as if you didn’t know this all the time!

OR: BICYCLING GOES TO ONE’S HEAD EVENTUALLY

what makes wrinkles?
The general impression about wrinkles is that they are caused by worry, but the truth is that most of them come from laughing. Generally it has been found that the jovial, happy type forms wrinkles that enhance his facial expression.

One of WOR’s more studious researchers - Parks by name - recently observed: That of the approximately 350 advertisers who used WOR during the year 1945, more than 99/100% have wrinkles that enhance their facial expressions.

greeting customs in other climes
It is common in Arabia to put cheek to cheek. The Hindu falls in the dust before his superior. The Australian natives practice the singular custom when meeting of sticking out their tongues at each other.

Since WOR was founded in 1922, it has become an increasingly popular custom among America’s leading advertisers and their agencies to greet the majority of more than 18,000,000 people in one of the greatest listening territories on the Eastern Seaboard by using this power-full station.

weather told by animals
If a cat sneezes it is a sign of rain.
When the fox barks at night it will storm.
The sandmole makes a mournful noise just before frost.
If the deer’s coat is gray in October, a severe winter will follow.

famous writers
Byron wrote “Childe Harold” when he was 20.
Dante was 50 when he completed his “Commedia”.
Goethe wrote his “Sorrows of Werther” at 23.
Milton wrote “Paradise Lost” at 57.
Dickens wrote “Oliver Twist” at 26.
WOR was 23 when we wrote the 96th in a library of 102 great radio success stories. Most recent, is the story of “Press-On”, a war product. WOR jumped this product’s sales 100% throughout the WOR area in a few months; placed it in 43 department stores.

WOR — that power-full station at 1440 Broadway, in New York

Mutual
RINGING THE BELL with PUBLIC SERVICE

Here's WLS at work for the people – our 1945 service report

<table>
<thead>
<tr>
<th>SUBJECT</th>
<th>TIME</th>
<th>PROGRAMS</th>
<th>SPEAKERS</th>
</tr>
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<tbody>
<tr>
<td>Agriculture</td>
<td>672:00</td>
<td>2,336</td>
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<tr>
<td>Religion</td>
<td>162:45</td>
<td>503</td>
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<td>Women's Interest</td>
<td>251:55</td>
<td>584</td>
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<td>Education</td>
<td>42:15</td>
<td>156</td>
<td>73</td>
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<tr>
<td>News and Commentary</td>
<td>779:18</td>
<td>3,526</td>
<td>83</td>
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<tr>
<td>Government Aid (War and Peace)</td>
<td>466:26</td>
<td>1,332</td>
<td>822</td>
</tr>
<tr>
<td>Miscellaneous Service</td>
<td>60:02</td>
<td>176</td>
<td>73</td>
</tr>
</tbody>
</table>

Service Announcements—total, 3,101
On a half-time station, doing a full-time job!

WLS SERVES THE PEOPLE OF MIDWEST AMERICA

A Clear Channel Station

50,000 watts, 890 KC, American Affiliate. Represented by JOHN BLAIR & COMPANY. Affiliated in Management with KOY Phoenix, and the ARIZONA NETWORK — KOY Phoenix*KTUC. Tucson*KSUN. Bisbee-Lowell-Douglas
Philadelphians expect a lot of The Evening Bulletin, America's largest evening newspaper, and its up-to-the-minute stations WPEN and WPEN-FM.

Now these stations take another big step forward with the purchase of exclusive roof rights to Philadelphia's highest building—The Philadelphia Saving Fund Society. This is right in line with the WPEN—WPEN-FM policy to give Philadelphians the finest possible service. It is what they expect of The Evening Bulletin stations.

Every day, more and more listeners in the Philadelphia area turn to WPEN for The Evening Bulletin news. They know that only WPEN brings them complete local and national news every hour on the hour.

Listening to WPEN—in the middle of the dial—is as much a Philadelphia custom as scrapple for breakfast!
Robert H. Hinckley, who resigned as U. S. Director of Contract Settlement to become ABC vice president and director, actually will become Washington vice president of network. After breaking in for few weeks at New York headquarters, he will be permanently stationed in capital. Kenneth H. Berkeley, WMAL general manager and Washington manager for ABC as sideline, will continue in that capacity.

Stephen R. Rintoul, radio specialist of the Katz Agency Inc., station representatives, is leaving about mid-February to enter business for himself. He will remain in radio but has not divulged plans. He recently sold WSRR Stamford to the city's only newspaper after 4 1/2 years' operation. He has been with Katz more than eight years.

THER'ELL be another sheaf of consolidated hearings unloaded forthwith by FCC to supplement list of nearly 300 separate proceedings two months ago. With some 700 standard broadcast applications for new stations or modifications on file, FCC will designate substantial number for hearing in view of Supreme Court-ashbacker decision requiring hearings on mutually exclusive applications.

