In 16 years, "our folks" have responded to WLS service over a million times a year!

**MIDWEST AMERICA** appreciates WLS service and entertainment—and shows its appreciation with a record-smashing response, year after year after year!

1,058,675 LETTERS in 1945! 15,943,633 letters during the 15 years before that! Total—17,002,308—over 17 million letters in 16 years, written to one radio station, WLS.

**PROGRAMS AND SERVICES** must be filling basic human needs to draw over a million letters a year to a half-time station, for 16 straight years!

**WLS SERVES THE PEOPLE OF MIDWEST AMERICA!**
Many advertisers have been kind enough to tell us that they like to do business with a Cowles station. They like the business integrity of this organization. They say they can buy with confidence, secure in the knowledge that such a reputation is a priceless asset to both station and client.

The instinctive judgment of the public seldom errs. KRNT listeners know of the Cowles principles of business and respect us for them. For ten years, Iowans have known that KRNT is operated up to a standard—not down to a price. Because of this mutual respect and understanding, they know that they can buy the products advertised over this station with complete confidence.

If you have a worth-while, acceptable product or service to sell, you too can feel confident that you will earn acceptance for your product and much profit for your company by advertising over KRNT, the merchandisable, highly Hooper-rated Cowles station for Des Moines.
RAYON
by the mile is made in NASHVILLE

Rayon—such as that in this gown—is produced in great Nashville mills—employing hundreds, who help make the miles and miles of rayon needed in many post-war products. . . . Rayon workers are among the more than one million prosperous people living in the Nashville area. . . . And WSIX attracts this large audience of potential purchasers with the highest-rated programs of two networks. . . . American and Mutual; gives excellent results at rates to fit your advertising budget.

AMERICAN MUTUAL

5,000 WATTS
980 K.C.

WSIX gives you all three Market, Coverage, Economy

The Voice of Tennessee's Capital City

NASHVILLE TENNESSEE

Represented Nationally by
THE KATZ AGENCY, INC.
Closed Circuit

LT. COL. JOHN H. DEWITT Jr., Signal Corps officer who shot the moon for Army, (see story p. 15) proving ionosphere can be pierced, will soon be retiring from active Army service. On leave from WSM Nashville, where he was chief engineer, back handling consulting practice on side with Ring & Clark, Washington consulting engineers before war. It’s expected he will become more active with that firm, maybe as partner of Andrew D. Ring, senior member.

ANNOUNCEMENT by Cowles Broadcasting Co. of plans for experimental facsimile station in Washington is causing some head-scratching. Cowles primary interests are in newspaper, with top-rated Des Moines Register-Tribune and Minneapolis Star-Journal, as well as Look, as basic projects. Cowles do not have newspaper in Washington. Could they be planning facsimile publication? Modern facsim can be transmitted at rate of tabloid size page per minute, in color, too.

ADD TO national station representatives new firm coming up with West Coast backing through organization now in station operating field and expanding in other radio ventures.

NAB-FBI SNATCH FAILS. That headline, parsed, means radio trade association was too late on its deal to buy FBI headquarters building in Washington, which had been authorized by board of directors at Los Angeles meeting earlier this month. Building was sold before C. E. Arney Jr. could follow through, and NAB now looking for other quarters, having outgrown Town House on N Street.

CHICAGO may not get NAB convention after all. Meeting was set Oct. 21-24 at the Stevens when NAB board met in Los Angeles early this month. Now hotel has decided to slap heavy auditorium fees plus more fees for smaller meeting in Washington. Could they be planning facsimile publication? Modern facsim can be transmitted at rate of tabloid size page per minute, in color, too.

CHICAGO may get a much needed shot in arm as network production point within next 60 days. At least four top agencies have put out feelers for new network program ideas to originate—and they are insistent about it—from Chicago.

ROBERT H. HINCKLEY, who resigns as Director of Office of Contract Settlement Feb. 1, to become vice president and a director of ABC (see story, p. 50), will have contract of his own to settle soon. KALL Salt Lake City, in which Mrs. Hinckley has one-half interest, is an MBS affiliate. Mr. Hinckley avers he appreciates sanctity of contracts, having settled many hundred millions worth for Uncle Sam.

ACCENT at NARBA conference Feb. 4 in Washington will be on extension of “Havana Treaty” into two years from March 23 expiration date. Treaty became effective in 1941, few

(Continued on page 94)
WHEN IT COMES TO PROMOTION
WE’D LIKE TO SAY A WORD
ABOUT OUR JOHNNY SINCLAIR

Johnny is a Charlestonian who worked for WCHS summer vacations while attending the University of Michigan. He was graduated in 1941, and joined us on a full time basis as promotion manager.

The day after Pearl Harbor Johnny walked out on us and joined the Navy. After almost four years of serving Uncle Sam he rejoined us as promotion manager three months ago.

Although Johnny’s naval service took him far afield from radio he hasn’t lost any of his old grip because he started right out by winning himself and WCHS an award for having done an outstanding job of promoting Linda’s wedding for the Kroger Grocery and Baking Co., one of our oldest advertisers. Only three awards were made and Johnny won one for us in competition with a flock of other stations including some clear channel outlets.

If you have a promotion problem we recommend you drop Johnny a line. He’s rarin’ to go.

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

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

HOWARD L. CHERNOFF
Managing Director
PLYWOOD
70% of AMERICA'S PRODUCTION

One and a half billion square feet of plywood, valued at eighty million dollars, is made annually in Pacific Northwest mills, employing over ten thousand skilled workers, with a payroll of over 25 million dollars. Long deferred building throughout the world will require an extensive period of heavy production to supply the peacetime demand for this versatile basic construction material. Science, through recently perfected plastic faced plywoods, opens new fields to this already prosperous industry.

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.
ONE always stands out . . .

Yes, you've seen it happen many times. Out of a bevy of beauties, a string of race horses, a set of golf clubs or a collection of paintings—one will always stand out.

With those who know 'The Philadelphia Radio Story', one station stands out for many reasons. Better programming—better promotion—better merchandising—and better public service features are building better listening in more homes and a better advertising buy for more advertisers on WFIL.

Any apperceptive advertiser knows, too, that you can look to WFIL for stand-out performance in the future. WFIL is embued with a single motivating desire, and that, to serve and satisfy its listeners and advertisers. For future sales in the nation's third largest market, check now with WFIL, the ABC Affiliate in Philadelphia, or the Katz Agency in New York.

PHILADELPHIA WFIL 560 . . .

AFFILIATE OF AMERICAN BROADCASTING COMPANY

In Philadelphia, WFIL means PROGRESS and PUBLIC SERVICE. Represented Nationally by THE KATZ AGENCY
"If you're looking for a good daytime show, brother...

Listen to ABC!"

It's easy to see why so many women won't listen to anything but ABC programs all morning long. Once they've heard the Breakfast Club, Tom Breneman's Breakfast in Hollywood, My True Story, and the rest of our popular morning line-up, they're more than content to tune in their ABC station when they get up — and leave their dials set.

That's why ABC is the most-listened-to network every weekday morning. Four out of the five top-ranking network morning programs are broadcast on ABC (Hooper).

This didn't just happen by itself. ABC built up the nation's greatest morning radio audience, first, by determining what sort of programs women listen to; and second, by pioneering in new types of program techniques, developing new shows, improving station facilities and creating effective audience promotions.

And now this same technique is being applied to the afternoon. Just look at this Monday-through-Friday line-up: Baukhage; Constance Bennett; John B. Kennedy; Ethel & Albert; Bride and Groom; The Al Pearce Show; Ladies, Be Seated; Jack Berch. No doubt about it, if you want to reach women with daytime programs, morning or afternoon, ABC is your most practical buy.

During evenings, too, there still remain some desirable periods when ABC can carry your sales message to Twenty-Two Million* radio homes, whose occupants possess 92% of the nation's spendable income. If you want to cover this rich, concentrated market, buy ABC.

*Night-time coverage. This figure continues to climb with steadily improving station facilities.

7 REASONS why more leading advertisers sit up and listen to ABC

1. ECONOMICAL RATES — Network X costs 43.7% more than ABC per evening half-hour; Network Y costs 23.7% more.
2. REACHES 22,000,000 FAMILIES, who have 92% of the nation's spendable income.
3. EXPERT PROGRAM SERVICE available if and when you want it.
4. EFFECTIVE AUDIENCE PROMOTION that is making more and more people listen to ABC.
5. GOOD WILL — a nation-wide reputation for public service features that present all sides of vital issues.
6. 195 STATIONS — eager to cooperate in making every program a success in every way.
7. PRACTICAL TELEVISION — program-building on an economical basis.

American Broadcasting Company
A NETWORK OF 195 RADIO STATIONS SERVING AMERICA
With the large scale resumption of business and of intensive promotion of products and services following the war, the Advertising Federation of America considers it timely to restate the fundamental principles which in its judgment should guide the sponsors, practitioners and circulators of advertising and which, with few exceptions, advertisers now generally observe.

A Statement of Advertising Principles

1 Good advertising aims to inform the consumer and help him to buy more intelligently.

2 Good advertising tells the truth, avoiding misstatement of facts as well as possible deception through implication or omission. It makes no claims which cannot be met in full and without further qualification. It uses only testimonials of competent witnesses.

3 Good advertising conforms to the generally accepted standards of good taste. It seeks public acceptance on the basis of the merits of the product or service advertised rather than by the disparagement of competing goods. It tries to avoid practices that are offensive or annoying.

4 Good advertising recognizes both its economic responsibility to help reduce distribution costs and its social responsibility in serving the public interest.

ADVERTISING FEDERATION OF AMERICA

The above Statement of Advertising Principles was drawn up by a committee of leaders in advertising and allied fields with the cooperation of representatives of the National Association of Better Business Bureaus and adopted by the A.F.A. January 8, 1946.

TO ADVERTISING ORGANIZATIONS: The A. F. A. urges that advertising groups and individuals adopt this statement as their own, publicize it widely to advertising people and to the public, and promote its observance by all within their influence.

JOE M. DAWSON
Chairman of the Board
Advertising Federation of America

Copies of the Statement in small size suitable for envelope enclosures or for placing under the glass top of your desk, also in larger size for framing, will be gladly furnished without cost. Write the Advertising Federation of America, 330 West 42nd Street, New York 18, N. Y.
Feature of the Week

"HOW MUCH does it cost to build a home?" That question got a No. 1 priority in the mind of William B. Smullin, manager of KIEM Burea, Cal., after hearing so many thousands of homeseekers asking it.

He decided to find out for himself—and for KIEM listeners throughout the area.

In answering this question, many others would be answered—how scarce are building materials?—can substitutions be made?—if so, will they conform to FHA approval and financing?—how long will it take to build an "emergency" house?

KIEM took the question to builders and contractors. Plans were drawn and bids invited. Bids ran from $8.10 to $10.91 per square foot—obviously out of reach of those in most urgent need of shelter for their families. Some builders admitted cost-plus was their only solution. No new building had been done as a consequence. No cost yardstick was available.

Nov. 19, Mr. Smullin made the decision: KIEM would furnish that yardstick.

KIEM would build a home without previous estimation of costs. Costs would be computed day-by-day and furnished to the public in daily on-the-scene broadcasts. To meet the urgency of the problem speed was imperative and it was (Continued on page 77)

Sellers of Sales

HOLLY (because she was born on Christmas) Shively, assistant radio director of Ruthrauff & Ryan Inc., Chicago, might not be in radio today if her mother hadn't inadvertently appeared in the middle of a zoology class at Northwestern where Holly was a pre-medical student.

Holly had just dipped into a jar of formaldehyde and was extracting a fistful of over-sized angleworms when Mother Shively arrived, took one look, and nearly fainted dead away. The next day Miss Shively bowed to her irate parents' demands and withdrew from the pre-med course in favor of abnormal psychology, which was definitely a compromise on her part. The only advantage she has gained from her study of abnormal psychology, she says, is that it has enabled her to understand the mental processes of a number of radio people.

After graduating with a B.A. from Northwestern she got a job as a reporter for the now defunct WBBM-CBS, in the days before the networks had a contract with the press associations. When the latter decided radio was here to stay, Holly was out of a job only long enough to move her desk into (Continued on page 77)
THIRTEEN MILLION PAIRS OF NYLONS
WILL BE WANTED IN 1946 IN THE MARKET
COVERED BY WSM

WILL THEY BE YOUR BRAND?

Entertainment here at WSM runs the gamut from Folk Music to Grand Opera. And the needs and personal tastes of our audience vary from ribbed cotton stockings to nylons—from tractors to custom built motor cars.

It would require an elaborate combination of other media to cover the listening area of WSM’s clear channel station... one medium, five million people.

Harry Stone, Gen. Mgr.
Dean R. Upson, Comm. Mgr.

50,000 Watts—650 Kilocycles
Clear Channel—NBC Affiliate

Edward Petry and Company  •  National Representatives
self-synchronizing
finch facsimile

World’s Fastest
and Most Accurate
Communications
Equipment

TELEFAX
the “Instant Courier”

With Finch Facsimile equipment (“Telefax”), illustrated and written messages called Faxograms can be sent at great speed between any two points that can be connected by radio or wire. These points may be stationary (as between factory and office) or mobile (as between ship to airplane or station to patrol car). Anything or everything that can be printed, drawn or written on a sheet 8½” x 11” can be transmitted by radio in two minutes or by wire in four minutes.

For Full Information write to:
FINCH
TELECOMMUNICATIONS, Inc.
Passaic, N. J., U. S. A.
(N.Y. Office, 10 East 40 St.)

Air Press
Telefax Illustrated News
Pictures and printing
broadcast to homes

With Finch Facsimile equipment, illustrated printed matter such as newspapers or magazines can be sent by radio to homes. Stations are now being licensed to render this service. Home recorders and recording paper will be moderately priced. Broadcasts will include all news and features such as cartoons, market reports, photographs, and maps besides illustrated and printed advertisements. In one hour, the equivalent of more than twenty pages of tabloid size can be transmitted and

Page 12 • January 28, 1946

Broadcasting • Telecasting
Radio’s Weekly Payroll Up 19% in Year

FCC Says Average Wage Is $65.40, Up 8% 

Radio’s weekly payroll continues on an upward trend, with a 19.5% increase reported for the week of Oct. 14, 1945, over the week of Oct. 15, 1944, according to the annual FCC Employee and Compensation Report. Issued last Thursday, weekly payroll was $1,922,941 as compared to $1,615,126 in 1944.

Commission figures covered full-time employees for nine networks and 876 stations. A supplemental report on parttime employees will be released later.

Average Wage $65.40

Average wage, including executive personnel, was $65.40, an increase of 8% over the $60.52 figure for 1944. Average wage, excluding executives, was $57.97, a rise of 7%. Total, including executives, was $82.02 in October, up 13% above the $72.45 figure for 1944. Only reduction in average earnings was in program and commercial personnel other than classified employees. Overall average wage was $49.54 in October, as compared to $50.95 in 1944 for unclassified program personnel. Commercial personnel other than outside salesmen and promotion declined in number and merchandising dropped from an average of $41.24 in 1944 to $39.62 in 1945. The reduction was in the networks’ payroll, however. Same personnel in the 866 stations showed small increases, with the station average for unclassified program personnel at $44.86, as compared to $41.15 in 1944. These increases did not overcome the extensive drop in salesmen and promotion personnel. New order elimination on FCC Form 735-A.

The motion picture industry of California showed an average weekly wage of $85.37 in November 1945, as compared to $74.71 in November 1944, an increase of 14%. This does not include executives and professionals (stars). With the war’s end prior to the latest FCC employment data, indications were that the influx of returning veterans already was being felt. Radio’s total employment increased from 26,688 in October 1944 to 29,405 in the same month of 1945, a rise of 19%.

Average wage increases likewise were more or less steady, although executives of nine networks and 10 key stations (reported in one group) showed the greatest average salary increase, 19%, reaching $248.92. Down the line, however, wage area earnings ran from 6 to 10% higher than the year before.

Network staff musicians (all members of the American Federation of Musicians) averaged $73.80 weekly in 1945, an increase of $13.92 over 1944. That salary exceeded all other personnel on the networks’ payrolls except top executives. Even network salesmen—

Full-Time Employees for the Week Beginning October 14, 1945

<table>
<thead>
<tr>
<th>Class of employees</th>
<th>Number (2)</th>
<th>Compensation (3)</th>
<th>Average (4)</th>
<th>Number (2)</th>
<th>Compensation (3)</th>
<th>Average (4)</th>
<th>Number (2)</th>
<th>Compensation (3)</th>
<th>Average (4)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Executives:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>General managerial</td>
<td>1,076</td>
<td>$186,540</td>
<td>$76.32</td>
<td>227</td>
<td>$56,994</td>
<td>$246.16</td>
<td>3,017</td>
<td>$348,017</td>
<td>115.35</td>
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<tr>
<td>Technical</td>
<td>615</td>
<td>$52,426</td>
<td>85.00</td>
<td>191</td>
<td>$12,369</td>
<td>64.19</td>
<td>3,017</td>
<td>$143,028</td>
<td>47.93</td>
</tr>
<tr>
<td>Programming</td>
<td>667</td>
<td>$51,777</td>
<td>77.60</td>
<td>200</td>
<td>$13,130</td>
<td>65.65</td>
<td>3,017</td>
<td>$154,400</td>
<td>51.00</td>
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<tr>
<td>Commercial</td>
<td>364</td>
<td>$27,177</td>
<td>74.56</td>
<td>109</td>
<td>$8,600</td>
<td>79.18</td>
<td>3,017</td>
<td>$115,810</td>
<td>38.50</td>
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<tr>
<td>Publicity</td>
<td>126</td>
<td>$15,905</td>
<td>125.08</td>
<td>77</td>
<td>$6,350</td>
<td>82.48</td>
<td>3,017</td>
<td>$82,183</td>
<td>27.30</td>
</tr>
<tr>
<td>Other</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total, executives</td>
<td>3,354</td>
<td>$474,071</td>
<td>140.21</td>
<td>2,027</td>
<td>$56,994</td>
<td>276.60</td>
<td>3,017</td>
<td>$348,017</td>
<td>115.35</td>
</tr>
<tr>
<td>Employees (other than executives):</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Technical</td>
<td>142</td>
<td>$13,269</td>
<td>93.00</td>
<td>51</td>
<td>$1,694</td>
<td>32.90</td>
<td>1,007</td>
<td>$35,005</td>
<td>35.00</td>
</tr>
<tr>
<td>Operating</td>
<td>5,297</td>
<td>$351,466</td>
<td>65.56</td>
<td>1,002</td>
<td>$79,568</td>
<td>79.38</td>
<td>1,455</td>
<td>$236,500</td>
<td>65.92</td>
</tr>
<tr>
<td>Prog.</td>
<td>269</td>
<td>$15,144</td>
<td>56.65</td>
<td>94</td>
<td>$3,088</td>
<td>33.30</td>
<td>805</td>
<td>$26,586</td>
<td>33.16</td>
</tr>
<tr>
<td>Production</td>
<td>1,320</td>
<td>$82,483</td>
<td>62.49</td>
<td>512</td>
<td>$36,606</td>
<td>71.54</td>
<td>808</td>
<td>$45,876</td>
<td>56.75</td>
</tr>
<tr>
<td>Writers</td>
<td>1,236</td>
<td>$59,246</td>
<td>47.63</td>
<td>166</td>
<td>$12,660</td>
<td>76.70</td>
<td>1,071</td>
<td>$84,466</td>
<td>43.50</td>
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<tr>
<td>Announcers</td>
<td>792</td>
<td>$44,588</td>
<td>56.30</td>
<td>313</td>
<td>$12,144</td>
<td>38.80</td>
<td>421</td>
<td>$23,911</td>
<td>56.20</td>
</tr>
<tr>
<td>Staf musicians</td>
<td>2,220</td>
<td>$180,569</td>
<td>81.20</td>
<td>559</td>
<td>$76,769</td>
<td>137.58</td>
<td>1,961</td>
<td>$108,351</td>
<td>55.22</td>
</tr>
<tr>
<td>Staff Executives</td>
<td>1,169</td>
<td>$74,699</td>
<td>63.13</td>
<td>366</td>
<td>$27,120</td>
<td>73.52</td>
<td>967</td>
<td>$43,793</td>
<td>44.86</td>
</tr>
<tr>
<td>Other</td>
<td>1,045</td>
<td>$51,622</td>
<td>49.62</td>
<td>280</td>
<td>$16,410</td>
<td>58.60</td>
<td>1,904</td>
<td>$22,208</td>
<td>116.15</td>
</tr>
<tr>
<td>Total, other</td>
<td>3,354</td>
<td>$474,071</td>
<td>140.21</td>
<td>2,027</td>
<td>$56,994</td>
<td>276.60</td>
<td>3,017</td>
<td>$348,017</td>
<td>115.35</td>
</tr>
</tbody>
</table>

4.19 in 1944 and $40.11 in 1944.

Here’s the way radio’s overall salary status was for the nine networks and 876 stations during the period of Oct. 14, 1945, as compared to reports from eight networks and 844 stations for the week of Oct. 15, 1944.

Executive—General manager, $173.36, up 9%; technical, $83.40, up 10%; program, $223.40, up 14%; commercial, $138.60, up 17%; publicity, $101.96, up 19%; other, $96.88, up 13%.

Non-executives—Technical—Research and development, $86.50, up 14%; operating, $26.22, up 7%; other, $80.40.

Program—Production, $62.49, up 5%; writers, $42.24, up 10%; announcers, $27.79, up 13%; staff musicians, $21.80, up 6%; other artists, $76.90, up 14%; other, $40.54, down 2.9%.

Commercial—Outside salesmen, $106.56, up 7%; promotion & merchandising, $56.29, up 11%; other, $93.02.

Out of the 29,405 fulltime employees listed, 22,518 were employed in 866 stations and 6,887 by networks and 10 key stations. In a comparable period of 1944, eight networks and 10 key stations employed 6,236, while 834 other stations carried 20,452 on the payroll.

Procedure Modified

FCC last week repealed extensive identification requirements for both commercial and amateur radio operators or applicants. Order 75 requires holders of operators’ licenses to submit responses to questionnaires, fingerprints and citizenship documents. New order eliminates all except submission of fingerprints on FCC Form 735-A.

Prepared by Accounting, Statistical and Tariff Department, January 22, 1946.
Electronic Progress

Goldmark Talks
On High-Power Video

HIGH-Power, high-definition, ghost-free full-color television transmission in the ultra-high frequencies is now an accomplished fact, Dr. Peter C. Goldmark, director of engineering and research at CBS, told the 1948 midwinter technical meeting of the Institute of Radio Engineers. Held Wednesday through Saturday at the Hotel scene, New York City, the meeting had a total registration of approximately 5,000, topping all previous attendance records. Also an all-time high was the number of technical papers—87—read during the five-day meeting.

Return to Research

Others highlights were the banquets Thursday, at which Dr. Frank B. Jewett, president of the National Academy of Sciences, urged the end of wartime scientific regimentation for applied science, and a return toward “serious research in fundamental science”, and the president’s luncheon Friday, honoring incoming IRE president Dr. Frederick B. Llewellyn, consulting engineer of Bell Telephone Laboratories, at which FCC Chairman Paul Porter made the main address. Edgar Kobak, MBS president, was toastmaster at the banquet; R. J. Rockwell, engineering director of the broadcasting division of Crosley Corp., presided at the luncheon.

Reporting on tests of the transmitter manufactured for CBS by Federal Telephone & Radio Corp., whose engineers completed the installation in the Chrysler Tower, New York, on Jan. 15, Dr. Goldmark said it is “of commercial design” and not a laboratory model.

Operating on 490 mc, with a 10 mc bandwidth and with only a temporary antenna, the new transmitter is radiating a picture signal as strong as that of the most powerful video station in New York on the lower frequencies, and with 1/5th the power, he said, stating that with the new antenna now being installed the transmitter will radiate a signal five times its present power.

The pictures were received on sets designed and built by CBS engineers, using as receiving antennas adjustable parabolic reflectors 6 feet long and 18 inches high, accepting only the desired signal and screening out the unwanted ones.

In addition to freedom from reflections from buildings, the pictures are not affected by diathermy, auto ignition or other man-made interference, which do not penetrate the ultra-high frequencies, Dr. Goldmark said.

Four other CBS engineers spoke. James J. Reeves described equipment and method used to broadcast color films. Kurt Schlesinger discussed the single carrier wave. Robert Serrell described the ultra-high frequency video transmitter and antenna, and the 6C-22 tube.

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Early Action Seen on First TV Cases

By JACK LEVY

THE CHOICE four of the six applicants competing for the prize television frequencies in the nation’s capital may be decided within a month. This prospect developed last week following three days of hearings before FCC Chairman Porter to consider applications for Washington stations, which are being planned as originating points for televising public affairs programs to eastern and, eventually, national networks.

Successfully carrying out a sharply streamlined procedure which enabled him to hear cases in record time, Chairman Porter promised the applicants he would endeavor to obtain a “prompt” decision. Operating toward this end, all applicants waived the privilege of filing proposed findings, a procedure usually requiring 20 days.

The hearings, first to be held on television, are expected to set the pattern for consolidated proceedings which will be necessary to select licensees in about a dozen large cities.

Handling cases at an average rate of three hours per application, Chairman Porter limited direct and cross examination by counsel for the various applicants to the bare essentials. No one, however, was denied opportunity for bringing out pertinent facts, but the maximum time, which reduced by half the number of days originally set aside for the hearings, was accomplished by agreement to dispense with oral testimony on matters covered by exhibits introduced into evidence, such as financial qualifications of applicants, but to allow questioning of data. The procedure established a precedent in broadcast hearings.

At the close of the hearings, Chairman Porter expressed appreciation for the expeditious manner in which counsel for the various applicants presented their cases. When he reminded them they had the privilege of filing proposed findings, although he preferred this to be waived to facilitate a prompt decision, each stipulated he would forego the procedure.

From the speed with which the hearings were handled and from questioning by Chairman Porter and FCC Counsel Harry M. Plotkin, it was indicated that the Commission intends to move fast in selecting the first commercial television licensees for the U. S. Time and again, witnesses were asked how soon stations could begin service once authority was granted.

Aside from the Commission’s obvious desire to get television started as soon as possible, the hearing

(Continued on page 84)
FCC Denies Zenith Plea for FM Change

88-108 mc Band Will Remain In Effect

FREQUENCY MODULATION remaining at 88-108 mc, tropospheric fading notwithstanding, the FCC ruled last week.

In a brief announcement released Thursday the Commission denied petition of the Zenith Radio Corp. and General Electric Co. to allocate the 44-50 mc band to FM in addition to the 88-108 mc band in order to provide a better rural service. Two days of hearings were held on the petitions [Broadcasting, Jan. 21] with industry engineers substantially in agreement on measurements made at Deerfield, Ill., by the Zenith Corp. and those at Andalusia, Pa., and Princeton, N. J., by the FCC.

It will be a week or 10 days before the Commission issues its formal opinion, setting forth the reasons for denying the petition. It was understood, however, that the FCC felt that FM in the 88-108 mc region would provide ample service for some time to come. Emergency services allocated to the 42-50 mc band and the reservation of 44-50 mc for television Channel 1 also are understood to have played an important part in the decision.

Meanwhile FM will continue in the present band as well as the new one. The transition will be gradual, with the Commission permitting transmission on the old band until such time as there are sufficient sets in the high band to provide a satisfactory service. Already some 20 stations are operating in the new band, FCC records indicate, although the steel strike is expected to delay the transition considerably, should it continue.

Several manufacturers are going ahead with plans to turn out two-band FM receivers, to provide service to customers pending complete changeover. One manufacturer will place converters for old 42-50 mc band sets on the market in February. Despite FCC Chairman Paul A. Porter's letter to Ray C. Cosgrove, president of the Radio Mfrs. Assn., last summer to the effect that the Commission "might well consider" terminating FM in the old band immediately should manufacturers make two-band receivers, it was understood the FCC has no intention of taking any such action.

The FCC originally set Jan. 1 as the goal for transition to the new FM band. Delays in manufacture of transmitters and sets—a big part of which was blamed on OPA controls—delayed the obstacles prevented attainment of that goal. Now, it is learned, the Commission plans to set no date, but rather to make the changeover on a gradual basis. Following its decision to deny the Zenith and General Electric petitions, the FCC is expected to insist that construction be undertaken immediately on stations conditionally granted for the new band. Norman E. Wunderlich of Federal Telephone & Radio Corp., testifying Jan. 19, told the Commission that less than 1% of the prospective broadcasters holding conditional construction permits have ordered transmitters.

The steel strike turned the FCC to go away with the 90-day grace allowed by the Commission to file engineering data. That lag serves to delay FM in the new band, he said.

Steel Strike Important

The steel strike is expected to play an important part in whether FM will get moving at an early date in the new band. It was pointed out that with the steel industry shut down, there will be a dearth of antenna towers.

Regardless of delays by strikes or other barriers, however, the FCC will not change its original allocation of 88-108 mc for FM. During the two days of hearings on the Zenith petition engineers expressed general agreement on these points:


2. Field intensity in the 40-mc band is "more steady" than in the 80 or 100-mc band.

3. Tropospheric fading makes for a strong signal at 100 mc in the morning and late afternoon.

(Continued on page 91)

One of Our Boys Shoots the Moon

Col. DeWitt

HE'S ONE of "our boys"—that young fellow, Jack DeWitt, who shot the moon by radar.

Lt. Col. John Hibbett DeWitt Jr., who was responsible for the first contact with the celestial body by radar, is well-known in radio as the chief engineer of WSM Nashville.

A radio "ham" since he was in knee pants, Jack has been in commercial broadcasting since 1922, when, as a lad of 16, he built Nashville's first station.

Announcement Friday of the scientific achievement which makes Jules Verne's wildest flights look amateurish, had radio folk gaping for practical application of the 2.42 second radio roundtrip covering nearly half a million miles. It was generally agreed the discovery will have great military, strategic and scientific value. Ultimate results might be detailed topographical mapping of distant planets and—in warfare—detection of suprathermal missiles which might grow out of the V-2 bomb technique developed by the Nazis during the last war. These, however, reached an altitude of only 60 miles. The distance to the moon, which was penetrated by Army radar is an estimated 240,000 miles.

Maybe it will answer the sunspot cycle enigma. Television and FM operate in these high-frequency ranges and it's conceivable that moon-radar may solve some of their propagation antics.

The official announcement was made in New York at the annual dinner of the Institute of Radio Engineers Friday by Maj. Gen. George L. Van Deusen, chief of the Engineering & Technical Service, Office of the Chief Signal Officer. The War Department in Washington simultaneously released a statement. Col. DeWitt himself was interviewed in New York.

Col. DeWitt, a modest, soft-spoken southerner, will be 40 on Feb. 20. Practical engineering has been his vocation and the scientific end an avocation. He has dabbled in astronomy since he was 26 and had a well-equipped laboratory at his Nashville home. He is responsible for many innovations in transmitter and antenna design.

Col. DeWitt has four associates in his moon-shooting job. The first signal was sent out Jan. 10 from the Evans Signal Labs. at Belmar, N. J., a Signal Corps establishment.
Broadcasters Invited to NARBA Meet

**Jett Named Chairman; Sessions Begin**

Feb. 4

COMMISSIONER E. K. JETT of the FCC will head the U. S. delegation at the North American Regional Broadcast Engineering Conference which opens Feb. 4 at Toronto, and Harvey B. Otterman, assistant chief, State Dept. Telecommunications Division, will be vice chairman. They will preside over the Conference, which is open to broadcasters.

First session is called for 11 a.m. in the Dept. of Commerce Auditorium, 14th St. and N. W. between Constitution Ave. and E St. Following the opening plenary session, meetings will be held in offices of the FCC, Pennsylvania Ave. at 12th St. and N. W.

Representatives of U. S. broadcasting are invited to participate as observers throughout the Conference, the State Dept. announced Feb. 2. Representatives from other countries also are expected to attend. To aid in arrangements for the meetings, those who plan to attend are requested by the State Dept. to notify Miss Frances W. Simpson, Telecommunications Division, State Dept., 1818 H St. N.W., Washington, no later than Feb. 1.

