical Division) are continuing by the United Electrical Workers of America (UE-CIO). The strike is scheduled to start an hour before the first shift of each plant.

The strike was occasioned by the refusal of General Electric and United Electric Workers of America (UE-CIO) to negotiate a long-term contract. The picketing centers are New York, New Jersey, and California.

The UE-CIO represents about 200,000 workers in the electrical industry.

UE-CIO PREPARING FOR JAN. 15 STRIKE
PREPARATIONS for a strike on Jan. 15 of over 200,000 electrical employees of General Electric Co., Westinghouse Corp., and General Motors (Electrical Division) are continuing by the United Electrical Workers of America (UE-CIO). The strike is scheduled to start an hour before the first shift of each plant.
Hollywood & San Francisco
General Manager

Home of the BROADCASTING Telecasting

New York; and "Ma Perkins" for Oxydol,
Ivory Soap; "Road of Life" for Duz;
Programs: "Life Can Be Beautiful" for
CBS five times weekly for

52-week basis instead of on alternating
13-week cycles. Stations carrying spots
appointed its advertising account. Mildred Flunt is account executive.

CHEVROLET DEALERS Assn., Los
 demanded on April 1.

52 weeks, schedule of 25 five-
minute newscast on KGB San

Aunt Mary", Mon. and Wed. 12:30-12:45 p.m.

DAVID H. FALK, formerly with WOR
New York, has rejoined the Sim-
mokers, Mon. and Wed. 12:30-12:45 p.m.

ELGIN WATCH Co., Elgin, Ill., on Jan.

ELGIN WATCH Co., Elgin, Ill., on Jan.

of "Sonny Loden and His South-
erners", Mon. and Wed. 12:30-12:45 p.m.

VIVA LAU, Los Angeles radio sales

was appointed vice president and general
field and KYW Philadelphia. Produced

ELGIN WATCH Co., Elgin, Ill., on Jan.

of "Sonny Loden and His South-
erners", Mon. and Wed. 12:30-12:45 p.m.

VIVA LAU, Los Angeles radio sales

was appointed vice president and general
field and KYW Philadelphia. Produced

ELGIN WATCH Co., Elgin, Ill., on Jan.

of "Sonny Loden and His South-
erners", Mon. and Wed. 12:30-12:45 p.m.

VIVA LAU, Los Angeles radio sales

was appointed vice president and general
field and KYW Philadelphia. Produced

ELGIN WATCH Co., Elgin, Ill., on Jan.

of "Sonny Loden and His South-
erners", Mon. and Wed. 12:30-12:45 p.m.

VIVA LAU, Los Angeles radio sales

was appointed vice president and general
field and KYW Philadelphia. Produced

ELGIN WATCH Co., Elgin, Ill., on Jan.

of "Sonny Loden and His South-
erners", Mon. and Wed. 12:30-12:45 p.m.

VIVA LAU, Los Angeles radio sales

was appointed vice president and general
field and KYW Philadelphia. Produced

ELGIN WATCH Co., Elgin, Ill., on Jan.

of "Sonny Loden and His South-
erners", Mon. and Wed. 12:30-12:45 p.m.

VIVA LAU, Los Angeles radio sales

was appointed vice president and general
field and KYW Philadelphia. Produced

ELGIN WATCH Co., Elgin, Ill., on Jan.

of "Sonny Loden and His South-
erners", Mon. and Wed. 12:30-12:45 p.m.

VIVA LAU, Los Angeles radio sales

was appointed vice president and general
field and KYW Philadelphia. Produced

ELGIN WATCH Co., Elgin, Ill., on Jan.

of "Sonny Loden and His South-
erners", Mon. and Wed. 12:30-12:45 p.m.

VIVA LAU, Los Angeles radio sales

was appointed vice president and general
field and KYW Philadelphia. Produced

ELGIN WATCH Co., Elgin, Ill., on Jan.

of "Sonny Loden and His South-
erners", Mon. and Wed. 12:30-12:45 p.m.

VIVA LAU, Los Angeles radio sales

was appointed vice president and general
field and KYW Philadelphia. Produced

ELGIN WATCH Co., Elgin, Ill., on Jan.

of "Sonny Loden and His South-
erners", Mon. and Wed. 12:30-12:45 p.m.
Sister Agnes of the tube division of General Electric Co., Electronics Dept., with headquarters at Syracuse, N. Y. He is GERALD W. NEVIN, resigned. Long time manager of the KEN-TERRA Co., with headquarters at Owensboro, Ky.

J. WESLEY KOCH, enters his third months’ service in air- forced, returned Jan. 1 to his post as chief engi- neer of KFEO St. Joseph, Mo. Radio of- ficials with AIR, North Africa and Italy, Koch in Oct. 1943 was placed on terminal leave from post as technical advisor, Radio Propagation Unit, Chief Signal Officer, Washington, from there to Dec. 31 he was assistant plans and allocations engineer with military.

CLAYTON WILSON has returned to CBR Vancouver after serving overseas with CBC Overseas Unit as an engineer. He helped set up Canadian armed forces network.

BURT CRUMP, chief engineer of CHEX Peterborough, is recovering from an appendectomy.

JOE N. KNOWLES, discharged from Royal Canadian Navy, has returned to CHEX Winnipeg transmitter operation.

GORDON THOMPSON, out of RCAF, and HARRY SULLIVAN, Canadian Army officers are back at CKY as studio control op- erators.

MAX THOMAS resumes post on technical staff of WMN Marion, O., following release from overseas service.

ROBERT TRAGO, released from the Army as captain, has rejoined BBS as member of technical operations staff.

BILL HUNTER, recently discharged from the Army where he served as chief engi- neer of Radio Manilla, has rejoined the engineering staff of WPAT New York.

ROBERT KLEIBER, Army sergeant in charge of WGBS transmitter, has rejoined the technical staff of WLW Cincinnati. HUGH KERN, has returned to the studio technicians department.

ROBERT KLEIBER, Army sergeant in charge of WGBS transmitter, has rejoined the technical staff of WLW Cincinnati. HUGH KERN, has returned to the studio technicians department.

CLAYTON DOW, Army veteran, has re- joined the network studio engineering depart- ment.

Ralph, INGRAM and STANLEY PEER, both Navy veterans, return to the control room staff of WDRG Hartford, Conn.

PHARMA-CRAFT Corp., New York, has changed “David Harding—Counterxy” to 168 ABC stations from Wed. 10:30-11:15 p.m. to Sun., 5:30-6 p.m. Agency: Young & Rubicam, N. Y.
Promotion

Promotion Personnel

I. T. COMDR. WILLIAM E. WEBB has returned from service as a combat intelligence officer aboard aircraft carrier and resumed his duties as manager of public service promotion for NBC.

ARThUR FORREST, who has handled this post since Lt. C. M. Storey was on the Navy in 1943, has been placed in charge of national promotion for NBC's owned and operated stations.

II. C. RUFF, former publicity director of WOR New York, has returned to New York and expects to resume radio following discharge from service. Lt. C. Ruff served with Patton's Army in Sicily, Italy and France, was wounded by a Nazi mine.

EVELYN CLARK of the promotion-publicity staff of KGO San Francisco is to be married to Norbert V. L. Degendorfer.

FRED A. SULLIVAN, veteran member of the star promotion staff of the Tribune, has been placed in charge of national promotion for NBC.

KEITH MATHERS, formerly with KQO Mason City and WAT Cedar Rapids, IA., has been appointed publicity and promotion director of KIDO Boise, IDA.

WINX Music Programs

ARRANGED in form of a concert program, WINX Washington has sent out and illustrated mailing piece on its "Good Music" programs. As first in a monthly series, folder lists daily selection, complete with composer, orchestra and artist. Folder is sent by return mail.

WINX Washington has been awarded a merchandising division under supervision of E. E. Hale, who formerly headed sales promotion department. Joel W. Stovall, manager of music promotion, in turn is succeeded by Leo Kast, formerly assistant manager and program director of WMAZ Macon.

Topic List

LISTENERS to "Invitation to Learning" on CBS, which presents an informal three-way discussion of one of the world's great books each weekday, may obtain a listing of future programs through request to CBS, program director. Over 1,200 requests already have been received for handy pocket-sized cards.

Sales Manual

RADIO SALES Division of Stromberg- Carlson Co., Inc., has prepared an eight-page scale campaign to introduce line of 1946 quality home appliances. Promotional materials include new sales manual for dealers. Supplemental "Home" album, manual shows full-page photographs and gives listings of 1946 new sets.

CKGW Tickets

TICKETS to "the best seat in the house" for "Drama at Eight" have been distributed by CKGW Moncton, N. B., as listener promoter for 8 p.m. period on station which each day presents a different dramatic program. Tickets were distributed on streets, via station mail. Bus cards supported campaign.

New Magazine

FIRST personalized magazine, the Western Electric Oscillator, successor to company's pre-war magazine. Pick-ups have been published, especially articles on wartime and peace time electronic developments. December edition lists "Christmas Messages," to company's customers in communications and electronic industry.

VWV Worriers

FOLDER titled "Nourished on a 15 year diet of radio" has been issued by WOV New York presenting success stories of listeners who have used WOV programs consistently for 15 years. Growth of these firms is attributed to WOV's "Queen for a Day" show. National radio director, Stanley H. Abel, has been allied with program of WOV by folder fade.

Miss ABC Mike

MISS ABC MIKE, adorning cover of network's latest promotion piece, declares "Mother said, never kiss and tell—but I'm telling!" In folder she tells story of activities on local and ABC network campaigns for all products sold through food and drug outlets.

Electric Stop-Timer

EASIER READING

GREATER DURABILITY

Electric Stop-Timer makes the Thompson control instrument. 3" dial makes the Thompson Electric Stop-Timer a "must" in conjunction with other laboratory and testing equipment. It can also be used in conjunction with many new methods, this precision movement and on many production processes, this precision movement promises to give years of accuracy and reliability. This movement is known as "Skiing". Agency is Blackstone Co., New York.

H. C. THOMPSON CLOCK CO.

BOSTON, CONNECTICUT

Tops a Stop-Watch for Convention and Accuracy...

THOMPSON Electric Stop-Timer

because it gives you:

★ EASY 3-BUTTON OPERATION
★ ACCURACY TO 1/5 SECOND
★ GREATER DURABILITY
★ EASIER READING

For scores of timing uses on laboratory and testing equipment and on many production processes, this precision movement is the only one of its kind. It can also be used in conjunction with other electrical control instruments... and can itself be furnished for use as a remote control instrument.

30 dial makes the Thompson Stop-Timer much easier to read. Operates on 110-volt alternating current or dry cells. And it's made to give years of accurate service, by the makers of the precision movements on Thompson Stop-Timer clocks.

Write for prices.

MBS Clip Sheet

MUTUAL has started weekly clip sheet called "Mutual Flash Feature Service" providing numbers of publicity features available in newspaper mat form.

TWENTY YEAR CLUB

ADDING 21 MEMBERS

TWENTY-ONE new members have been added to the Twenty Year Club, an organization of men and women who have worked 20 years in the radio broadcasting industry. New members are: Ben Gross, radio editor, New York Daily News; George C. Biggar, general manager WIBC Indianapolis; Harold K. Bergman, WGY Schenectady; R. J. Coleman, director, Wkr East Lansing; Dave Edelson, co-owner, Commerical Broadcasting of J. Leslie Forman, manager, Bob P. Raymer Co.; Howard S. Frazier, director of engineering, NAB; Henriette K. Harmon, general manager WIBC Indianapolis; Dr. Edwin J. Van Etten, Dean, Canada; Col. B. J. Gage, supervisor, CBC; G. R. A. Rice, CFRN Charlottetown, Canada; Dr. Howard S. Frazier, director of engineering, NBC; R. W. Cooper, general manager WIBC Indianapolis; Ross M. Evans, president, WMGB Richmond; Russell S. Hoff, WWL Cincinnati; S. E. Leonard, engineer-in-charge, WTAM Cleveland; W. C. Litau, supervising engineer, CBC; Ruth Lyons, director Your Morning Mattinee, WWL Cincinnati; William F. Ludget, WKJ St. Louis; John T. Mitchell, director of radio production, Morse International; N. R. Olding, operations engineer, CBC; G. R. A. Rice, CFRN Edmonton, Alberta, Canada; Lt. Col. Keith S. Rogers of CFY Charlottetown, Canada; B. Gale Swift, supervisor of musicians, NBC, Chicago; Verl Thompson, program director, KSoo Sioux Falls; Dr. Edwin J. Van Etten, Dean, Cathedral Church of St. Paul, Boston.