Certain FCC legal masterminds are clutching at straws again. They have plucked one isolated passage from U. S. Court of Appeals decision socking FCC on proposed deletion of WOKO Albany [Broadcasting, Jan. 28] as giving FCC control over programs. Court majority had said in passing that in handling renewal of license, "the quality of the applicant's programs...along with technical adequacy are principal elements to be considered. Actually, FCC had argued in WOKO case that quality of service was in no way involved and that revocation was premised on hidden ownership.

These "I told you so" boys are gloating over their Petrillo-Miller prediction. After hearts and flowers meeting of AFM and NAB presidents forthright ago, they have plucked out isolated passage from U. S. Court of Appeals decision for FCC on proposed deletion of WOKO Albany [Broadcasting, Jan. 28] as giving FCC control over programs. Court majority had said in passing that in handling renewal of license, "the quality of the applicant's programs... along with technical adequacy are principal elements to be considered. Actually, FCC had argued in WOKO case that quality of service was in no way involved and that revocation was premised on hidden ownership.

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THE latest Hooper Station Listening Index for October and November, 1945, shows WTAG with the largest share of audience in the morning, afternoon and evening, and a larger all-day average than all other stations heard in the area combined.
WHEN time buyers think of Nebraska markets, they think first of Omaha-Council Bluffs. It's by far the biggest, richest market in Nebraska. In fact, there are more persons (and more radio families) in the four counties comprising the immediate Omaha-Council Bluffs trade area than in three times as many counties in any other section of Nebraska or western Iowa.

KOIL delivers this rich market most effectively because it is the only station with ABC programs and news and local shows slanted specifically for this big metropolitan market.

KOIL is not half farm, half city. And, it's economical, because cost per listener stays low—doesn't rise where population thins out in rural areas.
THE NEW
WJJD
CHICAGO

20,000 WATTS OF SELLING POWER

A MARSHALL FIELD STATION REPRESENTED NATIONALLY BY LEWIS H. AVERY
was the first man

...when Minnesotans voted for their radio favorites

Adam may have been the head man back in Eden...but Adams—WCCO’s own Cedric Adams—is certainly head man in Northwest radio. His upward-spiralling popularity stands out every time you ask people in these parts, "What’s your favorite radio program?"

The Minneapolis Star-Journal and Tribune reaffirmed that fact in its recent “Minnesota Poll”—a periodic survey covering diverse subjects of interest to Minnesota. The answers re-elected WCCO’s Cedric Adams to his popularity pedestal as the leading newscaster and most outstanding radio personality in the big and prosperous Northwest.

Minnesota people voted Cedric the highest ranking individual radio star on the Northwest air. He outstripped nationally-known network celebrities and programs to land No. 2 on the list—second only to Lux Radio Theatre, a CBS feature broadcast by WCCO. (This gave WCCO the two top places in the poll.)

With justifiable immodesty, we point out that Cedric Adams was the only non-network star on the whole list of eleven top favorites.† And, to make the story more complete, five of the first eight programs listed in the poll are heard over WCCO, indicative of the high brand of popularity we enjoy up here among the Northwest’s 785,660* radio homes.

You can write your own profitable P.S. if you’ll call us or the nearest Radio Sales office about the latest WCCO availabilities.

†He is also the only Northwest radio personality who is heard at least once a week by three out of every four of the radio families throughout...

*WCCO’s Day and Night primary coverage area of 123 counties. (CBS Seventh Series Listening Areas survey, 1944, and CBS Listener Diary study, Spring, 1945)

“Good Neighbor to the Northwest”
Feature of the Week

With everyone talking about reconversion the experience of James F. (Jim) Brown, newly appointed salesman and promotion manager for John E. Pearson Co. in Chicago, should be of interest to a lot of GIs thinking about radio as a career.

Jim was a captain in the Signal Corps, attached to the 29th TAC, 9th Air Force, in Brunswick, Germany when V-E day ended the war. With six combat ribbons and 133 points he was one of the first officers to be eligible for ship back to the states.

"After five years in the Army, two as an enlisted man," Jim says, "I was darned glad to get home. I hadn't seen my wife and two kids since going overseas in 1943 but I was also pretty confused."

Like millions of other discharged veterans, Jim wanted a job. Not a job paying $10,000 a year, not even a job paying the same amount he was making as an officer. Just a decent living with a fair chance to prove himself. Before going into the service in 1940 as a member of the Blackhorse Troop, 106th Cavalry, Illinois National Guard, Jim had done "a little" announcing but hadn't had much of a chance to get started in business.

All he had to get him started in radio was a letter of introduction to Merritt Schoenfeld, then assistant to Ed Boroff, of ABC in Chicago, given to him by his good friends, Ben Lyon and Bebe Daniels. He met the famous couple while in England with the 8th Air Force where he served as PRO.

The letter eventually led him to John Pearson who was looking for someone to assist him in the Chicago office. John had a lot of applicants, most of whom wanted to make a lot of money without much qualification. Jim Brown got the job because (1) he talked about the job and not just about money, and (2) he applied for it on the basis of a civilian looking for a chance to make good.