"In this connection," said a State Dept. release, "it is desirable that persons who plan to attend identify themselves by office or position and if attendance is in a representative capacity, the identity of the persons or organization in whose behalf they will attend." Agenda will consist of proposals on behalf of each of the signatory countries to the North American Regional Broadcast Agreement, which expires March 29. Various subjects of technical character designed to improve service in each country as well as to minimize interference between countries also will be discussed.

Cuba has filed demands for some 20 additional channels, including four clear channels below 1000 kc. The Bahaman seeks protection on 640 kc. It is hoped that an interim agreement will be worked out at the Conference to extend NARBA for two years. Informal meetings between U. S. and Cuban representatives in Havana a fortnight ago [BROADCASTING, Jan. 21] are expected to pave the way for amicable settlement of international interference problems.

Countries to be formally represented at the Conference opening Monday are, besides the U. S., Canada, the Bahamas, Cuba, Dominican Republic, Haiti, Mexico and Newfoundland. The British Government has indicated it will send observers on behalf of other British possessions in the North American region and it appeared likely late last week that observers may attend from the Central American Republics and Panama.

K. Neal McNaughten, engineer in the Treaty Section, International Division, FCC, and acting chief, Standard Allocations Section, will be secretary of the conference, with Miss Simpson as assistant. U. S. delegates in addition to Messrs. Jett, Otterman, McNaughten and Miss Simpson will be:

- George P. Adair, FCC chief engineer; Rosel H. Hyde, FCC general counsel; Donald R. MacQuivey, State Dept. Telecommunications.
- This delegation will be assisted by members of the FCC and State Dept. staffs. The Conference is expected to last two weeks or more.

Revised Lea Bill Goes to House

This Week; Foes Open Attack

A CAMPAIGN to defeat the Lea bill (HR-5117) to curb James Caesar Petrillo and the American Federation of Labor is reported underway. The bill was ordered reported out by the House Interstate & Foreign Commerce Committee last Wednesday, by a 14-5 vote, with one amendment to the revised version which Rep. Clarence F. Lea (D-Cal.) introduced Jan. 14 [BROADCASTING, Jan. 21]. It will be formally reported to the House this week.

The bill as published in the Jan. 21 BROADCASTING stands except for the penal clause. Instead of making violations a felony, the committee adopted an amendment to make the punishment: $1,000 fine or one year in prison, or both—the statutory limit for misdemeanors. Previously it provided a $5,000 fine and two years in prison.

Because of widespread interest in the AFM's most recent demands on the networks and broadcasters, particularly with reference to the ban on foreign music except that originated in Canada, the Rules Committee is expected to give the Lea bill a rule shortly after it goes to the House floor. Passage also is expected, although it was freely predicted that an amendment to make violations a civil rather than criminal offense would be offered on the floor.

Rep. Alfred F. Bulwinkle (D-N.C.) opposed the bill on the ground that it would outlaw legitimate foreign music. "I am opposed," he pointed out, however, that the measure was designed to prevent strikes for "unlawful" demands and would not interfere with collective bargaining nor with a strike for "legitimate" reasons. Rep. Marcan- tonio's amendment to strike certain phrases was defeated.

Rep. Charles A. Halleck (R-Ind.) introduced an amendment to eliminate the jail sentence but that also was defeated.

Cowles Asks Color Video Frequency

Application Says Firm Would Utilize Advances

EXPERIMENTAL color television station operating on high frequencies is sought by Cowles Broadcast- ing Co., operating WOL Wash- ington, in an application for an auxiliary CP filed Thursday at the FCC. It is the first color video project for the nation's capital. Television channel would be in the 585-600 band.

The Cowles application says the company desires to demonstrate advantages of high-definition video in view of the "obsolescence of the low-definition monochrome television based upon prewar technical developments", and points to radio advances made during the war.

An experimental application is pending, the first step in developing a sound engineering base for the service, after which regular broadcast video service utilizing new technical advances is proposed. Operation is to start next autumn.

Cowles will use the CBS color system, with Westinghouse transmitting equipment and General Electric receivers.

Cowles also filed application for an experimental facsimile station in Washington, to demonstrate electronics distribution and delivery of printed news.
COMPLETE ENGINEERING SERVICE
DESIGN AND CONSTRUCTION
AM — FM — TELEVISION
Our Eighteenth Year
"World Wide Experience"

LT. COL. LESTER V. JOHNSON
U. S. Corps of Engineers

WILLIAM F. BEALL
Architect

KARL GERHARD
Radio Engineer

LOUIS MARGOLIS
Electrical Engineer

JOHN S. CHAVEZ
Engineering Dept.

GEORGE T. CONRAD, JR.
Radio Engineer

EDWARD IANNELLI
Radio Engineer

LT. COL. HERBERT L. WILSON
U. S. Signal Corps

HERBERT L. WILSON
Consulting Radio Engineer
Affiliate:
LESTER V. JOHNSON
Design & Construction Engineer

OFFICES: 1000 N. Seward St.,
Hollywood, California

1018 Vermont, N. W.,
Washington, D. C.

Laboratories:
Rutland, Vermont

A Typical Installation
BACK in 1934, when "Woody" Woodward began spending his week-ends sailing on Long Island Sound, little did we think that eight years later he would sail off in command of a U. S. Navy subchaser—on North Atlantic convoy duty—and leave our Vice-Presidency as deserted as a ghost ship. But that's exactly what happened on September 10, 1942—and stayed happening, with various changes of duty, until now!

Today, however, our beloved Vice-President is back, and we've shot him right to Chicago to take over the management of that important office. The only trouble is that everybody in our New York Office, and many of the agencies and advertisers in Gotham, are pretty upset at losing Woody. However, we've already got the proof, at least so far as this lusty sailor is concerned, that "absence makes the heart grow fonder!"

FREE & PETERS, INC.
Pioneer Radio Station Representatives
Since May, 1932
Iowans who "listen most" to WHO buy 5 times more SHAVING ACCESSORIES than those who "listen most" to any other station!
( . . . there's 5 times as many of 'em!)

YES, that headline is correct, because five times more Iowa people select WHO as their favorite station than any other station heard in Iowa!

This decisive preference was proved again in 1945 by the 1945 Iowa Radio Audience Survey. The actual daytime figures are 55.4% for WHO, against 10.7% for Station B, and only 30.2% for all others combined!

Certainly there must be good reasons for such preference. High power? Yes. Clear Channel? Yes. But even more important is the vastly superior programming provided by NBC plus Iowa's (and one of the nation's) largest staff of talent, producers, writers, musicians, music arrangers, farm specialists and news commentators. Write us for all the facts—ask Free & Peters—or check with anybody in Iowa!

WHO

+ for Iowa PLUS +

Des Moines . . . 50,000 Watts

FREE & PETERS, Inc., National Representatives

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Tug on the Reins

HOW FAR can the FCC go in regulating broadcasting? These columns have sagged beneath the weight of words of protest against the chipping away at radio's freedom. For 15 years this has gone on—since the present issue of the Public Hearing Bulletin. Beasts we have been accused of calamity-howlng, of protesting too much. The answer is evident in what has happened. Regulatory measures never dreamed of have been invoked by the Federal Radio Commission and its successor FCC. The thought implicit calamity—a howling, of protesting too much. That happened recently in the Ashbacker case, in which agencies inevitably go too far. That happened as the dodo. FCC is restricted to regulation of the physical aspects of broadcasting, is almost as extinct as the dodo.

Because power begets power, administrative agencies inevitably go too far. That happened quite recently in the Ashbacker case, in which the Supreme Court overruled the FCC because it had granted a television station in the District of Columbia, reversed the FCC's proposal, and granted a permanent license. The court held the Commission acted arbitrarily in proposing to delete a station when the record shows the station consistently has rendered reasonably satisfactory service to its listeners. The lower court's majority held that the "guiding star" of the Commission concerning the issue of a station license or a renewal thereof is fixed by the statute as the service "in the interest, convenience or necessity of the public." The Act, the court said, does not give the Commission any "punitive jurisdiction." Such violations as evidenced in the WOKO case, the court declared, are to be punished by the imposition, after conviction, of the heavy fines provided in the Communications Act.

The court's opinion is of transcendent importance because it straightens out the Commission on the limit of its authority. The court tells the Commission that it can't use its licensing power to regulate radio; that where there is wrongdoing there's a legal way under the criminal statutes.

Logically stemming from this opinion is something beyond mere cases of "hidden ownership" or failure to report transfers. It means that the FCC can't threaten licensees with revocation. In the past there have been changes of corporate ownership not protected by the "lifted eyebrow.

There are some 300 standard stations now on temporary renewal and have been for many months. The FCC is looking into their program structures and the ratio of commercial to non-commercial. These inquiries are not the result of complaint from the public. All of the stations feel that they are under a cloud. There are reported instances where FCC counsel have told licensees that their renewals will go to hearing unless they agree to alter the schedules to provide for a greater proportion of unsponsored programs.

Would these temporary renewal cases fall within the WOKO concept that the FCC can't use its licensing power to punish stations? We think they would.

Two new members of the Court agreed on the majority opinion—Justice Wilbur K. Miller, who wrote it, and Justice Barrett Prettyman. Chief Justice Groner dissented, holding that while the drastic order, terminating the life of the station "punishes the innocent equally with the guilty," he nevertheless felt the Commission had the authority. Justice Groner has been sitting in judgment on FCC cases for 15 years too, and has witnessed the metamorphosis in regulation. Justice Miller and Prettyman had their radio baptism with the WOKO case, and were appointed upon the Court's holding that the Communications Act for the first time. The FCC unquestionably will try to take the case to the Supreme Court. The judgment of the highest tribunal will be anxiously awaited.

High Court May Decide FCC Power

U. S. Court of Appeals Reverses Commission In WOKO Case

THE SUPREME COURT probably will be asked by the Government to determine whether the FCC has authority to refuse to renew a license because of concealed minority stockholdings despite the fact that evidence indicates a licensee is serving the public interest, convenience and necessity.

Justice Miller,

In a 3-2 decision last week the U. S. Court of Appeals for the District of Columbia reversed the FCC in the WOKO Albany renewal denial, held the Commission acted arbitrarily and verbally "spanked" the regulatory body for assuming punitive powers. FCC Chairman Paul A. Porter said that while no decision had been reached it appeared likely the Dept. of Justice would be asked to petition the Supreme Court for a writ of certiorari. Meanwhile, the Commission on its own motion Wednesday extended temporary authorization for WOKO to March 30, pending final outcome of the case. Justice Wilbur K. Miller, who wrote the majority opinion—his first radio decision—cited an opinion by former Justice Justin Miller, now NAB president, in the Yankee Network case. Judge Justin Miller held that licensees must be protected from arbitrary action of the Commission. Justice E. Barrett Prettyman concurred with Justice Miller. Chief Justice D. Lawrence Groner dissented.

Pepsi Renews 700

PEPSI-COLA Co., New York (beverage), has renewed schedule of spot announcements for 1946 season on approximately 700 stations throughout the country. Contract is for 52 weeks. Agency is Newell-Emmett Co., New York.

REVERSING the FCC in its refusal to renew license of WOKO Albany, U. S. Court of Appeals for District of Columbia, in decision handed down last week, rebuked the Commission for what it termed "arbitrary action," in that public interest must be prime consideration in renewals and that the Commission can't jeopardize a licensee's investment unless there are "compelling reasons." Appeal to Supreme Court by Government is likely.

"It was difficult, if not impossible, to formulate a precise and comprehensive definition of the term 'public interest, convenience, or necessity,' and it has been said often and properly by the courts that the facts of each case must be examined and the Commission must govern its determination."
Death Valley Scotty's Palace

It doesn’t look like much in that little picture. Yet it is a fabulous mansion hidden deep in a Funeral Range Gulch.

We’ve picked on this story because of the mystery behind it. Nobody knew where the gold came from . . . but there it was. Scotty always had it.

To a great many people there’s considerable wonderment why a radio station like W-I-T-H can come up with so much gold in audiences. But there it is! We’ve always had it.

This successful independent delivers more listeners-per-dollar-spent than any other station in this big five-station town.

And don’t forget Baltimore is the sixth largest city in the country.

Tom Tinsley, President

and the FM Station W3XMB

BALTIMORE, MD.

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WJBK PUBLIC SERVICE IN REVIEW
Detroit Independent Proudly Publishes
Its Wartime Contributions

AS A PRESENTATION of their public service for the year, WJBK Detroit has issued an illustrated bound loose-leaf book titled, A Review of the Public Service Activities Conducted in 1945 by Radio Station WJBK. The Review covers both broadcasting and nonbroadcasting services.

Under "Public Service Activities on the Air," is included the station's work with governmental agencies, civilian and military, during and since the war, with special emphasis on the foreign language field, in which WJBK pioneered over 15 years ago. The station now broadcasts in 14 languages.

"Public Service Programs Which Do Not Involve Broadcasting" tells largely of the work of Betty Roberts, station's "household editor" and women's commentator. In addition to her quarter-hour daily broadcasts on WJBK, she spends 11 months a year lecturing before civic, business and educational groups. The twelfth month she spends in traveling and gathering material for her lectures.

Three years ago she prepared with Louis Adamic a lecture on "America Is a Tune" bringing out the foreign-born elements that have contributed to American civilization. This was followed by "Brown Study," a lecture pleading for understanding between the White and Negro races. She "discovered" and publicized Beaver Edwards, Detroit sculptor, who specializes in lifelike restoration of misfigured or missing parts of the body. Most of his work has been done for servicemen.

Her lectures have "greatly swelled the fund created to finance restorations for those who need them." Another lecture is "Uncle Sam, Medicine Man," the result of her visits to service hospitals.

The "Exhibit Section" contains photographs of combat planes financed by bondselling activities of WJBK foreign language groups, awards from Treasury Dept., charts, pamphlets, testimonials, and letters bearing on the public service work done by the station. In a pocket in the back cover are pamphlets distributed by the station and copies of the lectures delivered by Miss Roberts.

WJBK is a 250 w independent station, on 1480 kc, owned by James F. Hopkins Inc.

ARNOUX IS ELECTED PRESIDENT OF WTAR
CAMPBELL ARNOUX, general manager of WTAR Norfolk, last week was elected president of the WTAR Radio Corp., succeeding Paul S. Huber, who was named chairman of the board.

Mr. Arnoux joined WTAR in 1934 after being chief announcer, radio editor and program director of WABP Fort Worth, and director of KTHS Hot Springs, Ark., which he helped install. He went to WTAR from KTHS. He is NAB fourth district director and a member of the NBC stations planning and advisory committee.

Other officers of the WTAR Radio Corp. include: Frederick Lewis, vice president; Henry S. Korsmeyer, secretary and treasurer; C. Ralph Beamon, assistant secretary.

WBZ Moves
WBZ Saranac Lake, N. Y., has moved into new studios and executive offices in the Berkeley Hotel, Berkeley Square. New quarters include three offices, an audition studio, program studio and control room. Station, licensed to Upstate Broadcasting Corp., expects to file shortly for 250 w fulltime. WBZ now operates days with 100 w on 1320 kc.

WLDS Assignment
SALE of one-third interest in WLDS Jacksonville, Ill. for $12,000 by Hobart Stephenson to his two partners, Milton Edge and Edgar J. Korsmeyer, has been approved by the FCC.

WHAT'S THIS?
—Using a newspaper illustration for a radio station ad?
SUTE!
—And what's more, we give our locally produced and A-B-C Network shows daily newspaper support with attention compelling display space.

—This is a PLUS WWVA service to advertisers.

ASK A JOHN BLAIR MAN
Basic A-B-C Network

Construction Underway
On Twin Falls Station
CONSTRUCTION is underway on a new station in Twin Falls, Ida., authorized to Southern Idaho Radio & Television Co. Jan. 15, according to Frank C. Carmen, president of KUTA Salt Lake City, whose owners hold 50% of Southern Idaho's stock. The remainder of stock is held by Maj. Fentress Kuhn.

Mr. Carmen predicts operations will begin within 60 days. Station will be affiliated with American and for regional programming, with KUTA. New stations are also being planned for Boise, Ida., and Butte, Mont.

Milwaukee Celebrates
MILWAUKEE'S 100th birthday will be celebrated Jan. 30 at 10:30 p.m. by an ABC show featuring such talented natives of the Wisconsin city as Hildegard, Sperry Tracy, Pat O'Brien, Dennis Morgan and Woody Herman, it was announced last week. Mr. Tracy and Mr. O'Brien will broadcast from Hollywood, Mr. Morgan from Milwaukee, and Hildegard and Woody Herman and his orchestra from New York.

BROADCASTING • Telecasting
FOR THE MOST EFFECTIVE SALES PROMOTION OF A NETWORK PROGRAM BY A RADIO STATION THE CITY COLLEGE OF NEW YORK Award of Merit STATION WOWO for the Most Effective Sales Promotion of a Network Program by a Radio Station AMERICA'S TOWN MEETING OF THE AIR

NATIONAL RECOGNITIONS such as these (added to the eight of last year) attest the success of the WOWO plan of Promotion... and results for advertisers substantiate the decisions of the judges.

In addition to the plaques shown, WOWO also was awarded a war bond by Larus and Bro., for promotion of a contest on its Guy Lombardo show, and an honorable mention by the Elgin Watch Company, for promoting its network show.

Hundreds of letters from clients and advertising agencies all say the same thing: "WOWO does an outstanding job of promoting our program."

Continued effort to make more people conscious of your programs... plus many new ideas for shows... produced locally... with complete merchandising plans pre-tested for listener response... that's our way of saying "Thanks." Better programs... better promotion... that's our promise for 1946!

Write for the WOWO market-analysis brochure: "Blue-Print of the Station in the Prime Location of the Nation."

WESTINGHOUSE RADIO STATIONS Inc

KEX • KYW • KDKA • WBZ • WBZA • WOWO

REPRESENTED NATIONALLY BY NSC SPOT SALES—EXCEPT KEX • KEX REPRESENTED NATIONALLY BY PAUL H. RAYMER CO.

BROADCASTING • Telecasting

January 28, 1946 • Page 23
New Engineers Named
By RCA Service Co.

RCA SERVICE Co. has appointed six regional communications engineers to handle anticipated expansion in the emergency communications field and eight engineers in radio, Victrola and television.

Regional engineers in the radio, phonograph and television field are: A. B. Chapman, Dallas; R. C. Hansen, San Francisco; H. J. Mills, Boston; R. H. Newton, Cleveland; C. R. Odden, New York; W. H. Powell, Philadelphia; B. G. Wade, Los Angeles; D. W. White, Chicago, with H. P. Laessle as national field supervisor.

Communications men include: K. C. Heddens, New York; H. M. Leightley, Atlanta; E. E. Whitacker, Cleveland; J. S. Gremillion, Dallas; M. S. Reutter, Chicago; F. C. Hartwick, Los Angeles. T. Griffin has been appointed national field supervisor of this group.

ATTENDING quarterly meeting of ABC's advisory committee Jan. 10-11 at New York's Waldorf Astoria were (seated, 1 to r): W. C. Bohman, manager, WCOS Columbia, S. C.; W. Duncan Fyle, general manager of KVOD Denver; Roger Clipp, president, WFIL Philadelphia; Edward J. Noble, chairman of the board of ABC; H. Allen Campbell, general manager of WXYZ Detroit and chairman of the committee; C. T. Hagan, general manager, WTCN Minneapolis; Mark Woods, ABC president; Harold Hough, KGKO Fort Worth-Dallas; Jack Gross, president of KFMB, San Diego. Standing (1 to r), are ABC Vice Presidents Keith Kiggins, John H. Norton Jr., C. Nicholas Priaulx, Earl E. Anderson, Robert Kintner, Adrian Samish and Fred Thrower.

New Studios for WFEA
Soon To Be Dedicated

WFEA Manchester, N. H., 5,000 w CBS affiliate, will dedicate its new studios within a few weeks, according to Melvin C. Green, WFEA general manager. The station is moving into its own downtown building after 13 years in the Hotel Carpenter. Three large completely modern studios are on the first floor, with the manager's offices, the WFEA newsroom and the office of the musical director. Programs, sales, traffic and accounting departments are on the second floor.

H. M. Bitner, station owner, and 30% owner of WFBN Indianapolis, last month filed a request with the FCC for assignment of the station license from H. M. Bitner to WFEA Inc., with no money involved [Broadcasting, Dec. 24]. Last spring, WFEA became the first station in New Hampshire to start a full-time news service for the coverage of spot news in its listening area.

N. Y. Veterans' Office
Forms Radio Division

FORMATION of a radio division of the New York office of the Veterans Administration, to be headed by Donald G. Weiss, recently discharged from the Army as a major after service with the radio department of Gen. Douglas MacArthur's headquarters, was announced last week.

Mr. Weiss, whose appointment was announced by Joseph Brechner, director of radio service for the Veterans Administration Washington headquarters, was with WRUF Gainesville, Fla., before his Army service. He plans to furnish networks and stations with a complete information service concerning activities of the Veterans Administration. Offices are at 525 7th Ave., New York.

Dinner Speakers

SEN. ALBERT W. HAWKES (R.-N. J.) is to be principal speaker at Brand Names Research Foundation dinner Feb. 5 at Hotel Astor, New York. Other speakers include George L. Russell Jr., president, John B. Stetson Co., and chairman of the Foundation; A. O. Buckingham, vice president, Cluett, Peabody & Co., and Mary Margaret McBride, WEAEP New York women's commentator. Frank Stanton, CBS president, and Niles Trammell, NBC president, are members of host committee for dinner.

Correction

IN REFERRING to a picture taken at the Clear Channel hearings, Broadcasting in its Jan. 31 issue mistakenly identified Murray G. Crosby as "engineer associated with Dr. Edwin H. Armstrong, FM inventor." Mr. Crosby should have been identified as a partner in Paul Godley Co., consulting radio engineers, Montclair, N. J.
WKY has pioneered one of the most important advances in AM transmission in recent years—the multiple-element antenna for low angle radiation.

WKY's radiation pattern has been squashed down to such an extent by its new 915-foot Franklin double half-wave antenna that its groundwave has been intensified 58.5% over the efficiency of a conventional quarter-wave radiator.

This means that WKY's coverage has been materially increased and its skywave minimized. Elimination of high angle skywaves furthermore eliminates the usual nighttime fading zone caused by reflection from the ionosphere.

More persons can hear WKY today than ever before. More persons ARE hearing WKY today than ever before because WKY programs are thoughtfully and imaginatively created to please most of the people most of the time. WKY's new antenna and transmission facilities involving the expenditure of nearly $250,000.00 is just one of the mechanical means of insuring both listeners and advertisers the best possible radio service in Oklahoma.
TYPICAL FARMERS of 1945 chosen by WNAX Yankton, spent week in nation's capital as WNAX guests, winding up with Jan. 17 banquet at Statler. Left to right, James H. Allen, WNAX; Comr. William H. Wills, FCC; Mrs. John Oeser and John Oeser, typical farmers; Mrs. Wills; Comr. Paul A. Walker, FCC; Art Smith, WNAX.

Durr Differs Sharply on FCC Approval Of Sale of Only Station to Only Paper

SHARP disagreement with the basis on which the FCC approved transfer of WSRR, the only radio station in Stamford, Conn., to the only daily newspaper in the city, was expressed in the dissenting opinion of Commissioner Durr to the decision in the case.

Sale of the station by Stephen R. Rintoul to Western Connecticut Broadcasting Co. for $161,000 was approved last month by the Commission [BROADCASTING, Dec. 24]. Majority interest in the new licensee company is held by Kingsley A. Gillespie, one-seventh owner and general manager of Gillespie Brothers Inc., publishers of the Stamford Advocate.

Diffs With Majority

Mr. Durr took issue with all three grounds on which the majority of the Commission granted the assignment of license: (1) that proximity to New York gives Stamford people a wide choice of stations and newspapers, (2) that the new licensee promised to enlarge the scope of the station's service to the community, and (3) that the Commission was assured the station would operate completely independent of the newspaper.

The Commissioner declared that the availability of New York newspaper and radio service is no answer to the problem of concentration of controls of the media of mass communication in Stamford. The local community, he added, "remains of basic importance to our way of life, and diversification in the controls of outlets of news and information at the local level is certainly of comparable importance to diversification at regional and national levels." Out-of-town radio stations, he held, cannot be expected to have any great interest in the peculiarly local problems of Stamford.

As to the majority's second ground for approval, Mr. Durr commented: "Certainly every licensee of a broadcast station should be expected to have an understanding of the desires and needs of the area he is to serve, and it is no more than his normal responsibility as a licensee to provide programs designed to satisfy those desires and needs. The assumption therefore that the assignee will merely do what every licensee should be reasonably expected to do hardly seems an adequate ground for departing from the Commission's announced policy against concentration of controls of the media of mass communications."

The assurance of the new owner that he would operate the station independent of the newspaper was "not convincing," Mr. Durr declared. "No man," he stated, "can reasonably be expected to divide his mind into two separate compartments and compete with his own social, economic, and political philosophies or his own self interest. The ultimate end of any such experiments is more likely to be schizophrenia in the individual than diversification in the informative and cultural fare presented."

Mr. Durr contended that the Commission decision in this case served to foster rather than to avoid monopoly and is not in harmony with the policy on newspaper ownership of stations issued Jan. 13, 1944. He said that other qualified purchasers could probably have been found who could meet the assignor's financial terms if public notice had been given that the station was on the market.

Charles Sill Palmer

CHARLES SILL PALMER, 60, a director of KFEQ St. Joseph, Mo., died at his home in Saranac Lake, N. Y., Jan. 20 after a long illness. He was also a director of The St. Joseph News Corp. He is survived by his widow, Mrs. Dorothy Kingsbury Fischer Palmer.

March on Congress

HALF-HOUR program by the farm department of WKY Oklahoma City will be played before the Oklahoma delegations in Congress to acquaint it with need of machinery to conserve Oklahoma's soil and produce farm crops. A delegation of officials and farmers started for Washington with the transcribed program, developed by Ed Lemons, WKY farm reporter, and state officials.
... of thee I sing!

Have you ever heard a group of high school boys and girls singing "America" and meaning every word of it? It's a thrill that came to thousands of radio listeners who heard WLAC's unique series of broadcasts from high schools in Middle Tennessee.

It was a "Keep Singing America" contest with emphasis on "America", and a $500 scholarship award as first prize. Its prime purpose was to enshrine, today of all times, in the hearts of those men and women of tomorrow, the thoughts and inspiration that made this song our national anthem.

Results? WLAC officials consider these programs to have built more sincere and lasting goodwill than any other public service feature they ever originated . . . and that's saying a good deal, for WLAC prides itself on its many programs "in the public interest." One high school principal, 100 miles from Nashville, put it this way, "I don't know your purpose in doing this fine thing, but it should please you to know that everybody in our city is now talking about and listening to WLAC."

Tennessee's Governor Jim Nance McCord makes keynote address at official presentation ceremonies broadcast from prize-winner Sumner County High School, Gallatin, Tennessee.
Chicago Does 30% of Network Billings

By FRED SAMPLE

CHICAGO—WHICH did an estimated 30% of the gross billing of all network radio in the nation in 1945—is unable to claim a single network originated program boasting more than an 11.6 rating.

Top-rated and sole exception to the otherwise sub-standard list of network shows originating from Chicago is CBS' First Nighter which returned to the air last October after an absence of more than a year.

Curious commentary on First Nighter is that it is the only network originated program produced in Chicago which solicits scripts from unknown writers in its audience.

Breakdown Shows 'First Nighter' Has 11.6 Rating, 'Barn Dance' Next

Second best program, rating wise, is WLS' National Barn Dance, aired over approximately 114 NBC stations, 9-9:30 p.m., CST., Saturdays. Barn Dance, an out-and-out hill-billy show without expensive talent and without benefit of agency producers and writers, has a rating of 9.6 against such competition as Gangbusters (ABC) 8.6, Lucky Strike Hit Parade (CBS) 13.6 and Leave It To The Girls (MBS-sustaining) 2.5.

CBS, which in 1945 grossed $65,724,851 [Broadcasting, Jan. 7], placed approximately 25% through its Chicago office, yet it originates only six programs from Chicago. Of these, Ma Perkins, sponsored Monday-Friday, 12:15-12:30 a.m. CST, by Procter & Gamble, and Those Websters, sponsored Friday, 8:30-9 p.m., CST., by Quaker Oats, are at the top of the Chicago produced CBS programs with equal ratings of 7.8.

The latter show is being moved to MBS, effective Sunday March 3, by the sponsor because CBS requested the program be either improved or be moved to another time. CBS' view was that Those Websters failed to do justice to the remainder of its Friday night audience in as much as it was keeping company with such top-rated programs as Moore & DuRante and Danny Kaye [Broadcasting, Jan. 14].

Comparative Figures

A study of CBS Chicago originated programs and the competing program on other networks reveals:

CBS, M-F, 9-9:19 a.m. CST
Bachelor's Children (Continental Broadcasting)
4.5

ABC, M-F, 9-9-19 a.m. CST
Daytime Frolics (participating)
3.9

MBS: Fun With Music (sustaining) 2.4

MBS, M-F, 12:15-12:30 p.m. CST
Ma Perkins (Procter & Gamble) 7.9

ABC: Constance Bennett (co-op) 2.1

MBS: Sketches In Melody (sustaining) 3.3

MBS: Luncheon With Lopez (sustaining) 2.0

MBS, M-F, 1:45-2 p.m. CST
Tina and Tim (Cudahy Packing Co.) 4.2

ABC: Time Views The News (sustaining) 1.6

NBC: Hymns of All Churches (General Mills) 3.7

MBS: Queen For A Day (Miles Laboratories, P&G) 2.6

MBS, Thursday, 9-9-30 p.m. CST
Island Venture (P. K. Wrigley Co.) 4.7

ABC: Curtain Time (Mars Candy) 4.6

MBS: Abbott & Costello (Cigarettes) 18.5

MBS: You Make The News (sustaining) 2.2

MBS, Friday, 8:30-9 p.m. CST
Those Websters (Quaker Oats) 7.9

ABC: The Sheriff (Pacific Borax) 8.3

NBC: Noah Webster Says (sustaining) 11.7

MBS: Spotlight Bands (Coca-Cola) 2.7

MBS, Saturday, 6:30-7 p.m. CST
First Nighter (Campana) 11.6

ABC: Dick Tracy (Tobacco-rolls) 4.8

MBS: Carefree (Richfield Oil) 5.3

MBS: Arthur Hale news (Richfield Oil) 4.0

ABC, newest of the four major networks, grossed $40,045,966 in 1945, of which its Chicago Central Division claims an estimated 36%, excluding its December business, and, originates eight of its shows from Chicago. Of these Don McNeill's Breakfast Club was a 5.0 (for the hour) rating, and Quiz Kids with 8.2 are its most popular programs, if ratings are a criterion.

ABC's Chicago originated programs and their competitors are as follows:

ABC, M-F, 9-10 a.m. CST
Breakfast Club (9-9:30 a.m. sustaining) 4.5

Breakfast Club (9:30-9:45) (Swift) 4.8

Breakfast Club (9:45-10) (Philo Corp) 6.2

CBS: Arthur Godfrey (participating) 3.7

NBC: Fun & Folly (participating) 9:30-9:45 2.4

DBC: Daytime Follies (participating) (9:45-10) 2.2

MBS: Fastest Hunt (co-op) (9-9:15) 2.8

MBS: Sunday Morning Follies (sustaining) (9-15-10) 2.4

(Continued on page 71)
December 18, 1945

Dear George:

It is a real pleasure to send you the enclosed check for $5,000.00 as your award for winning second prize in the all around classification of the CBS Affiliated Station Program Promotion Contest.

The judges tell me this was the toughest contest they ever had to judge, because of the wealth of material and its general high level of excellence.

So your award should be doubly gratifying to you and your associates, since you were up against the stiffest kind of competition from your fellow affiliates.

With my hearty congratulations.