T-P-C Meet

ANNUAL MEETING of sales and production managers of the Taylor-Pearson-Carson group of stations throughout Canada was held at Calgary, Jan. 10-12, to discuss mutual production and standardization of methods.

TEN day holiday season baby picture contest on Martha's Miller program on WSN Portland, N. C. is continuing, with baby being given a looking over by Miss Marilyn Miller, Bozeman, MT., and Miss N. Y., who sponsors program to promote Hunt Club dog food, awarding test winner withocker spaniel puppy.

Blotters

PERSONALIZED blotter has been distributed by Sylvana Electric Products, Inc., New York. Name of recipient is printed on each blotter below calendar for the month.

WWNC Survey

DOWNTOWN window display and imprinted paper napkins for restaurants is called "Mutual Flash Feature Service" providing number of publicity features available in newspaper mat form.
ON THE SERVICE FRONT

General Breaks Army’s Radio Silence on Demobilization Plan

FIRST VOICE to break through the Army’s radio silence on demobilization was Army Air Forces Maj. Gen. F. L. Anderson who appeared on Headline Edition on American, last week.

Speaking from Washington, the Assistant Chief of Staff of AAF personnel explained demobilization of the AAF as it is progressing. In his concluding remarks, he said, “Since V-J Day in May of this year, 1,100,000 men have been separated from the Air Force—half the Air Force of 20 weeks ago... The others will be home before summer. I say that the mission is being accomplished according to plan.”

The Army’s hesitancy to take the air in response to the GI protests seems to be due primarily to the fact that Secretary of War Patterson is in the hospital. According to plan, the GI protests will be handled by theater radio men, not by an Army official, but plans are not formulated as yet—in much the same way as Washington might proceed in the case of an important speech, to get the message to the theatres. It would require “at least a week” to prepare the materials for telecasting, according to plan.

The Army is also the opposite camp from demobilization. In an interview with demobilization—a re-enlistment—AAF is conducting a series of spot announcements. The first series, which has had a lot of success, has consisted of 15 to 60 seconds long spots sent out from headquarters to all AFRS outlets. These stressed the Jan. 31 date. Any man now in the Army can re-enlist by that date and stay in grade. The second set of mimeographed spots are now being prepared for use in the third week of January. After that time once a month beginning Feb. 1, brackets will be sent out to each overseas station, factually stating the advantages and benefits of the Army as a postwar career. The theatre commander can use the spots at his discretion, or if he prefers, theatre radio men may make their own announcements, pending the commander’s approval.

The subject of re-enlistment is also being used on “Target Tomorrow,” a transcribed quarter-hour AFRS series stressing postwar opportunities. The Information & Education Division of Army Service Forces, under whose AFRS operates, has made it clear that all announcements or programs are presented purely as an information service, and with no view toward “selling” the soldier anything.

Tinsley to VA

Edward G. Tinsley, freelance radio writer and former writer with OWI Domestic News Bureau, has been appointed to the speech section of the Veterans Administration Division. He will write several scripts for “The Shadow” on Columbia...

Last Issue

WITH the December issue, the Signal Review “rogers out.” The Signal Corps Pacific Reconnaissance Magazine has been published in Michael Jan. 24, with representatives of the Army Signal Corps in the Pacific. Included in the last issue are articles on the Seaborne Signalers dealing with ship-to-shore relay through floating units; a review of the Armed Forces Radio Service; and signal recon, among other non-radio articles and fiction.

BROADCASTING • Telecasting

RECIPE FOR NEWS

Hunt Stirs in Facts, a Yarn And Pinch of “Think”

FEB GOOD COOKS will discard their best recipes, but this tradition was shattered when Frazier Hunt, whose cooperative news commentary is heard Mondays through Fridays 9-9:15 a.m. over MBS, announced his own recipe for boiling up a news program.

Basic ingredient, he told his listeners, was the Jan. 3 broadcast, is straight news, “as honest and accurate as the United Press sends it out.” A soupspoon of human interest is added now, he said, in the form of “GI yarns, and tales about sailors and leathernecks, old people and children, and cats and dogs.” The mixture is topped off with “my little ‘think’ piece,” he confided. He told listeners they could “take them (think pieces) with a little grain of salt.”

Television Lectures

FOUR LECTURES on television will be given on Tuesdays in February in the 10:15 minutes over WPIX New York, in cooperation with Television Broadcasters Assn. Nathan M. Rudich, head of the television division of the radio department, will be chairman. Intended for broadcast to a large audience, and for others interested in video development, series will include talks by Ralph M. Austrian, executive vice president of RKO Television Corp. on “Program Problems”; Robert E. Shelby, NBC director of technical development, on “Television Station Equipment News”; Paul Raibourn, president of Television Productions, on Television. “The New International Medium.” Fourth speaker is to be announced.

Batchelder Quits WFBR

Post; Trautfelter Elected

RESIGNATION of Harold W. Batchelder as director, vice president and treasurer of The Baltimore Radio Show Inc., licensee of WFB Baltimore, was announced last week by Hope H. Barroll Jr., executive vice president and station general manager.

Mr. Batchelder, who had been associated with the station for 12 years, has not announced his future plans, although he expects to remain in radio, he said. Mr. Trautfelter has been accountant and consultant for WFB since 1946. He plans to give up his full-time duties this month, the station official said.

WFBR is owned principally by Robert Maslin Sr., retired; Mr. Batchelder, and Robert Maslin Jr.

Here’s 43% of the Cleveland Audience

60% more Cleveland listeners than any other program from 1:30 to 2:00 P.M., Monday thru Friday.

We could use a lot of words telling you what’s in the Cleveland Clambake for the listeners—but we have a much bigger story to tell you about what’s in the Cleveland Clambake for the advertiser.

Type of Audience:

Obviously, in the early afternoon, weekdays, it’s mostly women—but with a plentiful supply of men tunes-in too.

It’s the kind of show that takes charge of the biggest part of the audience, regardless of sex or station in life—and the figures prove it. Ask Headley-Reed, or drop us a wire.

Mornings and afternoons throughout the week... Monday thru Friday... WJW delivers more daytime dialers per dollar in Cleveland than any other station.
HUBBARD DISCLAIMS SOAP OPERA RULE

STANLEY E. HUBBARD, president and general manager of KSTP Twin Cities, wants the industry to know that in St. Paul, at least, charges that radio is top-heavy with soap operas are false. Public service programs are heavier than at any time in recent radio history, according to figures compiled by Mr. Hubbard.

During one week in December, there were 887 shows, running 225 hours and 25 minutes, devoted to public service programs by the six Twin Cities stations. The same week, 9 a.m. and 5 p.m., also shows running 167 hours and 40 minutes, were broadcast. None of these was a serial.

These figures do not include the U. of Minnesota station, Mr. Hubbard pointed out.

WMSA Staff

STAFF of WMSA Massena, N. Y., on air since Oct. 12, now includes following: Mike Yonkovig, chief engineer, former transmitter supervisor at WNY Watertown, N. Y.; Bob Parkhurst, from WNNY, Lake Thompson, ex-Marine, and Mike Tarkulich, released from Merchant Marine, all engineers; Salesman Bob Anderson, Army veteran and from WNNY.

TINY RADIO SETS FOOLED NAZIS

Jersey Islanders Got London News
Daily on Hidden Receivers—

TINY radio receiving sets, carefully concealed from the Germans, brought 40,000 inhabitants of the British Channel Island of Jersey, daily news from London through three years of Nazi occupation.

Radios were banned by the Germans in June 1942, and houses were searched regularly. Death was the penalty for having a set.

And yet, reports the London Daily Mail, 90% of the homes had a crystal set made or designed by Arthur Roche, an electrician, that brought them BBC news every day. One set was concealed in a clock. Another was hidden in a two-inch-long beef cube tin in somebody’s larder. Scores of sets were built into match boxes. Smallest of all was one built inside a phonograph-needle box.

Mr. Roche, caught repairing sets, spent several months in jail. When he was released, he had to make hundreds of calls around the island to catch up on repairs.

Coleson NAB Head For Pacific Coast

Miller Acts Promptly to Name Manager of New Office

ACTING promptly following board authorization to open a new West Coast office, NAB President Jus-tin Miller last week appointed Mr. Robert C. Coleson, now in charge of the Hollywood office of the Adver-tising Council, to head the new office, which will continue to handle network allocations for the cooperative group. He is a veteran radio and public relations man. He was in charge of radio and special events for the San Francisco Golden Gate Exposition in 1939-40, of the San Diego Worlds Fair in 1935 and 1956-63 Centennial.

Mr. Coleson was in charge of the Hollywood office for N. W. Ayer and Son. In the early days of the war he was in the Radio Branch of the War Dept., as chief administrative officer under Col. Ed Kirby, now public relations counselor of NAB and opened the New York and Radio Office of the Radio Branch in 1941 and 1942. A veteran of World War 1, Mr. Coleson began his radio career in the early days of WOR. He has produced network programs in both New York and Hollywood and was the first producer for the Army Hour on NBC.

Mr. Coleson’s new duties with NAB will include liaison with producers, writers, talent and agencies in Hollywood in pursuance of the plan outlined to the NAB board by Mr. Kirby to use “our facilities to sell the American system of radio.” He also will serve as the member-ship of the NAB in the western states and maintain liaison with the motion picture industry.

He will report to NAB headquarters in Washington in early February to confer with department heads.
Radio, 25 Years Old, Should Act Grown Up, Durr Declares

Commercially Often Offend Intelligence, Exploit Emotions, Commissioner Says

Radio, while young in years, is old enough to be judged on past performances. "It is old enough to shoulder the responsibilities of adult life," said FCC Commissioner Clifford J. Durr at a dinner given last Monday by the Joint Radio Committee of the Congregational Christian, Methodist and Presbyterian U. S. A. Churches in the Gramercy Park Hotel, New York.

In an address entitled "The Social Significance of Radio," Mr. Durr told the radio chairman of state and city federations of churches that although the "net result" of the first 25 years of the art is "good," radio "has fallen far short of realizing the potentials which it has demonstrated." Mr. Durr's reference to "past performance" was aimed especially at radio commercials. He suggested that in these times when "clear thinking and unwarped emotions" are needed in dealing with weighty problems it might not be too much to ask of radio "that it not offend our intelligence or exploit our emotions in selling the wares of its advertisers."

Illustrates Point

By way of illustration, Comm. Durr recounted some of the visitations which came via radio into American living rooms in the space of little more than an hour on a recent afternoon. He told of the selfless woman who regained the respect of her children by portraying herself at a certain character's schoolteacher of a schoolteacher who obtained discipline from her pupils by purchasing a particular toothpaste, of the exhortation to the listeners of a children's program that they too could have the health and strength of the hero of the episode by eating a specific brand of breakfast food.

Mr. Durr conceded that the articles advertised may have merit of a kind, but "that is not our business. Our business is to maintain the 'vitality' of radio."

We must expect far more of it than merely that its virtues exceed its faults."

Meeting Set

ANNUAL conference of NAB women broadcasters will be held March 16 at Hotel Roosevelt, New York. Theme of meeting will be "Women in the Communicative Arts."
Competition Guards American Radio Against Misuse—Wills

COMPETITION provides the safeguard to the American system of radio and should protect the medium against its possible misuse by demagogues, in the opinion of FCC Commissioner William H. Wills, former governor of Vermont.

Amplifying views expressed in a radio talk he gave recently while “riding the circuit,” to conduct hearings on broadcast applications, Comm. Wills told Broadcasting last week he believes strongly in the importance of keeping radio free from any domination—whether government or private. Mindful of the use of radio by Hitler in rising to power, he is concerned that the tremendous appeal which television makes possible will not become an influence for evil.

Although he has been a member of the Commission but six months, Mr. Wills is no stranger to radio. As Governor of Vermont he broadcast extensively to acquaint the people of the state with the activities of the state government. During his four years in office, a series entitled Your State Government was carried weekly over WEDV Waterbury, Vt., and the Governor estimated that about 90% of the programs. Just as he employed the radio to bring the state government closer to the people of Vermont, Comm. Wills spoke over WEDV specifically on Dec. 23 and share with his listeners some of the matters which have come to his attention since joining the Commission.

Speaking of the new developments in FM and television, Mr. Wills asked: “Will these new means of broadcasting weave themselves into the fabric of our home and family life? Will young and old, farm folk and city folk, businessmen... and isolated rural families... come to rely on FM radio and television as they now depend upon standard broadcasting for so much of their information and enjoyment?”

The answer, the Commissioner suggested, will depend upon the program service which these new broadcast media will provide. If the services are sensitive to the needs and wants of the local community, if they make available locally outstanding news and entertainment features from all over the world; and if they provide those special services for children, for rural listeners who are peculiarly dependent on radio, and for other minority listeners, FM and television can become even more significant a feature of our daily lives than standard broadcasting is at present.