"I was interested in the reaction of civilians to a newcomer to the representative field. I'd heard a lot of talk overseas, some of it which wasn't very good," Jim says.

"But of the scores of people I've met, I've yet to meet anyone who wasn't friendly and sincerely anxious to see me get off on the right foot."

As a discharged veteran and officer, Jim feels qualified to give his fellow officers a word of advice on their own reconversion problems. The first is to "forget your rank."

"Job hunting is just about like it was before the war. An employer wants to get the best man for the job. He either has to have experience, or he has to be willing to make a lot of money without much qualification. Jim Brown got the job because (1) he talked about the job and not just about money, and (2) he applied for it on the basis of a civilian looking for a chance to make good.

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"I was interested in the reaction of civilians to a newcomer to the representative field. I'd heard a lot of talk overseas, some of it which wasn't very good," Jim says.
That's a fair question! What is a radio farm department? Is it made up of ballyhoo and claims for the consumption of the general public, or is it an Honest Farm Service department whose trained personnel consults with farmers and farm families about their daily problems...that broadcasts to farmers correct, dependable information about crop, weather, stock and other vital problems whose proper understanding and interpretation means money in the bank?

Is it the day by day personal cooperation in the field that helps a farmer transform tired, worn-out land into rich, fertile soil...that stops erosion...sets new standards of life on the farm and keeps the farmer happy and proud of his important place in the American way of life?

The KVOO FARM DEPARTMENT, Oklahoma's first in age, and first in choice of listening farmers, is dedicated to the firm belief that service is the keynote. We've operated on that plan since inception of the department nearly five years ago...long before any other Oklahoma station recognized or considered the need for a farm department. That's why farmers in Oklahoma, Southern Kansas, Southwest Missouri and Western Arkansas depend on KVOO Farm Department programs for complete farm and weather information.

At KVOO, it's SERVICE—not ballyhoo—in our Farm Department because it is Dedicated to a More Permanent and Prosperous Southwestern Agriculture!
You Can’t Fool The Neighbors And

KFNF

"The Friendly Farmer Station"
During November 1945
Carried
391 Spot Announcements
411 Participating Announcements
558 Commercial Quarter Hours

FOR LOCAL and REGIONAL SPONSORS

1360 INDIVIDUAL BROADCASTS, SPONSORED BY BUSINESS MEN WHO KNOW KFNF INTIMATELY—WHO APPRECIATE, AND VALUE, THE SIZE AND LOYALTY OF THE KFNF AUDIENCE, FROM PERSONAL KNOWLEDGE.

Before Buying any Station—To Reach the Farm Market Around Shenandoah, Iowa
Be Sure—Find Out For Yourself Why So Many Home Folks Say—

INFORMED SPONSORS BUY

KFNF

920 Ke Shenandoah, Iowa 1000 WATTS

FOR AVAILABILITIES—WRITE OR WIRE—FRANK STUBBS, SHENANDOAH, IOWA
LT. COL. JOHN H. DeWITT

Congratulations, Jack!

Your successful transmission of a signal to the moon has fired the imagination of the world. As for us, we were not greatly surprised—for we rather felt that one day we'd be acknowledging your fine ability just as we're doing now . . .

Working with you these many years has always been a privilege . . . Now it's something to boast about . . .

Good luck . . .

Your friends at WSM

NASHVILLE
Look who's here —

FRED W. MITCHELL!

The day we first met Fred W. Mitchell, we knew we had discovered a good man, with a highly promising potential as an F&P Colonel. Fred had had years of successful experience as a lawyer, plus considerable background in public-relations work, which included a good deal of creative selling. So we quickly lured him into our shop, to work with you and us!

Yes, we're pretty proud of our ability to pluck good men from other industries and businesses. Among our Colonels we number successful men from manufacturing organizations, the petroleum industry, mail-order houses, newspapers, advertising agencies, financial institutions, publishing companies and many others. The result is more than an organization of individual winners — it's a great team whose combined experience goes right across the board of American enterprise.

Possibly that’s why we've made such strides during these years since first we hung out our shingle in 1932. Certainly it's the way we like to progress, here in this group of pioneer radio-station representatives.
Half Advertising Fund To Go For Radio Time

By FRED SAMPLE

GENERAL MILLS will spend upwards of $5,000,000 in radio in 1946—making it one of the top broadcasting time buyers in the nation.

Approximately one half of its budget will be diverted to broadcasting, with the remaining half spread over the various visual media.

And something else will happen this year that is equally significant to the geniuses who have guided the General Mills advertising program. In 1946, a “career woman” who never comes out of the kitchen will go on the air.

She is Betty Crocker of General Mills and she has spent 25 years serving the homemakers of America. While she, herself, is a composite, intangible figure, the evidence of her popularity is highly tangible.

Today Betty Crocker is the No. 1 home service personality in radio. In 1946, a “career woman” who never comes out of the kitchen will experience difficulty with her changing voice, as each station aired its own Betty Crocker radio personality.