Sincerely,

Herb

Mr. G.W. Johnson
Station KTSA
Gunter Hotel
San Antonio 6, Texas

Second Prize CBS
Affiliate Stations Promotion Contest

COLUMBIA BROADCASTING SYSTEM, Inc.
465 MADISON AVENUE, NEW YORK 22, N.Y.

HERBERT V. ALEXANDER
VICE PRESIDENT
IN CHARGE OF FIELD SALES

December 18, 1945

COLUMBIA BROADCASTING SYSTEM, Inc.
465 MADISON AVENUE, NEW YORK 22, N.Y.

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Sincerely,

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Mr. G.W. Johnson
Station KTSA
Gunter Hotel
San Antonio 6, Texas

KTSA's Job Just Begins
When the Contract Is Signed!

Naturally, we are proud of winning $5,000 as Second Award in the recent C.B.S. Affiliated Station Program Promotion Contest. But we're not cocky about it. We take our business and promotional activities seriously. Ours is a full-time merchandising and Promotional job throughout the year, whether a contest or no contest. To you, KTSA means just this... full, effective coverage of San Antonio and its vast trading area; programming that has built a great, constant audience of loyal KTSA listeners; and an alert, eager staff of experienced radio people who KNOW HOW to merchandise and promote your programs in order to get maximum results. Let us prove it to you—now!
As indices of buying power, take salaries and wages. Department of Commerce statistics show that in 1942 nearly $430 million went into pay envelopes here. This was more than double the average for the nine other Southern states—more than $92 million above the second-ranking Southern state!

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

With 50,000 Watts, at 680 k.c.—and NBC—Station WPTF at Raleigh 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.

**50,000 WATTS — NBC RALEIGH, N. C.**

Free & Peters, Inc., National Representatives

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**Wheeling Papers To Operate WPAR $307,500 Is Paid for 250 w Station in West Virginia**

SALE of WPAR Parkersburg, W. Va., by Capt. John A. Kennedy, USNR, and Mrs. Kennedy to the News Publishing Co. of Wheeling, which publishes the Parkersburg newspapers, was consummated last week subject to FCC approval. The purchase price is $307,500, including quick assets and receivables. WPAR operates on 1450 kc with 250 w and is on CBS and the West Virginia Network. Capt. Kennedy, now on duty in the office of the Secretary of the Navy, is president of the network, which includes ownership of WCHS Charleston and WBLK Clarksburg, and holds a 48% interest in WSAZ Huntington. The transaction will be advertised in conformity with the FCC’s proposed “Crosley-Avco” procedure, Capt. Kennedy said, to enable other possible purchasers to bid for the property during the prescribed 60-day period.

The News Publishing Co. is headed by Mrs. Frances Ogden Stubblefield, which publishes the morning, afternoon and Sunday newspapers, as well as the Parkersburg News (morning and Sunday) and Sentinel (evening). Austin V. Wood is vice president and general manager of the newspapers.

News Publishing Co. holds a construction permit for a new local in Marietta, O., and through an associated company holds another construction permit for Martinsburg, W. Va. Whether the Marietta construction permit will be retained upon the transfer of WPAR apparently would depend upon determination by the FCC as to whether there would be conflict resulting from overlapping coverage. The cities are separated by about 12 miles.

WPAR is licensed to the Ohio Valley Broadcasting Co., a wholly owned subsidiary of the Charleston Broadcasting Co., which is controlled by the Kennedys. WPAR is understood to have netted approximately $80,000 a year before taxes for the past several years. The station is believed to gross more than double that figure.

**WNCA To Use ABC**

WNCA Asheville, N. C., a new station now under construction, will become affiliated with ABC as a member of the Southeastern Group effective April 1, the network announced last week. Owned by the Community Broadcasting Co., WNCA will operate with 250 w on 1340 kc. Station manager is Charles Fredric Rabell.

On Morning Series

GEOBOE (The Real) McCoy, sidewalk newspaper and radio hero, Morgan, “Here’s Morgan” show, started weekly half-hour program over ABC Jan. 26. Mr. Morgan is heard during first quarter-hour of 8-9:30 a.m. show, and Mr. Morgan during the last.

**GROOVED WALLS of Mutual’s newest studios in New York represent development in acoustical design.** Studios are used by both the network and WOR, and are on the main floor of 1440 Broadway (Broadcasting, Jan. 7).

**UPTON CLOSE BACK ON AIR OVER MUTUAL**

UPTON CLOSE, dropped by NBC over a year ago, returns to the air Feb. 2, tentatively 7:45-8 p.m. over 59 Mutual stations. Mr. Close, who was a bitter opponent of the Roosevelt administration, charged NBC with dismissing him because he was an “enemy of the left.” His sponsor will be the National Economic Council, New York City.

The Council announced its intention to sponsor Mr. Close to “check the growth of public taxation and as a rallying to the true American principles of life and living.” Roche, Williams and Cleary, Chicago, agency handling the account, said the 59 Mutual stations would cover East and West, but “none in the South.”

**ABS Adding Hollywood Originating Programs**

BOWING in as sustaining, two new weekly network package programs from Hollywood start on ABS stations in early February. Designed to bring out through extemporeaneous discussion the great ideas expressed in present-day living as well as throughout the past, weekly half-hour education series, That’s a Great Idea, starts on ABS stations, Feb. 4, Monday, 11:30-midnight (EST).

**KSJB Power Increased**

KSJB Jamestown, N. D., on Feb. 10 increases its power from 250 w to 5,000 w on 600 kc. Carl Haverlin, vice president in charge of station relations for Mutual, with which network KSJB is affiliated, reported last week that the station’s evening audience will be increased eight times.
Because all clear channel stations are 50 kw, they all own the same frequency and power advantages, with no apparent differences between them. But, on the other hand, the differential is in program-transmission and dependability...the only distinctions worth noting.

And here is where Westinghouse 50,000-watt transmitters offer every advantage for clear channel service.

*Example:* the equalized audio feedback system strengthens the naturally high fidelity of the audio and modulation circuits. No complicated, special circuit adjustments are needed.

*Example:* transmission continuity is assured by a skillful combination of metal-plate rectifiers (their life is virtually unlimited) and split-second tube transfer in the power amplifier and modulator for emergency tube replacement.

*Example:* unit-cubicle construction speeds quick replacements, cuts outages. Tube failure is remedied as fast as you can flip a switch to turn on the spare in the same cubicle.

The smartly-styled Westinghouse 50 kw transmitters are built with 12 new, important design features. Ask your nearest Westinghouse office for the complete story.

These basic advantages in faithful reproduction and solid dependability are features of the complete line of Westinghouse transmitters...5, 10 and 50 kw AM, and 1, 3, 10 and 50 kw FM. You can get all the facts from your nearest Westinghouse office. Or write Westinghouse Electric Corporation, P.O. Box 868, Pittsburgh 30, Pa.
Olsen, McCormick Head NAB State Units
As 17th District Holds Seattle Session

TOM OLSEN, owner of KGY Olympia, was elected president of Washington State Broadcasters and Glenn McCormick, president of KSLM Salem, was named president of the Oregon Association in connection with the NAB 17th District meeting held Jan. 14-15 at the Olympic Hotel, Seattle. Harry Spence, manager of KXRO Aberdeen, district director, presided at the district meeting.

Bob Priebie of KRSC Seattle was in charge of arrangements. Three stations applied for NAB membership — KIRO Seattle, KRKO Everett and KVI Tacoma. Representing NAB were President Justin Miller, Secretary-Treasurer C. E. Arney Jr. and Director of Broadcast Advertising Frank E. Pellegrin Jr.

Meeting followed the pattern laid down at the Los Angeles (16th) and San Francisco (15th) district gatherings [BROADCASTING Jan. 7, 14]. Registration totaled 117.

Hugh Feltis, president of Broadcast Measurement Bureau, outlined progress of the cooperative audience measurement project. Oliver Runcey, of KOL Seattle, presided at the sales managers clinic. C. O. Chatterton, of KWLINK Longview, Wash., was in charge of the small market stations meeting. Ted Cooke, KON Portland, took charge of the program managers report and L. S. Bookwalter, KON, presided at the engineering session. Mr. Pellegrin addressed the sales manager and small market stations groups.

Registration

Registered at the 17th District NAB meeting were:

A. Adler, KMED; C. E. Arney Jr., NAB; D. A. Baker, KBRO; Ray Baker, KOMO; F. L. Barnes, General Electric; Leonard Beardley, KXX; Ted Bell, KBRO; Stan Bennett, KOMO; Paul K. Benton, KRO-KIT; John Blake, KWSC; Louis Bookwalter, KON; Francis Brott, KOMO; Harry Buckendahl, KIC; C. O. Chatterton, KZK; Fred Chitty, KVAN; Homer Griffith; Saul Haas, KIRO; Gus Hagenah, Standard Radio; Harry Hanks, KONP; Fred H. Smith, KIRO; Sharon Kane, KSLM; R. D. McCornack, KOMO; R. G. McBroom, KFIIO; Glenn McCor-

MRS. DIANE TAYLOR is Voteless Solon

MRS. DIANE TAYLOR, widow of the late Gate Taylor, former advertising manager of BROADCASTING, is a Congresswoman—without a vote—until Feb. 1.

When her boss, former Rep. Clifton A. Woodrum (D-Va.), resigned last month to become president of the American Plant Food Council, Mrs. Taylor, his secretary and assistant for 10 years, became Representative pro tem until a successor was elected. Under a Federal statute enacted in 1935, a designated office assistant shall continue to function for six months or until a successor is elected, in event a Congressman resigns.

As soon as a new Congress is over, Mrs. Taylor will join Mr. Woodrum as full-time secretary. Since Jan. 1 she has been dividing her time between Capitol Hill and Mr. Woodrum’s office. Mrs. Taylor’s duties as Congresswoman pro tem include supervising a staff of two office assistants, handling mail and otherwise carrying out a Congresswoman’s job—except she has no vote.
Remember the letters Q. E. D. from the days when you studied geometry? These letters standing for “quod erat demonstrandum” or “which was to be proved,” were used to indicate the solution of the problem.

The letters WCBM are the solution to the time buyers problem of effectively and economically covering the Baltimore market. And the correctness of this solution has been proved by the year after year renewal of contracts by enthusiastic sponsors.
THE PACIFIC COAST IS BIG

Only Don Lee covers it all

THE NATION'S GREATEST REGIONAL NETWORK
Approximately half the retail sales on the Pacific Coast are made outside the counties in which Los Angeles, San Francisco, Oakland, San Diego, Portland, Seattle, and Spokane are located—only Don Lee covers the OUTSIDE as well as the inside HALF...
a C. E. Hooper 276,019 telephone call survey proves it.

The Pacific Coast is big in many ways: 1,352 miles in length—over 8 billion dollars in retail sales—and over 3 million radio homes. It is divided into 2 halves—the “inside” (or metropolitan half) and the “outside” (or the half covered only by Don Lee).

In fact, the Pacific Coast is so big that only one network has enough stations to cover it all (Don Lee has 39. The other 3 networks have only 28 stations combined). More than 9 out of every 10 radio families on the Pacific Coast live within 25 miles of a Don Lee station.

The Pacific Coast is big—buy the only radio network big enough to cover it all—Don Lee.
Coverage
...in Philadelphia

Pattern broadcasting over
WDAS
covers the Philadelphia market
at lowest cost

WDAS covers the largest cross-section of the buying
public in the Philadelphia area...at lowest cost. Ask
Philadelphia's Outstanding Full-Time Independent Station
about a package of spots that will cover your market.

With "Coverage" like this, it's no wonder
that 78 percent of this station's sponsors
renew regularly.

FOUR-WAY clasping of hands marks decade of Romance of the High-
ways on Don Lee Pacific, sponsored by Greyhound Bus Lines. Owners of
hands (1 to r): Comdr. Scott, narrator; Carl Jensen, Greyhound;
Norman Nesbitt, announcer; Bill Tracy, assistant to Comdr. Scott.

Yankee Net Reports Record Billings
For 1945, Lists New 1946 Accounts

SEVERAL NEW accounts and a large number of renewals and addi-
tions were reported by the Yankee Network last week. At the
same time, looking back, officials said Yankee's gross billings in 1945
were the largest in the history of the regional net. Figures on bill-
ings were not given.

New accounts reported were F.
H. Snow Canning Co. (New Eng-
land clam chowder), sponsoring
participations in the Thursday 1
p.m. edition of Yankee Network
News on the entire network, with
account placed by Daniel F. Sul-
vilian Agency; Megowen-Educator
Co., bakers of Crax, complete 8 a.m.
edition of the News Monday, Wed-
nesday and Friday on entire net-
work, through Duane Jones; Shedd
Products, minute participations in
8 a.m. News Tuesday, Thursday
and Saturday through Fred M.
Randall; Maritime Milling Co.,
minute participations in 8 a.m.
News on full net Tuesday, Thurs-
day and Saturday beginning in
February, through Baldwin, Bow-
er's, Strachan Inc.; Metropolitan
Life Insurance Co., one-minute spot
on WNAC Boston five times weekly
starting Feb. 15, through Young
& Rubicam; Peter Paul Inc., Nelson
Churchill Views the News, Monday,
Wednesday and Friday on WNAC
7:15-7:30 a.m., through Platt-
Forbes, Inc.

Additions Reported

Renewals and additions:
Wm. Fleene's Sons Co. has added
three days (making six in all) to
sponsorship of Tello-Test quis on
WNAC at 9:15 a.m., through John C.
Dowd Inc.; National Biscuit Co.
renewed for one year Nine O'Cock
News on 19 Yankee stations and
added the network's two new Ver-
mont stations, WDEV Waterbury
and WWSR St. Albans, through
McCann-Erickson; Boston & Maine
Railroad renewed B. & M. Waker
Upper Show on WNAC and added
WGAN Portland, Me., WHAI
Greenfield, Mass. and WFEA Man-
chester, N. H., through Harold
Cabot Agency; Martin L. Hall Co.
presents Bill Cunningham in a
news analysis at 2:30 p.m. Sunday
on WNAC WHYN WEAN WAAB
WHTD WLLH WMUR, through John C. Dowd Inc.; Smith Brothers
Cough Drops, one-minute partici-
pations in 6 p.m. News Monday,
Wednesday and Friday on entire
net, through J. D. Tarcher & Co.;
P. Lovillard Co., participations in
6 p.m. News Monday through Sat-
urday on entire net, through Len-
en & Mitchell; Shell Oil Co., 10-
minute Shell Digest at 6:15 p.m.
Monday, Wednesday and Friday
on WNAC WEAN WICC WAAB
WLBZ WLLH WCHS WLNH
through J. Walter Thompson Co.;
Atlantic Coal Co., half-hour Boston
Blackie at 2 p.m. Sunday on WNAC
WICC WHTD WLLH WEAN
WAAB WGAN, through John C.
Dowd Inc.; Berwick Cake Co. re-
newed 15-minute Berwick Musical
Clock at 7:45 a.m. on WNAC five
times weekly and added WLBZ
on Monday, Wednesday and Fri-
day, through L. B. Hawes, Boston;
Liggett Rexall Stores, Tello Test
at 7:15 p.m. Tuesday and Thurs-
day on WAAB, through John C.
Dowd; Shepard Stores, The Answer
Man 6:30-6:45 p.m. Monday
through Saturday on WEAN; ABC
Oil Burner, Tello Test at 7:15 p.m.
Monday, Wednesday and Friday
on WNAC, through Wm. Hart Adler
Inc.; Listerine Toothpaste, Quiz of
Two Cities 8-8:30 p.m. Friday on
WNAC and WEAN, through Lamb-
ter & Feasley; Shubert Theatres,
one-minute spots Monday through
Friday, through Harry M. Frost
Co.; Durkee-Mower Co., 1 p.m.
Yankee News Monday, Wednesday
and Friday, through Harry M.
Frost Co.; Paine Furniture Co.,
announcements, through John C.
Dowd Inc.; American Institute of
Food Products, with Dr. Eddy on
WNAC-Yankee.

WHDT Hartford, owned and op-
erated by the Yankee Network,
started carrying all Yankee and
Mutual programs on Dec. 1.
Time Buyers!

CALL ON "Spot" FOR SMOOTH GOING

WEAF ...................... New York
WBZ & WBZA ................ Boston, Springfield
WGY ........................ Schenectady
KYW ........................ Philadelphia
WRC ........................ Washington
KDKA ........................ Pittsburgh
WTAM ........................ Cleveland
WOWO ........................ Ft. Wayne
WMAQ ........................ Chicago
KOA ............................. Denver
KPO ............................. San Francisco

- If you have a client who wants to glide right into America's vital markets, let "Spot" show you how—quickly, effectively and economically. For NBC's 11 vital stations deliver 11 vital markets day in and day out.

1. They broadcast to 55% of the radio homes in the U. S. 2. They are located in areas where families have a buying power 34.2% higher than the country's average.

Call on "Spot" today for smooth going. Of course there's a chance "Spot" may not be able to provide the exact buy you're after—NBC Spots go fast. But he'll have something to offer equally effective, whether you want to sell over one or every one of NBC's 11 vital stations—stations which have a consistent habit of getting advertisers' products on the shopping lists of the buyingest people in the most moneyed markets.
Woods Answers Critics of Sponsorship
For Public Service Type of Program

THUMPING ANSWER to radio critics who object to commercial sponsorship of public service programs was given last week by Mark Woods, president of ABC.

Asked Mr. Woods in an address to the Cincinnati Advertising Club, "What is harmful about selling important public service features to advertisers?"

The burden of his own answer was "nothing."

"With a certain few exceptions, all in the field of religion, I sincerely wish that every public service program were a commercial program," he said. "... I say it is rankest folly to condemn some of America's greatest programs because they represent American institutions."

Reminding his listeners that good radio costs big money, Mr. Woods said, "I cannot accept arguments which deplore the quality of a sponsored program and compare it with the lily-white character of the same show on a sustaining basis.

"Do actors sound better, the less they are paid?"

Two measureable benefits are to be derived from public service sponsorship, he said. First, advertisers can afford to invest more money in programs than networks can. Second, commercial broadcasters are not likely to be cancelled capriciously by network stations, therefore have more stability than sustaining shows. This guarantees a sponsored program greater coverage and more promotion than a sustainer gets. "In other words," said Mr. Woods, "culture, education and information can thus be carried into more cities more frequently with higher quality and greater fanfare."

To off-hand critics who have but a tech-bitch for a commercial tinge to public service, Mr. Woods suggested "when you see a fly alight on a broadcaster's nose... don't reach for that banana split."

Without a critic to adopt, he said, is a more constructive attitude of criticism.

Truman Asks Fund
For Business Study

Over 17 Million Is Requested
For Next Year's Budget

APPROPRIATIONS totaling $17,405,000 were requested by President Truman for the Bureau of the Census to cover expenses of two business surveys in the fiscal year ending June 30, 1947. The President asked for $11,940,000 to conduct a Census of Business or distribution, which embraces the retail field. For a Manufacturers Census a budget of $5,465,000 was sought.

When President Truman submitted his annual budget message to the Congress last week, he did not ask for specific appropriations for the newly-created Office of International Information & Cultural Affairs of the State Dept., which handles international shortwave broadcasting.

Although the State Dept. appropriation request was $99,882,900—an increase of $1,575,786 over the 1946 fiscal year, President Truman said: "Time has not permitted the preparation of the 1947 estimates for the performance" of the new department, which has taken over activities of the Office of War Information and Office of Inter-American Affairs. An amendment to the budget request, covering the OIICA, will be submitted later.

Assistant Secretary of State William B. Benton, in charge of public affairs, at a news conference a few weeks ago said he had been cautioned by the Bureau of the Budget not to comment nor answer questions on the 1947 fiscal year appropriations. It was learned on Capitol Hill, however, that the State Dept. planned to ask for $44,500,000 for the international information service [Broadcasting, Dec. 24].

Graham on Leave

MAJ. JOE GRAHAM, formerly with WCKY and WCPO Cincinnati, in program capacities, and for the last 21/2 years in the European Theatre of Operations, is on terminal leave and shortly plans to re-enter radio. On Jan. 5 he was married to Laura Jane Tidwell, of Dallas. Maj. Graham was radio officer for the Communications Zone, Public Relations, in ETO, headquartered in Paris, at the time of his discharge. He entered the Army four years ago as a private and was commissioned upon completion of Officer Candidate School at Ft. Benning, Ga.
WIBC, owned and operated by The Indianapolis News, one of America’s GREAT newspapers, is now under The News roof.

Here, in modern and spacious studios and offices occupying two full floors in The News Building, is provided every facility to assure WIBC’s continued leadership in every phase of station operation—programming, public service, promotion and sales.

Operating on the lowest frequency (1070 Kilocycles) of any Indianapolis station—over a clear channel with 5000 Watts power—WIBC’s Hoosier styled programs have a longer reach . . . are heard an hour earlier and an hour later (Sundays excepted) . . . than those from any other local station.

So, in 1946, make your Central Indiana outlet the station that gives you tops in coverage, air-time, listener preference and returns on your advertising dollar. In short, make it WIBC.

JOHN BLAIR & COMPANY • NATIONAL REPRESENTATIVES

WIBC
The Indianapolis News Station

MUTUAL OUTLET IN INDIANAPOLIS
WBAP-WFAA Propose Rival Operation on Two Frequencies

COMPETITIVE operations on a second split frequency were sought last week in answer to the FCC's proposed decision that KGKO Fort Worth be separated from WBAP-WFAA Fort Worth-Dallas [BROADCASTING, Nov. 19].

Under an assignment application submitted to the Commission, Carter Publications Inc., owner of WBAP, and A. H. Belo Corp., owner of WFAA, would divide time on KGKO's 570 kc frequency with 5 kw to augment the service of their individually owned 50 kw stations, which already share time with each other on 820 kc.

While WBAP is on the air on 820 kc in Fort Worth, WFAA would use KGKO's 570 kc in competition with WBAP. When WFAA is using 820 kc in Dallas, WBAP would use 570 kc to compete with WFAA. Thus, the application explains, "the Dallas and Fort Worth interests will each have continuous access to the public" and the "net result will be that neither interest will be operating more than one station at any one time."

Present Licensee Liquidated
The present licensee of KGKO, the KGKO Broadcasting Co., which is owned by stockholders of Carter Publications and Belo Corp., would be liquidated with the transfer of KGKO's license to the Carter and Belo concerns. The call letters KGKO also probably would be dropped. It has not been decided whether new call letters would be given the 570 kc frequency or whether KGKO would "operate entirely independently" of and in competition with KGKO.

No money is involved in the transaction.

The plan was proposed in compliance with Sec. 3.35 of the FCC Rules and Regulations. The Commission in a proposed decision last November suggested six months for the separation of KGKO from the two other stations, contending that the WFAA and WBAP licensees fully control KGKO through interlocking directorates. At that time the Commission pointed out that the WBAP staff puts on the programs whenever KGKO is on the air from WBAP studios and that the WFAA staff is in charge when KGKO programs originate in the WFAA studios.

Separate KGKO Transmitter
KGKO maintains a separate transmitter. Same agency and the one shared by WFAA and WBAP is affiliated with American network and the Texas Lone Star Chain while WFAA and WBAP are affiliated with NBC and ABC, a network to which they say he is supposed to broadcast weekly under a ten-year contract which Bing is now alleged to be not applying to them because they claimed, each, in effect, operates only one fulltime station in Dallas and one in Fort Worth.

The proposed decision asserts that, during their respective times on the 570 frequency, Carter Publications and Belo Corp. individually will "continue generally the present program schedule of KGKO with such additions and modifications which may become desirable to continue development of the facility" and to integrate more fully their respective programs on 570 kc with those broadcast during their respective periods on the 820 frequency. American affiliation would be retained for the 570 kc operations.

"Except for such cooperation as may be necessary to maintain the transmitting plants at a high degree of efficiency and maintain the use of the frequency in the public interest," the application declares, Carter Publications and Belo Corp. would "operate entirely independently of and in competition with" each other.

A schedule showing how time on 570 kc would be divided equally between WFAA and WBAP was incorporated into the application.

Meanwhile, the FCC announced last Tuesday that, in response to a joint petition, it had postponed until further order the date for oral argument on renewal of the KGKO, WBAP and WFAA licenses. Date originally was set for Jan. 24. In announcing its November findings proposing separation of KGKO, the Commission extended the three licenses to May 14 but warned that if separation has not been arranged by that time, denial of renewal of all three "will be entered without further delay."

Philip G. Loucks, Washington radio attorney, is counsel for A. H. Belo Corp. George S. Smith, also of Washington, represents KGKO Broadcasting Co. and Carter Publications Inc.

Crosby Declines
Bob Crosby and his orchestra cancelled a booking made by Music Corp. of America for Jan. 16 on the Coca Cola Co.'s Spotlight Bands on Mutual, because J. Walter Thompson Co., New York, agency for CBS Ford Show sponsored by Ford Motor Co., objected to his appearing too frequently on other shows. Bob Crosby is the star of Ford Show, the same agency and another of its clients, Kraft Foods Corp., are currently trying to persuade Bob's brother Bing to make more frequent appearances on the Kraft Music Hall on which they say he is supposed to broadcast weekly under a ten-year contract which Bing is now alleged to be not ignoring.
If you LIVED in Baltimore...

you'd always pick WFBR FIRST!

Baltimore folks know that there's only ONE complete radio station—with crowds of daily visitors, big studio audiences, product displays... and all the visual glamour of Radio City in smaller replica!

You get the Good Will and Prestige of Baltimore's ONLY complete radio station when you buy Baltimore's BIG Home-Town Station—WFBR.

WFBR is unique in Baltimore. It is a living, breathing personality—with all the glamor and visual interest of Radio City in smaller replica. To Baltimoreans it is radio... other stations are only steel towers... or a spot on the dial.

Local advertisers—who have to make sales here, know this, and have concentrated on WFBR for over a decade.

- Only ONE Station in Baltimore draws the crowds!
- Baltimore's Big Home-Town Station WFBR.
WJJD RE-CREATING PRE-RADIO FIGHTS

WJJD Chicago is re-creating, blow-by-blow, the famous boxing matches held before the days of radio sports broadcasts. Bob Elson, sports commentator, conducts the new program, Re-Creation of Famous Fights, presented each Sunday, 1:30-2 p.m. CST.

Mr. Elson takes his audience to the ringside of historic battles, using newspaper accounts as the basis for “eye-witness” broadcasts. The first described the Dempsey-Willard fight, July 4, 1919.

Mutual Total 287

KDFN Casper, Wyo., 1,000 w on 1470 kc, and KWYO Sheridan, Wyo., 250 w on 1400 kc, will become Mutual affiliates on Feb. 15, bringing MBS stations to 287.

Aid to Sportscasters

LESS EYE STRAIN for broadcasters covering football games is expected to result from a rules change ordered at the St. Louis meeting of the National Athletic Assn.'s football rules committee. Dick Bray, sportscaster of WCKY Cincinnati, was one of the “witnesses” who appeared before the committee to endorse the change, which provides: “The size of numerals is increased from six to eight inches on the front of the player’s jersey, and from eight to ten inches on the back. The numerals are to be of a ‘single contrasting’ color.”

U. S. District Court to Hear Stations’ Case Against New Mexico Sales Tax

SECOND round in the effort by New Mexico stations to prevent the State from imposing its 1934 sales tax on gross income of broadcasters was won by the stations when the U.S. District Court, District of New Mexico, assumed jurisdiction in the case.

The three-judge court will hold a hearing on the merits Feb. 18 at Albuquerque.

Argument on the jurisdictional question was heard by the court Nov. 19. NAB participated as a friend of the court, taking the position that the stations have no adequate and speedy remedy at law in State courts or in equity. The State had contended that the Johnson Act denied jurisdiction to the court.

Involved is a 2% tax on gross receipts of stations plus threats that the collection will be retroactive to enactment of the tax law over a decade ago.

At the Feb. 18 hearing the State will submit measurements of signal strength made outside the border. It will argue that in only one or two cases do signals of receivable strength cross the border. NAB conducted engineering studies outside the border and will offer technical data prepared by Howard E. Frazier, NAB engineering director.

NAB was prepared to argue the case on the merits Nov. 19. John Morgan Davis, then general counsel, and Milton J. Kibler, assistant, appeared for the hearing but the State, when confronted by engineering data, moved for dismissal. The motion had been denied by the court in its decision, handed down Jan. 18.

Because of the tendency among States to jump at any new revenue source, NAB has taken an active part in the New Mexico case.

Should New Mexico stations be adjudged intrastate operations by the Federal court, and thereafter become liable to a gross sales tax, other States may take similar measures despite the 1936 U.S. Supreme Court holding broadcasting stations to be interstate operations.

Emerson Net Sales Hit Record High in 1945

INCREASE in net sales to a record high of $32,490,806 for the fiscal year ending last October was reported last week by Emerson Radio & Phonograph Corp. Sales were $23,043,363 the year before.

The corporation’s president, Benjamin Abrams, said that net income after taxes and renegotiations for the year to Oct. 31, 1945, was $806,697, equal to $2.01 a share on 400,000 shares of capital stock outstanding. Net income for the prior fiscal year was $729,645, or $1.82 a share.

Mr. Abrams reported that the company was in production on all basic radio sets and several others and that within a short time more than 50 models will be in production. Emerson expects to produce some time this year a low-priced home television receiver.

Scout Camp Drive

NEW YORK stations last week began donating time to support of the $800,000 drive of the Greater New York Councils, Boy Scouts of America, for rehabilitation of summer camps. Warren Jennings, chairman of the Boy Scout radio committee, said the organization would furnish stations with one-minute recordings and that stations had been asked to devote at least one sustaining program to the campaign. Drive will continue to Feb. 2.
Yes, and there are many more too . . . . .

Think of it, you can buy a full evening, coast-to-coast hour from Associated on a one-time rate of $4,410 . . . this is the unbeatable combination of maximum results at minimum costs . . .

AND OF COURSE
that's but a fraction of the cost of any other comparable medium for the same coverage . . . we have the facts on that too . . .

ASSOCIATED REACHES
twenty-five of the nation's leading distributing centers through its twenty-three outlets . . . embracing a metropolitan coverage of forty million potential customers . . .

The facts are clear and eye-blinking . . . . .

Here is your opportunity to get that choice time; those magical hours of peak-listening strength . . . either on a coast-to-coast or regional basis . . . secondary and supplementary coverage also available . . .

ASSOCIATED GIVES
you top programs as a vehicle for your sales message . . . such celebrated news commentators as John B. Hughes, Edgar Ansel Mowrer, and Frank Kingdon are available to you for sponsorship . . .

WE ASK YOU
to call or visit our sales offices to learn more about Associated . . . the network that gives you major city coverage at fractional costs . . .

NEW YORK
1721 Chanin Bldg.
122 E. 42nd Street
Murray Hill 5-3227

CHICAGO
London Guarantee Bldg.
360 N. Michigan Ave.
Central 4309

HOLLYWOOD
6000 Sunset Blvd.
Hollywood 6204

Executive Offices—Keeler Building—Grand Rapids 2, Michigan
Results tell the story...

The results enjoyed by the scores of local sponsors of FULTON LEWIS, jr., are a success story that would fill a book. . . . On 184 stations from Atlanta to Yakima, FULTON LEWIS, jr., is doing an outstanding job for America's greatest variety of advertisers . . . a job that has gained for him the title of "America's No. 1 Cooperative Program." For immediate availabilities in a few choice spots—wire, phone or write . . .

COOPERATIVE PROGRAM DEPARTMENT
MUTUAL BROADCASTING SYSTEM
1440 BROADWAY, NEW YORK 18, N.Y.

NOTICES PUBLISHED
ON STATION SALES
WMOB, WBRK, WKNE Ads
RUN UNDER AVEO PLAN

PUBLIC NOTICES on the proposed sales of three stations—WMOB Mobile, Ala.; WBRK Pittsfield, Mass., and WKNE Keene, N. H.—were published in the Federal Register last week by the FCC in conformity with its suggested open-bid plan.