Tremendous Possibilities

Touched on “the tremendous possibilities inherent in these new methods of broadcasting,” Mr. Wills said: “In the United States, we have sought to avoid the domination of broadcasting by Government or any individual or group of individuals. We seek our protection from the misuse of radio through the maintenance of competition. By dispensing the control of American broadcasting as widely as possible among as many divergent groups and individuals as possible, we hope that no power can arise to misuse American broadcasting as it has been misused abroad.”

Comm. Wills pointed to program expansion possibilities through television, especially the advantages to the advertiser in creating a new audience and demonstrating his product and to the artist in projecting his personality to the audience. “But over and above this,” he said, “television can be of tremendous value in the functioning of our democracy...”

“Suppose... that the television camera could actually be taken into the isolated slum areas, or show us the river which if harnessed might bring more electric power, or make

No Encyclopedia

THERE aren’t any, the U.S. Census Bureau has told over a hundred firms and individuals who have written for a copy of a new “agricultural encyclopedia.” Requests stemmed from a story in the Our State Broadcasting that the bureau’s tabulation of the 1945 farm census is providing an “encyclopedia of facts about the nation’s agriculture and thus a people better able to govern themselves wisely.”

Comm. Wills emphasized that in setting the pattern of FM and television “which will determine the content of information to come,” the Commission’s function “is that of a licensing agency exclusively.”

But in selecting licensees of stations and formulating rules of operation, he said, “we are of necessity establishing the terms and conditions under which service to the public is rendered. It is a heavy responsibility, and I can assure that it is a responsibility which the Commission fully appreciates.”

The address was Mr. Wills first since he assumed office as a member of the Commission.

WJHP Air Study Course

For Teen-Agers Expands EXPANSION of a novel course of broadcast training conducted by WJHP Jacksonville, Fla., for teen-agers is contemplated this year. In 1945 WJHP had as many as 150 members enrolled in the course, which includes studies in the history of radio, an introduction to radio management, engineering, scripting, salesmanship, programming, announcing, acting, music and production.

In the near future WJHP plans to start weekly “career-maker” training in radio production as an extension course for high Schools. Idea to give Juveniles free air time is developing under the direction of Ted Chapeau, station manager, who began the study courses a year ago. The courses are taught by members of the station’s staff.

A DISPLAY of new developments in high speed international radio communications systems, including a radio telegraph printer system in actual operation will be conducted by Press Wireless Mfg. Corp. and Press Wireless Inc. at the eleventh annual meeting of the Institute of Radio Engineers, Jan. 23-26 at Hotel Astor, New York. 

Mr. Wills
reading families for the advertiser.

Average cost of a half-hour network program is $10,500 for reading families for the advertiser. The space only for the newspaper is $16,000 compared with $26,377 for the newspaper counts offered by some 30 of thousand families and newspapers reached, radio's costs are $5.30 a ads. When these costs are applied but would probably be offset by the costs of preparation of the ads. When these costs are applied with higher and lower ratings in individual cities. Instead, using Hooper city ratings as a source, he showed that in Omaha Women in White reached a thousand homes for a cost of 52 cents for time and advertising costs in a number of cities, ranging from $8.28 a thousand families for a Wheaties ad to $4.30 a thousand families.

Mr. Smith reiterated that cost comparisons to be made on the district level, as in a number of cities, with higher and lower ratings in individual cities. Using Hooper city ratings as a source, he showed that in Omaha Women in White reached a thousand homes for a cost of 52 cents for time and advertising costs in a number of cities, ranging from $8.28 a thousand families for a Wheaties ad to $4.30 a thousand families. Mr. Smith reiterated that cost comparisons to be made on the district level, as in a number of cities, with higher and lower ratings in individual cities. Using Hooper city ratings as a source, he showed that in Omaha Men's magazine cost the advertiser average readership of 43%, women's magazines cost the advertiser average readership of 43%, and the Continuing Study of Newspapers, Life, Liberty, and the Pursuit of Happiness.

Applications Designated for Hearing Will Be Dismissed Without Prejudice

BROADCAST applications designated for consolidated hearing will henceforth be dismissed without prejudice, subject to reinstatement, when removal is requested from the hearing docket to propose future amendments, under a new procedure adopted last week by the FCC.

The Commission explained that in several recent cases applicants have sought removal from the hearing docket by proposing future amendments as to frequency. In these cases, it added, the applicants requested leave to specify the frequency desired and to submit amendments at an indefinite future time.

The Commission said that while it is cognizant of difficulties confronted by applicants in securing engineering data for preparing amendments, the situation presents a problem "inasmuch as Section 1362 of the Rules provides that applications shall be specific as to frequency, hours of operation, and related matters, and furthermore, orderly procedure requires that applications and pleadings with respect thereto be definite in detail and relief sought."

The Commission accordingly, as of Dec. 29, 1945, adopted the following procedure governing such cases:

When a broadcast applicant seeks removal from the hearing docket by proposing an amendment as to frequency or other matter substantially affecting the issues in the proceeding in which he is involved, and is unable concurrently to specify and submit the desired amendment without prejudice, subject to the right of reinstatement within a reasonable time in any proper case of this kind where dismissal without prejudice has been allowed, the application involved will be reinstated upon the filing of a proper petition, accompanied by the amendments necessary to complete the application.

AFFILIATES OF ABC MEET IN NEW YORK

STATION Advisory Committee of ABC held its regular quarterly meeting last Thursday and Friday, at the Waldorf-Astoria in New York, under the chairmanship of H. Allen Campbell, general manager, WXYZ Detroit.

Attending the meeting were Roger Clipp, WFIL Philadelphia, newly elected representative to the committee; Jack Gross, KFMB San Diego, also elected to the committee; Harold Hough, KGKO Fort Worth, reelected to the committee; C. T. Hagman, vice president, WTVN Minneapolis, reelected W. D. Pyle, president KVOD Denver; W. C. Bochman, manager, WCOB Columbus, S. C. Newly and reelected members of the Station Advisory Committee will serve for a period of two years.

PRESENTING

730 KC

NOW ON THE AIR

Serving

Northern Virginia & Greater Washington

FROM SUNRISE TO SUNSET

with

Good Family Listening!

Applications Designated for Hearing Will Be Dismissed Without Prejudice

BROADCAST applications designated for consolidated hearing will henceforth be dismissed without prejudice, subject to reinstatement, when removal is requested from the hearing docket to propose future amendments, under a new procedure adopted last week by the FCC.

The Commission explained that in several recent cases applicants have sought removal from the hearing docket by proposing future amendments as to frequency. In these cases, it added, the applicants requested leave to specify the frequency desired and to submit amendments at an indefinite future time.

The Commission said that while it is cognizant of difficulties confronted by applicants in securing engineering data for preparing amendments, the situation presents a problem "inasmuch as Section 1362 of the Rules provides that applications shall be specific as to frequency, hours of operation, and related matters, and furthermore, orderly procedure requires that applications and pleadings with respect thereto be definite in detail and relief sought."

The Commission accordingly, as of Dec. 29, 1945, adopted the following procedure governing such cases:

When a broadcast applicant seeks removal from the hearing docket by proposing an amendment as to frequency or other matter substantially affecting the issues in the proceeding in which he is involved, and is unable concurrently to specify and submit the desired amendment without prejudice, subject to the right of reinstatement within a reasonable time in any proper case of this kind where dismissal without prejudice has been allowed, the application involved will be reinstated upon the filing of a proper petition, accompanied by the amendments necessary to complete the application.

AFFILIATES OF ABC MEET IN NEW YORK

STATION Advisory Committee of ABC held its regular quarterly meeting last Thursday and Friday, at the Waldorf-Astoria in New York, under the chairmanship of H. Allen Campbell, general manager, WXYZ Detroit.

Attending the meeting were Roger Clipp, WFIL Philadelphia, newly elected representative to the committee; Jack Gross, KFMB San Diego, also elected to the committee; Harold Hough, KGKO Fort Worth, reelected to the committee; C. T. Hagman, vice president, WTVN Minneapolis, reelected W. D. Pyle, president KVOD Denver; W. C. Bochman, manager, WCOB Columbus, S. C. Newly and reelected members of the Station Advisory Committee will serve for a period of two years.
FM Hearing
(Continued from page 15)
No. 6651) to hold the hearing was mailed out to several hundred FM and television broadcasters, equipment manufacturers, and other interested parties. While the deadline for filing appearances had been set at Jan. 14, few notices had been received up to Friday when Broadcasting went to press. It was expected, however, that the meeting will be well attended, with broadcasters coming to Washington for the clear channel hearings, Jan. 14-15, staying over for the proceedings.

Hearing Preview

Something in the nature of a preview of the FM hearing will be given tonight (Monday) at the monthly meeting of the Washington section of the Institute of Radio Engineers, Edward J. Allen Jr., of the FCC Engineering Dept., C. W. C. Carnahan, of the Zenith Research Dept., both of whom are to testify at the hearing, will present results of the Deerfield and Andalusia tests. The meeting will be held at the Potomac Electric Power Co. auditorium, 10th & E, N.W.

The Commission’s order calling the hearing, according to Comdr. E. F. McDonald Jr., Zenith president, was based on new data which was not available when the decision placing FM in the high bands was made last June. In a statement following the issuance of the order, Comdr. McDonald stated that this data was not reported in full to the Commission until Dec. 28. The FCC order was issued Jan. 4.

Comdr. McDonald stated that in response to a request last May by the Corporation, Zenith made comparative tests of the high and low bands in the Midwest with similar tests conducted simultaneously by the Commission between New York and Andalusia, Pa. An elaborate testing and calibrating station was set up at Deerfield, Ill., to check reception from the Milwaukee Journal transmitting station WMPF, under experimental.
P&G Tops ABC's List of Sponsors

General Mills, Miles Next; J-WT Heads

Agency List

PROCTOR & GAMBLE Co. placed top billing on ABC in 1945 with expenditure of $2,240,537, analysis of the network's sales last year revealed. In 1944 P&G was sixth on the ABC list with $1,456,017. Total ABC billings in 1945 were $40,748,868, against $30,944,629 in 1944.

Second ABC sponsor was General Mills with $2,159,021 against $3,720,944 in 1944. Miles Laboratories was third on ABC list with $1,956,191. The year before Miles was in fourth place with $2,082,857, up from a $1,601,027. BBDO was fourth in 1945 with billings of $2,082,857. BBDO was fourth in 1944.

Hartford with $2,248,536, up from a $2,143,515. First place on ABC in 1945 was the food and beverage figure of $12,450,650.

MONTHS

January $ 3,886,076
February 2,945,284
March 2,945,284
April 2,945,284
May 2,945,284
June 2,945,284
July 2,945,284
August 2,945,284
September 2,945,284
October 2,945,284
November 2,945,284
December 2,945,284

Total $40,748,868

Advertising

General Mills $2,159,021
Miles Laboratories $1,956,191
BBDO $2,082,857
Hartford $2,248,536
Swift & Co. $1,483,470
McCann-Erickson $1,483,470
Procter & Gamble Co. $1,483,470
French & Company $1,483,470

Total $40,748,868

January

February

March

April

May

June

July

August

September

October

November

December

Total

BROADCASTING Telecasting

Pharmaceuticals $12,450,650
Drugs and Toilet Goods $11,186,350
Cosmetics and Soaps $9,500,000
Machinery, Farm Equipment $8,500,000
Cigars, Cigarettes $8,000,000
Cigars, Cigarettes $8,000,000

Total

January

February

March

April

May

June

July

August

September

October

November

December

Total

February 2,945,284
March 2,945,284
April 2,945,284
May 2,945,284
June 2,945,284
July 2,945,284
August 2,945,284
September 2,945,284
October 2,945,284
November 2,945,284
December 2,945,284

Total

BROADCASTING Telecasting

Pharmaceuticals $12,450,650
Drugs and Toilet Goods $11,186,350
Cosmetics and Soaps $9,500,000
Machinery, Farm Equipment $8,500,000
Cigars, Cigarettes $8,000,000
Cigars, Cigarettes $8,000,000

Total

January

February

March

April

May

June

July

August

September

October

November

December

Total

NEVER A DULL MOMENT

ON KSFO 560 kc

DAILY PROGRAMS IN ENGLISH

UNIVERSAL NETWORK KEY STATION FOR NORTHERN CALIFORNIA

Mark Hopkins
San Francisco

M. M. COLE CO. 823 S. WABASH AVE. CHICAGO 5, ILL.
Mutual Gross Exceeds $20,000,000

Billings Last Year Up More Than Million; Semler Leads

MUTUAL gross billings in 1945 were $20,967,096, an increase of $1,103,712 over 1944, figures released last week show. R. B. Semler, Inc., manufacturer of Krenz products, topped the list of individual sponsors, spending $1,712,603 on MBS. Semler ranked second in 1944, with gross billings on MBS of $1,145,708.