TWO or more stations carrying Betty Crocker radio programs. Listeners served by two or more stations carrying Betty Crocker radio programs. Listeners served by two or more stations carrying Betty Crocker radio programs. Listeners served by two or more stations carrying Betty Crocker radio programs.

Three agencies, for example, are directly responsible for the advertising of the company’s well known products: Dancer-Fitzgerald-Sample, Chicago (Gold Medal Flour, Cheerios, Kix, and Softasilk Cake Flour); Knox Reeves, Minneapolis (Wheaties, Bisquick, Betty Crocker Soups, and baker promotions); and Batten, Barton, Durstine & Osborn, New York and Minneapolis (institutional advertising and home appliances).

Betty Crocker

As visualized by Artist Neysa McMein

James F. Bell, President Harry A. Bullis) to pick well-qualified people, delegating them plenty of responsibility together with the authority necessary to do the job.

Three agencies, for example, are directly responsible for the advertising of the company’s well known products: Dancer-Fitzgerald-Sample, Chicago (Gold Medal Flour, Cheerios, Kix, and Softasilk Cake Flour); Knox Reeves, Minneapolis (Wheaties, Bisquick, Betty Crocker Soups, and baker promotions); and Batten, Barton, Durstine & Osborn, New York and Minneapolis (institutional advertising and home appliances).

The “Kitchen-tested” Gold Medal Flour slogan, which was substituted (Continued on page 70)
Music Negotiations Await Committees
Miller to Name Group After Action by Petrillo

APPOINTMENT of the AFM negotiating committee to meet with a similar group from the broadcasting industry was expected momentarily Friday as activity in the music situation centered on the league still to come on the AFM (see story page 17). James C. Petrillo, AFM president, was understood to have named his committee and to have prepared a letter of transmittal to Justin Miller, NAB president, in line with the agreement reached by the two at their Jan. 18 meeting in Chicago. Actual appointment of the AFM group was held up, it was believed, by the AFM head's desire to submit the matter to Joseph A. Padway, AFM and AFL top executive. Padway has been attending the AFL international executive board meeting in Miami.

The Industry Music Committee and Padway Miller have not yet named the broadcast negotiating committee to meet with the AFM group in an effort to reach an agreement on policies governing negotiation of local music contracts. The broadcast group will probably consist of nine or ten broadcasters representing all segments of the industry. After acquiring a contract, Naming of the group has been held up pending action by Mr. Petrillo, who had indicated at the Jan. 18 meeting that he would make his appointments at once.

NAB headquarters in Washington is digesting replies from a questionnaire survey of stations on their music and labor agreements. Figures heretofore available are believed to be hopefully antiquated and not indicative of the actual number of musicians employed as well as amount of work they do. Better than a fourth of stations in the country have not sent in their questionnaires.

KOMO Granted 50 kw; First U.S. Use of 1550 kc Approved

GRANT of 50 kw power on the Class I-B clear channel 1,000 kc, assigned to KEXO Mexico City, Mexico, was made by the FCC last Wednesday to KOMO Seattle, which now operates with 5 kw on the same frequency. The grant requires installation of a directional antenna for night use and provides that there shall be no interference with the Mexican station, which is stepping up power from 10 kw to 50 kw. WCFL, Chicago also operates as a Class I-B station, with 10 kw power, on the frequency.

The KOMO authorization was among 50 actions taken by the Commission, which included a grant for a new daytime local station on a hitherto unused frequency and designation for hearing of 17 applications for new standard stations or changes in facilities.

The one grant for a new station was made to Associated Broadcasters Inc., Indianapolis, for use of 1550 kc, also a Class I-B clear channel, which is used by CTKB St. Catherines, Ont. It was the first authorization for 1550 kc in the U. S. There are still six applications pending for the channel. Associated Broadcasters operates the FM station WABW Indianapolis. Principals are M. J. McGee (34%), R. M. Crandall (27%), M. R. Williams (11 1/2%), Thos. Kurrie (13 1/2%) and B. L. Tamney (13 1/2%). Mr. McGee is a director of Automobile Underwriters Inc., Union Trust Co., and Radiol Corp. (radio equipment) and is president of the Medical Arts Bldg. Mr. Kurrie is a member of the law firm of Taylor, Kurrie & Quinn and has interests in Tripp Warehouse Co. and Andrews Oil Co. Mr. Tamney, prior to joining the Air Corps, was sales supervisor of Rodefeld & Co., radio distributors.

Among cases designated for hearing was an application for a new station by Van Curler Broadcasting Co., Albany, N. Y. Along with four other applicants whose case will be heard, Van Curler seeks the use of 1460 kc, the frequency now occupied by WOKO Albany. WOKO was denied renewal of its license by the FCC but the U. S. Court of Appeals reversed the Commission's action [BROADCASTING, Jan. 28]. Final action on the five applications must therefore await the outcome of the case in the Supreme Court.