The WMOB application seeks FCC consent to sale of the station by S. B. Quigley to Nunn Broadcasting Corp. for $250,000. Gilmore N. Nunn, J. Lindsay Nunn, and Mrs. Bettie N. Nunn own Nunn Broadcasting Corp. and are also principal stockholders of the Nunn Group—WCMI Ashland, Ky.; WBIR Knoxville, Tenn.; KFDA Amarillo, Tex., and WLAP Lexington, Ky. Site of WMOB is not included in the transaction, but would be rented to the Nunns for $100 a month. WMOB operates on 1230 kc with 250 w but FCC announced Thursday that Mr. Quigley had applied for change to 550 kc with 1,000 w and directional antenna day and night. Bids in competition with the Nunns will be accepted for 60 days from Jan. 1.

WBRK, operating on 1340 kc with 250 w, is proposed for sale by Monroe B. England to Western Massachusetts Broadcasting Co. for $100,000. Lawrence K. Miller and Donald B. Miller, both of Pittsfield, own half interests in Western Massachusetts Broadcasting Co., which under the proposed transaction would also receive the construction permit for a metropolitan FM station which has been conditionally granted to Mr. Quigley. If the assignment is approved, Western Massachusetts' pending application for a standard station in Pittsfield and an FM application filed by Eagle Publishing Co., which is owned by the Millers, would be dropped. Competitive bids will be accepted by the Commission for 60 days from Dec. 26.

The WKNE application proposes sale of the station by Harry C. Wilder and others to Joseph K. Close of Toledo for $85,000 plus certain assets not to exceed $20,000, subject to other adjustments. Mr. Close, who was engaged in advertising agency work for 10 years, was in charge of radio programs of Owens Illinois Glass Co. in 1943-44 before joining the OWI Overseas Division in charge of radio operations in London. Lyman Spitzer of Toledo; Abbott K. Spence, New Canaan, Conn., and Robert T. Colwell, New Rochelle, N. Y., would hold minority interests in WKNE, for which they would pay about $5,000 each. WKNE operates on 1290 kc with 5 kw. FCC action on the application will be withheld for 60 days from Dec. 20.

NEW ADDITION to South Hadley Falls, Mass., studios of WRYN Holyoke is nearly completed and will house two new offices, one for General Manager Charles N. DeRose and the other for Commercial Manager F. J. Montague.

RESEARCH GETS REPORT of news from WJW bulletin board during Cleveland strike of webbpressmen. After WJW's photographer took the picture, the gentleman was identified as the star reporter of one of the local papers. He was a bit embarrassed. Station is using bulletin board to supplement highly stepped-up news schedule to keep its listeners informed of local and world events.

ICE DEALERS CAMPAIGN IS PLANNED for Summer
EXTENSIVE advertising campaign is planned this summer by the ice industry, with use of broadcasting centering around dealer-tie in campaigns in local communities. National magazine drive in nine publications will be used by the National Assn. of Ice Industries.

Dealers have been sent industry brochures describing local exploitation. Available at NAB Dept. of Broadcast Advertising is a series of six transcribed quarter-hours, This Is the Ice Age, suitable as a kickoff series in developing local campaigns.

WKXL on Mutual
THE NEW WKXL Concord, N. H., scheduled to begin operation in later April or May, will become affiliated with Mutual. It was announced last week by Bert Georges, general manager of WHEB Portsmouth, as well as of the new station. Gov. Charles M. Dale, of New Hampshire, is licensee of the new WKXL as well as of WHEB. The new station will operate on 1450 kc with 250 w fulltime and will be RCA equipped throughout.
The first program from WSAI's new studios went on the air Monday, January 21, 1946

For many years WSAI has been a well operated station. The Crosley management was efficient and successful.

Now there is an opportunity to integrate the station's character, and thereby to carry it beyond all past achievement.

Advertisers and programs are the structure for this character. But every move which is made by every single employee becomes, finally, the station entity.

The present will quickly become the future at WSAI. Each gesture which we make at this time is significant. That is why we say, "In Cincinnati It's Our Move".

Represented Nationally by LEWIS H. AVERY, Inc.
NBC 'Teentimers Club' Winner of Two Awards

TWO AWARDS, one for "promotion of racial and religious understanding" and the other for being the show "in the best public interest" for secondary school-age group were given to NBC's Teentimers Club.

The program, heard Saturdays at 11-11:30 a.m., is sponsored by Teentimers Inc., makers of dresses and cosmetics. Agency is Buchanan & Co., New York.

Award for promoting racial and religious understanding was presented to Johnny Desmond, the program's star, by This Month magazine through its editor, Ada Siegel. The other award was presented by NBC `Teentimers Club' to its president, Kenneth J. Beebe.

AFA STATEMENT OF AD PRINCIPLES
Advertising Federation Emphasizes Need
For Maintaining High Standards

ADVERTISING FEDERATION of America last week issued a new Statement of Advertising Principles emphasizing the responsibilities which advertisers owe to the public and to one another to maintain high standards.

Copies of the statement have been sent to top executives throughout the country, to members of Congress and executives in the Dept. of Commerce, Federal Trade Commission and other government officials.

The Federation's Statement with preamble follows:

With the large scale resumption of business and of intensive promotion of products and services following the war, the Advertising Federation of America considers it timely to restate the fundamental principles which in its judgment should guide the sponsors, practitioners and circulators of advertising, which, with few exceptions, advertisers now generally observe.

1. Good advertising aims to inform the consumer and help him to buy more intelligently.

2. Good advertising tells the truth, avoiding misstatement of facts as well as possible deception through implication or omission. It makes no claims which cannot be proved.

3. Good advertising conforms to the generally accepted standards of good taste. It seeks public acceptance, on the basis of the merits of the product or service advertised rather than by the disparagement of competing goods. It tries to avoid practices that are offensive or annoying.

4. Good advertising recognizes both its economic responsibility to help reduce distributive costs and its social responsibility in serving the public interest.

NLRB Cites WJOB On AFRA Charges

Announcer Was Undermining Station, Says Richardson

WJOB Hammond, Ind., has been cited before the regional NLRB by the Chicago local of AFRA for "unfair labor practices," for allegedly dismissing two AFRA members from its announcing staff.

When contacted Tuesday, O. E. Richardson, manager and part owner of WJOB, said he knew "nothing whatever" about any trouble with AFRA. "AFRA has never called on me to discuss a contract or anything else. They can't expect me to pay a salary to a man who is undermining my organization," he declared, referring to the dismissal of an AFRA announcer.

Ray Jones, executive secretary of the Chicago local, said Mr. Richardson, who had "fired" the announcers, whose names were not revealed, when they notified him they had joined the actor's union. Similar charges filed several weeks ago by AFRA against WJOB were dropped when the station satisfied NLRB that two of its AFRA employees had been released to permit reemployment of two discharged veterans.

Explaining this Mr. Richardson said: "AFRA errs when they charge me with firing two of their members. I let two go about a month ago to give veterans their jobs. When contacted Tuesday, Mr. Richardson said he had no objections to hiring AFRA members but that the station would continue to employ announcers on a competitive basis.

College Poll

POLL of 2,000 college students, to learn their radio listening habits, was begun last week under the direction of the New York national office of the Intercollegiate Broadcasting System. Survey will ask students their favorite type of programs, favorite stations and listening times.
Mr. Martin B. Campbell  
Managing Director, WFAA-BCKO  
Dallas, Texas

Dear Mr. Campbell:

Please permit me to express my personal appreciation of the interest your stations have shown in the work of Army general hospitals, as evidenced by your presentation during the past thirty weeks of the radio series, MEN IN MAROON.

Scripts for these broadcasts have been read with interest and several transcriptions have been heard. They were sincere and accurate portrayals of the efforts Army general hospitals are making to restore wounded and ill soldiers to health.

By working in conjunction with the Public Relations Office of the Eighth Service Command to acquaint your listeners with the functions of the hospitals in their immediate area, your stations have undoubtedly rendered a public service of considerable value. Many in your audience must have known patients in these and similar hospitals and surely this program has been a source of information and comfort to them.

Sincerely yours,

NORMAN T. KIRK
Major General  
The Surgeon General

“Men in Maroon,” the dramatic story of battle wounds and their miraculous healing, was broadcast as a public service every Saturday for thirty weeks from the Army’s three general hospitals in the Dallas area. To worried parents, wives and sweethearts, the program brought assurance that their loved ones were receiving the finest of care.

In wartime, WFAA served the public interest to the utmost of its ability. Now, in peacetime, WFAA will continue to give freely of its time and facilities to every worthwhile cause that promotes better living—better thinking—a better America.
Trademarks are

A FORT INDUSTRY
STATION
He may be but a novice trying to "break into the radio game" or experience on the alert for advancement (and there are many of each) to whom the Fort Industry Company trademark appeals as a reliable banner under which to serve and progress.

Then, there are listeners (and many of them) to whom this same trademark represents progressive public service.

Then, there are advertisers (and many of them) to whom the Fort Industry Company trademark represents the right sort of interpretation of what it takes to produce required results.

Finally, we come to ourselves (and there are many of us) for whom we will let Henry Ward Beecher speak:

"A reputation for good judgment, fair dealing, truth and rectitude, is itself a fortune."
And so, if it's a Fort Industry Station you can bank on it!

THE FORT INDUSTRY COMPANY

WSPD
5,000 Watts and NBC
TOLEDO, OHIO

WGBS
10,000 Watts and A-B-C
MIAMI, FLA,

WAGA
5,000 Watts and A-B-C
ATLANTA, GA,

WWVA
50,000 Watts and A-B-C
WHEELING, WEST VA,

WHIZ
250 Watts and NBC
ZANESVILLE, OHIO

WMMN
5,000 Watts and Columbia
FAIRMONT, WEST VA,

WLOK
250 Watts and NBC
LIMA, OHIO
An Eye for an Ear

SEYMOUR BERKSON, general manager of INS, writing in this journal Jan. 7, said: "There is no mystic gulf separating good writing for the eye and good writing for the ear."

He said also that to encourage smooth-flowing writing, INS has its newsmen read aloud their copy. If it "listens well," it's good.

This seems to be a reversal of the order. The student of news distribution—radio—is teaching the master a few lessons. It is high time likewise that someone exploded the journalistic myth that a story, to be readable, must follow the lead-paragraph, body-of-story, conclusion technique. Mark Twain wrote some swell stories with the lead in the last line.

John W. Vandercook, who maintains a sizable reputation as a newscaster, dictates the copy he broadcasts. He does this, he says, because thus he weeds out tongue-twisters before he gets on the air. Furthermore, in this fashion he can develop a conversational tone which makes the report as clear to the listener as it is to the secretary who transcribes the copy.

Still, involved copy will produce a dull, confusing newscast. Radio has known this for a long time. It is a hopeful sign that the major news services, which supply much of the copy broadcast, are leaning toward, simplicity.

The Planish Parable

ONCE upon a time there was a zealous man who loved to listen to the sound of his own voice and whose name was Gideon Planish. He could never restrain himself from forming "committees" to promote such remarkable and diverse interests as, say, horticulture among the Eskimos or the rehabilitation of the Dodo bird.

Mr. Planish's committees made considerable money, in an incidental way, of course.

He was a God-fearing, law-abiding citizen, and the fact that he was fictitious—living only in a Sinclair Lewis novel—in no way weakens this story. Misguided fortune has provided America with real-life counterparts.

Today all the Mr. Planishes may rub their hands with glee over their new classification with which no warm-hearted American will ultimately resolve the problems "on the dotted line rather than on the picket line."

An admirable start. The trouble is that it doesn't blend with past performances. Here is a man who has defied the President of the United States, the Congress, the War Labor Board, the military, the FCC and public opinion. He has none of the richest unions in the country. He has used every device known in labor techniques to force radio to pay for musicians who don't perform, and has devised a few new ones, such as his "private WPA" project wherein royalties are paid for phonograph and other recordings to the tune of about $4,000,000 a year, with no accounting as to disposition of same from radio.

Why did Petrillo have on his best bib and tucker in his meeting with the NAB head? Could it be the pendency of the Lea bill in the House which would make it a misdemeanor to force broadcasters to pay tribute to AFM in standby fees and to outlaw "coercive practices"? Could it be the "bad press" Petrillo has had because of his onslaughts? Or the public resentment he has aroused?

Of course the NAB president should follow through on the planned exploratory sessions with the Petrillo committee. But these conversations, however amicable they may seem, shouldn't bring any letdown in the drive for remedial legislation along the lines of the Lea bill. Broadcasters shouldn't be lulled into an attitude of complacency or a feeling that the problem is going to be settled by negotiation on the national level. Stations and networks must negotiate their own contracts with locals because that power can't be delegated. Moreover, remember AFM hasn't anything to lose; it has already chalked up conquests which bring in heavier tribute than is paid possibly by any other industry. Petrillo is still demanding double-standbys for FM. He has shown his hand yet on television aside from barring AFM members from performing for it. He's trying to coerce networks into forcing their affiliates to hire staff bands, whether or not they perform.

The powerful labor lobby on Capitol Hill is working overtime to defeat the Lea bill. Chairman Lea, however, hasn't had any tangible indication of support from broadcasters. Certainly it is the duty of every broadcaster to let his Congressional delegation know of radio's interest in the bill for it is clear that what benefits the public will benefit radio.

"By their fruits ye shall know them" is a Biblical line used by the District of Columbia Appellate Court some years ago in a radio case. Judge Miller served on that court before taking the NAB helm.

We respectfully suggest that Mr. Miller take a good look at the AFM fruit stand.

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Our Respects To -

JAMES DAVIDSON TAYLOR

A YEAR AGO, when V-E Day was still a hoped-for-event, Dave Taylor was putting the finishing touches on detailed plans for the post-war operation of the German radio under Allied control, plans which were subsequently put into effect with only minor changes. At that time Taylor was first assistant to William S. Paley, then Chief of Radio, Psychological Warfare Bureau, SHAEB, whom he succeeded in that post.

Today, as CBS vice president and director of programs, Taylor is again making plans, again reporting to Mr. Paley. But now his concern is the use of radio not for the instruction and reeducation of a conquered nation but for the entertainment of a free and choosy American public. A year ago his plans were top secrets; today he is equally silent, telling questioners to come back a year from now, when he can point to specific accomplishments instead of mere objectives.

For this task, Taylor has had an excellent background. Born in Shelbyville, Tenn., Feb. 26, 1907, he went to grade school at Fulton, Mo., high school at Brookhaven, Miss. After receiving his bachelor's degree from Mississippi College at Clinton, Miss., Taylor went to Southern Baptist Theological Seminary at Louisville and is probably the only network vice president entitled to write Th. M. after his name.

Music, which fills better than half of all broadcasting time, has occupied an equally large place in Taylor's life. Starting in the usual manner by taking piano lessons as a child, Dave studied voice and picked up a playing knowledge of the banjo, ukulele, flute, baritone horn and any other instrument within reach. In college he followed a familiar radio formula, doing justice to culture by spending three years as president and soloist of the glee club and providing commercial entertainment as musician and singer with a dance band.

Dave began his radio career with no idea that that is what it would turn out to be. At the start of his senior year at the Seminary in the fall of 1929 he was looking for an after-school job; a friend suggested that he might get on a Louisville station as an announcer; he took an audition at WHAS, got the job, and from October until the following spring went to school from 8 a.m. to 5 p.m., worked at the station a three hours a day.

The summer of 1930 Dave made his first trip to Europe, hiking through England, France and Germany, where he paid more attention to their radio operations than to scenery and historic monuments. That fall he returned to

(Continued on page 52)

BROADCASTING • Telecasting

Jimmy's New Act

ALL IS sweetness and light from the music front. NAB President Justin Miller has had his "exploratory" meeting with AFM President James C. Petrillo and his international board on Jan. 18. Committees representing the two organizations are to meet in quest of an amicable understanding and settlement of disputes provoked by union demands.

Mr. Miller is pursuing the course he recommended to the NAB board. He said after the session that he saw no reason why fair-minded men could not ultimately resolve the problems "on the dotted line rather than on the picket line."

An admirable start. The trouble is that it doesn't blend with past performances. Here is a man who has defied the President of the United States, the Congress, the War Labor Board, the military, the FCC and public opinion. He heads one of the richest unions in the country. He has used every device known in labor techniques to force radio to pay for musicians who don't perform, and has devised a few new ones, such as his "private WPA" project wherein royalties are paid for phonograph and other recordings to the tune of about $4,000,000 a year, with no accounting as to disposition of same from radio.

Why did Petrillo have on his best bib and tucker in his meeting with the NAB head? Could it be the pendency of the Lea bill in the House which would make it a misdemeanor to force broadcasters to pay tribute to AFM in standby fees and to outlaw "coercive practices"? Could it be the "bad press" Petrillo has had because of his onslaughts? Or the public resentment he has aroused?

Of course the NAB president should follow through on the planned exploratory sessions with the Petrillo committee. But these conversations, however amicable they may seem, shouldn't bring any letdown in the drive for remedial legislation along the lines of the Lea bill. Broadcasters shouldn't be lulled into an attitude of complacency or a feeling that the problem is going to be settled by negotiation on the national level. Stations and networks must negotiate their own contracts with locals because that power can't be delegated. Moreover, remember AFM hasn't anything to lose; it has already chalked up conquests which bring in heavier tribute than is paid possibly by any other industry. Petrillo is still demanding double-standbys for FM. He hasn't shown his hand yet on television aside from barring AFM members from performing for it. He's trying to coerce networks into forcing their affiliates to hire staff bands, whether or not they perform.

The powerful labor lobby on Capitol Hill is working overtime to defeat the Lea bill. Chairman Lea, however, hasn't had any tangible indication of support from broadcasters. Certainly it is the duty of every broadcaster to let his Congressional delegation know of radio's interest in the bill for it is clear that what benefits the public will benefit radio.

"By their fruits ye shall know them" is a Biblical line used by the District of Columbia Appellate Court some years ago in a radio case. Judge Miller served on that court before taking the NAB helm.

We respectfully suggest that Mr. Miller take a good look at the AFM fruit stand.

(Continued on page 52)
KOIN Music is RADIO Music...

**SUMMING UP RADIO MUSIC—**

KOIN's Musical Director Owen Dunning says: "Radio is neither concert hall nor barn dance, but must have the characteristics of both. Intelligent selection and performance in these extremes, and all music between, are requisites of radio musicianship."

Which accounts for the popularity of KOIN music, ranging from the full instrumentation of "Northwest Neighbors" to concert arrangements of "Speaking of Music" and light-hearted novelties in "Fiddlers Four."

**OWEN DUNNING (above)—**KOIN musical director, Owen has been on the staff since 1929. Is one of the finest trumpet players in the west, and adds violin, viola and bass to his list. As director, is extremely versatile.

**MEL HANSEN (below)—**Pianist-composer-arranger, Mel has plenty of know-how when it comes to coaxing melodies out of a concert grand. Has numerous published compositions to his credit, and is tops as an arranger.

**PORTLAND, OREGON**

FREE & PETERS, Inc.,
National Representatives

January 28, 1946 • Page 51
LEGION OF MERIT was presented to Lt. Col. Thomas M. Kersey, vice president of Ivey & Ellington, New York, by Lt. Gen. Levin H. Campbell Jr., Chief of Ordnance, Army Service Forces, for outstanding service [Broadcasting, Jan. 21].

and music and so remained abroad for another six months as chief of the Film, Theatre and Music Control Section, Information Control Division, U. S. Forces, ETO.

On Nov. 16, 1945, he rejoined CBS as director of programs and on December 21 was made vice president and director of programs, sharing with Edward R. Murrow, former chief of the CBS European office who was appointed vice president and director of public affairs, the responsibility for all CBS broadcasts. Close personal friends with markedly similar programming ideas and ideals, Murrow and Taylor will cooperate closely in all program matters, Mr. Taylor says, emphasizing the point that they will share, not divide, their joint responsibility for the network's overall program operations.

Topping the six-foot mark by several inches, Taylor is slender and youthful in appearance, looking more like a college basketball star than a corporation vice president. His chief hobby is writing—fiction, poetry, critical articles and essays—and he has had "fairish success," he says, immediately adding that the "real writer" of the Taylor family is his wife, who was formerly with the Courier-Journal and AP and whose "Collected Works of Mrs. Peter Willoughby" was published last year under her maiden name, Mary Elizabeth Plummer.

Dave is also interested in contemporary art and is a member of the advisory committee of the Museum of Modern Art. He confesses to "dabbling a little with paints" himself, but says he's still a long way from the exhibition stage.

BROADCASTERS MAY ORGANIZE IN S. A.

A MOVEMENT among broadcasters of Central and South America to organize an association not unlike the NAB was reported last week to be gaining headway.

First conceived by several station owners during the inter-American radio conference at Rio de Janeiro last September, the movement has acquired additional support, according to Albert M. Martinez, vice president of Melchor Guzman Co., of New York, representative of Latin-American radio stations, newspapers and magazines.

Latin radio interests were said to be meeting later in the month in Mexico City to prepare preliminary reports for submission to the Inter-American Assn. of Broadcasters Congress which is to be held in mid-March in Havana. Mr. Martinez predicted that a formal association of broadcasters might emerge from the Havana congress, arrangements of which are in the hands of Goar Mestre, general manager of Cuba's radio network.

Need for establishment of standards of practices for Latin broadcast was said to be the motivation behind the organization movement. Mr. Mestre, in a communication to Mr. Martinez, was quoted as saying the time between 200 and 400 Latin American station owners were expected to attend the Havana congress.

Howard Landgraf
HOWARD M. LANDGRAF, 49, treasurer of Klansman Ptierssom Dunlap Assoc., Milwaukee advertising agency, died Jan. 15, after an illness of three months. He had been a member of the organization since 1935, treasurer since 1941.

Radios to Alaska
ALASKA is receiving one of its first shipments of civilian postwar radios, being sent by John Meck Industries, Plymouth, Ind. Consignment went with Seattle, Wash. Radio Co., Meck distributor for the northwest area. Sets were shipped by air express to Anchorage.

GE Television Book
GENERAL ELECTRIC Co., Schenectady, through its television station, WRGB, last week issued a book by Judy Dupuy, titled Television Show Business. Fully illustrated, the 230-page book presents information on television of interest to sponsors, producers, artists and technicians. Miss Dupuy goes thoroughly into methods of televising dramatic productions, sports, forums, and other type shows which have proved difficult. At the conclusion of each chapter is a compact working outline for television to follow, which points out the "dos and don'ts" of producing that type show. The handbook is based on five years of operation of WRGB Schenectady. It sells for $2.50 direct from General Electric, Schenectady.
During the past eight years, Peter Paul, makers of chocolate-coconut MOUNDS—through their agency, Platt-Forbes, Inc.—have consistently employed the facilities of WTIC to sell their famous candy bar to the Southern New England Market. As a result, Southern New Englanders have tried this delicious confection, and they keep coming back for more.

Peter Paul is typical of the many advertisers who have found it both profitable and pleasant to do business with WTIC.
Sets Being Made In Spite of Strike

Most Big Producers Still At Work on Receivers

OUTPUT of radio receiver sets for the public, still in the trickle stage at many plants but picking up at others, is not yet affected by the UE-CIO strikes which have hit General Electric Co., Westinghouse Electric Corp. and electrical division of General Motors Corp.

Large producers such as Philco, RCA and Zenith are not on strike, nor are many others such as Wells-Gardner, Galvin, Emerson and Stromberg-Carlson.

General Electric's volume production is not yet under way. General Motors plans to introduce a line of Delco home sets along with its line of auto radios but has not yet reached a volume basis. Westinghouse, according to A. W. Bartscher, chairman of the board, has attained only "scant" production of some "samples" for dealers and is virtually unable to obtain parts.

Only Fifth in Production

According to Radio Manufacturers Assn. only about a fifth of the total output of all nine plants planned radio set output actually are turning out receivers in any volume. None of these have their production lines operating at the pace promised in the autumn. Preliminary judging by market information.

OPA pricing of new lines is no longer a serious bottleneck, with the agency likely to be on a current basis by February. Low prices set by OPA have discouraged a number of producers from getting into production since they lack the bargaining power and efficiency of the old-line manufacturers.

Should the CIO strikes spread from the big three electrical equipment manufacturers to other plants the effect on already limited production will be serious. The big three are serving as guinea pigs in the strike. Eastern plants are CIO whereas the midwest manufacturers are AFL.

Prolonged strikes in steel and aluminum plants eventually would find component and parts suppliers exhausting their metal inventories and this in turn would hold up set makers. Already some of these suppliers have been hard hit by strikes, in at least one case stopping output six weeks.

Panama Exposition

HPSH PANAMA. "La Voz del Pueblo," will be official and exclusive transmitter to broadcast radio programs direct from the National Exposition in Panama March 16-23.

Leading American manufacturers have already reserved time on station to bring products to attention of South America. Broadcasting Program Service, New York, is U.S. representative.

CHARLES C. CALEY, who recently returned from Army service as a captain, has been appointed sales representative of WBMB Peoria and its sister station, WMBD Rockford. He was in broadcasting in New York last week with EDGAR E. BILL, president of the station.

ROBERT C. REYNOLDS, vice president and general manager of KMPC Hollywood, was host at a cocktail party and reception Jan. 24 at the studio's introduction TED STEELE, newly appointed musical director.

DON SARELLA, ABC Western Division vice president, with shifting of Philco "Radio Hall of Fame" from New York to Hollywood Jan. 21, was host at a cocktail party and reception for cast as well as members of radio and film industries.

JIM HUMPHREYS, manager of OJCH Halifax, N. S., was stricken with flu at Montreal while enroute to Toronto on business. He is currently in Montreal.

CARL GEORGE, assistant general manager of WGAR Cleveland who served a Pacific theatre war correspondent for station, has been appointed managing director of the 37th Division Veterans' Assn. for his service as war correspondent.

WALTER BOWRY has returned to 680 over the air as assistant general manager after 23 months' service in the Navy. He is USNR lieutenant.

LOUIS E. LEPHOHN, former commercial manager of OKEC Moncton, N. B., has been appointed managing director of the new 5,000 w station at St. Boniface, Man., scheduled to go on the air in midsummer. He is expected to remain until about two years ago when he joined F. H. Hayhurst Co., Montreal advertising agency, as radio director.

CARL GEORGE, assistant general manager of KMPC Hollywood, has been named vice chairman in charge of publicity for Victory Clothes Cleaning Corp. in California. Radio stations, newspapers and other advertising and publicity media have begun all-out drive to urge citizens to contribute to clothing and alleviate shortage in Europe, the Philippines and India.

NORMAN BOTTORRI, manager of CJOC Leitchville, Alta., has been appointed manager of new 2,000 w station, CJBC St. John, N. B., which is expected to go on the air early this summer. He is currently in Montreal.

Dr. Maddy Is Expelled By AFM Executives

Detroit Music Prof. Calls It 'Spite-Work' by Petrillo

DR. JOSEPH E. MADDY, storm-center of AFM's ban on student broadcasts, is no longer a member of the union.

He was before the AFM executive board last week for "violation of the union constitution," the Detroit music teacher was expelled Jan. 18. James C. Petrillo, AFM head, was conspicuous by his absence.

Dr. Maddy's difficulties with his union (he is a member of the Richmond, Ind. local) arose in 1942 when Mr. Petrillo ordered a series of NBC broadcasts by the Interlochen (Mich.) Camp student's orchestra discontinued on the grounds that they were in competition with union musicians. Dr. Maddy heads the camp.

Dr. Maddy termed his expulsion "pure spite-work" and said "Petrillo was out to get me and the hearing was just a token gesture."

The nationally known educator has been a member of the AFM for 37 years.

He is scheduled to describe his difficulties with Mr. Petrillo Feb. 2 when he addresses the National Music Teachers Assn. at Northwestern.

Crosley Car Ready Soon

NEW CROSLEY low-cost, lightweight auto will be ready for the market soon, according to Powel Crosley Jr., president of Crosley Motors Inc., and former owner-operator of WLW Cincinnati. He is now concentrating on the midget autos, since selling Crosley Corp. to Avco last June.

The car is being replaced by BILL GUILD, commercial manager of OROO Hamilton, Ont., Mr. Bottorri formerly was commercial manager of CKWX Vancouver and CJCA Edmonton.

BILL STOVIN, recently discharged from the RCAF, has been appointed manager of new 2,000 w station, CJRQ Belleville, Ont., which is to open in May. He has been associated formerly with CRCO Sudbury, Ont. and CKCK Regina, Sask. is a son of HORACE N. STOVIN of N. S. Stovin & Co., station representative, Toronto.

THE Fred. A. Palmer CO.

SEVENTH FLOOR
UNION TRUST BLDG.
CINCINNATI 2, OHIO

RADIO STATION CONSULTANTS
MANAGEMENT
OPERATION

17 YEARS OF SUCCESSFUL STATION MANAGEMENT
Check these features of Type GL-813 beam power transmitting tube

- Low driving power requirements—as little as 0.5 watt (Class C telegraphy)
- Neutralization unnecessary when used in adequately shielded circuits
- 260 watts of plate power output, Class C typical operation
- 30 megacycles maximum frequency at full ratings; up to 60 at reduced ratings

HERE is first-class G-E tube value—an economically priced beam power amplifier that delivers substantial plate output with very little driving power, and requires no neutralization in circuits which employ proper shielding.

Type GL-813 is an excellent high-power frequency multiplier, also an ideal power amplifier for the final stage of transmitters where quick band change without neutralizing adjustments is desirable.

Beam power design, and compact over-all tube dimensions making for short internal leads—these features contribute to high power sensitivity and exceptional efficiency of operation.

Type GL-813 is but one of a wide range of popular transmitting tubes bearing the G-E monogram, and conveniently and quickly available from tube stocks in all parts of the country. Phone your G-E office or distributor. He can serve your tube needs promptly, and will be glad to discuss your requirements.

Electronics Department,
General Electric Company,
Schenectady 5, N. Y.

Characteristics of Type GL-813

- No. of electrodes: 4
- Filament voltage: 10 v
- Filament current: 5 amp
- Max. plate voltage: 2,000 v
- Max. plate current: 18 amp
- Max. plate input: 360 w
- Max. plate dissipation: 100 w
- Gm.: 3,750 micromhos

Watch for announcements of NEW G-E tubes that set NEW standards of performance in FM and other transmitters operating at higher frequencies.
AGENCIES

We BORN
Em!

Doc Stork has no corner on this “borning” business. We’re sort of radio idea obstetricians ourselves. For proof, we’ve given birth to plenty of campaigns that have clicked tremendously well.

How about a sure-fire WMMN idea that will assure you one of America’s Greatest Direct Response Audiences and Sales Success.

Ask a Blair Man
Columbia Network

5,000 WATTS

FAIRMONT, W. VA.

EDWARD DONOVAN, former member of Our Army and to that with KNY San Francisco, has joined Spencer Curtis & Co., Boston.

HELEN WENDT, ABC Hollywood engineering secretary, has resigned to join Foothill & Belding, Hollywood, radio division.

LES CHitty, account executive of Cockfield, Brown & Co., Toronto, is father of a girl.

THEY could peddle these over WGAC.

“Bet we could peddle these over WGAC.”

WGAC August, Ga.
Year-in, year-out every survey conclusively proves that KMLB has more listeners in Monroe (and northeastern Louisiana) than any other station. In fact, KMLB has more listeners than all other stations combined. To sell the Monroe trading area which annually has a buying power of $103,629,000.00 (1944 figures) KMLB is your time tested advertising medium.
AGENCY REPRESENTS EUROPEAN STATIONS

AN ENTERPRISING young ex-soldier last week set up shop in New York to act as U. S. representative for commercial radio stations in Europe.

The veteran, Paul Talbot, opened offices at 175 E. 79th St., with a client list of one: Radio Andorra, a 60,000 w station in the Pyrenees between France and Spain. Radio Andorra is the first station on the European continent to offer time to U. S. advertisers since the war.

Unlike stations in most other European countries, Radio Andorra is privately-owned, continued broadcasting throughout the war from the tiny state which remained unoccupied. Mr. Talbot, who was with the CBS television production department before his Army service, reports that Radio Andorra's signal reaches France, Spain, Portugal, Switzerland, parts of North Africa and Northern Italy and is strong in southern England late at night.

Mr. Talbot represents Fremantle Overseas Radio, of London, which plans a complete representation of commercial continental stations in the United Kingdom and the U. S.