Coca-Cola Co., which switched its Spotlight Band from ABC to Mutual last year, ranked second in billings with a total of $1,286,571.Ralston Purina Co. was third, spending $1,085,117, with Sinclair Refining Co. fourth at $1,043,599. Sinclair ranked first in 1944, spending $3,301,917.

Procter & Gamble Co., Cincinnati, radio's largest single sponsor, used Mutual last year for the first time, with gross billings of $4,037. Erwin, Wasey & Co. placed second with gross billings of $1,286,571. Hixson-O'Donnell gross was $1,301,917. Agency showing greatest increase in Mutual billings in 1944 was D'Arcy which placed $1,286,571 in 1945 as compared to $1,093,171 in 1944.

Two other agencies placed business totaling more than $1,000,000 in 1945. Gardner Adv. Co.'s billings aggregated $1,093,171 and Kenyon & Eckhardt's $1,083,463. J. Walter Thompson Co.'s MBS accounts increased from $277,961 in 1944 to $868,236 last year.

MBS 1945 billings by agencies follow:

- Erwin, Wasey & Co. $2,961,043.38
- Hixson-O'Donnell Adv. $2,128,571.16
- D'Arcy Adv. Co. $1,712,603.27
- Kenyon & Eckhardt $1,683,463.87
- J. Walter Thompson Co. $963,268.98
- Neal D. Tivy Co. $787,701.03
- Rothfuss & Ryan $695,118.72
- Arthur Meyers$667,711.89
- Grant, Allagher & Co. $618,897.30
- Wm. H. Weintraub & Co. $587,897.93
- Dancer-Fitzgerald-Sample $564,897.06
- Maxon Inc. $569,753.00
- Culver & Holder $464,205.10
- Stanley G. Boynton Adv. $439,024.03
- Ranger-Morgan Co. $424,003.35
- Young & Brothers $410,942.69
- Bernhajm, Castlemere & Kessinger $396,951.22
- H. B. Humphrey Co. $369,552.49
- Gotham Adv. Co. $319,560.21
- Henri, Hurb & McDonald $283,997.65
- Dahms & Ingersoll $278,419.34
- Wade Adv. Agency $277,049.97
- Hill & Macaulay $270,049.48
- G. C. Hotkin Associates $253,060.24
- Walker & Downing $252,104.97
- Ted Mathison $244,824.30
- H. H. Alber Co. $244,675.77
- Central Oregon $244,670.33
- St. George & Keys $212,325.40
- Federal Adv. Agency $191,954.21
- L. W. Rennell Co. $166,113.00
- Mankin & Associates $145,235.40
- Al Paul Leffon Co. $145,190.08
- Leo Burnett $130,945.32
- Buchanan & Co. $118,728.77
- Wells & Geller $117,178.00
- Gerst & Geller $116,084.66
- Emil Mogul Co. $112,590.00
- Benton & Bowles $108,741.90
- Olzan Adv. Co. $101,888.00
- Clements Co. $96,000.00
- N. W. Ayer & Son $87,003.76
- Roche, Williams & Cleary $77,681.31
- Raymond Spector Co. $75,395.99
- Geyer, Cornell & Newell $67,738.52
- Warwick & Legler $62,803.00
- U. S. Adv. Co. $52,937.97
- Kudner Agency $44,943.40
- Fahey, Purvis & Co. $44,843.40
- Makelun Associates $42,378.83
- Westmoreland $39,943.40
- Morris International $31,943.40
- George H. Hartman Co. $25,617.46
- Smith, Bull & McCurry $22,917.46
- Schimmer & Belling $21,317.46
- Boeke, Cone & Belding $20,478.88
- Hampton Adv. $19,128.00
- John C. Dowd Inc. $17,612.00
- BBDO $13,200.00

GRAND TOTAL $20,967,096.00

HARRY WOLFE DIES AT 73 IN COLUMBUS

HARRY PRESTON WOLFE, 73, whose family interests own WBNS TV in Columbus, is dead in its FM-auxiliary adjunct, WELD, died Thursday at his home in Columbus following a long illness. He was buried Saturday.

Born in Cumberland, O., April 26, 1872, Mr. Wolfe started his business career as a newsboy and lamplighter and rose to become a powerful financial figure in Ohio. He was a brother, farmer and manufacturer; president and publisher of the Columbus Dispatch, vice president of the Ohio State Journal, both of which he and his late brother, Robert F. Wolfe, purchased in the early part of the century.

Mr. Wolfe is survived by three sons, Richard S., executive of the Dispatch, and Ben and William, both assistants to the president of the Dispatch; H. Preston, Dispatch associate editor, and Robert H., vice president and general manager of the Dispatch. Each son is a part owner of WBNS, Edgewater-WBNS, WHKN-WBNS board chairman and publisher-publisher of the Ohio State Journal, is a son of the late Robert F. and nephew of Harry P. Wolfe.

NOE FACES CHARGE OF JURY TAMPERING

JAMES A. NOE, owner of WNOE New Orleans and KNOE Monroe, La., was under indictment with three others last week on a charge of tampering with the jury in an income tax evasion trial.

A Federal grand jury in New Orleans brought the indictment Jan. 3 against Mr. Noe, former Louisiana governor; State Senator Joe T. Cawthorn, and Marcel P. LaBranche. Bond was set at $5,000 for each defendant.

The grand jury's true bill charged the defendants conspired with three other persons not named in the indictment, to obstruct the administration of justice and that it was the part of Mr. Noe to persuade one of the jurors to render a favorable verdict for William T. Burton, Lake Charles oil man, in a recent trial on charges of trying to evade payment of income taxes. Mr. Burton was tried in 1943 and again last year on both trials resulting in mistrials.
NAB Head

(Continued from page 17)

n until it has happened. Gradual over-reaching by Government officials makes each progressive step seem less dangerous, more necessary and more a matter of prece- dence. As each additional step is taken, there is a warm advocate of it in the bureau which is in charge, justifying, explaining and urging further steps. The unorganized public thinks little of the matter, is easily persuaded by the convincing case made by the sponsor of the Government body which is deliber- ately trying to build itself up and before long, we find ourselves in the situation against which there has been so much protest during recent years.

Judge Miller also took to task Chairman Clarence Cannon (D-Mo.) of the House Appropriations Committee for supporting BBC state-owned operation and proposing Government ownership of broadcasting, so the Government could get the revenue. This, he said, is no more than "that we should kill the goose that laid the golden egg," since the taxes now paid by radio would be lost to the Government.

Constitution Violation

It is not merely a matter of whether Congress can be persuaded to adopt restrictive legislation providing Government control of radio, Mr. Miller declared, "It is a question whether we are willing to permit a violation of our Federal Constitution."

In summary, Judge Miller said: "In the United States, Governmental control of radio has been in the past and is at present properly limited to a control of its electrical, technical and similar phases. The extent of future control depends upon the wisdom and the capacity of broadcasters to give an ever-improving performance in the public interest and their willingness to keep their own house clean. It depends also upon the understanding of the American people as to the significance of radio and their eternal vigilance in preserving the constitutional privilege of free speech."

"In Europe the past and present of radio is largely one of government control not only of its technical phases but of its programs as well. Its future will probably continue much the same. The nature, extent and slanting of this control will be determined by the Government in power in each case."

Miller

(Continued from page 17)

Angeles, 18th district director, presented over the two-day session Monday and Tuesday, held at the Hollywood Roosevelt, and attended by approximately 100 broadcasters, including several board members who had remained after the NAB board meeting the previous week. Mr. Ryan, breaking a district president, was reelected to another two-year term by unanimous vote. He also has been elected a member of the NBC planning and advisory committee for this year.

Judge Miller advocated careful planning by the association, and made a strong plea for unity in all of its actions. He stressed the importance of the Washington front, but also urged greater attention to West Coast activities—a recommendation which crystallized in the establishment of a Los Angeles office with Robert C. Coleson, new West Coast deputy director for Treasury-Advertising Council, as West Coast manager (See story page 74). He takes over Feb. 1, but will continue to handle network allocations for the Advertising Council.

At the Los Angeles session a strongly worded resolution was adopted urging the NAB to petition Congress to deere standard time on a uniform basis throughout the country, as was the case during the war years, and which resulted in the easing of the prewar burden of twelve-year program shifting. A supplemental proposal that the West Coast adopt daylight saving time was dropped.

Other resolutions, brought in by a committee comprising Marion Harris, KFSD San Diego; Larry W. McDowell, KFOX Long Beach, and C. Merwin Dobyns, KGER Long Beach, commended the NAB in selecting President Miller, pledged continued support to the NAB, and expressed thanks to Director Ryan for arranging and conducting the meeting.

Accompanying Mr. Miller on the Pacific Coast swing from Washington headquarters were C. E. Arney Jr., secretary-treasurer; Frank E. Pellegrin, director of Broadcast Advertising, and E. M. Kirby, public relations counsellor.

In his maiden talk to a district meeting, President Miller emphasized seriousness of problems confronting radio. He spoke of the music situation and radio regulation. In an "impressionistic overall look at radio," he urged unity, and opposed the viewpoint that networks should be excluded from association membership.

Music Topic

Music was the principal topic Monday, but that, likewise was off the-record. Mr. Ryan said the board at its meeting the previous week had decreed that the over-all music situation was so tense that until Association and publicity state's position (presumably after Mr. Miller talks with APM President Petrillo) there should be no public discussion.

Representatives of the licensing group spoke on their operations—all stemming from creation of BMI six years ago following the ASCAP showdown, and the expiration of ASCAP contracts Dec. 31, 1949. Speakers were Glenn Dolberg, West Coast manager of BMI; Sydney M. Kaye, vice president and general counsel, who organized and headed BMI; Larry Shea, West Coast business manager of ASCAP, and Burt Squire, SESAC West Coast manager.

The fact that no questions were asked the speakers occasioned surprise. The Petrillo situation, covered by President Miller, was not even broached in the subsequent music discussion.

In his hour-long address, Judge Miller gave his impressions of the European inspection by the Broadcast Mission last summer and sounded a warning against broadcasters becoming "too engrossed in their balance sheet."

Mr. Miller said he had sought the reactions of number stations to NAB operations. Replies ranged all the way from "extreme satisfaction" to comments that stations didn't know what it was all about and wondered why they were members." In the latter category were four stations, while 35 were "happy with the NAB performance," Mr. (Continued on page 82)
Miller (Continued from page 81)

Miller said. All liked NAB reports and bulletin reprints, all were favorable to the activities of the Bureau of Broadcast Advertising; 2-1 in favor of the engineering service; 8-1 in favor of Government relations and 8-5 on labor activities.

Mr. Miller said consolidation of FM in favor of a well-running company. He revealed, however, that the FM association had not yet been formally dissolved and that presumably it would go on existence with the NAB's convention in Chicago Oct. 21-24.

Discussing state legislation, Mr. Miller said there was no “so much publicity” about stations “making too much money” that states are bound to go after radio in their hunger for additional revenue sources. He cited the New Mexico sales tax case and said state governments emulate one another in pursuit of revenue.

Emphasizing the importance of Washington activity, Mr. Miller said those on the scene in the Capital are in a position to play a “tremendous part” in protecting radio. Informal but intimate contacts are highly significant, he said.

As to active network participation in NAB—opposed by a segment of the station membership—Mr. Miller said flatly he favored keeping them in. The board is virtually unanimous on that score too, he said, observing that the networks have high type men whose talents should be used and who should get the benefit of their thinking.

“If the networks have any skulduggery to put over, it is better to have them with us where we can needle them,” he said.

Asks Information

Urging stations to supply NAB headquarters with the most accurate data of all descriptions so the new Employee-Employer Relations Dept. can be of maximum effectiveness, Mr. Miller deprecated the reluctance of broadcasters to provide such information in the past. Each contract, he said, sets a pattern and establishes a precedent in some paricular. NAB should be as well informed as the labor groups, which are apprised by their unions of all bargaining results. He admonished stations not to under-estimate the legal representation of the unions. They have highly trained lawyers, he said—in many cases more experienced than those representing management.

Mr. Miller paid a tribute to John Elmer, WCBS Baltimore, former NAB president and chairman of the ASCAP Copyright Committee. In the bitter war with that licensing authority, recently named chairman of the Employee-Employer Relations Committee. He pointed out, too, that Cal Smith, KFAC Los Angeles, former NAB director, was a “member” of this committee and is a “good man.”