Other applications designated for hearing were: Bay Broadcasting Co., Sandusky, Ohio, to be consolidated with other Sandusky applications for use of 1450 kc; KTSA San Antonio for increase in nighttime power, to be consolidated with interrelated cases scheduled for hearings Feb. 26 to March 8; Liberty Broadcasting Co., Pittsburgh, Pa., for new daytime station on 730 kc, 1 kw; KROY Sacramento, Calif., for change of format to which the case will be heard, Van Curler.

Also designated for hearing were: Four Lakes Broadcasters, Madison, Wis., for new station on 1600 kc; Associated Broadcasters Inc., Sandusky, Ohio, to be consolidated with other Sandusky applications for use of 1450 kc; KTSA San Antonio for increase in nighttime power, to be consolidated with interrelated cases scheduled for hearings Feb. 26 to March 8; Liberty Broadcasting Co., Pittsburgh, Pa., for new daytime station on 730 kc, 1 kw; KROY Sacramento, Calif., for change of format to which the case will be heard, Van Curler.

Wilder Office

NEW YORK offices of Col. Harry C. Wilder, four-station chain were opened last week to divert a greater stream from New York's advertising toward his stations. The new office, situated in Suite 901 of the Chrysler Building, will be under the direction of B. M. Middleton, administrative assistant to Col. Wilder. Mr. Middleton, who served in the Army, was sales manager of WABC New York before the war.

Lady Esther Renews

LADY ESTHER Ltd., New York (Lady Esther face cream), has for 13th consecutive year renewed its contract with CBS, continuing sponsorship of Screen Guild Players on Feb. 11 for 52 weeks, Mon. 10-10:30 p.m. Agency is Blow Co., New York.

"I sure wish the Navy'd get off that 540 channel."

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Porter on Truman Top Strategy Board

One of Seven New Dealers Appointed by Hannegan

FCC CHAIRMAN Paul A. Porter is one of the group of seven men of the New Deal who will sit on the top strategy board for the Truman administration, establishment of which was attributed last week to the enjoyment of Mr. Porter, who will head the National Democratic Committee, the group that used to be called the "kitchen cabinet" in the Roosevelt administration, and who will be the "kitchen cabinet" to the Truman administration. Mr. Porter has been recommended to Mr. Truman by Mr. Hannegan, who has been director of the Democratic National Committee.

Mr. Porter declined to comment but it was felt that pressure of business and the FCC would leave him little or no time for extra-curricular activities.

A sequel to reports current the past few weeks [BROADCASTING, Dec. 10, 1945] speculating upon appointment of Chairman Porter as top administrative assistant to the President with headquarters at the White House, the new "kitchen cabinet" was set up officially with Mr. Hannegan in devising legislative and party strategy. Mr. Porter persuaded the President he could serve the country more effectively by continuing his chairmanship at the FCC when proffered the White House post. He served as publicity director of the Roosevelt campaign during the fourth term Roosevelt campaign.

Other members of the unofficial Hannegan committee are:

Edward F. Fichardt Jr., former assistant to Secretary of the Treasury Vinson, who was named general counsel of the Democratic National Committee last week.

Leon Henderson, former Price Administrator, who will serve in an advisory capacity. He tried out on MBS as a news commentator a couple of years ago.

Robert R. Nathan, who recently resigned as radio co-op test program in 20 markets beginning in mid March. Titled Pappy Howard's Good Morning Show, series is transcribed, with open ends for local commercials. Deal was set by Al Kohn, usual consultant for radio, and has been attending the AFL international executive board meeting in Miami.

Auto Wrecker's Test

NATIONAL AUTO WRECKERS Assn., Washington, will place a dealer co-op test program in 20 markets beginning in mid March. Titled Pappy Howard's Good Morning Show, series is transcribed, with open ends for local commercials. Deal was set by Al Kohn, usual consultant for radio, and has been attending the AFL international executive board meeting in Miami.
House May Act on Lea Bill This Week

Report Makes Scathing Attack on AFM
And Pettrillo

(Text of Lea Report, page 31)

CONGRESSIONAL impatience with the aggravated labor situation was reflected last week when the House fired a double blast in an effort to bring disputants together.

On Thursday morning the Rules Committee voted overwhelmingly to report out the Lea bill to prevent a radio strike by setting up a mediation board, clearing the way for immediate floor consideration this week.

On Thursday afternoon the House, by a 258-114 vote, adopted a rule to bring out more sweeping legislation on a wide scale, proposed by Rep. Francis Case (R-S.D.) in HR-3262, a substitute for HR-4908, the Fact-Findings bill.

Overall Labor Aspects

While the Lea bill was aimed primarily at settling the dispute between the AFM and Mr. Petrillo, and his American Federation of Musicians, the Case bill would cover overall labor aspects. It would afford protection both to broadcasters and unions dealing with radio, whereas the Lea bill, designed as an amendment to the Communications Act, would affect primarily the AFM.