Next major continental station scheduled to reopen commercial broadcasting is the powerful Radio Lux, of Luxembourg, which before the war carried a heavily sponsored schedule to most parts of Europe and the British Isles.

Ewart Blain, released from the Army as captain, has rejoined Free & Peters station representatives, as account executive in the New York office. Prior to joining Free & Peters he was with WPAL Syracuse. Mr. Blain enlisted Dec. 8, 1941, the day after Pearl Harbor. He was with Gen. MacArthur's artillery through the New Guinea and Philippines campaigns and in Japan.

The Friendly Group, comprising WPPG Atlantic City, N. J.; WPJA Washington, D. C.; and WOTV Stouffville, Ont., has appointed Joseph Hershey McGivira Inc. as exclusive national representative effective immediately.

WGRC Louisville, Ky., has appointed The Walker Co. as exclusive national representative effective immediately.

Bill Vess, formerly with Wish Indianapolis, has joined KPRO Riverside, Calif., and is to assume duties as commercial manager of KPHO Brawley, Calif., when latter station starts operations in February. Bill Gleeson is president of both stations.

Jack Bowles, formerly of WMAQ Chicago and recently discharged from the Navy, has joined the sales staff of KFRC San Francisco.

Harris Owen, former studio director of KLMA Little Rock, Ark., has returned to station as commercial department member after two years’ service in Navy.

Free & Peters, stations representative, has moved San Francisco offices to new quarters at 58 Butter St. Telephone is Butter 4333. A. Leo Bowman is manager.

William W. Boone, released from the Army after three years service, has returned to NBC Hollywood as assistant auditor. Robert Johnson, who handled duties while in service, remains in department as billing supervisor.

James Cornelius, Chicago engineer before entering the Army two years ago, has returned to the station as a member of the sales staff. A technical seminar in Army, he served in CBS with WBBM members, Frank Falknor and Holly Perske.

CJCR St. John, N. B., new 5,000 w station on 1470 kc to go on the air early this summer, will be represented by All-Canada Radio Facilities.

CJKB St. Boniface, Man., first French-language station in western Canada, to go on the air about April 1 with 1,000 w, on 1550 kc, will be represented by William Wright Co. at Toronto and Montreal.

Robert E. McGorty, released from the Army after four and a half years’ service, has been named to the sales staff of North Central Broadcasting System. He also will work on sales for Mississippi Valley Network. Mr. McGorty formerly had been with United Sales Gypsum Co. and American Radiator Co.

Fire Hits WCBS

WCBS Springfield, Ill., was off the air until noon Saturday, Jan. 19, as a result of a fire which destroyed the transmitter sometime after midnight. Fire, causing damage estimated at $7,500, wasn’t discovered until 5:15 a.m. Saturday, when station engineer, Roman Spittler, entered the building to find it filled with smoke. Entire station transmitter was destroyed, as well as the emergency transmitting equipment. An emergency transmitter was secured through the State Police, and an order placed for new equipment. By noon the station was on the air with its regularly scheduled programs. WCBS is an affiliate of ABC.

Western Electric

"SALT-SHAKERS" ARE IN PRODUCTION

Being able to get Western Electric "Salt-Shaker" mikes once more is good news for broadcasters throughout the country. The low price, high quality and general adaptability of the "Salt-Shaker" make it the ideal all-purpose mike for studio and remote use.

Non-directional without its baffle, the "Salt-Shaker" becomes directional with it—and the baffle slips on in less time than it takes to tell about it. Graybar is now taking orders for early delivery.

Order Yours Now!

Order Yours Now!
NBC Recorded Production of world-famous stories by Dickens, Irving, Victor Hugo, Dumas and other immortal writers

★ WENDY BARRIE . in She Stoops to Conquer
★ FRANCES HEFLIN . . . . in Evangeline
★ SIGNE HASSO . . . . in Anna Karenina
★ LUIS VAN ROOTEN . . . . in Moby Dick
★ WILL GEER . . . . in Rip Van Winkle
★ JEAN GILLESPIE . . . . in A Tale of Two Cities

It's easy to see why THE PLAYHOUSE OF FAVORITES scores such a hit with local radio audiences all over the country, why stations are proud to schedule this syndicated program in class "A" time, why it rings the sponsor's cash-register bell.

Things are bound to happen when NBC makes its own adaptations of the world's favorite stories . . . the haunting romances . . . the comedies . . . the hair-raising thrillers . . . that never grow old . . . masterpieces like David Copperfield, Little Women, Legend of Sleepy Hollow . . . tales that each generation acclaims in its turn.

For NBC recreates these stories in their original splendor . . . and gives its productions all the punch, pace and pull of the great radio shows on America's No. 1 Network.

NBC stamps each program with the mark of its top technique . . . its superb production . . . flawless recording . . . unusual musical arrangements . . . and the inspired acting of such radio-theater-movie stars as Signe Hasso, Karl Swenson, Les Tremayne.

And yet these network-caliber shows (which are exclusively yours in your sales-territory) come to you at a nominal cost because you share the expense with other advertisers in non-competitive areas.

Any wonder so many radio advertisers pick THE PLAYHOUSE OF FAVORITES . . . for real "audio" action?

THE PLAYHOUSE OF FAVORITES
now sponsored by: Jewelers, Department Stores, Utility Companies, Bakeries, Drug Companies, other local advertisers . . .
in such cities as: Buffalo, Columbus, Honolulu, Los Angeles, Salt Lake City, Philadelphia, Cincinnati, Seattle, St. Louis, Oklahoma City.

SCHEDULE:
1 half-hour program a week 52 weeks of broadcasting

January 28, 1946 • Page 59
STUART WILSON has been appointed farm editor of WKBN Youngstown, O., which has organized a farm service department to offer personalized service to rural residents of counties in northeast Ohio and western Pennsylvania. In addition to conducting 6-7 a.m. farm service program each morning, Mr. Wilson will attend farm meetings, visits farms and county agent offices in area.

BRUCE BARRINGTON, news editor of KXOK St. Louis, has returned to the station after four and a half years in Army service. He had been ordered to active duty in July 1941 serving with coastal defense groups and later participating in Luzon campaign.

MAHLON E. ALDRIDGE Jr., who has been acting as KXOK news editor, is now assigned full-time acting station manager of the Star-Times Columbus, Mo., station KERU, effective Feb. 1.

DAN WOLF has been added to the news room staff of WHAS Louisville, Ky., as regional reporter and commentator.

STONEY MCLENN, veteran sports writer and commentator of WIP Philadelphia, is writing a book on baseball with Ty Cobb, and is working with ITT for an advertising campaign.

STYLE BOOK, designed to raise standards of ABC news scripts, has been compiled by Richard L. Tobin, ABC news director. Book points out rules of grammar, network policy and other standards of news writing.

CARY CRONAN, recently discharged from the Army, has been appointed director of the special events and publicity for WHNC New Haven, Conn. He is a former city news editor of WELI New Haven.

FRANK EDWARDS, news commentator of WSB Atlanta, has been awarded the Veterans of Foreign Wars Citizenship Medal for his campaign to help veterans get transportation home for Christmas.

DON BRICE has returned to the news staff of WKBN Youngstown, O., after military service. In Europe, he served with Patton’s Third Army and received the Bronze Star Medal and Combat Infantryman’s Badge. In addition he organized and edited the Red Circle News, Army division newspaper.

JAY ROYEN of the WRC Washington news room is the father of a boy born Jan. 20.

WILLIAM L. SHIRER Jan. 27 was to resume his weekly CBS commentary for J. B. Williams Co. (shaving cream), after a long illness.

MILT MILLER, soccer expert and member of staff of FM, Feb. 1 is to start “Soccer Spotlight” program over WHN New York, Fri. 10:30-10:45 p.m.

KEVIN HOOVER, released from Navy with rank of lieutenant after four years service, has joined KFI Los Angeles as news rewrite man. Prior to service, he was with eastern newspapers.

TIM O’SULLIVAN, WGL Fort Wayne, Ind., announcer, has been promoted to news editor. He will gather, edit, and present news with special emphasis on local happenings.

HELEN J. CRABTREE, until recently a WAC captain, is Chicago representative of the Advertising Council in cooperation with the National Safety Council, Miss Crabtree served in the 18th and 6th Service Command during the war on Advertising Council campaigns in behalf of War Dept. In Chicago she will work directly with National Safety Council and The Advertising Council’s volunteer agency, Foote, Cone & Belding.

BRICE BARRINGTON
Mr. Barrington

PHILIP ALAMPI, new to radio, joins WJZ New York as head of newly formed farm service department. He will broadcast a daily quarter-hour show which will include farm news and interviews with agricultural leaders, starting Jan. 26, 5:45-6 a.m.

JUST OFF THE PRESSES

"TELEVISION SHOW BUSINESS"

by JUDY DUPUY

A COMPLETE handbook of television programming and production based on five years of experience at WRGB, the General Electric Television Station in Schenectady, New York.

Price: $2.50 per copy

All orders should be sent to the General Electric Review, Schenectady 5, N. Y.

PHILIP ALAMPI

NEWS

WELI New York will broadcast "Mystery in Space," a 1945 radio serial, over network. Program is produced by Ricardo Aragon and is now aired on 1,399 NBC affiliates.

AFB Radio Commission will present its second annual conference at West Point Jan. 26-27.

DON BRICE

PHILIP ALAMPI

ALAMPI

Represented by

THE KATZ AGENCY, Inc.

BROADCASTING • Telecastin
NERN enthusiasts are found in 96.6% of all homes in New England, and, as a large and dominant group of consistent purchasers, they are a group well worth knowing. Concentrated in 2% of the nation’s land area, they have 11% of the capital resources in U.S. Banks.

With over three times the power of any other combination in this area, NERN stations give this group carefully planned local programs and, through their NBC affiliation, the nation’s top shows.

To reach this NERN audience for a daytime quarter-hour costs only $292, with no line charges and with free studio facilities in Boston, Hartford or New York. When you buy NERN, you buy a network.

**NERN STATIONS**

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Watts</th>
<th>Location</th>
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<tbody>
<tr>
<td>WBZ 1030</td>
<td>50,000</td>
<td>Boston, Mass.</td>
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<tr>
<td>WCSH 970</td>
<td>5,000</td>
<td>Portland, Maine</td>
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<tr>
<td>WJAR 920</td>
<td>5,000</td>
<td>Providence, R.I.</td>
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<tr>
<td>WLBZ 620</td>
<td>5,000</td>
<td>Bangor, Maine</td>
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<tr>
<td>WRDO 1400</td>
<td>250</td>
<td>Augusta, Maine</td>
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<tr>
<td>WTIC 1080</td>
<td>50,000</td>
<td>Hartford, Conn.</td>
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Nationally represented by WEED & COMPANY

New York, Boston, Chicago, Detroit,
San Francisco, Hollywood

NEW ENGLAND REGIONAL NETWORK

HARTFORD, CONNECTICUT

January 28, 1946  •  Page 61
A major advancement in the recording blank field...

10 Year GUARANTEE

GOULD-MOODY

"Black Seal"

ALUMINUM RECORDING BLANKS

... at no increase in price!

With three "wise young owns" selected from audience as judges, weekly half-hour participation series "Let's Laugh, Ladies" started on NBC Pacific stations Jan. 19. Prizes and cash awards are given winners in laugh-producing contests. Program originates from Lido Room of Hollywood Knickerbocker Hotel. Archie Presby is m.c. with Harlan Dunn writing producer.

Symphony Preview

DESIGNED as preparation for Saturday Young Peoples' Symphony Concerts at Los Angeles Philharmonic Auditorium, weekly half-hour morning education series started on KFAC Los Angeles for broadcast in school auditoriums. Presented by William C. Hartshorn, musical supervisor of city schools, program includes discussion and illustration with piano and recordings of works to be played. Series is set for 13 weeks.

Law Proceedings

WIRE RECORDING of California State Senate Chamber proceedings is feature of weekly half-hour series started as a public service program under title "Your Senate in Action" on KFHK Sacramento, Cal. Initial broadcast presented opening of a typical Senate session. Using parabolic microphone to pick up voices, subsequent broadcasts follow debate on important measures. Tony Koester, station director of news and special events bureau, is in charge of series. Number of weekly accomplishments as well as summary of coming legislation presented in brief. Herbert L. Phillips, political writer for McClatchy Newspapers.

New on WINX

TWO NEW transcribed musical shows have started on WINX Washington in Sunday mornings. "Symphonietta," program of semi-classical-transcribed numbers, is heard 11:15 p.m.-midnight sponsored by Spener Furs, Washington. "Concerts by Celebrities," a 12:15-3 a.m. is sponsored by Colonial Piano Co.

Future Stars

FUTURE RADIO performers are having a chance to try their skills on new CBC "Stars To Be" twice weekly under title "Stars To Be." "Stars To Be" is selected from audience participating in "Stars To Be." Only 3-6 a.m. per Saturday morning. Radio program features summaries, interviews and oddities.

WTIC Veterans' Show

WEEKLY program highlighting activities of veterans has started on WTIC Hartford, Conn., under title "Res-Yank, the Veterans' Newspaper of the Air." Program also assisted in securing jobs.

In-School Series

IN-SCHOOL listening programs started by WTTR Trenton, N. J., include "Tails Is New Jersey," produced by New Jersey Department of Economic Development, Mon., 1:15 p.m. for all junior high schools; "Story to Order," delayed from NBC network for elementary grades, Tues. 1:15 p.m. "Books Bring Adventures," in cooperation with Trenton Junior League and Arts for Youth Council, Fri. 1:15 p.m. Schedule will be extended to Wednesdays and Thursday.

Employer and Veteran

ESTABLISHING contact between prospective employer and returned service man is purpose of "Veterans for Victory" interview program started by KTUL Tulsa, Okla., as sequel to its "GI Bill of Rights Cavelcombe" group.

KPO Participation

AUDIENCE participation program started by KPO, NBC key in San Francisco, is "Hubbub Club," Fri. 10:30 a.m., PST. Stunts and offers of useful gifts to guests.

Youth Forum

ISSUES heretofore confined to adult thinking are now discussed over KTUL Tulsa, Okla., "Young America Speaks" by four students from three participating high schools. Series is aired Thursday evenings.

Bowing Co-op

BOWLING operators in Salt Lake City area are cooperating on nationally being Weekly bowling news program on KDYL featuring summaries, interviews and oddities.

Devotional Program

QUARTER-HOUR devotional period is being aired weekly on WOAI San Antonio. Message by local minister, prayer and sacred music is presented.

Veterans Interviews

TITLES of their five weekly feature on WJDC Indianapolis is "The GI Talks It Over," aired 9-9:30 p.m. Veterans opinions and problems are discussed in interviews.

International Forum

TWO Des Moines high school students and two British students April 3 are to compete in two-way BBC-KMRY Des Moines forum program to originate from London and local Des Moines high school auditorium. Broadcast will be part of regular weekly "GIPT," "Junior Town Meeting of the Air." An elimination contest will determine Des Moines contestants.

ABS Hollywood Show

FORUM discussion of new major movie releases constitutes format of new ABS program "Preview Report From Hollywood", starting on network Feb. 13 for 13 weeks in Wed. 10:45-11 p.m. period. Program is under supervision of Alice Evans Field, director of studio and public service of Motion Picture Association of America.

Recipes

WCKY Cincinnati has started daily radio cooking show "My Mother's Old Recipes," program of kitchen gossip and recipes.

Overseas Beam

ALL-NIGHT disc show conducted by Joe Medal, manager of WP Philadelphia, "Dawn Patrol," will be beamed to New Zealand several times a month at request of listeners there. Only 3-6 a.m. period will reach New Zealand. Program has been running for over five years as a Pet Boys, auto supply store chain, as sponsor.

DOROTHY DAY, director of women's programs at WINS New York, last week undertook to sell a novel commodity—babies, live ones. On behalf of Foster Parents' Club, which is comprised of 15 aid agencies, Miss Day on her regular Monday afternoon "Mystery Chef" program of WINS New York Department of Welfare, Department of Hospitals and Children's Court.

KOOG Coffeyville, Kan., has started "The 90 Club," a supper-hour musical feature presenting two m's on alternate evenings with variations between swing and classical numbers.

Dinner Music

LIGHT concert and light symphonic music is featured on "Music for Dinner," new supper-time series on WOV New York.

Choice in Chattanooga is

WVEU

20th YEAR

CBS

5,000 WATTS DAY AND NIGHT

PAUL H. RAYMER COMPANY

NATIONAL REPRESENTATIVES

first IN (1) AUDIENCE

(2) PUBLIC SERVICE (3) RESULTS

Page 62 • January 28, 1946

BROADCASTING • Telecasting

"I would have advertised over WDFD Flint—but the supply is limited."
Text content extracted from the document is not provided in the image.
Farnsworth Undertakes Big Expansion Program

AMBITIOUS expansion program was undertaken last week by Farnsworth Television & Radio Corp., of Fort Wayne, Ind., when the company registered with the Securities and Exchange Commission 219,571 shares of its $1 par value common stock.

The company will offer the stock in exchange for present common stockholders at the rate of one new share for each seven shares held of record Feb. 9. Farnsworth stock was on the list of securities for sponsor approval.

Principal underwriters of the stock issue are E. H. Rollins & Sons Inc. and Eastman, Dillon & Co., New York.

International Recording

International Recording Studios, 2775 Live Oak Blvd., Hollywood, Calif., with some variance cleared through Los Angeles Police Department, is now recording gold and silver records. Upon release of materials, will erect new studio and offices at southeast corner of Las Palmas Ave. and Sunset Blvd. DIXON McCYO is company president.

Addition of two new affiliate members of Television Broadcasters Assn., Hartford, Conn., and Hallcrafters Corp., Chicago, was announced Jan. 17 at TBA board meeting.
GOOD NEWS FOR BROADCASTERS!

REL 88-108 Megacycle Band

FM BROADCASTING TRANSMITTERS IN ASSEMBLY . . .

PLACE YOUR ORDER NOW!

These REL broadcasting transmitters can now be ordered . . . to meet or exceed present FCC requirements.* Entirely new . . . with important design advancements in the Armstrong Modulator . . . providing simple, stable . . . even more efficient performance than ever before!

<table>
<thead>
<tr>
<th>Power Output</th>
<th>Cat. No.</th>
</tr>
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<tbody>
<tr>
<td>250 watt</td>
<td>549 ADL</td>
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<tr>
<td>1000 watt</td>
<td>518 ADL</td>
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<tr>
<td>3000 watt</td>
<td>519 ADL</td>
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</tbody>
</table>

NOTE: Future REL advertisements will give you information regarding transmitters of higher power. Watch for them!

Wire or write today for technical data, prices and delivery . . . or better yet . . . do as other broadcasters have already done—send your order, subject to later confirmation, thus assuring early delivery.

* REL FM Transmitters are guaranteed to meet or better the FCC standards of good engineering practice for FM Broadcast stations

SALES REPRESENTATIVES

MICHIGAN
M. N. Duffy & Co., Inc.
3040 Grand River Ave., W.
Detroit, Mich.

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

PACIFIC COAST
Norman B. Neely Enterprises
7422 Melrose Avenue
Hollywood 46, Cal.

PIONEER MANUFACTURERS OF FM TRANSMITTERS EMPLOYING ARMSTRONG PHASE-SHIFT MODULATION

RADIO ENGINEERING LABS., INC.
Long Island City, N.Y.
INTERNATIONAL BUSINESS MACHINES CORPORATION
END CARD COPY
NY 5, NEW YORK

TWENTY CARBON COPIES
At Feather-Light Touch

ELECTROMATIC
IBM ANNOUNCES

the 1946 Electromatic Typewriter, which produces letters of distinguished appearance, with a minimum of physical effort on the part of the operator.

It is now on display in IBM offices in all principal cities throughout the country. We will be glad to furnish you with full information upon request.

INTERNATIONAL BUSINESS MACHINES CORPORATION

World Headquarters Building, New York 22, N. Y.
ARTHUR GODFREY, morning man on WTOP Washington, WABC New York City, Feb. 7 in addition becomes m.c. in new Boston stage revue, “Three To Make Ready”, with Ray Bolger.

ERNEST SIMON, early morning man at WBTT Baltimore, has been appointed sergeant-at-arms of Ernie Fyle Chapter of Disabled American Veterans, Silver Springs, Md. He served as lieutenant in British Army.

LYMAN MERRIN has been named program director and chief announcer of WBIN Racine, Wis. KEITH O’CAIN becomes continuity editor and DAVID PARKS, released from AAF, is added to announcing staff.

ADRIAN MINZEL, musical director and announcer at WCSC Charleston, S. C., is father of a boy.

CHARLES H. UNDERWOOD, former radio director at Camp Lee, Va., has joined the Music Radio Division following a three-day call-up for duty. He is assigned to duty at WAFB Uniontown, Pa. HARRY and JACK MULLEN, brothers and ex-servicemen, both new to radio, also have been added to staff.

BOB PAGE and HARLEN JUDKENS, announcers at KGOP Covington, Ky., have returned to station following release from Marines and Army respectively. RAEBURN D. DRENNER, former B-17 bomber pilot, is added to copywriting staff.

JACK V. PORTER, former B-24 bomber pilot, has returned to WLW Cincinnati. He previously was with Mutual Radio Network. The Tri-State Broadcasting, Feb. 7 in addition becomes m.c. in new Boston stage revue, “Three To Make Ready”, with Ray Bolger.

HAROLD GIBNEY, discharged from AAF radio production unit after three and a half years, has resumed as NBC Hollywood announcer replacing LORIS J. SCAAR, BRUCE ANSON, in armed forces since 1941, also has returned to network announcing staff. He succeeds AUDREY H. JASON, on leave of absence, as general chairman of ATS Panels Committee.

MATTY MALNECK, musical director of WOR New York, has returned from military service and is back on duty for a feature musical by Universal Pictures.

LEE ROODY, copywriter of The Mayers Co., Los Angeles agency, after 18 months with NBC, has returned to NBC radio department as continuity writer.

YVONNE BRISBANE, for two and a half years a program director and continuity editor of WBCN Columbus, Ohio, as well as general traffic manager for Mid-South Network, in February is to enter special radio division of Columbia, S. C. under supervision of NBC.

JIMMY WOODARD, program director of KLRA Little Rock, Ark., is father of a girl.

RUTH CRANE, WMAL Washington’s commentator, Feb. 6 is to participate in panel discussion on “The Radio Habit” at Alta Vista School, Bethesda, Md., before parent-teacher group.

CHARLES MILLER, program director of KBEY Des Moines, has been named publicity chairman for Des Moines Chamber of Commerce. MIRIAM VANN, former supper club entertainer, succeeds MILLION RODGERS as vocal editor on “Gene Emerald Variety Program”. Later in the year she will become program director of Des Moines schools.

ROGER W. CONWAY, formerly with KOKO Dallas, Tex., has been added to announcing staff of WMAL Washington. He was Army radio pilot during war.

GEORGE BRUNS, former orchestra arranger and musician, has been appointed music director of KEX Portland. ORE. LORRAINE RUSSEL is new music librarian for KEX, replacing SUE WELCH, now freelance. KEX continuity department additions include CAROLINE HOLLOWAY, writer, and BONNIE PERCIVAL, assistant. Additions to announcing staff: BILL AGORE, for three years chief announcer of KUTA Salt Lake City; BOB MCBRIDE, three years with AFAB; FRANK ROBERTS, from WFBM Indianapolis.

JAY WAGNER, former and sports announcer of WABC Columbus, Ohio, has joined the announcing staff of WBSC Canton, O.

THOMAS H. CALHOUN Jr., former program manager of CBS shortwave department in New York, is named production manager of WEEI Boston.

ROBERT SACKETT and ROBERT LEEMAN, veterans of the British Army, have joined the announcing staff of WHYN Holyoke, Mass. C. J. MUNROE, former announcer, continuity writer, transmitter engineer and program man, has been appointed production manager of CFNB Fredericton, N. B.

ALLAN ACRES, former librarian of CFBR Toronto, has joined CKET Ottawa. The Tri-State Broadcasting, Feb. 7 in addition becomes m.c. in new Boston stage revue, “Three To Make Ready”, with Ray Bolger.

BROADCASTING • Telecasting

Page 68 • January 28, 1946
GUARANTEED SUCCESSFUL OPERATION...

not only on delivery day... but long after the initial installation!

RAYTHEON

BROADCAST EQUIPMENT

Raytheon engineers, through the control and development of new techniques, are tangibly meeting the challenge for better broadcasting installations.

With advanced designs incorporating every worthwhile engineering achievement and specialized experience assuring the ultimate in dependable operating performance, Raytheon equipment answers every broadcasting requirement.

Raytheon Assures Engineering Excellence

In every detail, Raytheon design and engineering is co-ordinated to achieve completely successful "on-the-air" performance. Every Raytheon Transmitter complies fully with F.C.C. regulations. All Raytheon speech input equipment exceeds FM requirements.

RAYTHEON MANUFACTURING COMPANY

BROADCAST EQUIPMENT DIVISION

7517 North Clark Street

Chicago 26, Illinois

250 Watt AM Transmitter

Flat frequency response from 30 to 10,000 cycles. Low noise level. Low distortion level. Triode type tubes. RF and power amplifier stages are precision motor tuned providing micrometer control. Video type amplifier in buffer stage. Silent natural draft ventilation. Highest quality components.

AM - FM


RAYTHEON MANUFACTURING COMPANY
Mississippi—A Pool of Wealth

Today—five of the fifty major oil fields in the United States are located in Mississippi. A major oil field is one having a potential production of 20 million barrels. It is estimated that over 100 million barrels of oil will be produced in Mississippi by the close of 1945. Oil—liquid gold—is creating a richer market in Mississippi, the State of Opportunity, for alert advertisers.

WJDX—the DOMINANT Voice of Mississippi—effectively, efficiently covers this growing market.

MISSISSIPPI

Owned and Operated by
LAMAR LIFE INSURANCE COMPANY
JACKSON, MISSISSIPPI

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BROADCASTING • Telecasting

New Business

SCHUTTER CANDY CO., Chicago (Old, New York), has dropped Project. Sales manager, Louis Benussi, has taken a job with a New York chocolate company and plans extensive advertising campaign. Radio will not be allotted to new spot campaign on New York and New York stations in the spring. Company currently sponsors spots and half-minute transcriptions on WNEW New York and WPTAT, Patterson, Agency is Lewis Adv., New York.

LUCER J. SCHULTE Jr., account executive of Maxon Inc., Chicago, has resigned from account effective Feb. 15 to become assistant to the president and advertising manager of Reynolds Inter- national Pen Co., Chicago. His first assignment is to assist organization of company and plan extensive advertising campaign.
**Competition**

CHICAGO’S MAYOR Edward J. Kelly is set to give New York’s Ex-Mayor LaGuardia a little competition on the air lanes. Mayor Kelly began a weekly quarterhour broadcast over WMAQ, Chicago, starting Friday, Jan. 25, 9:15 p.m. CST. Program is titled Mayor Kelly Reports and the Mayor discus- ses problems of city government. He does not read the funnies.

**Chicago**

(Continued from page 28)

ABC, M-F, 10:15-10:30 p.m. CST
Betty Crocker (General Mills)...
CBS, Light of the World (General Mills)...
NBC, Lora Lawson (Bab-O)...
MBS, Faith In Our Time (sustaining)...

**ABC**

MBS: Chaplain Jim (sustaining)

**NBC**

Harvest of Stars (International)

**CBS**

Smoke Dreams (La Fendrich)

**ABC, Sunday, 2-2:30 p.m. CST**

Curtain Time (Mars Bars)...

**NBC, Thursday, 10-10:30 p.m. CST**

Road of Life (Procter & Gam- bettes)*

**MBS, Captain Midnight (Wander Co.)**

**ABC, M-F, 10:30-10:45 a.m. CST**

Hymns of All Churches (General Mills)...

**NBC: Curtain Time (Mars Bars)**...

**CBS: Midwest Theater (Lux)**...

**MBS: Spotlights Band (Coca-Cola)**...

**ABC, Thursday, 10-10:30 p.m. CST**

Curtain Time (Mars Bars)...

**CBS: Island Venture (Wayne)**...

**MBS: Broadway Theater (Lux)**...

**ABC, Sunday, 7-7:30 p.m. CST**

Queen Kids (Miles Laboratory)...

**NBC: Fitch Bandwagon (F. W. Pitch)**...

**MBS: California Melodies (sustaining)**...

**NBC, which refuses to release gross billing figures as a matter of company policy, admits to “a gain in net revenue in 1945 of 6% over 1944” and any estimate of NBC’s Chicago office would be almost impossible.

However, NBC’s Chicago division claims that the major part of the network’s daytime serials and it is in this particular field of radio entertain- ment alone that Chicago can claim any supremacy over New York or Hollywood.

The network’s famous General Mills Hour, from 1-2 p.m. CST, with four separate series (all with Jo Eyri Phillips) hold top ratings over all three competing networks.

This is NBC Chicago’s contribution to network radio:

**MBS, M-F, 1:30-1:45 p.m. CST**

Guiding Light (General Mills)...

**ABC: John B. Kennedy (co-op)**...

**CBS: Two O’Clock (General Foods)**...

**MBS: Cedric Foster (co-op)**...

**MBS, M-F, 1:15-1:30 p.m. CST**

Today’s Children (General Mills)...

**ABC: Shiel & Albert (sustaining)**...

**CBS: Rosemary (Procter & Gam- bles)**...

**MBS: Jane Cowie (sustaining)**...

**MBS, M-F, 12-12:15 p.m. CST**

Women in White (General Mills)...

**ABC: The Fitzgeralds (sustaining)**...

**CBS: Ma Perkins (Procter & Gam- bles)**...

**MBS: Queen For A Day (Procter & Gam- bles)**...

**MBS, M-F, 11:15-12 noon CST**

Masquerade (General Mills) on since Jan. 14 on no rating...

**MBS, M-F, 11:15-12 noon CST**

Ma Perkins (Procter & Gam- bles)...

**CBS: Preserving Michael Scott (sustaining)**...

**MBS: House Concert (sustaining)**...

**MBS, M-F, 10:45-11:30 a.m. CST**

News of the World (Miles Laboratories)...

**ABC: Raymond Gram Swing (co-op)**...

**CBS: Jack Smith Show (Procter & Gamble)**...

**MBS: Corn Cobblers (sustaining)**...

**MBS, Sunday, 8-8:30 p.m. CST**

Mix, Captain Midnight, and Free- dom of Opportunity.

(Continued from page 28)

Chicago radio produces excellent results for the amount of money spent. Chicago’s daytime serials, news programs and juvenile shows, all do a bang-up job for their advertisers, despite their comparatively low ratings. And Chicago, midway between east and west, is still the most conveniently located market between the multi- tud of radio advertisers and agen- cies, networks and station reps.

**BROADCASTING’S** survey of Chicago originated programs produced the following conclusions among Chicago radio people:

(1) Ratings mean nothing.

(2) Ratings mean everything.

(3) A poor rated program can still sell goods.

(4) Chicago’s low ratings are excel- lent in view of the low budget for talent and pro- duction.

(5) Financially everything’s fine, so why worry.

**NBC Undertakes Series Of Educational Telecasts**

NBC LAST WEEK announced it would undertake a permanent series of educational telecasts, the first in television’s history, beginning the week of April 7.

John F. Royal, NBC vice presi- dent in charge of television, said the series, to be called Your World Tomorrow, would be produced with the cooperation of the NBC Uni- versity of the Air and would deal with the fields of physical sciences.

To test the effectiveness of the series upon youthful audiences the New York City Board of Education will conduct student groups to see the weekly telecasts in NBC’s re- viewing room. NBC reported the educational telecasts would prob- ably be set for 2:30-3:30 p.m. Thursdays each week, but the day is still tentative.

Mr. Royal said that among sub- jects to be shown in the early tele- casts would be “The Mighty Atom,” “Jet Propulsion,” and “Huff-Duff, the Radio Detective,” the latter a high-frequency direction finder used by the U. S. Navy to hunt subs.