Describing the NAB staff as a “very alert, imaginative, sincere and honest group of men,” Mr. Miller made a plea that all “play ball together.” He said he was having a “perfectly wonderful time representing you folks.” He urged broadcasters to “set it all down” and tell the association their thoughts. “Let’s prove the truth of the statement that we’ll all hang together or we’ll hang separately,” he said.

Director Ryan said he, along with other board members, was “amazed” at Mr. Miller’s grasp of radio as demonstrated at the board meetings over which he presided since assuming the presidency Oct. 1. Mr. Miller, he said, not only kept pace with, but led the discussion, and insisted upon getting a board decision before leaving a given subject.

Public Relations Plan

Mr. Kirby told the board his plan to reorient the NAB public relations policy and emphasized radio should use its own microphones to promote the American plan. Radio’s public relations policy, he added, can be no better than its programming output. During the war stations broadcast 800 local shows per week for the military; in time of peace, a portion of that time could be diverted to foster the American concept of radio, he said.

Need for new definitions of radio terms was stressed by Mr. Kirby. He pointed out that confusion exists over the word “spot” whether it connotes only national spot, or local too, and whether spot announcements are embraced in it. There is the word “sustaining,” which is a misnomer since it is supposed to mean unsponsored, yet the sponsored programs “sustain the sustainers.” Finally, he said that “public service” public relations are a misnomer since there is the implication of public utility type of service. What is meant is “public interest” programs, he said. New concepts and new terms will be developed under the NAB aegis, he declared.

Alluding to the board’s action in condemning the Code Committee’s recommendations on commercials, Mr. Kirby said these stemmed from the feeling that over-commercialization may exist on some stations. The criticism has been “too much of the sell too often” and the feeling that a better job can be done in less time.

With the opening of the West Coast office the NAB hopes to establish a closer liaison with radio writers and producers on the Coast, in the interest of better radio public relations. The new theme will be “to use radio to sell radio,” he said.

Hugh Feltis, president of BMB, at the first day’s session used screen slides to trace development of the project to its present 70% of all commercial stations, plus all non-commercial networks. He outlined work of the NAB in the small market stations, covering such items as the management study currently in progress, news programming, possible change in the name to eliminate “small” because of the psychological reaction to it, personnel training, publicity and promotion, use of standard forms, and kindred activities designed to ease the lot of secondary outlets.

Group Merger

The sales managers clinic was conducted by Arch Morton, KNX, District Sales Managers Committee chairman, in collaboration with Mr. Pellegrin. Pointing out that revision of the NAB-AAA standard contract form is under discussion, Mr. Pellegrin said there exists on payment of commissions on programs which may be can-
GL Scoops

CPL SY BERNHARD of Brooklyn and Cpl. Harold Burson of Memphis, two GIs representing AFN at Nuremberg trials in Germany, obtained exclusive broadcast rights to contents of notes written by Hermann Goering during court session and uncovering doctrine upon which Adlhelm Dollt built his defense. Goering's notes were read from AFN control booth by stationing a German interpreter there with a pool of field classes. Bernhard and Burson both received high praise from the Army and from the press for their exclusive features.

Mr. Pellegrin explained there is very little money reported through fly-by-night agencies, but the competitive media has required the recognition bureau procedure desirable and worthwhile. Mr. Pellegrin condemned "deceptive radio promotions" in the use of recorded name artists. He presented a progress report on the censors clinic in San Antonio, submitting the NAB findings on development of local retail advertising.

At the main session, a committee representing the Southern California Broadcasters Assn., looking toward the radiation of Northern and Southern groups in the state on legislative and administrative matters, was named by Director Ryan. The members are Cal Smith, KFAC; Robert Reynolds, KMPC and Lew Frost, NBC. The object is formation of a "radio central casting office" in Los Angeles, to hold periodic auditions as a means of absorbing some of the displaced talent, resulting from war services.

The importance of specialized agricultural programming was stressed by Nelson McNinch, KFI, as a direction toward which station management is essential, and it is necessary to get such material from Washington, or the state universities, he said. The problem of radiating the farm and making recordings has proved fruitful, he added.

So that each may profit from experiences of the other, the management study in small market stations will be undertaken by NAB, Mr. Pellegrin said in reviewing progress and future plans of Small Market Stations Committee. Structure has been set up, with Arthur Stringer of NAB staff to conduct the study from a selected group of representative stations.

Urging broadcasters to send in applications that will aid in the survey, he declared that management will be asked for detailed as well as accurate reports to provide a true picture of how a small market station operates. It is believed that there are more than 450 such stations and with about 1000 applications on FCC file, the list will be greatly increased.

Broadcasters are urged to install a committee to train courses for new radio personnel. With new stations being established Mr. Pellegrin pointed out that it was becoming more difficult to get trained personnel and tried courses for other station managements to follow.

Attending the 15th District meeting were: Pacific, NBC; C. R. Arling Jr., KFI; Ed Barker, KMPC; Bill Blatterman, KGW; Hal Rook, NBC; James S. Blomfield, KFRC; Frank A. Bearden, NBC; Connie M. Brown, KERO; E. J. Broman, Universal Broadcasting Corp.; John W. Bodnar, FM Radio & Television Corp.; Ed. Buckelew, CBS; Pat Cameron, KGM; KGER; Irene Cook, KGER; Bob Cooper, Adv. Wm. Frank, Condon, KCSA; Don Davis, KFWB; C. Merwin, Dobyns, KFMB; Glenn Dolberg, KFMI; Dukett, Red Cross; G. W. I. Dumm, KPO; William W. Ford, KFMI; Burt slide, BMF, NBC; C. H. Foster, Tower Sales & Executing; Portland, Jack Frost, RCA; Ernest Pottenger, ABC, KCSA; Bob Gaul, NBC, Jack Grosvenor, KGTV; W. L. Glessen, KFAB; Marion Harvis, KFRC; John L. Hogg, KFRC; John N. Hagan, Standard Radio; Bob, E. Howard, NBC; Karl Hof- fenberg, American Ford Network; Munich, Albert Johnson, KFYD; Sydney M. Kaye, Honda, E. Kirby, NBC; Lee Litch, KXTU; Dick Lewis, KTB; Gene W. Lee, KFEX; Tom Maberry, KFRC; Henry C. Mabry, NBC; Curtis W. Mason, KFRO, J. Arch Montreal, NBC; W. A. Mosley, NBC; NAB; Harry Myers, KFAB; Harry Mainhold, KFWB; Maynard Miller, KFWB; Mayflower Service System; Dean Mesley, KFI, L. M. McCall, KFRC; Elinor McClatchy, KFYD; Andy McFarland, ABC; Bob McAndrews, NBC.

At the main session, a committee was named to develop a program for true and tried courses for other station managements to follow. The object is formation of a "radio central casting office" in Los Angeles, to hold periodic auditions as a means of absorbing some of the displaced talent, resulting from war services.

The importance of specialized agricultural programming was stressed by Nelson McNinch, KFI, as a direction toward which station management is essential, and it is necessary to get such material from Washington, or the state universities, he said. The problem of radiating the farm and making recordings has proved fruitful, he added.

So that each may profit from experiences of the other, the management study in small market stations will be undertaken by NAB, Mr. Pellegrin said in reviewing progress and future plans of Small Market Stations Committee. Structure has been set up, with Arthur Stringer of NAB staff to conduct the study from a selected group of representative stations.

Urging broadcasters to send in applications that will aid in the survey, he declared that management will be asked for detailed as well as accurate reports to provide a true picture of how a small market station operates. It is believed that there are more than 450 such stations and with about 1000 applications on FCC file, the list will be greatly increased.

Broadcasters are urged to install a committee to train courses for new radio personnel. With new stations being established Mr. Pellegrin pointed out that it was becoming more difficult to get trained personnel and tried courses for other station managements to follow. The object is formation of a "radio central casting office" in Los Angeles, to hold periodic auditions as a means of absorbing some of the displaced talent, resulting from war services.

The importance of specialized agricultural programming was stressed by Nelson McNinch, KFI, as a direction toward which station management is essential, and it is necessary to get such material from Washington, or the state universities, he said. The problem of radiating the farm and making recordings has proved fruitful, he added.

So that each may profit from experiences of the other, the management study in small market stations will be undertaken by NAB, Mr. Pellegrin said in reviewing progress and future plans of Small Market Stations Committee. Structure has been set up, with Arthur Stringer of NAB staff to conduct the study from a selected group of representative stations.

Urging broadcasters to send in applications that will aid in the survey, he declared that management will be asked for detailed as well as accurate reports to provide a true picture of how a small market station operates. It is believed that there are more than 450 such stations and with about 1000 applications on FCC file, the list will be greatly increased.

Broadcasters are urged to install a committee to train courses for new radio personnel. With new stations being established Mr. Pellegrin pointed out that it was becoming more difficult to get trained personnel and tried courses for other station managements to follow. The object is formation of a "radio central casting office" in Los Angeles, to hold periodic auditions as a means of absorbing some of the displaced talent, resulting from war services.

The importance of specialized agricultural programming was stressed by Nelson McNinch, KFI, as a direction toward which station management is essential, and it is necessary to get such material from Washington, or the state universities, he said. The problem of radiating the farm and making recordings has proved fruitful, he added.

So that each may profit from experiences of the other, the management study in small market stations will be undertaken by NAB, Mr. Pellegrin said in reviewing progress and future plans of Small Market Stations Committee. Structure has been set up, with Arthur Stringer of NAB staff to conduct the study from a selected group of representative stations.

Urging broadcasters to send in applications that will aid in the survey, he declared that management will be asked for detailed as well as accurate reports to provide a true picture of how a small market station operates. It is believed that there are more than 450 such stations and with about 1000 applications on FCC file, the list will be greatly increased.

Broadcasters are urged to install a committee to train courses for new radio personnel. With new stations being established Mr. Pellegrin pointed out that it was becoming more difficult to get trained personnel and tried courses for other station managements to follow. The object is formation of a "radio central casting office" in Los Angeles, to hold periodic auditions as a means of absorbing some of the displaced talent, resulting from war services.

The importance of specialized agricultural programming was stressed by Nelson McNinch, KFI, as a direction toward which station management is essential, and it is necessary to get such material from Washington, or the state universities, he said. The problem of radiating the farm and making recordings has proved fruitful, he added.

So that each may profit from experiences of the other, the management study in small market stations will be undertaken by NAB, Mr. Pellegrin said in reviewing progress and future plans of Small Market Stations Committee. Structure has been set up, with Arthur Stringer of NAB staff to conduct the study from a selected group of representative stations.

Urging broadcasters to send in applications that will aid in the survey, he declared that management will be asked for detailed as well as accurate reports to provide a true picture of how a small market station operates. It is believed that there are more than 450 such stations and with about 1000 applications on FCC file, the list will be greatly increased.

Broadcasters are urged to install a committee to train courses for new radio personnel. With new stations being established Mr. Pellegrin pointed out that it was becoming more difficult to get trained personnel and tried courses for other station managements to follow. The object is formation of a "radio central casting office" in Los Angeles, to hold periodic auditions as a means of absorbing some of the displaced talent, resulting from war services.
**CHICAGO stations provided immediate public service during the slaying of six-year-old Degnan child, Jan. 7.**

Within a few hours after police were called, WMAQ broadcast direct appeal by the father of the victim, John Degnan, an OP executive. Appeal was later presented on NBC News of the World.

WBBM-CBS also presented a remote broadcast in which the father made an appeal to the kidnapper, Suzanne, to "do everything you are told to do."

Jim Hurbut, special events director of WBBM said that his station's facilities were used, "exploit one of the most gruesome crimes in Chicago's history" but "expedite any possible contact with the kidnapper so this responsibility for the abduction."

Bob Hurleigh, WGN news director, also made a recorded intervention from the victim's home which emphasized the importance of radiotelecommunications between family and kidnapper.
Revisions Made in Two Sections of FM Engineering Standards

REVISIONS in two sections of the Standards of Good Engineering Practices Concerning FM Broadcast Stations were announced last Thursday by the FCC. The changes were adopted as a result of a meeting Nov. 27 between representatives of manufacturers of FM frequency and modulation monitors, representatives of operating companies and Commission engineers.

The changes apply to sections 14 and 15 of the Standards, which apply to requirements for type approval in frequency and modulation monitors. Section 14, originally designated a tentative standard, is removed from that status and the revision is accomplished by merely deleting the asterisk and footnote in this section.

The complete Standards for FM broadcast stations were included in a special supplement in 1944 issue of Broadcasting and will be carried, with revisions, in the Broadcasting Yearbook, soon to be issued.