In the Case bill, proponents of the Lea bill would set up a mediation board which would attempt to bring disputants together. It would require a five-day strike notice. The board could assume jurisdiction, however, and order the status quo for 30 days. Civil damage suits for violation of labor contracts are provided. Supervisory employees would be exempt from protection under the Wagner Act.

Under the House program the Case bill was to be debated Friday. It was to be read today for amendment, with a vote to follow.

The Lea bill is expected to be brought out Tuesday. In view of the sentiment expressed in the House on the Case bill, proponents of the Lea measure were confident Friday that the House would pass the Lea bill in short order, although attempts to amend it by taking out the anti-strike provisions are expected from the floor.

In a scathing denunciation of Mr. Petrillo and his AFM, the House Interstate & Foreign Commerce Committee filed its report last Tuesday on HR-5117, urging the House to put an annual wage bill estimate at $20,000,000 to the Petrillo union.

By-laws of the AFM "empower its president to promulgate and interpret rules which shall be conclusive and binding upon all members and/or locals". The report said, quoting from the union's by-laws: "The board, which has been so composed is so organized that its membership has little control over its management or policy," the Committee asserted.

Applicants for membership in the AFM are received "without conforming to any qualification of a musician," the Committee charged. "Only about one-third of them make their living primarily by musical service."

"Broadcasting has become one of the great industries of our time," the report said, "in part, through the work of many of the people who own and operate broadcasting stations and who are members of the American Federation of Musicians.

The Lea bill, the Committee said, would protect the station owners and the general public from the "coercive methods," the by-laws of the AFM "empower its president to promulgate and interpret rules which shall be conclusive and binding upon all members and/or locals", which is what Judge Lea would be doing, it was pointed out. The right to strike, the report said, is set forth by the demands made upon broadcasting by the Petrillo union.

Demands More Frequent

"Some of these demands began several years ago but in recent years they have become more frequent and in many cases are so large in amount and in number as to be accomplishable," the Committee reported.

"The amount of money extorted from the broadcasting industry by these methods, without making any attempt to show their worth, is estimated at millions of dollars in amount and if demands now pending were granted it would, by these racketeering and extortion methods, require the broadcasting industry to pay tribute probably much in excess of $20,000,000 a year for peace against these boycotting, striking and extortion methods, require the broadcasting industry to pay tribute probably much in excess of $20,000,000 a year for peace against these boycotts, strikes and threats."

"The perpetuation of the offenses penalized by this bill involve moral turpitude akin to that of larceny, embezzlement, the acquisition of another's property by false pretenses, racketeering and extortion," the report stated. They are not within the legitimate activities of any organized labor organization and are for the cooperative purpose of their accomplishment. The right to strike for a lawful purpose cannot be twined into a right to combine together with the fraudulent purpose of intimidation.

Calling on all branches of organized labor to "give their condemnation to such outrageous practices committed in the name of labor," the Committee noted that two-thirds of the membership in the name of the AFM are given to the broadcasting industry, and two-thirds are given to the music industry.

"The perpetuation of the offenses penalized by this bill involve moral turpitude akin to that of larceny, embezzlement, the acquisition of another's property by false pretenses, racketeering and extortion," the report pointed out. They are not within the legitimate activities of any organized labor organization and are for the cooperative purpose of their accomplishment. The right to strike for a lawful purpose cannot be twined into a right to combine together with the fraudulent purpose of intimidation.

Wire Reproduced

Mr. Petrillo’s wire to the networks in October, ordering them to employ double musical staffs if programs were broadcast by the Petrillo-affiliated unions, was reproduced in the Committee report with this comment: "The absurdity of such a demand is apparent. Two orchestras required for simultaneous broadcast would be an anomy."

Prompt enactment of the Lea bill was urged as the “responsibility of the Congress to take effective action to stem the rising tide of unconscionable demands upon the broadcasting industry, a gainst which, in the present state of the law, that industry is powerless to defend itself."

It was necessary to use “broad language” to make the legislation effective, the Committee explained, and enacting the report pointed out. The language covers actual and threatened boycotts and actual or threatened strikes, “because these, as well as actions or threatened action of like character, could well be among the means by which the coercion, compulsion, or restraint prohibited by the bill may be accomplished or attempted to be accomplished.”

The Lea bill would make unlawful any acts to “coerce, compel or constrain or attempt to coerce, compel or constrain” a licensee to do the following:

(1) Employ persons in excess of

(Continued on page 74)
Eight Nations Attend NARBA Meeting

Mr. deWolf Will Deliver Welcome to 50 Delegates

SOME 50 delegates from eight countries were to meet in Washington this morning to begin conversations looking toward extension of the North American Regional Broadcasting Agreement (NARBA), which expires on March 29.

Formally designated as the North American Regional Broadcasting Conference, the session was primarily to consider demands of Cuba for use of some 20 channels in addition to those allocated under NARBA [BROADCASTING, Oct. 8].

deWolf Greets Guests

Francis Colt deWolf, chief, Telecommunications Division, State Dept., was scheduled to deliver the address of welcome, Sr. Carlos Maristany, Undersecretary of Communications for Cuba, and chairman of the Cuban delegation, was to respond on behalf of the visiting nations.