**Radar Dead Reckoning**

A DEAD RECKONING device used with radar on U. S. Navy ships was pro- duced by Anson Division of General Aniline & Film Corp. during the war. The device, said to plot a graphic course of a ship’s movements and to compute continuously the latitude and longitude of its position, is especially useful in bad weather when use of sextants is impossible.

**SAMMY KAYE says—**

I’m happy to be the first to perform

LAUGHING on the OUTSIDE

(CRYING ON THE INSIDE)

Music by BERNE WAYNE
Lyric by BEN RALEIGH

New York • Chicago • Hollywood

January 28, 1946 • Page 71
Katz Data
THE KATZ AGENCY has issued the 1946 edition of "Participating Woman's Programs on Katz Stations," listing in a four-page folder all such programs, together with their times, talent, pattern, number of sponsors, treatment of commercials and participation rates.

Movie Trailers
IN SUPPORT of "It's Up to You," Saturday panel program series on WOR New York, 66 Skouros theaters in New York City, Long Island and New Jersey. January 28 begins a four-week schedule of trailers boosting the broadcasts. Trailers show how broadcasts help New York youngsters to combat juvenile delinquency and racial intolerance.

WOAI Promotion
BULLETIN board in San Antonio Municipal Auditorium is being used by WOAI to publicize its programs. Station talent and office personnel also are wearing lapel pins in form of miniature two-way microphones which bear WOAI call and NBC motto, "The Voice of a Nation." KKCN Piece
PRINTED in several colors, promotion piece of KKCN Portland, Ore., suggests advertisers, "Reach out to Kansas City's biggest market through KKCN." Reverse side of single page relates facts on KKCN coverage.

Program Box
BOX highlighting jobs for veterans' programs and programs in largest groups, is being run by station at top of radio program sheetings in local papers. Program identifies servicemen by file number rather than by name.

BOOKLET titled "Jobs in Advertising" has been issued by the Advertising Federation of America, New York, to help returning servicemen and women interested in advertising as a career. Booklet was written by Alfred T. Fulk, director of advertising and sales promotion at the University of Chicago, Northwestern U. or Notre Dame U., plus $1,000 cash. ABC Central Division preparatory to Feb. 7 Chicago appearance of Tom Breneman's "Breakfast in Hollywood" program is staging four weekly "goodest hat" contest at Eighth Street Theatre.

Each day, Monday thru Friday, Cleveland radio stations devote a combined total of 73 daytime hours (8:00 a.m. to 6:00 p.m.) quarter-hour shows to non-network shows.

In the aggregate, these Cleveland homes tune in 680,980 non-network daytime quarter-hour shows every day . . . and WJW's daily share of that tremendous tune-in is 207,928 quarter-hour stations. "Station B" has 182,964; Station "C" has 179,498; Station "D" has 110,600.

WJW has 14½ to 88% more daytime audience than any other station.
FM by Federal

1 KW AND 3 KW
FEDERAL FM BROADCAST TRANSMITTERS

A Complete FM Package by Federal
from Microphone to Antenna.

Federal Telephone and Radio Corporation

Newark, N.J.
CONFUSION over grant of applications without hearing and setting of applications for hearing is removed by revision of the FCC Standard Rules and Regulations [BROADCASTING, Jan. 21]. The FCC's action repeals sections 1.381 and 1.382, substituting new rules designated 1.381 through 1.388, all of which became effective immediately except Section 1.388, which is merely a proposed rule.

Result of the FCC's effort to codify its rules and to bring them in line with the Aschbacher ruling by the Supreme Court.

Text of the FCC's Public Notice No. 89596 announcing the changes follows:

The Commission today amended its Rules and Regulations by repealing sections 1.381 and 1.382 and substituting therefore new Rules and Regulations, sections 1.381 through 1.388. These rules become effective immediately except section 1.388 which had been promulgated as a proposed rule in accordance with the Commission's decision in the AVC case.

Substantively, the rules are a codification of the Commission's existing practice with respect to section on applications under Title III of the Communications Act. The rules set forth in detail the considerations which shall be granted without a hearing and when they will be designated for hearing. Provided that all made for the participation of interested persons in these hearings either by virtue of being named as parties to the proceedings by the Commission on its own motion or by filing a petition to intervene. Procedure is also specified for the filing of petitions for reconsideration in cases where applications are granted without hearing and petitions for rehearing in connection with applications under Title III, see section 1.388.

For specific rules regarding petitions to intervene, see section 1.102 by adding the following footnote:

A similar footnote was also added in connection with section 1.271. The footnote reads:

For specific rules regarding petitions for rehearing in connection with applications under Title III, see section 1.388.

Sections 1.381 and 1.382 of the Commission's Rules and Regulations are repealed and by the following are substituted therefor:

ACTION ON APPLICATIONS UNDER TITLE III

1.381 Grant of a hearing.-Where an application for radio broadcasting facilities is proper upon its face, and where the applicant has filed an application and supporting data that (1) the applicant is legally and financially qualified; (2) a grant of the application would not cause any interference to an existing station or station still in the public interest.

1.382 Partial grants.-Where the Commission, without a hearing grants any application in part, or with any premises, terms, or conditions other than those requested, the action of the Commission shall be considered a partial grant of such application unless the application is to be reconsidered by the Commission in the same or subsequent proceeding.

1.383 Designation for hearing.-Applications will be designated for hearing in the following cases:

(a) Where it does not appear from an examination of the application that the applicant is legally, technically or financially qualified;

(b) Where a grant of the application would cause any interference to an existing station or station still in the public interest.

(c) Where a grant of the application would not cause any interference to an existing station or station still in the public interest.

(d) Where the Commission, without a hearing, or whose application for station still in the public interest.

1.384 Telecasting permits.-Applications for telecasting permits shall be considered for grant in the following cases:

(a) Where the notice of designation for hearing shows that it appears that the application would not cause any interference to an existing station or station still in the public interest.

(b) Where a grant of the application would not cause any interference to an existing station or station still in the public interest.

(c) Where a grant of the application would not cause any interference to an existing station or station still in the public interest.

(d) Where the Commission, without a hearing, or whose application for station still in the public interest.

1.385 Designation for hearing.-Applications will be designated for hearing in the following cases:

(a) Where it does not appear from an examination of the application that the applicant is legally, technically or financially qualified;

(b) Where a grant of the application would cause any interference to an existing station or station still in the public interest.

(c) Where a grant of the application would not cause any interference to an existing station or station still in the public interest.

(d) Where the Commission, without a hearing, or whose application for station still in the public interest.

1.386 Telecasting permits.-Applications for telecasting permits shall be considered for grant in the following cases:

(a) Where the notice of designation for hearing shows that it appears that the application would not cause any interference to an existing station or station still in the public interest.

(b) Where a grant of the application would not cause any interference to an existing station or station still in the public interest.

(c) Where a grant of the application would not cause any interference to an existing station or station still in the public interest.

(d) Where the Commission, without a hearing, or whose application for station still in the public interest.
nated for hearing will be named as parties only if the Commission in its discretion determines that so to do.

§385 Petitions to intervene—(a) Where the Commission has failed on its own motion to name any person specified in Section 1.384(b), such person may intervene by filing a petition to intervene showing that he comes within the provisions of section 1.384(b). Where the petition to intervene is based upon a claim that a grant or the application therefor would cause interference to an existing station or a construction permit for which a construction permit is outstanding within its normally protected contour as prescribed by the Commission’s Standards of Good Engineering Practice or to actual measurements made in accordance with the methods prescribed by the Commission’s Standards of Good Engineering Practice that electrical interference will exist between said station or station or station or a construction permit for which a construction permit is outstanding within its normally protected contour. If the claim of interference to an existing station within the normally protected contour is made without a hearing, the party filing the petition shall serve the same in the manner provided in Section 1.141 upon the party or parties to whom such decision itself will issue a similar public notice stating the terms and conditions of the proposed sale and stating that other persons may file corresponding applications for the same facilities upon the same terms and conditions.

(b) No action on any such application will be taken by the Commission for a period of 60 days from the date of publication of the notice, which date shall be expressly set forth therein. Upon receipt of the notice, the Commission itself will issue a similar public notice stating the terms and conditions of the proposed sale and stating that other persons may file corresponding applications for the same facilities upon the same terms and conditions.

(c) If no competing application is filed during this 60-day period, the Commission will consider the original application.

(Continued on page 76)

**A FOLDED DIPOLE TURNSTILE**

**F.M. ANTENNA**

By **WINCHARGER**

1—**VERY BROAD BAND**— incorporates features of ordinary turnstile with vast improvement of FOLDED DIPOLE principle.

2—**PROVED** by 4 years actual service in leading 50 K.W. station.

3—**FACTORY PRETUNED**— no field adjusting.

4—**LARGE SAFETY FACTOR**

5—**DESIGNED** by high frequency tube and radar antenna engineers of Zenith Radio Corporation.

6—**COMPLETE PACKAGE**— one company supplies everything—And No Extras to Buy.

Phone, Write or Wrie

Antenna Tower Dept.
WINCHARGER CORPORATION
SIOUX CITY, IOWA

BROADCASTING • Telecasting

January 28, 1946 • Page 75
Radio Fan No. 1

AFTER Gen. Dwight D. Eisenhower concluded his de-mobilization speech on the air Jan. 18, he received a phone call congratulating him on radio, one was more surprised—or more pleased than the general. It was the Presi-dent of the United States upon which new terms and condi-tions the Commission shall find to be in the public interest.

(b) If, at the conclusion of such hearing, the Commission is of the opinion that the proposed assignee or transferee selected by the licensee is the best qualified, and that the transfer would otherwise be in the public interest, the Commission will grant the original application or upon such other terms and conditions as stated in the original applica-tion or upon such other terms and conditions as the parties may agree.

Radio Fan No. 2

W. W. Wallwork, Fargo Ford Dealer. For fifteen years, five days a week, every week, he has been selling cars to the people of the city. The people of the city have come to know him as one who really knows the business of selling cars.

Taylor - Pearson - Carson Holds Canada Meeting

ALL PHASES of radio broadcast-ing were discussed at the second annual meeting of sales and pro-duction executives of the Taylor - Pearson - Carson group of stations in Canada at Calgary, Jan. 10-12. Bert Cairns, manager of CFAC Calgary, was chairman of pro-duction meetings, and Perce Gayner, All-Canada Radio Facilities, Win-nipeg, chairman of sales meetings.

Awards Considered

PLANS to make annual awards for excellence in radio performances are being considered by the Radio Directors Guild. Possibility that the awards would be made for superior acting, as the Academy of Motion Picture Sciences’ “Oscar” are, is under consideration. Guild mem-bers were asked to suggest the branches of radio production in which awards should be made.
ARMY EXPLOITS draw icy stares and yawns from four seamen-veterans back at NBC Central Division announcing jobs in Chicago as Hank Cooke (right), ex-Air Corps lieutenant, recounts tales to co-workers. Disinterested quartet (l to r): Ned LeFevre, chief specialist, USCG; Dave Garroway, Norman Barry, Robert Brown, Navy lieutenants.

Feature
(Continued from page 10)
decided that the house should be ready for occupancy in 30 days. Nov. 20, contractor, architect, building lot and utilities were secured. The station contacted labor leaders and building supply firms. They assured their full cooperation and interest. KIEM retained a firm of certified public accountants to compute costs. FHA consented to post-construction approval. Midnight oil burned, and on Nov. 21, basic plans were placed in the hands of Contractor Glen Nash. Construction of “Yardstick House” began.

From 9:45 to 10 every evening KIEM broadcast a nail-by-nail dollar-by-dollar report. The station sent listeners a printed floor plan to supplement broadcasts. When rain impaired progress, workmen erected tarpaulins and went on working. Labor and material shortages proved surprisingly few.

UP told the story to the press, and mail from as distant places as Florida and Texas swelled the volume of Pacific Coast interest.

One day ahead of schedule—Dec. 7—it was evident the house would be completed the following day. During that evening’s broadcast, Mr. Smullin announced that the next day workmen would escort visitors on a tour of the house. One spot announcement was made the following morning urging visitors to come early.

Over 1500 flocked to see the finished product that day. They left hopefully after checking itemized cost charts displayed in each room. KIEM special events staff members were on hand and public opinion sampled on transcriptions.

Dec. 19, the house was occupied. The seven room, two-bath, hardwood floored home, containing 1600 square feet, of all redwood construction had cost $4.44 per square foot—a concrete answer to the fundamental housing question.

Sellers
(Continued from page 10)

WBBM’s publicity and special events department. A few months later she became head of the department and remained until 1935 when she joined Lord & Thomas (now Foote, Cone & Belding) to do publicity.

It was at Lord & Thomas that she was told how many of radio’s present-day celebrities. She recalls L&T’s earliest ventures into radio with the then comparatively unknown Lum ‘n Abner, Andy and Kallenmeyer’s Kintergarten in which two of the school’s more obnoxious brats were played by a Mr. and Mrs. Jordan, later to become a household name as Fibber McGee & Molly. She remembers the date when she became time-buyer (1937) for L&T because about that time the agency auditioned a young man, Hope. Hope by name, for one of their best accounts, Pepysot.

Hope’s success, predicted by Holly, contributed somewhat to her standing at L&T as a gal who was going places and in 1938 she became Chicago radio director.

She remained with L&T until 1941 when she resigned to join John Blair & Co., as director of sales research and promotion. Miss Shively joined Ruthrauff & Ryan in 1945 as assistant to Roswell (Ros) W. Melitzer, vice president in charge of radio. She now handles all of the agency Chicago timebuying and acts as department business manager.

In private life she is Mrs. Stuart Riordon. Her husband is regional cargo sales manager of American Airlines. During the war the promise of both their jobs made it impossible for either to see much of the other. “It got so we were making appointments for breakfast,” Holly says, “but now Stu even manages to stay home three or four nights a week. Unless, of course, the airline calls him up at midnight, which it frequently does.”

The Riordons have been married since 1936 and live in a huge, rambling farmhouse near Elmhurst, Ill. They have identical hobbies: Gardening in the summer and reading in the winter. Other than that, they live, as Holly describes it, “very quiet lives.”

D. C. Ad Club To Stage Institute on Television

TELEVISION Institute will be held Jan. 29 at the Hotel Statler, Washington, under auspices of the Advertising Club of Washington. All-day session is planned, consisting of Advertising & Merchandising Panel 10 a.m.-noon, with four guest speakers; Programming & Production Panel, 2:40 p.m. FCC Chairman Paul Porter is planning to attend the luncheon.

Among participants will be Paul Raibourn, president, Television Productions, New York; Paul Mowrey, ABC television supervisor; Charles J. Durban, U. S. Rubber Co.; Dr. Allen B. Du Mont, Allen B. Du Mont Labs.; E. W. Engstrom, RCA Labs. research director; David Arons, Gimbel’s, Philadelphia; Maurice Gorham, BBC television director (via shortwave); Richard Hubbell, Crosley television supervisor; William F. Valentin, American Central Mfg. Co.; Bob Emery, Bamberger TV director; John Reed King, CBS; Ralph Austrian, executive vice president, RKO-Television Corp. Programming is being handled by Televiser magazine.

Video Extensions

LICENSE renewal of eight television commercial stations and of several experimental video outlets were granted last week by the FCC on a temporary basis, subject to changes in frequency assignments resulting from the reallocation of PM and FM stations.

As estimated by Sales Management, drug sales per family, $83.90, were $5.90 per family higher than U. S. average.

5000 Watts 680 kc
Basic Station
American Broadcasting Co.

DRUG SALES in WLAW-Land
TOP U. S. AVERAGE

As estimated by Sales Management, drug sales within WLAW’s 5 m/m contour approximate $40,701,000. Drug sales per family, $83.90, were $5.90 per family higher than U. S. average.

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

Write and tell us how many premiums you expect to send out by the end of your campaign, what your premium is and whether you make a charge to the consumer for it. We can then tell you how much your costs can be cut, and it won’t cost you a cent to find out!

Our plan calls for the cooperation of your present fulfillment house, so please do not delay in telling us about your problems.

NAMES UNLIMITED, INC.
25 W. 45 Street
75 E. Wacker Dr.
Chicago 1, Ill.

Page 77
WHN REACHES 2 NEW YORKS!

(The population of WHN's primary coverage area is 15,989,401, more than TWICE the number of people in New York City proper.)

WHN Dial 1050 50,000 watts
Metro-Goldwyn-Mayer—Los Angeles Affiliate

DOING A DOUBLE JOB IN THE MAGIC VALLEY

TWIN FALLS, IDAHO

WHN Highlights

(Continued from page 20)

newal of a license, the quality of the applicant's programs and the adequacy of the applicant's mechanical and scientific broadcasting facilities are principal among the elements to be considered.

"It is the duty of the court to . . . see if there is anything material in the evidence which should have been found by the Commission, in which it is omitted in its findings. The latter is important because, if the administrative agent fails to find formally some relevant element of the factual situation, there is disclosed the beginning of an arbitrary or capricious conclusion."

"When a broadcasting station has been constructed, necessarily at considerable cost, and has been maintained and operated to the satisfaction of its listeners, it is ordinarily in the public interest that the station should continue to operate, and a renewal of its license should not be refused unless there exist as a basis for the refusal what this court has called 'compelling reasons'."

". . . the guiding star of the Commission concerning the issue of a station license or a renewal thereof is fixed by the statute as the service of the interest, convenience or necessity of the public."

"Its decision in the present case constitutes a departure from the course which the Commission has taken in dealing with misstatements in applications in other cases. . . . Indeed it has been said that the adoption of an administrative agency of different standards for similar situations amounts to acting arbitrarily."

"In spite of the absence of a vested property right in the continuance of the license, however, the Commission may not destroy or diminish the capital investment of the licensee by withholding a renewal of the license unless in the exercise of a sound discretion it decides that the public interest, convenience, or necessity requires that such a drastic step be taken."

"The Act does not confer upon the Commission any punitive jurisdiction, and a license or its renewal may not be withheld in order to punish an applicant for violating the Act or a rule or regulation of the Commission. Such violations are to be punished only by the imposition after conviction of heavy fines imposed by Sections 501 and 502 of the Act. Nor does the Commission claim the right to punish, but on the contrary disavows any punitive intent here."

"The Commission was quite justified in feeling vexed at the deception, and perhaps would have been justified in seeking criminal

prosecution of Smith or of the appellant itself."

". . . we conclude that the Commission acted arbitrarily . . . with the concomitant results of disestablishing an established and satisfactory radio station, and of imposing upon its corporate owner the entire loss of its good will and the serious impairment of the value of its capital assets."

CHIEF JUSTICE Groner, in his dissent, wrote:

"The Commission's drastic order, terminating the life of the station, punishes the innocent equally with the guilty, and in its results is contrary to the Commission's action in several other comparable cases. But that the making of the order was within the discretion of the Commission, I think is reasonably clear."

"The case, as I think, turns rather upon the question whether the statutory power of the Commission to determine public interest, convenience, or necessity is broad enough to authorize the rejection of a license for renewal for repeated false swearing in statements of fact required to be filed by the Commission's rules and regulations. An affirmative answer to the question seems to me to be obvious on the grounds of public policy and, accordingly, I do not stop to inquire whether the express statutory authority to revoke impliedly embraces also the power to refuse to renew."

British Fee Doubled

RADIO listening license fees in Great Britain will be doubled, House of Commons was informed by Minister of Information E. J. Williams, amounting to 10 shillings (about $2) under the new rate. Over 10,000,000 hold licenses. New license will be introduced for television, to cost about $8.

SALES POWER of Queen for a Day, sponsored on MBS by Miles Labs. for Alka-Seltzer, was discussed in closed circuit broadcast Jan. 18 on 42 MBS stations. Conference originated from WOR New York and WGN, Chicago. Chicago participants (1 to r): Perry Shupert, Miles sales manager; Walter Wade, executive vice president, Wade Adv. Agency; Charles S. Beardsley, Miles president; Ade Hult, MBS Chicago vice president; O. B. Capelle, Miles sales promotion manager.

Newscast Holding

ApPEAL for Public

UNEXPECTEDLY slight declines in listener interest in radio news programs since the war was reported last week by Cooperative Analysis of Broadcasting.

Average radio listening to 17 commercially sponsored network news programs declined less than one percentage point in December, 1945, from the corresponding 1944 period when war news was particularly vital because of the Battle of the Bulge.

Average rating of the 17 news shows in December, 1945, was 6.5, as compared with an average rating of 7.1 for December, 1944, the report showed.

Plans for expansion in 1946 were revealed by CAB but significantly lacking was any direct answer to plans researcher C. E. Hooper's charges that CAB served no useful purpose [BROADCASTING, Jan. 21]. CAB sent a 29-page statement to its members, outlining its recent progress and charting its plans.

Fibber McGee & Molly was top show on the latest report. Bob Hope was second and Charlie McCarthy third.

In the CAB report two weeks ago, Hope was first, Fibber McGee & Molly second. List of top ten nighttime network shows with ratings follows:

Fibber McGee & Molly 24.5; Bob Hope 24.6; Charlie McCarthy 20.3; Lux Radio Theatre 20.2; Jack Benny 20.2; Fred Allen 19.8; Mr. District Attorney 18.3; Red Skelton Show 17.9; Walter Winchell 17.8; Eddie Cantor Show 16.4; Seven Guild Players 16.3; Take It or Leave It 14.9; Aldrich Family 14.8; Sealtest Village Store 14.8; Abbott & Costello 14.6; Amaa n'n Andy 14.5; Kraft Music Hall 14.5; Fitch Bandwagon 14; Joans Davis Show 13.8; Truth or Consequences 13.7.

BROADCASTING • Telecasting
NLRB Hears Union Jurisdiction Rift
Controversy Around CBS’ White Collar, TV Workers

BROADCASTERS — both sound and video are watching with interest the trend that will develop as a result of a hearing held last week before the National Labor Relations Board in New York to decide the scope of bargaining unit of one of three unions which (after an election) will represent the CBS professional and white collar workers. Board is to decide (1) whether a union will represent radio and television workers in one unit or separate television from sound broadcasting, and (2) whether or not television directors and assistant directors should belong to the same union as the other white collar workers.

Unions presenting their petitions before Robert Silagi, regional trial examiner for NLRB, at hearings which started Jan. 15 to 18 and continued Jan. 22 and 23, are as follows: International Alliance of Theatrical Stage Employees (AFL); Brotherhood of Electrical Workers (AFL); United Office and Professional Workers of America (CIO); Radio Directors Guild (Independent) appeared before the examiner to maintain that television directors, currently unorganized, should be under its jurisdiction.

IATSE Disagrees

All these unions but IATSE agree that television and radio white collar workers should be grouped together in one unit. IATSE, on the other hand, argues that television workers should be a separate and distinct group. IBEW and UOPWA have also agreed to separate television directors and assistant directors from the general group, while IATSE maintains that they should be included with a general television unit, representation being separate from the standard radio group.

CBS favors a single integrated unit but is neutral as to which union will be bargaining agent. Howard Hausman, CBS attorney, represented the network at the hearings. Samuel M. Sacher, attorney, appeared for UOPWA; Freedman Hurd and Edward Halper were the attorneys acting for IBEW, and David Halper, attorney, represented IATSE.

At the conclusion of hearings on Jan. 23, in an off-the-record discussion, the disputing parties pointed out that there was a good possibility of their reaching an independent solution before the case is transferred to Washington. As a result, Mr. Silagi ruled that seven days would be allowed for this and if at the end of that time (Jan. 30) the case is not settled it will be transferred in the usual manner to the board in Washington. Decision then will be handed down in about two months.

KTBI Relay

STRIKE of Tacoma, Wash., telephone employees only temporarily worried KTBI members who were assigned to handle line coverage of a out of town basketball game. With pickets blocking building in which telephone equipment was stored, station members as last resort grabbed sales staff cars and relayed recordings of game to studios. Play-by-play continued as usual and was only 20 minutes behind game.

Raphael to Y & R

GAIL M. RAPHAEL, released from duty as Navy lieutenant, has joined copy staff of Butchurff & Ryan, New York. He was with Lord & Thomas before war.

Sloan, Nelson Are Appointed To New Westinghouse Posts

APPOINTMENTS of F. M. (Todd) Sloan as assistant manager of Westinghouse Radio Stations Inc. and F. P. (Pete) Nelson as Washington representative with liaison duties between company headquarters and the nation’s capital in all phases of broadcast operations were announced last Monday.

The reassignments [Closed Circuit, Jan. 21] were announced by Walter Evans, vice president and executive head of WRS Inc. and vice president of Westinghouse Electric Corp. Both appointments are to new posts created as part of the company’s postwar expansion program, Mr. Evans asserted.

Mr. Sloan, Westinghouse engineer, during the war headed a world-wide engineering service organization for the company. Mr. Nelson is a former manager of Westinghouse international shortwave and television.

As assistant manager of WRS Inc., Mr. Sloan will have offices at broadcast headquarters in Philadelphia. WRS general manager is Lee B. Walles. The new manager was Boston plant manager of WBZ, WBZ-FM, and WBOS, international shortwave station, during early years of the war. In 1944, he was called to the Westinghouse Baltimore works to take charge of the field engineering service department, which he developed and supervised both at the home plant and in theatres of operations where Westinghouse was making radar and other electronics installations for the Navy. Recently, he has been with the Home Radio Division, to establish a national service organization.

Mr. Sloan has been identified with radio since student days at the U. of Missouri, from which he received the BS degree. He has engaged in communications work on world cruise boats, in mining camps and in motion picture theatres and at KMOX St. Louis and Westinghouse stations KDKA Pittsburgh, KYW Philadelphia and WBZ Boston.

Mr. Nelson, new Washington representative, was identified with Westinghouse international shortwave operations from 1939 to the outbreak of war, first in Pittsburgh and then in Boston where he was manager of WBZ. In 1941, he was on leave from WRS for duty with the OWI Overseas Branch. As assistant chief, Bureau of Communications Facilities, New York, he organized equipment and personnel and then was detailed to establish a similar operation in San Francisco. He was chief of the Bronze Network while in New York and chief of the Pacific Network while on the West Coast, winning a commendation from OWI Chief Elmer Davis.

He returned to Westinghouse in January 1944 to become manager of television. A member of the 1923 class at the U. of Illinois, he started his radio career selling advertising in Chicago in 1928, and later became an agency timebuyer.

The appointments followed by a week the announcement that Charles S. (Cy) Young, manager of WBZ Springfield and WBZ and their FM affiliates, had resigned as general manager of Westinghouse station KEX Portland, Ore. [Broadcasting, Jan. 21]. Mr. Young succeeds J. B. Conley, who, officials said, will return East for a position as yet unannounced.

WORL ASSIGNMENT DELAY EXPLAINED

ASSIGNMENT of 300 shares in WORL Boston in 1937 was not reported to the FCC at that time because there was no final purchase of the stock until 1945, counsel for the station contends last Thursday in oral arguments before the Commission.

A proposed decision denying renewal of the station’s license was issued by the Commission last October [Broadcasting, Oct. 29], charging concealment of ownership and filing of false information concerning acquisition and transfer of stock. The station is owned by Harold A. Lafount, former Federal Radio Commission member, and Sanford H. and George Cohen, counsel for the Arde Bulova interests.

Sloan, Nelson Are Appointed To New Westinghouse Posts

Mr. Sloan  Mr. Nelson

WACL

WACL

Made to Order

WAIR is the station, Winston-Salem the market—plus a mighty lot of territory within a generous area. No station has the “grip” on this station that we enjoy. Ego? Nope, facts! 11

HBORACE N. STOVIN AND COMPANY

RADIO STATION REPRESENTATIVES

offices

MONTREAL & WINNIPEG

TORONTO

There is a Big market for YOUR product in the UNIVERSAL NETWORK COVERAGE AREA

For Los Angeles San Francisco

KXLA

KSFQ

6757 Hollywood Blvd. 8671 Hollywood Blvd.  Mark Hopkins

For Los Angeles San Francisco

Hollywood  Hollywood

FARM STATION? YES! FOR TWENTY YEARS OUR ENTERTAINMENT AND SERVICES HAVE BEEN PLANNED FOR FARMERS IN KANSAS AND ADJOINING STATES.

WIBW The Voice of Kansas in Topeka

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WOKO Decision
(Continued from page 20)

amine and must govern its determination.”

In dealing with a renewal application, “it is obvious,” the court held, that the applicant’s quality of programs and the adequacy of its physical facilities “are principal among the elements to be considered.”

Satisfactory Service

“Substantial and undisputed evidence in the record shows that Station WOKO consistently has rendered reasonably satisfactory service to its listeners and that it has not been guilty of delinquency in service which would support the conclusion that it should be denied a renewal of its license for that reason,” said the opinion.

“It is perhaps not without significance that at the hearing the Commission’s counsel objected to the introduction of evidence by the applicant intended to show that it had served its area well and that it is mechanically and scientifically equipped to do so,” said the opinion. While the trial examiner received the evidence, the court found the FCC made no finding on it. “The latter is important because, if the administrative agent fails to find formally some relevant element of the factual situation, there is disclosed the beginning of an arbitrary and capricious conclusion,” wrote Justice Miller.

Furthermore the Commission ignored the value of property “which its decision would render almost valueless,” the opinion stated. “It failed to notice the innocence of (Raymond M.) Curtis and The Press Co. (part owners) concerning (Harold E.) Smith’s concealment of (Sam) Pickard’s stock ownership. These things we regard as being material,” it continued.

Need ‘Compelling Reasons’

When a station has been constructed at considerable cost and has been operated “to the satisfaction of its listeners, it is ordinarily in the public interest that the station should continue to operate, and a renewal of its license should not be refused unless there exist as a basis for the refusal what this court has called ‘compelling reasons.’ The deeds to the station must be such as bear on the interest of the public, or such as have effect upon its necessity or its convenience; nothing less can be ‘compelling’ and, as a condition, the statute authorizes the Commission to deny the renewal.”

Under Section 308 of the Communications Act the FCC may revoke a license for false statements, either in the application or in the statements of fact which may be required under Section 308, but “it is impossible to dissociate the provisions of Sections 308 and 309, from those of Sections 307 and 309,” the Appeals Court held. In reaching a decision to revoke or deny renewal of license the Commission “must weigh, as it apparently heretofore has done consistently, the competing considerations which enter into the determination of the question whether the public interest, convenience, or necessity would be served by a revocation,” the opinion said. “Any other construction would be contrary to the public interest, convenience, or necessity required by such a drastic step be taken,” Justice Miller wrote.

“The denial of the renewal because of the applicant’s failure to show the beneficial ownership of 24% of its capital cannot be justified as a penalty for making false statements. The Act does not confer upon the Commission any punitive jurisdiction and a license or its renewal may not be withheld in order to punish an applicant for violating the Act or a rule or regulation of the Commission.”

Hinckley ABC Vice President; Kintner, Dart Elected to Board

Mr. Hinckley, Mr. Kintner, Mr. Hinckley, Mr. Dart

ELECTION of Robert H. Hinckley, long-time key government official, to a vice presidency and membership on the board of American Broadcasting Co. was announced last Wednesday.

Announcement came simultaneously from Edward J. Noble, chairman of the ABC board, and from the White House. In announcing Mr. Hinckley’s resignation as U.S. Director of Contract Settlements effective Feb. 1, President Truman said the government veteran would join ABC.

Kintner, Dart Elected

At the same time, Mr. Noble announced the election of two other board members: Robert E. Kintner, who was recently elected to an ABC vice presidency, and Justin W. Dart, president of United Drug Inc. Both Messrs. Kintner and Dart are minority stockholders in ABC.

Mr. Dart, formerly general manager of Walgreen Co., drug store chain, joined United Drug in 1942. He is also a director of United Airlines.

Mr. Hinckley’s association with ABC hardly came as a surprise. Informed quarters had predicted for months that the firm friendship between him and Mr. Noble would eventually direct him to ABC. The two men served together in Washington. Mr. Noble was Under-Secretary of the Dept. of Commerce and Mr. Hinckley was Assistant Secretary. Both also had served as members of the Civil Aeronautics Authority.

Mr. Hinckley’s wife is half-owner of KALL Salt Lake City, a Mutual outlet. He will study operations in New York, it is understood, before being assigned.