A tentative basis is also removed from section 15 and several major changes are made. The section, in its newly adopted form, follows:

15. Requirements for Type Approval of Modulation Monitors

Section 3.253 requires each FM broadcast station to have an approved modulation monitor in operation at the transmitter. This monitor may or may not be a part of the FM broadcast frequency monitor. Approval of modulation monitor for FM broadcast stations will be based on data submitted by the manufacturer. Any manufacturer desiring to submit a monitor for approval shall supply the Commission with full technical data. The specifications that the modulation monitor shall meet before they will be approved by the Commission are as follows:

A. A means for ensuring that the transmitter input to the modulation monitor is proper.
B. A modulation peak indicating device that can be set to give a pre-determined value between 50 and 125 percent modulation (plus or minus 10 percent modulation) and for any percentage of modulation up to 100 percent modulation.

In connection with this type approval of FM equipment, the Commission has specified the type of modulation made of such equipment by the manufacturer.

Large Coaxial Project Approved

AUTHORIZATION for a coaxial cable project involving 824,500,000 dollars, such was ever considered by the FCC, was given by the Commission last week to AT&T, Southwestern Bell Telephone Co., Mountain States Telephone Co., and New York Telephone Co. New link in proposed New York-Los Angeles, 3,287 mile cable will supplement existing facilities between Dallas, New York, Los Angeles, distances of about 1,500 miles.

Consisting of eight coaxial units, cable will be able to handle television programs in addition to regular telephone and telegraph traffic. With completion of this newly authorized project, coaxials will extend from New York through Atlantic and to Los Angeles, with exception of Atlanta-Charlotte, N. C. link, expected to be constructed during 1947.

Entire Bell System program, covering total of about 7,000 miles of coaxials, is scheduled to be completed within next four years. Cable laying proceeds about 30 miles daily [BROADCASTING, Sept. 17, 1945]. Army-Navy football game in Philadelphia was televised in both that city and New York Dec. 1 via coaxial facilities just completed [BROADCASTING, Nov. 19, 1945]. Experimental video-coaxial transmissions now are being made between Washington, Philadelphia and New York.

WIS Adds to Staff

LOUISE NEWTON, former studio control operator at WIS Columbia, S. C., has been assigned to station program department. Alden Fox, former announcer, with WIPD Dallas to Los Angeles, has been named WIS news editor. Clete Roberts becomes station sports announcer. Ed Tracy is new sports editor. WIPD formerly was known under WSCR WTCR WBRK.

BROADCASTING and Telecasting

More people listen to WAKR than to any other station heard in Akron*

* C. E. HOOPER SUMMER 1945 INDEX 8 A.M. TO 6 P.M.

January 14, 1946 • Page 85
Britons See TV Blanket in Five Years

Perfect Color Video Is Expected In U.K. in Ten Years

By ANDY McDERMOTT
In Charge of Sales Promotion, W-N. Stovin & Co., Toronto

IN FIVE YEARS television audiences will have full and perfect reception anywhere in Britain. They will get perfectly color in 10 years.

Plans are being readied now for a television network to blanket the nine most populous areas of the United Kingdom in three years.

The BBC will continue transmitting on 405 lines until the changeover to color.

British television receivers will cost considerably less than American makes.

BBC television may bring with it a "limited" form of commercial broadcast.

British engineers are already building television telephone for industry.

Those are just a few of the highlights of a fact-finding tour of British radio and television manufacturing plants which I managed to achieve shortly before returning to Canada after a tour of duty with the Radio Division of Royal Canadian Air Force Public Relations. Once assured that their individual names and plans would not be revealed, I was given the utmost co-operation by U. K. manufacturers and their engineering staffs.

Mr. McDermott

No Ballyhoo

Quietly, efficiently and amid none of the ballyhoo that has accompanied television's progress on this continent, the British are preparing to step right back into the lead they held in video before war broke over Europe in 1939. Equipment is being remodelled and brought up to date. New cameras are being experimented with and new devices fitted to the old. Angles born of war's necessity are being turned to the peace.

Probably one of the principal reasons that U. K. television has been without the flood of enthusiastic publicity that has marked video development on this continent is the fact that the engineer who is in the saddle in Britain, not the sales manager. Second, there is the natural reticence of officials of the BBC to commit themselves on plans immediately before the BBC charter comes up for revision this year.

British radio is monopoloy radio— the BBC — and this, no doubt, is the reason the engineer points the way for the British radio manufacturers.

When Britain went to war in 1939 her television operations and manufacturing alike ceased abruptly. But the engineers somehow found time to continue occasional experiments. In at least one case a firm found one of its engineers had been unable to do any war work. He was considered an alien, though not an enemy alien. His job, therefore, became purely in the field of television.

Television Telephone

This firm expects to introduce a television telephone for industrial use this year. They visualize it of utmost value to firms with scattered plants or works buildings, as they can call them over there—in one area. With such devices the works manager could call up any one of his other offices and visually discuss plans and see progress for himself without long trips back and forth across a city.

I saw one such instrument in action. It was a box about the size of an office filing cabinet and sat impressively in front of the radio manufacturer's desk. With no more than a couple of movements of switches, he summoned into view an engineer in another part of his plant, and chatted casually with him, introducing me. It was certainly strange and right out of Buck Rogers' book!

I found all manufacturers with at least one television receiver in the final test stages before being readied for assembly line production. One thing the war did to British industry was enable manufacturers to learn the value of the assembly line over the much slower and more costly system of craftsmanship known before 1939.

These receivers are being planned to sell at from $135 to $165 apiece. They will have a viewing screen about 9x14 inches in size.

Cabinets 'Pretty Dull'

To North American eyes the cabinets planners to house the receivers are pretty dull, uninteresting pieces of furniture for the home. But the British manufacturer, it was pointed out again and again, cannot hope to get wood or any equally good looking material for this purpose for some years to come.

"And, anyway, we wouldn't like to make the sets purchased by our pre-war customers look too outmoded," explained one manufacturer—a typically British outlook. He explained that, prior to the war, one firm made 56 different types of cabinets for the same chassis—because each dealer had his own ideas of what his customers should have!

This same manufacturer estimated that Britain alone offered a market for 5,000,000 television sets in the next few years. Before the BBC's Alexandra Palace operations ceased there were some 30,000 video users.

A rather interesting development I ran into was the plan of Britain's leading "wired wireless" firms for tapping the prospective video market. This firm grew tremendously during the war as it had a No. 1 priority in supplying wired radio to war plants, homes and offices partly on the "music while you work" idea and partly to insure an adequate warning service in case of attack. Whole cities came under the plan. No wonder more than 5,000,000 users have signed the equivalent of $2 monthly for the privilege of two programs...BBC of course. Engineers said, would knot most of Britain together.

At present the British transmit on 405 lines. This, engineers told me, has proven to be the best for their purpose. Actually most reception is not much better than something over 200 lines. Yet images are clear enough. New receivers now heading for the market will pick up telephone lines to carry their television images over short distances to coaxial cables linking with the Alexandra Palace transmitter the war.

Repeater Link Net

The network planned for the coming years, however, will not be by cable but by a specially developed type of repeater link. It is expected the first of these will be used to link London with Birmingham, about 125 miles away. Eight more links, engineers said, would knit most of Britain together.

To me the images I viewed in Britain were far ahead of anything I saw in New York in 1944. I have been told by CBC officials who saw the special demonstration put on by BBC last spring in London during an inter-empire radio conference that the BBC's picture was much more distinct and more easily following in what they saw in the U. S. A. in 1945.

I repeatedly asked manufacturers if they planned to invade the Canadian market under "empire preference" plans. The answer invariably was in the negative. "Your economy is tied to the U. S. A. and it is only natural that Canada will adopt the U. S. system..."
NDY McDermott, now manager of the Montreal office early in 1942 to organize the Radio Division of the Directorate of Public Relations, Royal Canadian Air Force, which in the next three years made approximately 3,000 broadcasts on behalf of the RCAF. He went overseas in 1943 and again in 1944 to direct coverage of D-Day and subsequent operations, rising to rank of squadron leader. He returned to civilian life and Stovin & Co. last December.

The Montreal office is the first of four in Canada the company plans to establish, with others in Toronto, Montreal and Winnipeg, left his post as manager of the Montreal office early in 1942 to organize the Radio Division of the Directorate of Public Relations, Royal Canadian Air Force, which in the next three years made approximately 3,000 broadcasts on behalf of the RCAF. He went overseas in 1943 and again in 1944 to direct coverage of D-Day and subsequent operations, rising to rank of squadron leader. He returned to civilian life and Stovin & Co. last December.

of 525 lines. We will remain on $95," one explained.

British manufacturers are definitely going after the European, South American, Australian and India markets. I was shown a receiver being designed for India which had special resistant material to offset humidity, for instance.

Transmitter Estimate

While most manufacturers are interested only in building television receivers, a few hope to obtain contracts for transmitters. I asked for estimates but nobody wanted to be too specific. However, I was given the approximation to a figure; higher, I believe, than American prices:

- One 15 k.w. transmitter
- Two film scanners
- Two mobile monoscope cameras plus only necessary parts—$375,000.

Based on BBC experience, it was suggested that the most feasible use of the television equipment for home reception would be to have film scanners at the studio and the cameras available principally for outside broadcasts. Their experience had shown the majority of "listeners" before the war tuned in the "newsreel," the occasional play and not much else apart from special events. The medium took too much concentration.

A great future for film companies capable of developing short features that could be screened was foreseen by the engineers and, apparently, also by J. Arthur Rank, Britain's movie colossus, who is busy forming a company to turn out short features including some advertising films, according to reports.

Limited Commercial

While the BBC outwardly bans commercialized radio as such, the opinion was expressed several times that, because of the high costs of television, it was possible the BBC would permit a "limited form" of commercial in the new medium. There would be no direct "plugs" as we know them, but on coverage of some events, entertainment features, or more specifically on visits to manufacturing plants, for instance, the benefitting party would be "invited" to contribute to production's cost.

As a matter of fact, this "limited form" of commercial is not unknown at the present time, as any American or Canadian radio man who had contact with BBC during the war years can tell you. BBC program budgets are notoriously low, yet many a producer seems to find ways and means of enlarging it to cover costs for musicians, stars and commentators.

Anyway, some British advertising agencies are casting a hopeful eye in the direction of television. As a result many an American and Canadian service man still in Britain and who has had previous commercial radio experience in North America, is finding himself the object of interesting overtures to take his 

Station's Duty

IMPORTANCE of a radio station's learning the preferences of its audience, "sensing" changes and adjusting accordingly was emphasized by Jay E. Mason, president of Jamestown (N.Y.) Broadcast. "We, as the "listeners" before the war, tuned in the "newsreel," the occasional play and not much else apart from special events. The medium took too much concentration.

A great future for film companies capable of developing short features that could be screened was foreseen by the engineers and, apparently, also by J. Arthur Rank, Britain's movie colossus, who is busy forming a company to turn out short features including some advertising films, according to reports.

Limited Commercial

While the BBC outwardly bans commercialized radio as such, the opinion was expressed several times that, because of the high costs of television, it was possible the BBC would permit a "limited form" of commercial in the new medium. There would be no direct "plugs" as we know them, but on coverage of some events, entertainment features, or more specifically on visits to manufacturing plants, for instance, the benefitting party would be "invited" to contribute to production's cost.

As a matter of fact, this "limited form" of commercial is not unknown at the present time, as any American or Canadian radio man who had contact with BBC during the war years can tell you. BBC program budgets are notoriously low, yet many a producer seems to find ways and means of enlarging it to cover costs for musicians, stars and commentators.

Anyway, some British advertising agencies are casting a hopeful eye in the direction of television. As a result many an American and Canadian service man still in Britain and who has had previous commercial radio experience in North America, is finding himself the object of interesting overtures to take his

Admiral

FIRST Admiral's shipment of over 100,000 radios and related equipment is being made this week by Admiral Corp. Chicago, to 79 key distributors, Ross D. Siragusa, Admiral president, announced at a dinner held for the company's distributors in the Drake Hotel, Jan. 9. Allocation of the sets to 15,000 dealers is expected by February.

Pulse Counts Noses

LAST WEEK Pulse Inc. put aside its usual business as radio audience researcher long enough to count running noses among New York's flur-}

First Admirals

FIRST Admiral's shipment of over 100,000 radios and related equipment is being made this week by Admiral Corp. Chicago, to 79 key distributors, Ross D. Siragusa, Admiral president, announced at a dinner held for the company's distributors in the Drake Hotel, Jan. 9. Allocation of the sets to 15,000 dealers is expected by February.