FCC Commissioner E. K. Jett, chairman of the U. S. delegation, was to preside at the opening plenary session, beginning at 11 a.m. in the Commerce Department Auditorium, 14th St. between E. St. and Constitution Ave. N.W. Following the two principal addresses, a permanent chairman and vice chairman for the Conference were to be elected.

It appeared likely that Commissioner Jett, because of his wide knowledge of international broadcast and telecommunications matters, would be elected permanent chairman, with Harvey B. Otterman, assistant chief, Telecommunications Division, State Dept., as permanent vice chairman. Mr. Otterman is vice-chairman of the American delegation.

To Circulate Proposals

Just before noon recess proposals of the various signatory nations to NARBA were to be circulated so that delegates might have time to study them. Committees were scheduled for appointment in the afternoon plenary session. Discussions of general problems also were in order. Once the various committees were named, they will meet in closed session at FCC headquarters, 12th St. at Pennsylvania Ave. N.W., although all decisions must be made in plenary session.

In addition to the delegates, the British Empire designated two official observers to sit on behalf of British possessions not parties to NARBA.

Delegates were to attend from Canada, Cuba, Mexico, Dominican Republic, Haiti and the U. S., as original signers of NARBA on Dec. 13, 1937, in Havana. Newfoundland and the Bahamas subsequently accepted the treaty and these two countries were represented.

FCC Chairman Paul A. Porter is tentatively scheduled to address the closing session, provided the Conference does not last too long. It is hoped to conclude the sessions by Feb. 15.

As chairman of the U. S. delegation, Commissioner Jett will be host to chairmen of other delegations at a luncheon Tuesday at the Blair House, official Government home for visiting dignitaries.

No agenda was to be announced until the opening plenary session, although it is expected that several items will be discussed. The Conference was called after Cuba submitted demands at the Rio de Janeiro Third Inter-American Radio Conference in September for use of clear and regional channels, particularly below 1000 kc.

Two Formal Proposals

Only Cuba and the Bahamas have submitted formal proposals, although it is expected that several other signatory nations, including the U. S., will offer certain suggestions. Both Canada and the U. S. have proposed that NARBA be continued for two years at its expiration, but Cuba has asked for a new treaty.

Cuba specifically has made these requests:

Use 690 kc (now assigned to Canada as an I-A channel) as a I-A clear channel on the grounds that Canada did not develop the channel to its full extent within a year after NARBA became effective on March 29, 1941.

Use of 580 kc with from 5-10 kc power; 600 kc with 50 kw; 620 kc with 20 kw maximum; 640, 720, 740 and 800 kc with 50 kw (Class II stations); 860, 910 and 920 kc for Class II outlets, 20 kw maximum power; 950, 960, 1030 and 1060 kc, with power up to 10 kw.

Use of up to four of the following channels with power from 500 w to 5 kw: 660, 670, 720, 760, 770, 880 and 890 kc.

The Bahamas requests protection on 640 kc as assigned as a Class II channel to Newfoundland and the U. S.

Delegations

Delegations registered with the State Dept. as Broadcasting went to press follow:

UNITED STATES — Commissioner E. K. Jett, FCC, chairman; Harvey B. Otterman, assistant chief, Telecommunications Division, State Dept., vice chairman; K. Neal McNaughton, engineering Treaty Section, International Division, FCC, secretary; Miss Frances W. Simpson, Telecommunications Division, State Dept., assistant secretary; George P. Adams, chief engineer for FCC; Rosel H. Hyde, general counsel, FCC; Donald R. MacQuivey, Telecommunications Division, State Dept.

CANADA—F. H. Soward, External Affairs Dept., chairman; G. C. W. Brown, Assistant Controller of Radio; Wilbur Smith, assistant radio engineer, Dept. of Transport; Dr. Augustine Frigon, general (Continued on page 72)
Even Start

Those ponies usually get out of the stall . . . even up.

It's the challenge . . . in the back stretch . . . then the turn for home . . . but it's the stretch run that pays off at the windows.

 Amazingly enough that picture up there was shot at Pimlico. (For you fellows who don't know—that's in Baltimore, the home of W-I-T-H, the sixth largest city in the U.S.A., and where W-I-T-H delivers the largest number of listeners-per-dollar-spent.)

 We hope you read the brackets, because we only started five years ago. Not quite even with the rest.

We did pretty well when challenged . . . and in the stretch.

Facts prove that W-I-T-H is your big buy in this big and prosperous town.

WITH
and the FM Station W3XMB
BALTIMORE, MD.

Tom Tinsley, President

February 4, 1946
CBS Says Color Video Feasible in Year

By BRUCE ROBERTSON

ATTENDERS at a press demonstration last week at a press demonstration of color images broadcast from the new CBS video transmitter in the Chrysler Bldg. and received at the network's headquarters about a half-mile away.