Mr. Kintner went to ABC in September 1944, after long service as a Washington newspaperman and as a lieutenant-colonel in the Dept. Bureau of Public Relations.

It was considered significant that Mr. Noble was formerly a large stockholder with United Drug Co. Mr. Dart, it was reported, acquired ABC stock, the amount of which is undisclosed, upon his election to the board. Mr. Kintner was reported sometime ago to have acquired 15% in ABC stock, but this figure may be excessive.

It was expected that Mr. Hinckley would also become a minority stockholder in the network, but his acquisition of shares is reported not to have taken place yet.
Bill Benton’s Worries Mount
As Byrnes Returns From UNO

IT IS UNLIKELY that William Benton, Assistant Secretary of State, spent a restful weekend. His boss, Secretary James Byrnes, was home from the UN conferences.

The Secretary twice has returned from conferences abroad, and each time he reached for a microphone. This was the third time.

On Dec. 30, returning from Moscow, he was set for an exclusive over NBC—but pressure brought to bear by other networks and independent entities added up to NBC, CBS, MBS, ABS and WINX [Broadcasting, Jan. 7].

No Secretary of State could ask for better coverage, but the manner in which it was obtained by Mr. Benton’s office brought anguish protests from all of the networks.

The State Department is trying to regiment the networks. “The State Department is keeping news from the American people.”

The State Department preaches liberty and suppression of rumor. The echo of this clamor had subsided before the Associated Press announced that it was withdrawing its news service from the State Department’s Office of International Information, another Benton project.

And United Press announced that it would do likewise, but its hand was always pending a conference with Mr. Benton.

INS indicated it would await the pleasure of a conference with the Associated Press.

Withdrawal of all of the services would leave the State Department with no news reports upon which to base its 86 program hours a day in the 36 shortwave transmitters.

Last Wednesday afternoon, Mr. Benton visited Robert McLean, president of the AP and publisher of the Philadelphia Bulletin. They met in the City of Brotherly Love.

Thursday morning he met with Hugh Baillie, president of UP. A few days earlier, Maury Maverick, chairman of the Smaller War Plants Corp., who recently returned from a special mission to the Orient on behalf of the President, commented on the AP-UP attitude.

“Aside from the fact that I don’t think the AP or UP has a moral right to take such a step, there is a serious question of whether your action is in line with the recent AP decision of the Supreme Court.”

He spoke in the first person since he is supposed to have told the net their policy was ill-advised.

Regardless of the salutation, Mr. Maverick was answered immediately by Mr. Baillie who looks with competitive suspicion upon Mr. Pickard.

“I have read Mr. Maverick’s letter with interest,” he said, “despite the fact that I know of no activity of his which ever qualified him as an authority on journalistic practices.”

In all of this verbosity, Mr. Benton—whose reputation as an iconoclast is, of course, undeserved—could not get a word in edgewise.

There was some encouragement in the fact that Ralph McGill, publisher of the Atlanta Journal and member of a three-man committee of the American Society of Newspaper Editors which toured the world seeking greater press freedom, publicly denounced the AP action in a telegram to President Truman.

But that was offset somewhat by Dean Carl Ackerman, Columbia U. School of Journalism, another member of the Committee, who took an opposite view. Wilbur Forrest, assistant editor of the New York Herald-Tribune, third member of the Committee, stood mute.

Mr. Benton returned to Washing- ton Friday with no solution on international broadcasting. Mr. Byrnes, who broadcasts with or without firesides, doubtless would be inclined to take the air. And there was the spectre of the net- work exclusivity rule.

There was one ray of light in each problem. INS had taken no action. And on Friday, Jan. 18, Gen. Dwight Eisenhower had spoken over CBS, ABS, WINX Washington and WMCA New York.

The War Dept. had handled the Eisenhower address with considerably more adeptness than had been displayed by the State Dept. in the earlier Byrnes’ talks, it was agreed.

War Dept. had announced that the General would speak. MBS immediately had proffered a time, seeking no exclusive. NBC had offered a time—but asked “exclusive” rights. ABS wanted it—at any time. ABC didn’t want it. WINX and WMCA wanted it. CBS offered 9:15 to 9:30 p.m. War Dept. accepted CBS, and everybody carried it but NBC, MBS and ABC.

The point was, CBS did not specify that it wanted the broadcast EXCLUSIVELY. So it was interpreted in some circles as a breakdown in the exclusivity rule. The brightest harbinger to Mr. Benton, surely, was the voluntary action of CBS Thursday in calling the State Dept., announcing that it was holding 10:30 to 11 p.m. Monday for the Secretary upon his return and making no overture about demanding it exclusive.

This could mean that CBS had decided not to be exclusive any more. It could mean that someone had listened to the advice of President Justin Miller of the NB, who is supposed to have told the nets their policy was ill-advised.

Bill Benton’s Worries Mount
As Byrnes Returns From UNO

One of the Great Stations of the Nation

Represented nationally by Edward Petty & Co. Inc.

January 28, 1946 • Page 81
**House Proposes $5,560,000 for FCC**

**FM to Be Billion-Dollar Business in Future, Porter Predicts**

A BUDGET of $8,585,000 for the FCC for fiscal year ending June 30, 1947, was recommended last week by House Appropriations Committee. This is $501,000 less than President Truman requested. FCC Chairman Paul A. Porter said Commission plans to increase personnel by 388 to expedite more than 1,000 pending applications and handle future expansion. “It will become a billion-dollar business, said broadcasting is most lucrative of all businesses.”

BUDGET of $8,585,000 for the FCC for fiscal year ending June 30, 1947, was recommended last week by House Appropriations Committee. This is $501,000 less than President Truman requested. FCC Chairman Paul A. Porter said Commission plans to increase personnel by 388 to expedite more than 1,000 pending applications and handle future expansion. “It will become a billion-dollar business, said broadcasting is most lucrative of all businesses.”

Following past custom the hearings covered virtually every field of broadcasting from actual needs of the Commission to how much money broadcasters are making.

Discussions of a franchise tax again were prominent, with Rep. Wigglesworth, former member of the House Select Committee to Investigate the FCC most interested. He requested the FCC place in the record the earnings of three major networks (see story page 83) although such information is regarded as confidential. He wanted to know what the Commission was doing about that matter, and he recommended a kind of a tax on the enormous earnings that the big chains have been realizing out of these Government franchises.

Chairman Porter, estimating that broadcasters earn 200% gross profits on depreciated plant cost on an annual basis, declared: “I do not want to be in a position of necessarily defending the earnings of these companies, but I am certain that you are aware of the point of view that a broadcasting station, whether it be a network or an individual station takes the position that the relationship between capital investment and earnings is not a true criterion; that they are a service organization as distinct from the usual manufacturing plant or merchandising plant, and they take the position they are just like an advertising agency that has no particular plant investment. There is no question in my mind but what these figures are indicative that it is one of the most profitable of American enterprises.”

**Billion Dollar FM**

As for FM Mr. Porter predicted that it will become a billion-dollar industry “from the standpoint of receivers and transmitters the United States is more interested in FM than any other country in the world.”

Mr. Porter explained that monitor transcriptions is one of the most exciting fields of the radio industry “from the standpoint of American enterprise.”

**Daytime Programs**

*Breakfast’ Tops Daytime Programs*

**‘Ma Perkins’ in Second Place**

LEADING weekday show in January daytime report by C. E. Hubbard Institute was Breakfast in Hollywood (Kollog). The program showed average daytime sets-in-use was 17, or 0.5 less than in December, and 0.6 more than January 1945. Average daytime available audience was 74.7, an increase of 1.3 over December and 2 more than a year ago.

*Ma Perkins* (NBC) had highest sponsor identification index with 74.2. Grand Central Station had most women listeners per listening set, 1.45. John W. Vandercook had most men listeners per listening set, 0.9. Jack Armstrong had most children listeners per listening set, 1.46.

Top 10 weekday shows and their ratings follow:

<table>
<thead>
<tr>
<th>Rank</th>
<th>Program</th>
<th>Station</th>
<th>City</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Breakfast</td>
<td>WABC</td>
<td>New York</td>
<td>7.9</td>
</tr>
<tr>
<td>2</td>
<td>Life Can Be Beautiful</td>
<td>KDKA</td>
<td>Pittsburgh</td>
<td>7.7</td>
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<tr>
<td>3</td>
<td>Dr. Kildare</td>
<td>NBC</td>
<td>New York</td>
<td>7.6</td>
</tr>
<tr>
<td>4</td>
<td>The Goldbergs</td>
<td>KABC</td>
<td>Los Angeles</td>
<td>7.5</td>
</tr>
<tr>
<td>5</td>
<td>The Foreign Legion</td>
<td>WJZ</td>
<td>New York</td>
<td>7.4</td>
</tr>
<tr>
<td>6</td>
<td>The Shadow</td>
<td>WOR</td>
<td>New York</td>
<td>7.3</td>
</tr>
<tr>
<td>7</td>
<td>The Big Idea</td>
<td>WNBC</td>
<td>New York</td>
<td>7.2</td>
</tr>
<tr>
<td>8</td>
<td>The Man With the Golden Arm</td>
<td>NBC</td>
<td>New York</td>
<td>7.1</td>
</tr>
<tr>
<td>9</td>
<td>The Big Idea</td>
<td>WOR</td>
<td>New York</td>
<td>7.0</td>
</tr>
<tr>
<td>10</td>
<td>The Big Idea</td>
<td>WOR</td>
<td>New York</td>
<td>6.9</td>
</tr>
</tbody>
</table>

**Missoula-Montana**

**National Design Service**

Consulting Radio Engineers

**AM • FM • TV**

STUDIOS DESIGNED & BUILT

N. Y. C. 96 Liberty St. 2-3207

1219 Vermont Ave., N. W. RE-1464

Washington, D. C.

**KVOP Joins MBS**

KVOP Plainview, Tex., March 1 became an MBS affiliate, according to W. J. Harpole, owner. Station operates fulltime on 1400 kc 250 w.

**BROADCASTING • Telecasting**

**Audio Discs**

Fine transcriptions are recorded on Audiodiscs

AUDIODEVİCES, INC., N. Y. C.
Three Nets Earn $8,840,000
In 1944, House Group is Told

NET INCOMES totaling $8,840,000 for 1944 were reported for three of the four major nationwide networks by the FCC during hearings last December before the House Independent Offices Subcommittee on Appropriations; it was revealed last week when the Independent Offices Appropriations Bill (HR-9201) was reported out.

In a financial disclosure that was made confidential by the commission, the figures were placed in the record at the request of Rep. Robert B. and Donald C. Rowley (R-Mass.), who questioned FCC Chairman Paul A. Porter about the "enormous earnings" of the "big chains.

The figures disclosed, however, that the three nets—ABC, CBS and NBC—paid into the Treasury $16,783,500 in Federal Income and excess-profits taxes. CBS showed the greatest income and paid $4,805,000 in Federal taxes in 1944, with net of $4,678,000 and Federal taxes totaling $8,250,000. Mutual, being a cooperative network, does not report a net income.

ABC's net income after taxes was $5,950,000. That network paid $7,050,500 into the Treasury in Federal Income and excess-profits taxes. ABC had a net income of $3,720,000 and paid taxes totaling $1,483,000.

Porter's Statement

Rep. Wigglesworth asked Mr. Porter about the cash investment of the networks. Said Mr. Porter:

"It certainly is not substantial as compared with their earnings. I know that for the industry as a whole we have used the figure that the gross profits of all stations are in excess of 200% of the depreciated cost on an annual basis." He explained, however, that broadcasting is looked upon as a service organization as distinct from a manufacturing plant and that it takes the position that it is similar to an advertising agency that has no particular plant investment.

Figures submitted over a five-year period show that net incomes dropped from 1940 while Federal taxes literally skyrocketed. Throughout the five-year period CBS showed a greater net income than did either NBC or ABC and before the separation in taxes in 1942, the Blue network was one of the ABC Red and Blue networks. CBS also showed a much larger net investment in assets.

Income Before Taxes

Income for the three networks before taxes in 1944 aggregated $25,023,500, as compared to $13,269,000 in 1940 Federal Income and excess-profits taxes, however, accounted for $16,783,500 in 1944, as against $4,341,000 in 1940, leaving last year's net income after taxes $8,840,000. In 1940 the net income after taxes of CBS and NBC was $8,221,000.

In 1942, first year that ABC reported as a separate entity, the American net income after taxes was $30,000, while Federal taxes accounted for $38,650. In 1944 American net had risen to $572,000 and taxes $1,483,000.

For ABC the figures were: 1942—net income $30,000, taxes $28,650; 1943—net income $654,000, taxes $831,000; 1944—net income $372,000, taxes $1,483,000.

Following is the table as it appeared in the hearing record of the House Independent Offices Subcommittee on Appropriations:

### DATA ON NATIONWIDE BROADCAST CHAINS

(Supplied to Congress by FCC at request of House Subcommittee on Appropriations)

<table>
<thead>
<tr>
<th>Network</th>
<th>1940</th>
<th>1941</th>
<th>1942</th>
<th>1943</th>
<th>1944</th>
</tr>
</thead>
<tbody>
<tr>
<td>CBS</td>
<td>$2,425,000</td>
<td>$8,516,000</td>
<td>$4,850,000</td>
<td>$7,575,000</td>
<td>$8,250,000</td>
</tr>
<tr>
<td>NBC</td>
<td>$1,951,000</td>
<td>$7,750,000</td>
<td>$4,360,000</td>
<td>$6,360,000</td>
<td>$8,000,000</td>
</tr>
<tr>
<td>ABC</td>
<td>$38,650</td>
<td>$831,000</td>
<td>$1,488,000</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
high band would be considerably stronger declared the FCC's median E. H. Armstrong, inventor of the world and methods applied to listeners, because they don't use that kind of ears."

GE Transmitter

Allocations that will best serve all types of radio services throughout the world and methods applied to their solution were discussed by Comdr. Paul D. Miles, chief of frequency service, FCC Allocation Division.

New General Electric FM transmitter, built around a new modulator tube [BROADCASTING, Dec. 10], was described by Robert Adler of Zenith, inventor of the tube; F. M. Ballew, president of Thomas of General Electric Co. Andrew Alford, consulting engineer, detailed technical conception and construction of the new rocket antenna for FM station WGHF New York [BROADCASTING, Nov. 19].

First general session of the IRE was at a joint meeting of the IRE and the Association of Electrical Engineers whose winter meeting was held Jan. 21-25 in New York.

Featured speaker at the meeting, held in the engineering society's auditorium Wednesday night, was Maj. Gen. Leslie R. Groves, director of the Manhattan Project, code name for atom bomb development. Gen. Groves spoke on "Some Electrical, Engineering and General Aspects of the Atomic Bomb Project."

At the same meeting Maj. Gen. W. H. Harrison, vice president in charge of operation and engineering, American Telephone & Telegraph Co., New York, was presented the Hoover Medal for 1945, "for distinguished public service."

Sporrn Honored

In 1940 Gen. Harrison took leave of absence from AT&T to head the production division of the War Production Board. In 1942 he became a brigadier general in the Army, was later promoted to two star rank and made chief of the procurement and distribution service of the Army Corps.

Wednesday morning, the AIEEE presented Philip Sporn, of New York, executive vice president of American Gas & Electric Service Corp., Lake Success, L.I., N.Y., the 1945 for his "contribution to the art-of economical and dependable power generation and transmission."

Among papers read at sessions of the AIEEE during the winter session was one announcing development of a tiny, super-discriminating throat microphone. Presented jointly by L. G. Pacent, president and technical director of Pacent Engineering Corp., New York, and E. H. Greibach, director of research for Sonotone Corp., Elmira, N.Y., the paper said the microphone met a need for maintenance of communication where noise levels, such as found in aircraft or industry, are often of 100 or more decibels. The throat mike is sensitive to vibrations transmitted by bodily contact with the throat, insensitive to sound waves transmitted by air.

Microwave Radar

L. H. Lynn and O. H. Winn, of the General Electric Co., Scheectady, N. Y., reported on a commercial radar design called the "Electronic Navigator" which may well reduce shipping loss in bad weather. Properly designed radar navigational gear, they said, will reduce to a "very small amount" shipping tragedies:

"Mysteries of SCR-584, a microwave radar set developed primarily to provide accurate fire-control for 90-mm. anti-aircraft batteries, were explained by M. R. Briggs, of Westinghouse Electric Corp., Baltimore. The device, composed of 10,000 electrical and mechanical parts, was instrumental in defense against V-1 buzz bombs, was used for aircraft warning, ground control of low-flying planes, for close support bombing, and many other aerial pursuits. Activity of SCR-584 was developed at the radiation laboratory of the Massachusetts Institute of Technology. It was manufactured by Westinghouse and General Electric.

SCS-584 was built into a trailer, the unit weighing 20,000 pounds. Antenna pedestal was on an elevator which dropped into the trailer.

"An automatic oscillograph with a memory," used for obtaining photographic records of randomly occurring electric disturbances, was described by A. M. Zarem, of the research staff of California Institute of Technology.

Heart of the oscillograph is a cathode ray tube. The instrument 'can be made to provide a record of electric conditions previous to the occurrence of transient disturbances as well as of the transient itself,' he said.

An all-electric airplane, using electric motors, is within the realm of possibility, Maj. C. K. Chappuis, Army Air Forces, and L. M. Olmstead of the Air Technical Service Command, said. They further pointed to the possibility of using television to transmit information to pilots.

Loran, or hyperbolic navigation, the pulse method of probing which is the basis of modern radar.

IRE Memorial Prize to Dr. Goldmark; Hartley and Evans Receive Fellowships

Dr. Peter C. Goldmark, inventor of the CBS system of color television, was awarded the Morris Liebmann Memorial Prize for 1945 by the Institute of Radio Engineers last Thursday.

Award was presented at the banquet of the IRE winter technical meeting at Hotel Astor, New York. Dr. Goldmark was cited "for his contribution to the development of television systems, particularly in the field of color."

Fellowships Awarded

The Institute's Medal of Honor for 1945 was presented to Ralph Vinton Lyon Hartley, research consultant of Bell Telephone Labs., "for his early work on oscillating circuits employing triode tubes and likewise for his early recognition and clear exposition of the fundamental relationship between the total amount of information which may be transmitted over a transmission system of given bandwidth and the time required."

IRE awarded fellowships to the following engineers:

Dr. Gregory Breit, department of physics, University of Wisconsin, "for pioneering in the experimental probing of the ionosphere... and for having initiated at an early date the use of possibility, Maj. C. K. Chappuis, Army Air Forces, and L. M. Olmstead of the Air Technical Service Command, said. They further pointed to the possibility of using television to transmit information to pilots.

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Loran, or hyperbolic navigation, the pulse method of probing which is the basis of modern radar.
Moon

(Continued from page 15)

start about 36 miles above the earth’s surface and extend to approximately 250 miles.

Radar contact with the moon was established eight times—five nights in succession at moonrise, one day at moonset, and two other nights at rising.

The equipment sent out a one-hour second pulse of radio energy every five seconds. The specially-designed oscilloscope was constructed to present visual evidence of the moon’s echoes. When the radar operated a line across the face of the tube represented the transit of the successive pulses. As each pulse left the transmitter, a tall “pip” appeared at one end of this line. A smaller “pip” toward the other end of the line represented the pulse echo received from the moon.

A double-sized pattern with 64 instead of the standard 32 dipoles was mounted on a 100-foot tower within the signal laboratory. The antenna was aimed at the moon optically by means of a specially-constructed peep sight.

Army code name for the project was Diana (Goddess of the Moon). Assisting Col. DeWitt were four civilian engineers: Jacob Kofman, 32, a graduate of City College, New York, who entered the Signal Corps in April 1942; Dr. E. K. Stodola, 31, graduate of Cooper Union, New York, who was in charge of research; Dr. Harold Webb, 36, former teacher of physics and mathematics at West Liberty College, Virginia, and Herbert Kaufman, 31, who had worked in radio in New Orleans.

For Jack DeWitt radio has been his all-consuming work. His father was a judge on the Tennessee Court of Appeals bench. Even before he entered Duncan Preparatory School in Nashville, he became a “wireless expert.” He did field engineering at both Vanderbilt and U. of Tennessee.

Jack installed WLLA Nashville, broadcasting for Dr. Ernest Wulff in 1922. At 19 he participated in the installation of a 1,000-w transmitter for the National Life & Accident Insurance, the 50,000-w WSM of today.

In 1929 Jack left school for good to take an assignment in the radio department of Bell Labs. Two years later he was granted to National Life to testify in the high-power hearings and the next year he left Bell to become chief engineer of WSM.

A list of Jack DeWitt’s technical accomplishments is a bewildering array for a young fellow. While at Bell Labs he developed the first crystal rectifiers for high-frequency hearing aids. He also took part in development of synchronized monitors as applied to synchronized broadcasting and television. He was a pioneer advocate of the vertical radiator, having installed the WSM 887-foot Goliath, then the tallest radio tower. He developed a patented feed-back system that allows transmitters to use AC current in their filament supply. He also worked out a system that has won measurement which proved of great value in computing coverage during any given season. He developed an electro-mechanical calculator which is now in use in solving the highly involved equations of directional antennas, employing any number of elements.

He is past chairman of the NAB Engineering Committee and was coordinator of the 1935 clear channel survey. He built and installed one of the first UHF AM transmitters with a unique system. It consisted of folded elements, actually buckled around the top of the WSM radiator.

Jack has been something of an astronaut since he was 26. He and his brother built an observatory which is still one of the best in Nashville. When he wasn’t tending a station to put it back together again or discussing the stars with Webster’s almanac, he and Mrs. DeWitt (the former Anne Elise Martin) could be found listening to the classics pouring out of a tremendous loudspeaker around which their hilltop home was built.

Mr. Evans

tion, Balham, S. W. 12, England, “for his services to broadcasting in the British Isles and in particular for his leadership in research activities of the British Broadcasting system.”


Harold S. Osborne, Cincinnati, O., “for his contributions in the electrical communications field including outstanding leadership and direction in the application of new techniques to telephony.”

Ronald J. Rockwell, “for active work in the affairs of the Institute and in the engineering of high-power international broadcast transmitters.”

Dr. Arthur L. Samuel, engineer, Bell Telephone Labs., “for his fundamental work in the field of electronic research and for development of devices of particular value at very high frequencies.”

Dr. Joseph Slepian, engineer, Westinghouse Electric Corp., East Pittsburgh, Pa., “in recognition of his contributions as scientist, engineer and inventor to the field of electronics.”

Prof. Julius A. Stratton, department of physics, MIT, “in recognition of his contributions as a teacher and author, and adept in the field of fundamental research, who has applied his knowledge to improve radio communications.”

William S. Swinyard, engineer, Hazeltine Electronics Corp., Chicago, “in recognition of his work in promoting electronics and the affairs of the Institute, particularly in his district.”

Dr. Merle A. Tuve, Silver Spring, Md., “for pioneering the experimental probing of the ionosphere and giving to the world the first publication of the experimental proof of the existence of the ionosphere and for having initiated at an early date the pulse method of probing by reflection which is the basis of modern radar.”

FCC Continues 180 Stations On Temporary; 2 CP’s Granted

SEVENTY-TWO stations whose licenses expire Jan. 31 were placed on temporary licenses until April 1 by the FCC last week while 180 others were placed temporarily some for more than a year—were continued in the same status until April 1 (see FCC Actions, page 87). The first group—locals operating on 1230 kc—consisted mostly of stations whose applications for renewal had not been processed.

Of the second group of 180 stations, temporary continuances were based upon several factors—still in the processing stage at the Commission (expirations Nov. 30, 1945). Some presumably were re-temporary on stationary before the FCC completes program investigations.

Last week’s actions also included designating for hearings several mutually exclusive applications. Commission tentatively on change frequency from 1320 to 960 kc was granted WNEL San Juan, P. R. Designated for consolidated hearings were the following:


Green Bay Broadcasting Co. and Green Bay Newspaper Co., Green Bay, Wis.


Commonwealth Broadcasting Corp., Danville, Ky., and Danville Broadcasting Co.

Mr. Gains

In his new position he will have responsibility for acceptance or rejection of program service and sales offerings by network program sales, and national spot sales department, as well as program offerings by the news and special events and public service departments.

Following WEAF personnel will report directly to Mr. Gaines: De Lancy Provost, who continues as WEAF assistant manager; Charles H. Phillips, advertising and promotion manager; Donald G. Lorch, jr., agriculture director; Marion Chapman, press manager.

Appointment of program manager, sales manager, sales and program traffic manager will be announced shortly.

Mr. Gaines joined NBC Station’s Dept. in February 1942 and in January 1944 was made assistant advertising and promotion director for NBC, until September 1945, when he was named manager of Planning and Development Dept.

GAINES IS MANAGER IN WEAF REVISION

ESTABLISHMENT of WEAF New York as an entity with a programming and sales status similar to NBC’s other owned and operated stations, and appointment of James M. Gaines, formerly manager of NBC Planning and Development Dept. as manager of WEAF, was announced by Frank E. Mullen, NBC vice president and general manager. Mr. Gaines will report directly to Mr. Mullen.

Mr. Gaines

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Green Bay Broadcasting Co. and Green Bay Newspaper Co., Green Bay, Wis.


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Intra-Store Video

FIRST demonstration of intra-store television, combining merchandising and entertainment, in New York will begin Tuesday at Gertz Department Store, Jamaica, L. I.
Video Hearings
(Continued from page 18)

ings demonstrated intense interest on the part of applicants in the new field of visual broadcasting and complete faith in the future of the service. Some of the applicants prepared elaborate presentations of their qualifications, showing extensive financial resources and ability to carry stations until audiences are built and programs sponsored. None expected his station would pay its way the first year.

Of particular importance in the Washington hearings was the fact that three of the six applicants are outsiders while each of the others are local standard broadcasters— a factor which accentuates the Commission's problem in selecting the favored four. One of the applicants (WMAL) owns a leading newspaper publishing empire, another (WWDC) is an independent broadcaster, controlled by a Baltimore advertising man (Joseph E. Katz). The third (NBC) is a major newspaper and television station in Washington and Washington (WRC). The fourth (Allen B. Du Mont Labs. Inc.) operates an experimental television station in Washington (W3XWT) but has no local radio stations, broadcasting and manufacturing, elsewhere. The fifth (Bamberger Broadcasting Service) operates a station in New York (WOR) and has an interest in a network which has an affiliate in Washington. The sixth (Philco Radio & Television Corp.) is a large receiver manufacturer which has a construction permit for an experimental television station in Washington. Three of the applicants are commercial television licensees.

Of particular interest on the part of outsiders in establishing stations in Washington, the hearings developed, point to the important place in Washington, the hearings developed, to be originated from Washington, he said. Such programs would be transmitted to which they would be transmitted. For Washington television service.

McCosker Witness

With Mr. Scott directing examination, Bamberger presented its first witness Edward F. Chinlund, vice president and treasurer of B. H. Macy & Co. Inc., and member of the board and treasurer of the Bamberger Broadcasting Service. He testified that the applicant company is a subsidiary of Macy in that its capital stock is owned indirectly through L. Bamberger & Co., New York, N. Y., which is a direct subsidiary.

Mr. Chinlund identified consolidated balance sheets showing assets of Macy's as of July 28, 1945 at approximately $86,600,000 and assets of Bamberger Broadcasting Service as of Dec. 29, 1945, at approximately $2,500,000.

Chairman Porter complimented Mr. Scott for his directness and the manner in which he conducted the inquiry. Mr. Scott thanked him for using less than the time he estimated he would require at the pre-trial conference at the Chairman's office [BROADCASTING, Jan. 7].

 Appearing for the second applicant, Ben Strouse, vice-president and general manager of Capital Broadcasting Co., said the only commitment that Mr. Katz has made to the station is indirect and is through the Joseph Katz Co.

Porter Compliments Scott

Chairman Porter complimented Mr. Scott on his presentation and thanked him for using less than the time he estimated he would require at the pre-trial conference at the Chairman's office [BROADCASTING, Jan. 7].

Appearing for the second applicant, Ben Strouse, vice-president and general manager of Capital Broadcasting Co., said the only commitment that Mr. Katz has made to the station is indirect and is through the Joseph Katz Co.

Ira Paul Walsh, program director of WWDC, described the applicant's plans for television stations to the proposed station and in getting zoning approval to permit the erection of a tower.

George C. Davis, Washington consulting engineer, testified that the site acquired for the transmitter is equal or superior to other sites considered.

Worthy of an Engineer's Careful Consideration

TYPE 102-A LINE AMPLIFIER

TYPE 102-A Amplifier is one of the 102 Series Line Amplifiers of which four different types are available. The "A" is mostly used to drive the line after the master gain control. It is quiet, has excellent frequency characteristic and ample power output with low distortion products.

The Langvin Company
SOUND REINFORCEMENT AND REPRODUCTION ENGINEERING
NEW YORK 37 W. 65 St., 23
SAN FRANCISCO 1050 Howard St., 28
LOS ANGELES 1000 N. Seward St., 28

SOUNDS GOOD, says these listeners to General Mills new Masquerade on NBC, all concerned with its debut. Listeners are (1 to r): Norman Felton, NBC producer; Russell Neff, Minneapolis advertising executive; Jules Herbeuvaux, NBC Central Division program director; Carl Wester, head of agency by that name, which handles the serial; King Painter, Knox Reeves; Art Glad, writer.

Norman S. Livingston, Bamberger director of program operations, said Bamberger plans to utilize Washington programs for the New York audience and New York programs for Washington. He said approximately 6 hours a week would be taken from New York for the Washington schedule. The projected schedule for the first year, he said, would be 100% sustaining.

Bob Emery, program producer for WOR and president of Television Producers Assn., gave testimony regarding his participation in direction and presentation of television programs.

Eugene S. Thomas, Bamberger sales manager, told of his activities in locating a transmitter site for the proposed station and in getting zoning approval to permit the erection of a tower.

George C. Davis, Washington consulting engineer, testified that the site acquired for the transmitter is equal or superior to other sites considered.

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Ira Paul Walsh, program director of WWDC, described the applicant's plans for public service programs, particularly community affairs. He said the station has received first consideration on American League baseball games under a contract between WWDC and the Washington Senators to broadcast 1946 games.

Recalled to the stand, Mr. Strouse was asked by Mr. Plotkin regarding his estimate that WWDC would have minimum profits of $800,000 a year through 1949. He said he thought it "safe to assume" that...

(Continued on page 92)
**Grant of Application**

License granted, upon condition that action be without prejudice to any action which might result from proceeding Docket 6596.

**Licensing**

For following exp. TV stations, certain conditions are noted pending receipt and/or determination license renewal applications for period ending April 1:
- WBKB WXXB WXXD WXXF WXXG WXXI WXXJ WXXK WXXL WXXM WXXN WXXQ WXXX WXXR WXXS WXXX WXXU WXXV WXXV

**License Renewal**

Granted license renewals for period ending Feb. 1, 1947, subject to changes in Frequency assignment which may result from proceeding Docket 6596.

**License for Commercial TV Station**

FCC granted license for commercial AM station, and already set for hearing, with applications of WXXN Kanawha Valley Broadcasting Co. (Docket 6589) and WCHS Broadcasting Co. (Docket 6561) for renewal of license, and pending receipt and/or determination of license renewal applications for period ending April 1:

**License for New Commercial AM Station**

Granted license renewal for new station heretofore set for consolidated hearing with applications of James H. McKee et al.

970 kc

WICA WICA Inc., Ashtabula, O.—Ordered that transfer of control from estate of C. A. Rowley, deceased, to Robert B. and Donald C. Rowley as executors under will of C. A. Rowley. Reserved for decision at later date whether transfer should be made to Robert B. and Donald C. Rowley in capacity as trustees.

WEBR WEBR Inc., Buffalo, N. Y.—Ordered that application for CP change 1360 kc to 970 kc be designated for hearing in consolidated proceeding with applications of WICA Inc., requesting 970 kc 1 kw ul., and WWSW Inc, requesting 970 kc 5 kw ul.