Pulse Counts Noses

LAST WEEK Pulse Inc. put aside its usual business as radio audience researcher long enough to count running noses among New York's flurriden population. Pulse's discovery: 15.6% of New York's people were sick.

First Admirals

FIRST Admiral's shipment of over 100,000 radios and related equipment is being made this week by Admiral Corp. Chicago, to 79 key distributors, Ross D. Siragusa, Admiral president, announced at a dinner held for the company's distributors in the Drake Hotel, Jan. 9. Allocation of the sets to 15,000 dealers is expected by February.

Pulse Counts Noses

LAST WEEK Pulse Inc. put aside its usual business as radio audience researcher long enough to count running noses among New York's flurriden population. Pulse's discovery: 15.6% of New York's people were sick.

First Admirals

FIRST Admiral's shipment of over 100,000 radios and related equipment is being made this week by Admiral Corp. Chicago, to 79 key distributors, Ross D. Siragusa, Admiral president, announced at a dinner held for the company's distributors in the Drake Hotel, Jan. 9. Allocation of the sets to 15,000 dealers is expected by February.
Strike

(Continued from page 15)

The service showed signs of renewed life. Labor's Weaver suddenly submitted a new proposal for settlement, announced that if management accepted it, he would call off the strike. The union officials were still studying the union's new proposal Thursday night.

Time Problem

One point on which company and union had deadlocked in negotiations was the question of the period of time with which the argument was connected. The union, claiming the demand was for a "wartime adjustment," wanted to establish a contract extending only to April. The company objected to entering into such a contract on the grounds that it seemed to guarantee labor peace for only three months.

The union's new proposal, submitted Thursday, was for a contract to extend to April, 1947. Five of the disputed points were wages, travel time, mobility expense, transfer expenses and helper's expenses.

For a moment Thursday night, however, communications chieftains thought they might breathe easier. A report while underway from representatives of Western Electric Co., had rejected the union's new proposal, another message arrived from Secretary of Labor Schwellenbach. This time the Labor Secretary asked management and union representatives to meet in Washington at 4 p.m. Friday.

Spurred by the hope that the Washington conference might inject another gust of energy into the dying negotiations, the prominent Weaver announced he would call off the nation-wide picketing then scheduled to begin Friday. At 11 a.m. he issued his order to the union: Delete the picketing Di

But Mr. Weaver's order came too late; by 4 a.m. Friday he admitted he had been unable to distribute his command to his widespread locals. The strike went on as originally scheduled.

At 12 of the 14 giant long-distance centers of American Telephone & Telegraph Co.—through which normally pass an important percentage of the nation's interstate calls—the pinch came at the 7 a.m. shift change.

Pickets of ACEW surrounded the centers when the shift scheduled to go on at 7 a.m. arrived. Although sympathetic operators refused, in many instances, to cross the lines.

Some Impairment

AT&T headquarters in New York, admitting there was impairment of its service, was unable at the time broadcasting went to press to assess the impairments described by a hasty check proved that only emergency long-distance calls were going through to most of the nation's important cities.

New York's long lines center was one of those picketed. With its long distance telephone center picketed and its Western Union service on strike, New York was now virtually out of rapid commercial communication with the rest of the country.

Meanwhile, U. S. communications men had another look at an older dispute which, in the excitement of the more recent ACEW controversy, they had all but forgotten. Still picketing, after a week's strike at 21 Western Electric plants in New York and northern New Jersey were the members of the Western Electric Employees Asso.

Help From Others

Possibility that WEEA's 17,000 striking members would get a helping hand from perhaps 283,000 other telephone workers in their announced intention to pinch out telephone communications was, at week's end, still menacingly strong.

Frank Fitzsimmons, WEEA president, hollow-eyed from a week of tireless strike supervision, waited for developments in the other labor camps. He knew that if ACEW's negotiations with Western Electric collapsed, the support of telephone workers across the nation would automatically come haying. If ACEW picketed exchanges, many a member of other telephone unions would refuse to cross the forbidden lines. It would be time for Mr. Fitzsimmons to make his conference with ACEW and Western Electric reach an amicable settlement.

In that event, WEEA's chief could follow his original tactical plan which had been held in reserve until now. Mr. Fitzsimmons has published with the company: (1) Enlist the aid of locals of the National Federation of Telephone Workers to carry out strikes in sympathy with wage advances of high-fidelity operators, refused, in many instances, to cross the lines.

The FCC last Friday granted the petitions of Mon-Yough Broadcast

Gleeson Criticize

The Cycle Twins

WHAS has given the communications strike the bird. In fact two of them. The Louisville station's general manager, Lee Coulson, and chief engineer, Orrin Towner, are now staying at Washington's Willard Hotel with two carrier pigeons. The twins, Mego and Kilo. All four are here to attend the Monday clear channel hearings. Mego and Kilo will fly back to Louisville with latest word of the hearings and "with word of our well-being, financial status and sundry information to our wives," says Mr. Coulson. The pigeons are from an unorganized group in Louisville.

Stations Urged Not To Sell Short on Newscasts

BROADCASTERS were advise not to sell themselves short on news programming and to urge radio receiving set manufacturers to cooperate to provide the medium if an address prepared for delivery at the NAB district meeting Jan. in Los Angeles by W. L. Gleeson president KPRL Riverside at the meeting KROP Brawley, Calif.

In program after program, news casters, speakers or commentators use the introductory line, "You read in your morning papers," Mr. Gleeson told, when as a matter of fact the radio audience probably didn't read the report at all but heard it on the air.

Mr. Gleeson is considering a campaign he has carried on for months. Mr. Gleeson cited the use by many radio manufacturers of large display space in national magazines to sell receiving sets including the sets, he said these manufacturers do not sponsor programs. He inquired whether such manufacturers are cooperating with radio or are "just interested in the amount of money they can make in sale of sets."

Mr. Gleeson also condemned what he called "hard of hearing" sets, sets of low quality which will not pick up the high fidelity signal placed on the air. He urged employment by NAB of an individual to bring "this frivolous half of the radio industry into line."

Contending that the local 26th radio anniversary celebrations last year fell flat in half of the instances, Mr. Gleeson urged creation of a committee bureau of the NAB to keep all broadcasters posted so they can address local groups with new and sprightly material.

He also urged enlargement of the NAB's Public Relations committee to travel from station to station and help the smaller units particularly in improving their lot.

Petitions Granted

The FCC last Friday granted the petitions of Mon-Yough Broadcast

Deme Leaves CBS

JOHN DEME, technician in CBS color television laboratories, signs effective Jan. 20 to take active part in construction of new FM station authorized Jan. 3 by FCC for Danbury, Conn. Permittee is Berkshire Broadcasting Corp., of which Mr. Deme is president and general manager. Berkshire's application for AM facilities at Danbury will be heard by Com. Charles Denny March 18-20 in Danbury. Temporary offices of new station are in Professional Bldg. Telephone is Danbury 1000.

Amoco on ABC

AMERICAN OIL Co., Baltimore (Amoco products), Jan. 24 starts for 52 weeks Professor Quiz on 71 ABC stations, Thurs, 7:30-8 p.m. Agency is Joseph Katz Co., Baltimore.
An Outstanding radio station is Offered FOR SALE

250-watt network affiliate, with excellent standing in industry, located in one of America's top, city-markets.

This property earns owners better than 10% of price at which it is offered, after paying large excess profits tax.

With repeal of excess profits tax beginning Jan. 1, 1946 percentage of earnings will increase appreciably.

This is an unusual opportunity.

All correspondence must be in strict confidence.

Address Box 720, BROADCASTING
Situations Wanted (Cont'd)

3.15 p.m. 3rd. Army experience in radio, television, and radar engineering. Seeking permanent position. Can help plan your television or radio station. Call Robert W. Stiebel, 9701 Ave., Summit, N. J.


8. Combination operator-anouncer, officer 28, with first phone license, 3 years Signal Corps, desires complete installation of an AM or FM station. Experience in military radio. Email or phone. Bill Krough, 2120 Fifth Ave., Troy, New York.

9. Station engineer with 12 years' experience in design, construc- tion and maintenance of AM or FM stations. Experienced in complete installation of an AM or FM station. Available April 1. D. Cates, Ken- sington, New York.

10. Interested in sales and station operation. Write Jack Tierney, 2122 West 91st St., Chicago 25, Ill.

11. Business experience, sales, promotion programs. Three years officer in charge Army station. Interested in making substantial investment in local or regional station. Excellent references. Box 722, BROADCASTING.

New York FM Stations Rapidly Shifting To Assignments in New Upper Channels

New York FM broadcasters who are converting transmitting antennas from their old frequencies in the 42-50 mc band to their new assignments in the 88-102 mc channel now allocated for small bands, are in various stages of the process, a check revealed last week. One sta- tion, WQXQ, has already begun tests on an afternoon schedule, with 200 w power, and expects to have higher power available within a few weeks.

WEAF-FM hopes to get on the air with a temporary power by Jan. 15, but will make no predictions as to when it will be able to complete its con- version and begin full-power full- schedule operations. WHN-FM engineers are hard at work trying to get ready to resume broadcast- ing by Feb. 1.

WQXQ and WBAB-FM, which have continued broadcasting on their lower frequencies while installing new transmission equipment for

For Sale (Cont'd)

For sale—RCA 250 watt transmitter, also 150 foot Blaw Knox self-supporting tower. Will sell both for $6,000 cash. Ready for shipment. Sam Collins, Indian- a, Penna.

250 watt transmitter, complete with one spare tube, 1946 model, for $1,000.00. Box 717, BROADCASTING.

FOR SALE

WQXQ and WABF, which have continued broadcasting on their lower frequencies while installing new transmission equipment for...

City Station's Plans

WNYC-FM, city-owned station, which has maintained its program schedule in the lower band, reported that it is arranging for a converter unit which would enable it to shift to the higher frequency without interruption to its service, but could announce no definite date for the switch-over.

Two other stations, WABC-FM and WBMW, which ceased operations in December to begin con- version, reported themselves un- able to complete equipment to complete the job.

WGDF, new station which is planning both an aural and a facsimile service, expects to start regular services by the end of the month and eventually to offer both, multiplexing them on the same carrier wave.

stations affiliated with AM sta- tions which formerly broadcast the same programs on both were silent regarding future program plans and made no comment on the ruling, which should have the effect of at least delaying the anticipated development of FM broadcast- ing by shutting off the manufac- turer of both transmitters and receivers by those companies.

FOR SALE

New Diesel generating sets for your auxiliary power plan available in the following capacities:

50 & 60 kw, 50 & 60 cycles, 230/400 volts, 90.0 and 1.97 amperes.

30 kw, 60 cycles, 240 volts, 4 wire, 150 amperes.

30 kw, 50 & 60 cycles, 127/220 and 230/400 volts, 3 phase.

2.5 kw, 60 cycles, 120 volt, single phase.

Priced low. Write for details.

Box 721, BROADCASTING.
Census To Expand Service to Advertisers

Peacetime Program To Offer Aids To Sponsors, Timebuyers, Media

By J. Frank Beatty

The greatest business story ever told—what happened to factories and retailers during the war and how our activities turned to a peacetime basis—will be unfolded by the U. S. Census Bureau under a vast new program outlined to Broadcasting by J. C. Capt, Director of the Census. This story will provide broadcasters, advertisers, agencies and related industry groups with facts they need.

Part of the program is just getting under way; the rest reposes in committees of Congress.

Number of Sets

Within a few weeks the bureau will make public an estimate of the number of radio sets in the United States, based on data gathered in the decennial population census of 1940, special surveys made for the WPB during the war, trends in population, growth and figures on production of sets.

By March 1 the bureau will start releasing first data on number of farms equipped with radios. The figures will be based on a question asked during 1945 Census of Agriculture [Broadcasting, Oct. 29].

The bureau is in touch with the Radio Manufacturers Assn. and the National Electrical Manufacturers Assn. in an effort to obtain complete set production figures. Set production and distribution data cannot be published because coverage isn't adequate and the totals might reveal operations of individual manufacturers.

From its files the bureau compiles up-to-date reports on request, charging a nominal sum for cost of preparation.

It has just submitted to the FCC the results of a survey of weak coverage spots in the United States, prepared for the Commission's clear channel hearing on the radio field today (Jan. 14). Three million questionnaires were sent to listeners in areas where broadcast reception is poor, and representatives of the bureau supplemented the questionnaires with several thousand personal interviews.

Newest bureau project of interest to the radio and advertising industries, according to Mr. Capt, is a special survey of retail trade in 1945 started last Thursday.

"From this survey will come facts on trends in sales and inventories in 1945," Mr. Capt said, "providing retailers with a means of taking stock of their position as business moves along in its peacetime year. Extensive demand orders will be placed, and retailers will be able to compare their own experience in sales, inventories and sales inventory ratios with figures in the case of business and in the same region."