WICA Inc., Ashtabula, O., and WWSW Inc., Pittsburg, O.—Adopted order designating for further hearing in consolidation with WEBR application, applications to change assignments: WICA

(Continued on page 88)

**Service Directory**

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Phone—Kenmore 6233

11,000 subscribers

can read this message!
FCC Actions

(Continued from page 87)

Docket 6120, WSWS Docket 6121.

1200 kc

NEW-AM H. H. Clark, Inc. u/a Corley Radio & Sound Service, Trinidad, Col.—Granted CP new station 250 w un.

NEW-AM Trinidad Broadcasting Corp., Trinidad, Col.—Granted CP new station 1 kw FM, agreed upon for application.

ADVERTISED

order No. 75-D, modifying existing license in part. Commission has concluded that all requirements of order except

A Doctored K C F Form 735-A of both holders of and applicants for amateur and commercial radio operating licenses.

JANUARY 24

UPON a petition of ZeteCam, Inc., Pittsburgh, Pa., requesting allocation to FM broad-

the same and other station. Docket 879 (action taken Jan. 15).

By Comr. Denny


Wendell Mayes et al, for Odyssey Broadc.-Tex.—Adopted order granting petition for leave to amend CP change assignment, for extension of time to file application.

Howard Broadc. Co., El Paso, Tex.—Adopted order granting petition to dismiss without prejudice of application for new station, Docket 6975 (action taken Jan. 21).

JANUARY 24

By Chairman Porter

Marcus Low Booking Agency, Washin-

Gton.—Granted motion to dismiss without prejudice of application for new station. Docket 1390 (action taken Jan. 21).

WDBJ Times World Co., Roanoke, Va.—CP change in location of station for new station 1320 kc 5 kw DN, upon determination of FCC with respect to the future of the licensee. Docket 1247 (action taken Jan. 25).


By Comr. Walker

Central Broadcasting Sys., Corpus Christi, Tex.—Granted motion for dismissal without prejudice of application for new station. Docket 4020 (action taken Jan. 25).

Consolidated Hearing

Old Dominion Broadcasting Corp., Lynchburg, Va.—CP 1390 kc 1 kw un.

Piedmont Broadcasting Corp., Dan-

ville, Va.—Granted order granting petition for installation of a new station 1500 kc 5 kw, upon installation of new station. Docket 1127 (action taken Jan. 25).

Donald W. Reynolds, Fort Smith, Ark.

JANUARY 29

JANUARY 30

JANUARY 22

JANUARY 26

JANUARY 15

JANUARY 16

JANUARY 21

APPLICATIONS for license renewal of exp. TV stations: W6XYZ W6XLA. Also approval of a request of attorney.

WPTZ Philco Telecasting Corp., Jericho, Vt.—Granted motion to install new trans. and ant. (continued on page 26)

WYBX WYBN WYBD. Also amended by FCC in response to the petition of Cope, Atlanta, Ga.—CP new metropolitan FM station channel 70.

MTM Musical Broadcasting System, New-

York.—CP new metropolitan FM station channel 50, Docket 7074 (application dismissed).

WXXM WXXM Broadcasting Corp., New York.—CP new metropolitan FM station channel 105, Docket 7073 (application dismissed).

WQXQ Interstate Broadcasting Corp., Norfolk, Va.—CP new metropolitan FM station channel 2 (54-60 mc), ESR 1060, Docket 7075 (application dismissed).

National Broadcasting Co., Inc., Los Angeles, Calif.—CP new metropolitan FM station channel 4 (96-72 mc), ESR 50, 1400 kw, Docket 7076 (request of applicant).


NEW-AM KHTN Inc., Houston, Tex.—Granted CP new station 1450 kc 250 w unl., Docket 7078 (application dismissed).

NEW-AM Tomball Broadcasting Co., Houston, Tex.—CP new metropolitan FM station channel 13, amended to request 1490 kc with 250 w. Docket 7079 (request of attorney).

NEW-AM Inland Broadcasting Co., Chi-

cago.—CP new metropolitan FM station channel 13, amended to request 1490 kc.

NEW-AM Inland Broadcasting Co., Lincoln, Neb.—CP new metropolitan FM station channel 13, amended to request 1490 kc.

NEW-AM Donelco Broadcasting Co., Lone Star, Tex.—CP new metropolitan FM station channel 13, amended to request 1490 kc.

NEW-AM Great Bend, Kan.—CP change 1400 kc to 1500 kc, increase 250 w to 1 kw, install new trans., and ant. change.

NEW-AM Fred B. Wilson and Channing Cope, Atlanta, Ga.—CP new metropolitan FM station channel 13, Docket 7189 (109.5 mc).

NEW-AM Wichita Broadcasters, Wich-

ita.—CP new metropolitan FM station channel 13, amended to request 1490 kc.

NEW-AM Chesterfield, Va.—CP new metropolitan FM station channel 70.

NEW-AM T. M. Metcalfe, El Paso, Tex.—Assign. license to Roderick Broadcasting Corp., Docket 7190 (application dismissed).

NEW-AM Bay Cities Radio Co., Santa Monica, Calif.—CP new station 1 D (reopened).

NEW-AM WDEE Broadcasting Co., Chat-

tamaga, Tenn.—CP change 1400 kc to 1500 kc DN to 1 kw, install new trans. and D-N change, ant.

NEW-AM Elmer A. Benson, Minneapolis, Minn.—CP new metropolitan FM station.


NEW-AM WDVE Broadcasting Co., Chat-

tamaga, Tenn.—CP new metropolitan FM station channel 13, amended to request 1490 kc.

NEW-AM Cornelia Broadcasting Co., Cornelia, Ga.—CP new metropolitan FM station channel 13.

NEW-AM H. H. Clark, Inc. u/a Corley Radio & Sound Service, Trinidad, Col.—Granted CP new station 250 w un.

NEW-AM KORN Inland Broadcasting Co., Lincoln, Neb.—CP new metropolitan FM station channel 13.

NEW-AM Inland Broadcasting Co., Kansas City, Mo.—CP new metropolitan FM station channel 13.

NEW-AM Sterling Broadcasting Co., Houston, Tex.—CP new metropolitan FM station channel 13.

NEW-AM Elmer A. Benson, Duluth, Minn.—CP new metropolitan FM station.


NEW-AM WDVE Broadcasting Co., Chat-

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NEW-AM Sterling Broadcasting Co., Houston, Tex.—CP new metropolitan FM station channel 13.

NEW-AM Elmer A. Benson, Duluth, Minn.—CP new metropolitan FM station.

Classified Advertisements

Situations Wanted (Cont'd)

Copywriter—man or woman, or established agency. If you are experienced in this field, and not satisfied with your present setup, this is your opportunity. Good prospects. Please indicate experience, age, salary desired. Include samples. Box 765, BROADCASTING.

ANNOUNCER—Top personality announcer for job well done. Box 544, BROADCASTING.

Commercial announcer over ten years experience, successful background, precision in delivery, knowledge of World War II. Box 739, BROADCASTING.

Engineer—A.R.E., eight years in broadcast engineering. Has held chief engineer of station in south for last 15 years. Before Army, age 25, earned First Class Engineering Warrant. Box 741, BROADCASTING.

Scriptwriter—Ex-prisoner: operato-operator of two stations, installed one. Four years experience as chief. Two years radio and television, four years high school and college mathematical background. Qualified to handle directing, writing, on new station or consulting firm. Box 753, BROADCASTING.

Program director—Directed AFRS transmitter installations and civilian radio experience available. Box 767, BROADCASTING.

Script writer—Ex-prisoner: Will take job only where there is no competition, no fubbers; has seen it all. Box 771, BROADCASTING.

Salesman wanted—for NBC affiliate in western market, must be capable of doing everything. Experience must be in ground of broad casting. Good salary and commissions available. Complete information in answering, Box 777, BROADCASTING.

Salesman Wanted

*PAYABLE IN ADVANCE—Checks and money orders only—Minimum $1.00.

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Salesman Wanted

*PAYABLE IN ADVANCE—Checks and money orders only—Minimum $1.00.
Wanted-WE double plug patch cords, Box 787, Broadcasting.

Radio. Box 785, Broadcasting.

Desires full details to Box 776, Broadcasting.

Wanted to buy -250 watt AM transmitter, 300 foot transmission line, and other equipment, Box 774, Broadcasting.

WANTED-250 watt transmitter. 500 watt transmitter, 1418 E. 67th Place, Chicago, Ill.

WANTED-26 single, experienced network announcers, Midwest preferred, but entertainment, industrious and fully reliable, excellent references at ABC. Wishes position in management. J. F. Hardard, General Delivery, Phoenix, Arizona.


For Sale. In Mexico City a commercial radio broadcasting station now in service, he said. Zenith based its decision used the median signal for its theoretical curves are used officially by the Commission has concluded to deny the request of the Zenith Radio Corp. requesting the allocation of FM in the 88-108 mc band, except clear channel stations with super-power. He recommended that additional FM band be allocated in the 108-130 mc band. Mr. Levy was listed in the official record as appearing "on behalf of and for" the FCC. Dr. C. B. Jolliffe, executive vice president in charge of engineering, Philco Corp., Philadelphia, opposed two bands on the grounds that it would impair performance of farm receivers without FM. J. H. B. Donley, manager, Home Radio Division, Westinghouse Electric Corp., made no recommendations, said his firm expects one-band FM production about March. Comdr. Paul A. DeMars, former Communications officer and one-time chief engineer of the Yankee Network, said FM service depends on five main points: (1) effective antenna tower; (2) effective transmitted power; (3) topography; (4) troposphere, which is influenced by the weather; (5) ionosphere.

He said the FCC curves (Norton’s curves) in the 44-50 and 88-108 mc bands are “very misleading.” He did not question their accuracy but did question “the fact that the curves are used officially by the FCC to support the allocation of FM when the actual propagation characteristics depart from the curves by factors of hundreds and thousands to one.”

Minimum qualifications required. He said. Zenith based its

CBS Realigns Programs After ‘Websters’ Move

IN LINE with CBS decision to replace Those Websters, sponsored Fri. 9:30-10 p.m. (EST) by Quaker Oats Co. with “Some Kind of a Comedy Program” [Broadcasting, Jan. 14], the network March 8 starts United Drug Co. Durante-Moore Show in that period shifting From Here to There to 10:30-11 p.m. time in turn is replaced by Bob & Carol’s Shop under sponsorship of Ford Motors dealers, Tues, 10-10:30 p.m.

Quaker moves Those Websters to full Mutual network effective March 8 in a move, as result of long standing argument with William C. Gittenger, CBS vice president in charge of network sales. Quaker agency is Rahrbaum & Ryan, Chicago.

Connors Leaves ABS Post

To Be KNAX Manager

RICHARD F. CONNOR, vice president in charge of operations of Associated Broadcasting System, last week acquired an interest in KNAX Salt Lake City and will become the manager of the station next month, relinquishing his ABS office effective Jan. 1.

Mr. Connor formerly served as coordinator of the combined stations on the Pacific Coast for the Western Defense Command and also was a member of the original 10-11 o’clock, 11 M.T. newscast.

Mr. Connor

Announcement was made by Howard D. Johnston, president of the station, authorized last year to operate on 1490 kc with 560 watt power.

Mr. Connor formerly served as coordinator of the combined stations on the Pacific Coast for the Western Defense Command and also was a member of the original 10-11 o’clock, 11 M.T. newscast.

Mr. Connor

Deerfield measurements on minimum signal where the Commission used the median signal for its

Anadulsa tests. Condr. DeMar argued that the center of the FM band be located between 40 and 50 mc. He recommended that the FM band start at 50 mc and extend 30 mc upward.

Col. W. A. Roberts, counsel for Television Broadcasters’ Assn., Allen B. Du Mont Labs., opposed theZenith position on the grounds that it would deprive television of the needed frequency. Opposition also was voiced by Normandy Broadcasting Co. and former Commissioner, appealing for the U.S. Independent Telephone Assn.; Zellen E. Astrid, Associated Police Communications Office, 1343 6th Street, N.W., Washington, D.C. and I.N.S. 

January 28, 1946  Page 91
the maximum number of stations allowed by the Commission would be operating in Washington by 1949.

“Do you know it will be possible to have 11 or 12 FM stations in Washington?” asked Mr. Plotkin.

“Yes,” replied Mr. Katz.

“In addition to six AM? You think, with 16 or 17 stations in Washington, you will still be able to hear local radio stations?”

“I think so. I think the more radio stations there are, the better they all do.”

Charles M. Harrison, secretary of WDCC and comptroller of the Joseph Katz Co., said the average yearly income of the advertising agency over the last seven or eight years, including Mr. Katz’s salary, has been $100,000 to $125,000.

Mr. Katz, chief owner of WDCC, testified his agency places around $6,000,000 of advertising. He said he personally and the Joseph Katz Co. have pledged $620,000 to finance the case.

Mr. Katz testified his agency places around $6,000,000 of advertising. He said the corporation does not control the operation of the proposed station including co-operative arrangements with American University in telecasting educational and dramatic subjects. He said a studio would be built on a site obtained under an option agreement.

Kenneth H. Berkeley, manager of WMAL, described program plans of the proposed station including co-operative arrangements with American University in telecasting educational and dramatic subjects. He said a studio would be built on a site obtained under an option agreement.

Mr. Berkeley said sports would be given special coverage by the proposed station. He added that first rights for telecasting football games of the Washington Redskins have been obtained, contingent on his company receiving a license.

Worthington C. Lent, consultant engineer, gave details of the applicant’s plan to erect a 400-foot tower on the university campus. When the question of CAA regulations was raised, Mr. Cramer remarked that this problem would be the joint responsibility of the Commission and the applicants.

NAB District Meetings

14th District (Mont., Col., Wyo., Idaho, Utah), Brown Palace Hotel, Denver, Jan. 28.

13th District (Texas), Baker Hotel, Dallas, Jan. 31-Feb. 1.

12th District (Okla., Kan.), Tulsa Hotel, Tulsa, Feb. 4-5.

6th District (Ariz., La., Miss., Tenn.), Peabody Hotel, Memphis, Feb. 7-8.

11th District (Minn., N. D., S. D., Wis., Mich., in part), Hotel Radisson, Minneapolis, March 18-19.

8th District (Mich. ex. 2 cos., Ind.), Panthld Hotel, Grand Rapids, March 21-22.

9th District (III., Wis. in part), March 25-26 Palmer Hotel, Chicago.

7th District (Ohio), last to Gibson, Cincinnati, March 28-29.

Others to be held in April and May.

Testimony in support of NBC’s application for a station in Washington was given by John F. Royal, vice-president in charge of television operations; Carlton D. Smith, manager of WRC; Noren E. Kersta, manager of the television department; H. F. McKeon, controller; and Raymond F. Guy, facilities engineer.

Mr. Royal told the Commission he regarded ownership of a station in Washington as part of NBC’s plans for network television. Program standards of NBC, he said, require that the station be owned by the company.

For the first year was estimated at $61,348. Total revenue for the first year was estimated at $25,972.

Remote Pickups

Program plans submitted included remote pickups from government agencies, animated cartoons incorporating weather forecasts, exhibitions and fashion shows, preparatory to the invention of the Iconoscope in 1923 to the RCA demonstration of three-dimensional color at Princeton, N. J.

The network estimated monthly operating expenses for the station, on the basis of a 28-hour weekly schedule, at $61,348. Expenses on a 67-hour basis were estimated at $113,438. Total revenue for the first year was estimated at $25,972.

Remote Pickups

Video Film Repeats

ALLEN B. DU MONT LABORATORIES last week demonstrated to IRE-AIEE visitors 16 mm film recordings of famous recipes photographed off the screen of a monitor receiver while the program was being telecast. These recordings, silent in the demonstration film which had a descriptive sound track dubbed in, will include both sound and picture and can be used for rebroadcasts.

hopes to have some television sets on the market this summer.

David B. Smith, vice-president in charge of engineering, testified that Philco intends to use its television station in Philadelphia (WPXI) and its proposed Washington station as a proving ground for development of relay equipment. He said the corporation does not contemplate establishment of a national network.

“We have been looking forward for 18 years to the time when television would be a commercial reality and ready for widespread use,” he said. “We believe that time has now come.”

F. J. Bingley, chief television engineer, said Philco has received zoning approval to build a 360-foot tower site in Arlington County, Va. He said main studios would be built in Washington but there would also be programming facilities at the transmitter site.

Mr. Bingley stated that the station can be on the air with full facilities by July 1947 but could get started with low power by October of this year, if its application is approved.

An exhibit introduced as evidence to support the application included a half-hour program of educational pictures.
AFM Dealing To Be Handled Locally

Union and NAB Prepare To Name Joint Committee

MUSIC negotiations between broadcasters and the AFM will be handled on the local level, it became apparent last week as the union and NAB prepared to announce membership of a joint committee to draw up a national policy.

Groundwork for radio's negotiations with AFM was laid when Wm. C. Forrest, NAB president, met with the Industry Music Committee, representing all segments of broadcasting regardless of NAB membership. At this meeting Mr. Miller reported on his sessions the previous Friday with James C. Petrillo, AFM head, and the union's international executive board (Broadcasting, Jan. 21).

Three Main Problems

Three main problems face the industry music negotiators. First, they must prevent a musicians' strike, with its serious consequences. Second, they must draw up a long-time policy satisfactory to both parties. Third, they must determine any increased music costs to be paid by both parties. Third, they must prevent a musicians' strike, with its serious consequences.

Following is a list of the grants:

<table>
<thead>
<tr>
<th>City</th>
<th>Grantee</th>
<th>Type of FM Station</th>
</tr>
</thead>
<tbody>
<tr>
<td>San Mateo</td>
<td>Amherst Printing Co.</td>
<td>Community</td>
</tr>
<tr>
<td>Augusta</td>
<td>The Augusta Chronicle Broadcasting Co.</td>
<td>Metropolitan</td>
</tr>
<tr>
<td>Springfield</td>
<td>WTXA, Inc. (WTXA)</td>
<td>Metropolitan</td>
</tr>
<tr>
<td>Salisbury</td>
<td>The Peninsula Broadcasting Co. (WBOC)</td>
<td>Metropolitan</td>
</tr>
<tr>
<td>Minneapolis</td>
<td>Independent Marchant Broadcasting Co. (WOLO)</td>
<td>Metropolitan</td>
</tr>
<tr>
<td>Joplin</td>
<td>Joplin Broadcasting Co. (WMBH)</td>
<td>Metropolitan</td>
</tr>
<tr>
<td>Toledo</td>
<td>The Fort Industry Co. (WAGA)</td>
<td>Community</td>
</tr>
<tr>
<td>Du Bois</td>
<td>Tri-County Broadcasting Co., Inc. (WCED)</td>
<td>Metropolitan</td>
</tr>
<tr>
<td>Bristol</td>
<td>Radiophone Broadcasting Co. WOP, Inc. (WOP)</td>
<td>Metropolitan</td>
</tr>
<tr>
<td>Town of Greenfield</td>
<td>Oskosh Broadcasting Co. (WOHS)</td>
<td>Metropolitan</td>
</tr>
</tbody>
</table>

Conditional Grants Issued for 11 More FM Stations, Bringing Total to 290

AN ADDITIONAL 11 FM stations were given conditional grants by the FCC last week, bringing total authorizations since resumption of licensing to 110. The grants were issued for stations in 10 scattered states. All but two went to applicants with interests in AM stations.

As in the case of previous conditional grants, the committee made available a channel for each grantee but required examination of engineering data before frequencies can be assigned. A period of 90 days is given where additional information is required.

The procedure enables the grantee to proceed with preliminary plans for obtaining equipment for studios and programming operations but does not permit placing orders for transmitters and antennas. Proposals relating to these matters are still under review.

Just 'Flippant'

FCC CHAIRMAN Paul A. Porter was only kidding when he told the NAB (in the presence of Congressmen) that he had "legal advice" to the effect that he was lobbying on NAB time when he urged larger appropriations for the Commission. (Broadcasting, Sept. 17). Mr. Porter was called to task by Rep. Richard B. Wigglesworth (R-Mass.) during hearings on the bill but Mr. Wigglesworth wanted a full explanation of Mr. Porter's comment at the inaugural dinner for NAB President and Justin Miller. Said Chairman Porter: "I should characterize that probably as a rather clumsy effort to be flippant. If I am guilty of any violation of law, it was an error of judgment and not intention."

REDMAN APPOINTED WESTERN UNION VP

REAR ADMR. JOSEPH R. REDMAN, USN, just retired as chief of Naval Communications, has been appointed president of Western Union, effective Feb. 4, according to Joseph L. Egan, Western Union president. Admr. Redman has represented the Navy on the Joint Communications Board, the Combined Communications Board, Board of War Communications, and the State Dept.'s Telecommunications Committees.

A graduate of the U. S. Naval Academy, class of 1914, he was appointed chief of Naval Communications in 1949. In September of that year he commanded the U. S. S. Phoenix, and took part in the Battle of the Coral Sea. In April 1943 he resumed his duties with the Army in communications chief for the Navy.

He recently was awarded the Distinguished Service Medal. The citation read, in part: "Through the exercise of foresight, energy and the highest qualities of leadership and judgment, Rear Admr. Redman directed the development and expansion of Naval Communications to a size and degree of efficiency unequalled in the history of naval warfare."

Patt Manages WNBH

JAMES M. PATT, released recently from the Navy, has been appointed manager of WNBH New Bedford, Mass., it has been announced by Basil Breuer, station owner. Hugh R. Norman remains as supervising engineer of WNBH and WCBM West Yarmouth, Mass., affil. operations, and of the radio activities of Bristol Broadcasting Co. Mr. Patt, in radio since 1928, was assistant to the manager of WKRC Cincinnati before entering service.
REALTY FIRM SEEKS BALTIMORE REGIONAL
APPLICATION for new standard broadcast station in Baltimore on 680 kc, with 5,000 w fulltime filed last Friday by Tower Realty Co., Baltimore, newcomer in radio which has application pending for television. Company also plans immediate application for metropolitan FM.


NEWSMEN ENTERTAIN TRUMAN
MORE THAN 500 guests, headed by President Truman, scheduled to attend second annual Radio Correspondents Asso. dinner for President at Washington's Statler Hotel Saturday night. Guest list included members of FCC, the Cabinet, Supreme Court, Congressional leaders and Government agency heads, Lowell Thomas, NBC commentator, was to m.c. with following show under direction of Clarence L. Menser, NBC vice president, and Fred Shawn, his administrative assistant: Larry Storch, mimic; the Hartmans, dance team; Dr. Frank Black and NBC orchestra; the Hartmans, dance team; Igor Gorin, baritone; Dr. Frank Black and NBC orchestra; Sgt. Eugene List, pianist; Evelyn Knight, singer; Jimmy (Prof Backwards) Edmundson; Sgt. Harvey Stone, GI comic; the Acorniakls, acrobats; the Hartmans, dance team. All also scheduled to play. Major networks provided entertainment, with NBC chosen to coordinate. Last year CBS was coordinator.

ROSENMAN TO PRACTICE
JUDGE SAMUEL I. ROSENMAN, whose resignation as special counsel to President Truman was announced Thursday, became a member of New York law firm of Goldmark & Kaye last Friday. Firm will be known as Rosenman, Goldmark, Colin & Kaye. Ralph F. Colin is general counsel and a director of CBS. Sydney Kaye is vice president and general counsel of Broadcast Music Inc. and has been active in radio law. Judge Rosenman, former New York Supreme Court justice, served as special counsel both to President Roosevelt and President Truman. Upon accepting his resignation President Truman said Judge Rosenman would continue to act in an advisory capacity.

KCMJ STARTS FEB. 10
KCMJ Palm Springs, Cal., starts operations Feb. 10 with 250 w on 1540 kc and will become 154th and last of bonus station in Columbia Pacific Network. Palm Springs Broadcasting Co., KCMJ operator, is owned jointly by Dick Joy, announcer on Danny Kaye Show on CBS, and Donald C. McBain. Clinton Jones is general manager.

MEMBERSHIP of Broadcast Measurement Bureau included all four major networks and 614 stations as of Jan. 24. Latest subscriber was WSPT Spartanburg, S. C. BMI subscriptions paid and pledged total $975,000.

COPELY ADV. AGENCY, Boston, Feb. 1 moves to larger quarters at 457 Stuart St., Boston, marketing third expansion of agency in four years.

RADIO LEADERS TO SEE TRUMAN
IT WILL BE "Radio Day" at White House Wednesday when broadcast delegation lunches with President Truman in connection with March of Dimes project, in which radio is a major medium. Howard J. London, radio executive, will shepherd radio flock, to include: A. D. Willard, NAB executive vice president; J. Leonard Reinsch, radio adviser to President Truman; Edward Kolaif, president MBS; David- son Tatham, CBS vice president; Clarence Men ser, NBC vice president; James D. Shouse, WLW Cincinnati; John Elmer, WCBM Baltimore; Joseph O. Maland, WDBF Los Angeles; Clair R. McCollough, WGAL Lancaster; T. A. M. Craven, Cowles Broadcasting Co.; Campbell Arnoux WTA Norfolk.

FREED URGES SERVICE
ARTHUR FREED, vice president, Freed Radio Corp., and chairman of Pioneer FM Manufacturers Conference, Friday wired FCC Chair man Paul A. Porter urging Commission to revoke order requiring broadcasters in 42-50 mc band to change to 88-108 mc by Jan. 1 and instead to order them to maintain service in lower band. Mr. Freed also urged FCC to order stations that have discontinued FM broadcasts because of Petrillo demands to resume service with recorded programs until the broadcasting industry settles their differences with Petrillo.

TATHAM-LAIRD OPENS
NEW Chicago agency, Tatham-Laird Inc., has been organized by Arthur E. Tatham, former vice president and manager of Young & Rubicam, Chicago, and Kenneth Laird, account executive of Dancer-Fitzgerald-Sample. Operation will start March 1, with "limited number of consumer advertising accounts of major stature to be handled." Comdr. Tatham is on terminal leave from the Navy. Mr. Laird has been at D-F-S two years. His place as account executive is to be taken by V. T. Mertz, at one time with H. W. Kastor & Sons as P&G contact.

CBS CHICAGO PLAN
CBS hopes to have a high-definition, full-color video transmitter installed in Chicago by April or May. Transmitter, to operate in the ultra-high band on 490 mc, now being built by CBS engineers. Westhouse will supply studio equipment. H. Leslie Atlass Jr. will be in charge. CBS since Dec. 20 has been operating a video transmitter on 700 mc band, Robert Serrell, CBS engineer, reported at IRE video session. Transmission is for propagation studies and is conducted in cooperation with FCC. (IRE story on page 18.)

Closed Circuit
(Continued from page 4)

months before Pearl Harbor and engineering standards never had chance to work because of wartime equipment freezes. Canada has proposed two-year extension and U. S. delega tion headed by Commissioner E. K. Jett is for it, with preparatory conferences to be held on technical revisions at subsequent treaty conference in 1947.

People

LT. COL. JERRY BRANCH, former Air Communications Officer, 14th Air Force under Gen. Chennault in China, is in Washington on terminal leave preparatory to release from Army April 1. On leave from Croeley Corp., Cincinnati, where he was technical adviser and assistant to James D. Shouse, the vice president in charge of broadcasting, Col. Branch winds up nearly five years of active Army service. He spent 18 months overseas—15 months in China and three in South America. He has not announced future plans.

JUSTIN MILLER, NAB president, named chairman of American Bar Assn. committee on cooperation of laymen and the courts. He formerly was Associate Justice of U. S. Court of Appeals for District of Columbia.

SIDNEY SPARKS, traffic manager of RCA Communications, has been awarded Legion of Merit for outstanding achievements while a lieutenant colonel and officer in charge of War Dept. Signal Center, Washington, D. C. from October 1943 to August 1945.

COL. ROBERT S. ALLEN, Washington correspondent and former partner of Drew Pearson on MBS and ABC, named to Veterans Administration Prosthetic Advisory Committee. He lost an arm while serving on late Gen. George S. Patton's staff.


CARL GEBUHR, just released from the Navy as lieutenant (jg), appointed director of press information for CBS Washington and WTFOP. He was in charge of publicity for the Washington Navy Recruiting Station.

WILLIAM B. WAY, vice president, general manager, KVOO Tulsa, elected treasurer of Tulsa Chamber of Commerce, also named chairman of city's Victory Clothing Drive.

JOHN SALISBURY, former announcer, WMIN Minneapolis-St. Paul, back from Army service, named WMIN program director. CARL OXMAN, station announcer, also back after Pacific duty.

RUSS ZEININGER, JOHN MCLOUTH LIN and CHARLES ROCKWELL have returned from Army service to rejoin Benton & Bowles, New York.

JOHN LEECH, released from British Navy, last week en route to Mexico City to become BBC Mexico director.

EDWARD CONNOLLY, former promotion manager, WBT Charlotte, N. C., joins copy staff of NBC's Advertising & Promotion Dept.

ROBERT S A U D E K, member of ABC's Public Relations Dept., appointed director of public relations for ABC succeeding Harrison B. Summers, resigned.

BILL DOLLARD, former assistant account executive, BBDO, New York, joins radio department of Dancer-Fitzgerald & Sample, N. Y.
more information about listening in the WLW Merchandise-able Area . . . more accurately measured by the Nielsen Radio Index

What is this . . .

Nielsen Radio Index is a method of audience measurement by means of the Audimeter, a mechanical recorder installed in radio sets in selected homes throughout the area. This device charts tuning against time, and produces a record of every minute of every day. From this record, representing the listening of a stratified cross-section, every type of audience measurement information is available.

Nielsen has been in operation for the past five years and has been accepted and used by most major advertisers, agencies and radio networks.

- Because WLW-land is a big, BIG market, it is important to every advertiser to know how well he is covering that market with his radio advertising. Recognizing this increasing need for more FACTS, the Nation's Station, in the Fall of 1945, engaged the A. C. Nielsen Co., to record and tabulate, by means of Nielsen audimeters, properly distributed in parallel with U. S. Bureau of Census figures for the area, a continuous record of all radio listening in the WLW Merchandise-able Area.

- In addition to the usual measurements of Homes Using Radio (sets-in-use), Average Audience and Share of Audience, for every quarter-hour from 6 A.M. to midnight, for every day of the week, WLW now offers additional yardsticks, such as Total Audience (percentage of total radio homes that heard any part of a program) and Holding Power (the ratio between Total Audience and Average Audience, in percentage of total minutes of listening).

- And besides this regular information, WLW now can show you much more general information about coverage, circulation, penetration . . . about the relative audiences of individual stations and groups of stations in this area . . . about total minutes of listening . . . about frequency of tuning to WLW and to other stations and groups.

- All this, and more, is available now through the Nielsen Radio Index, separately tabulated for the WLW Merchandise-able Area, to help you plan your radio advertising in this big, BIG market more intelligently and more effectively.
TODAY-A complete radio set for less than
half the cost of the tubes alone in 1923!

Today you can buy a six-tube table model radio for about $25. A little over twenty years ago the six tubes alone cost $54—nine dollars each. Just think of it! A price reduced from $9 to 80c. You can buy eleven of these more powerful, longer-lasting radio tubes today for what you used to pay for only one!

This was brought about through RCA’s combination of research, engineering skill, manufacturing efficiency and our American philosophy of making something better—for less.

Such progress means far more than simply a saving of $8.20 on every radio tube. It means that radio has been brought within the easy reach of practically everyone in this country.

There are now fifty million more radios in America than there were twenty years ago. Almost everyone depends upon broadcasting in some measure for entertainment, news, education.

Research and pioneering at RCA Laboratories contributed many of the scientific advances that so greatly improved and extended the services of radio to the American people.

Radio Corporation of America, RCA Building, Radio City, New York 20, N. Y. . . . Listen to The RCA Victor Show, Sundays, 4:30 P.M., Eastern Time, over the NBC Network.

The new 1946 RCA Victor Table Model (56X) costing about $25. With our civilian production increasing, you can again look to RCA for the finest instruments of their kind that science has yet achieved. The principle of making it better—for less—applies to RCA Victor radios, television sets, Victrola radio-phonographs . . . every product bearing the RCA label.