Questionnaires are going out to 44 kinds of business in these 15 groups: Food, general stores (with food), general merchandise group, apparel, furniture-household-radio, automotive, filling stations, lumber-building, hardware, eating places, drug stores, drug stores, liquor stores (package, chain stores, second-hand stores). They are simple in form, and merely ask information dollar value of the retailer's sales in 1945 and 1944 and the value at cost of his 1945 and 1944-end inventories.

Using these figures as a base, or benchmark as the census experts call it, the bureau will supply monthly United States and state totals. These will show retailing trends from month to month. The service will be started as soon as operating details can be worked out.

The bureau has been collecting data on sales trends of independent retail stores in 34 states. This coverage will be extended to all 48 states and the District of Columbia. The bureau is slated to assume the job of providing similar facts on chain stores, now handled by Bureau of Foreign & Domestic Commerce, another Commerce agency.

These two sets of figures will permit the Census Bureau to keep its finger constantly on the retailing pulse. Along with them will go monthly figures on wholesalers' sales, inventories and credits, assembled by kinds of business.

The service will be started every month, in addition to the broad retail field, include confectionery and competitive chocolate products, public warehousing of general merchants, canners, preservers, wholesalers' stocks of food, coffee stocks. Quarterly reports will be given on lumber and spices.

These current statistical services, covering many lines of business and industry in addition to retailing, are only a minor part of the Census Bureau's projects affecting advertisers, according to Mr. Capt.

Principal projects are the decennial censuses of the nation's population, the periodic tabulations of distribution and manufacturing.

Now in Congress are three bills providing for the distribution and manufacturing censuses. In the House the bill sponsored by the Budget Bureau and introduced by Rep. Allen (D-La.) is before the House.

SOURCE of facts vital to the operation of business and industry, Census Bureau is in the throes of its own conversion from war to peacetime operation. Director J. C. Capt of Bureau has extensive plans to provide businessmen with a vast amount of information telling what is going on in the commercial world. These services will come helpful to all in business of producing, buying or selling as well as those whose business is directly or indirectly related to those lines.

Committee on the Census, Senate measures, roughly similar, were introduced by Sen. McCarran (D-Nev.) and Sen. Bilbo (D-Miss.).

The bureau plans to take complete Census of Manufacturers in 1947 for the year 1946 and a Census of Business (Distribution) at the same time. Under present law the manufacturing data are gathered every 10 years, the Census of Business every five years, taken simultaneously with statistics on the population. Census of Distribution and amount of sales will come data helpful to all in business of producing, buying or selling as well as those whose business is directly or indirectly related to those lines.

Committee on the Census, Senate measures, roughly similar, were introduced by Sen. McCarran (D-Nev.) and Sen. Bilbo (D-Miss.).

New legislation proposes manufacturing and business censuses every five years, taken simultaneously, with current bureau reports keeping the figures up-to-date from month to month or as frequently as necessary. Quick sample surveys can be used to keep figures current for the benefit of those who must know who makes what, and how much—and what happens to it.

"The activities of the Census Bureau are in a transition period in two respects," said Mr. Capt. "These are, first, a recrudescence from wartime to peacetime operations; second, development of a strong program of collecting current statistics to supplement less frequent benchmark censuses (those taken at less frequent intervals to provide basic information which is revised by sampling technique to measure trends and provide current figures).

"This new program thus will give the broadcaster, advertiser an idea of moving modus about the volume of production of goods; the market and the potential size of distribution and amount of sales and the measure of its potential size of market.

"Most of the bureau's work is the business of manufacturing—fields was suspended during the war. Yet major changes were taking place in the production and distribution system accompanied by vast movements of population and changes in income distribution. Consequently, as a starting point, complete censuses of production and distribution should be taken for the first full postwar year and that production and market plan may be adjusted to take account of the changes resulting from the war.

"Even in times of peace our economy is so dynamic in character that there is need for a continuing flow of information to keep pace with new developments. The proposed annual figures for every census years on inventories, operating costs and other data will make possible analysis of operating expenditure and business.

"The program also recognizes the vital need of advertisers, timebuyers and media men for consumer market data to use in conjunction with statistics on the production of goods and services. It is clear that the changes in consumer markets in the postwar period will involve large groups of people and extend over a considerable period of time. Hence, up-to-date knowledge regarding their extent and character will be of prime importance in the business.

"Under these circumstances, it is apparent that the nation is no longer at a stage where its need for information on the population and business activities can be met by a decennial census of the population. It is proposed, therefore, that the complete census of population, including housing and the labor force, be conducted every 10 years instead of every ten. Data will be collected annually on a sample basis in order to show, for cities of 10,000 or more and for states, the year-to-year shifts in population, housing, employment, occupation and industry.

"Because of bad weather last winter, difficulties in maintaining a force of enumerators and other troubles, the returns have been slow coming in. Consequently the second series of releases, which will show number of farms having radio receivers as well as farm characteristics, values of products, mortgage debt, color of operator, size of farm, total value of products and types of products will not start to flow until the end of February, with figures for about 300 counties available by April 15 and all counties available about Oct. 1."
Census Questionnaire on Radio Reception

William Ray, NBC Central Division news and special events director, was elected president of Chicago Radio Correspondents, newly formed organization of radio newsmen and special events men, on Jan. 9.

Other officers elected for one-year terms include: Robert F. Hurling, WGN, vice president; Bob Ward, WJJD, secretary-treasurer. Executive committee is comprised of the three officers and Julian entley, WLS and Con O'Dea, WENR. Constitution will be drawn by executive committee plus Everett Holles, WBBM news editor.

Group decided that each 50 kw Chicago station should have four voting memberships, each smaller station two voting memberships and each of the four press associations two voting memberships.

Truman Not To Deliver Message; TV Plans Out 'LANS' to dedicate the new Washington-New York coaxial cable line by television by televising President Truman delivering his State-of-the-Union address to Congress this week, were all but abandoned last week as the White House indicated the President would send his message to Capitol Hill on Thursday.

President Truman originally planned to deliver his message in person and CBS, NBC and DuPont Labs. arranged to broadcast the occasion over their respective New York video stations, at the same time dedicating the new coaxial cable. Engineers last week made preliminary installations at the Capitol, but just before Broadcast went to press Charles G. Toss, White House secretary, said it was not expected that Mr. Truman would deliver his message to Congress in person. The President's annual budget message goes to Congress next Monday.

Organizes Firm

Lewis B. Stone, on leave of absence from Institute of Public Relations since last July to organize and direct campaign of Mayor Wm. O'Dwyer, one-time executive director to former Mayor F. LaGuardia and Assistant Budget Director of City of New York, has organized his own public relations firm at 330 Fifth Ave. William R. Peer, formerly with NBC publicity department has joined firm.

Nursery on WLS

Spring Hill Nursery, Tipp City, O., has contracted for 6:30-6:45 a.m. period thrice weekly on WLS Chicago effective Feb. 11. Till forbid contract was placed by Leo Boulette Co., Three Rivers, Mich. Patsy Bolton has been signed as featured vocalist on ABC "Al Pearce Show."

Pear to WCAO

Leslie H. Peard Jr., sales manager of KTBS Shreveport, La., for year and a half and former sales manager of WBAI Baltimore, has been named assistant manager of WCAO Baltimore. His duties will cover national sales, as well as general administration.

AFA Convenion

Advertising Federation of America will hold its 42d annual convention in Milwaukee, May 26-28. Key topic of meetings will be part which advertising must play in boosting country to an increasingly higher standard of living, Elton G. Borton, AFA president, stated last week.

Heads ABC Detroit

Merritt R. Schoenfeld, former assistant general manager of ABC Central Division and recently transferred to special sales position in New York, has been appointed Detroit manager of ABC.

Neil Mulher, ABC account executive in Detroit, will continue in post.

DURING THE DAY:

1. Do you have a radio set in your home? Yes ______ No ______

2. What time is your radio USUALLY first turned on in the morning? ______

3. What time is your radio USUALLY turned off for the night? ______

GIVE CALL LETTERS OF STATIONS FOR THE FOLLOWING QUESTIONS. By call letters that give the station name; all of these begin either with W or with K. Do not use names of cities or NBC, CBS, Mutual, Blue, etc. which refer to networks and not to specific stations. Please answer both parts of questions 4 and 5.

4. What stations do you HAVE TROUBLE in hearing? By trouble we mean fading, static, or interference. (If none, write "None").

What stations do you hear WITHOUT TROUBLE? (If none, write "None").

5. WHAT STATIONS do you HAVE TROUBLE in hearing? (If none, write "None").

What stations do you HEAR WITHOUT TROUBLE? (If none, write "None").

6. WHAT STATIONS do you listen to MOST during the day? ______

7. Do you listen to farm service programs, such as farm news and market reports? Yes ______ No ______

If you listen, what station do you listen to MOST for farm service programs? ______

8. Do you live on a farm? Yes ______ No ______

THREE MILLION of these questionnaires were mailed out by the Census Bureau to gather information for the FCC for the clear channel hearings starting today (Jan. 14). The replies, combined with data obtained through 5,000 personal interviews, provide the basis for determining how well stations are covering the rural areas of the nation. Story explaining the survey on page 18.

January 14, 1946 • Page 93
At Deadline...

RADIO, TV STUDIOS FOR WHITE HOUSE

COMPLETE broadcast and television facilities will be provided in auditorium to be built when West Wing of White House is enlarged this year. Lorenzo S. Winslow, White House architect, has included six radio booths on sides of balcony, with windows at angle to permit view of stage. TV cameras will work from photography room across back of balcony. [Broadcasting, Dec. 17]

All Presidential broadcasts will originate from stage of 375-capacity auditorium. Movie and still cameramen can shoot from booths during broadcasts, saving President from agonizing halt to network under lights and flashlights.

Interior Dept. has $1,650,000 appropriation for White House project, which also includes alterations to mansion, completion of East Wing and landscaping. Federal Works Agency will handle construction.

Mr. Winslow will go to New York in near future to continue conversations with broadcasters on technical details of auditorium, with which this will be used for press and long news conferences. New rostrum likely will have concealed microphones. Motif will be modern, with concealed lighting. Stage will be 24x18 feet, with part of it disappears to change props.

LOUCKS IS INDUCTED AS BAR ASSOCIATION HEAD

PHILIP G. LOUCKS was inducted Friday as 1946 president of Federal Communications Bar Assn. as association held annual meeting and dinner at Statler Hotel, Washington. Speaker was Maj. Gen. Frank E. Staner, Assistant Chief Signal Officer of Army.

Also inducted: Carl I. Wheat, first vice president; Reed T. Rollo, second vice president; William A. Porter, secretary; Arthur H. Schroeder, treasurer, Elliot C. Lovett, retiring president, and Ralph Van Orsdel were elected to executive committee, succeeding retiring members Reed T. Rollo and Frank Roberson.

Other executive committee members are Lester Cohen, Ben S. Fisher, Philip J. Hennessey Jr.

ASKS DAYLIGHT TIME VIEWS

QUESTIONNAIRE sent Mutual affiliates by Gene O'Fallon, manager of KFEL Denver, asks affiliates' organizations and Mutual affiliates, who pleaded for more leniency from Gov- ernnor.
A NEW Measurement
FOR WLW ADVERTISERS!

*TOTAL AUDIENCE* (A WLW-NRI PLUS)

TOTAL AUDIENCE is the percentage of total homes in the WLW-NRI area which tuned to any part of the program or broadcast period measured.

Now, for the first time, WLW is able to give its advertisers "program circulation"... not only a "rating" that measures the audience for an average minute, but also the TOTAL audience reached during the broadcast period!

From the second your show goes on the air until it goes off, listeners are tuning in and tuning out. Every one of them is exposed to your advertising messages, product mentions, or sponsor identification. With a very active audience turnover, your program rating may indicate only half the listeners you actually reached with an advertising impression.

This is another way to look at audience measurement... a practical, more accurate way to measure your audience, and to supplement your knowledge from other sources.

And, besides, you get the usual information: Homes Using Radio (sets-in-use), Average Audience (program rating) and Share of Audience... plus HOLDING POWER, another new yardstick... for every quarter-hour of every day, from 6 AM to midnight!

Your WLW representative now has this information. He will be glad to discuss it with you... and to show you a great deal more about how the great Midwest listens to the Nation's Station.
A native of Washington, Bill Murdock has been active in capital business and civic affairs for twenty-one years—thirteen of which have been spent as a radio executive. His appointment keynotes WOL's constantly-growing attention to the business of producing—and marketing—top-flight programs.