Demonstration subject was 16 mm film, including pictures of models displaying clothes, fabrics, chemicals, flowers, birds, children, sporting events and a portion of a Disney cartoon, with a few of the scenes shown both in black-and-white and in full color. Color quality was generally satisfactory and white and in full color. Color quality was generally satisfactory and it was explained that any defects were due to the film and not to the broadcast transmission. How the colors are added was shown by 35 slide transmission.

Antenna Gain of 20

Program was broadcast by a 1 kw transmitter built and installed by Federal Telephone & Radio Corp., with an antenna designed and erected by CBS that gives a gain of 20, producing the equivalent of 20 kw output, according to Peter C. Goldmark, CBS director of engineering research and development, and inventor of the CBS method of color television.

CBS FULL-COLOR ultra-high television originates with this new film pickup equipment. Arc lamp and control mechanism are in foreground. Center section contains scanning mechanism. Behind film reel is electronic dissector tube.

New Ultra-High Showings Started; Equipment Made Since V-J Day

Only 2% Loss

WHAT will be the effect of AP and UP cancellation of service to the State Dept.-operated international broadcasting stations, and of INS, too, if it decides to cancel? The survey shows that about 40% of all U.S. programming consists of news or commentaries on the news.

Of this amount, about one half—or 20% of the whole—is straight news. Nearly 90% of the 20% broadcast from the East Coast is processed in the international divisions of CBS and NBC in New York—and no move has been made to deny either of these, both important clients, of the news association.

In other words, on the East Coast—by far the most important originating point of State Dept. broadcasts because it offers service to Europe and Africa—the Government's informational service will lose through cancellation only 2% of its entire news schedule.

On the West Coast, in San Francisco, news services would be unavailable, however. There private operators do not lease the services for Government broadcasts.

Large full-color television picture (22 inches wide) is projected on this CBS receiver screen. Otherwise operation is same as for smaller direct-view model.

LARGE full-color television picture (22 inches wide) is projected on this CBS receiver screen. Otherwise operation is same as for smaller direct-view model.

By BRUCE ROBERTSON

U.S. Played News Stories Straight, Little Declares

By ROBERT K. RICHARDS

WHETHER you call the dispatches which were broadcast over international facilities today control of the Government "propaganda" or something more savory—they were taken verbatim from the news wires of United Press, Associated Press and International News Service.

That's the observation of the man who read those dispatches more critically than any other individual who scanned them—the United States wartime censor.

James S. Little, wartime Lieutenant Commander in the United States Naval Reserve, and censor in charge of all shortwave broadcasting facilities during most of the war, was asked by BROADCASTING what he thought of the alteration between the State Dept. and the AP and UP over distribution of American news service copy over shortwave stations.

"I see nothing wrong with it," he said. "The Government, during the war, took extraordinary precautions to use American news service copy verbatim. And in the vast majority of cases, the Government designated the source—whether AP, UP or INS."

Mr. Little, now assistant to Charles Dallas Reaeh, who operates an advertising agency under that name in Newark and New York, pointed out that he was charged with reviewing copy for military security purposes only during the war, but naturally observed the general content of copy. He is a former AP reporter. In the latter months of the war, he saw battle service in the Pacific theatre.

Opinion Not Shared

Mr. Little's opinion obviously is not shared by Hugh Baillie, president, United Press, or Robert McLean, president, Associated Press. Both have announced their continued determination to cancel their respective gratis contracts with the State Dept.

But Wilbur Forrest, assistant editor of the New York Herald Tribune, agrees with Mr. Little. A member of the "news freedom" committee of the American Society of News Editors who made a world tour in 1945, he outlined his views to the New York State Publishers Assn. Jan. 31. He said he believed the Government should give the widest dissemination to news—with the proviso that each item be carefully labelled as to source.

Joseph Barnes, Director of Overseas Operations for the OWI during the war and in charge of international broadcasting, is now foreign news editor of the Herald Tribune, a post he held before the conflict. During the war, he was the man who wrote a memorandum to all OWI personnel insisting that all newscasts be labelled as to source. During those developments, an ominous silence engulfed the State Dept. and the major news services in the battle of the shortwaves. After conferences with Mr. McLean and Mr. Baillie, William Benton, Assistant Secretary of State, was noncommittal—which is not at all like him.

His conversations, held Jan. 23 and 24, were followed by announcements from the news association executives, but no comment from Mr. Benton. Mr. McLean and Mr. Baillie said the services no longer would be available to the State Dept's. shortwave informational enterprises, indicating no departure from their previously avowed policy [BROADCASTING, Jan. 21-28]. UP cancels Feb. 16. AP cancelled Jan. 16.

Benton Silent

Mr. Benton said nothing, except to confirm the AP announcement that he would address the AP board of directors April 17 on the subject of international news broadcasting.

International News Service meaning (Continued on page 85)
Come 7:00 p.m. Friday, and Eastern Iowa ears are tuned to WMT... for WMT means "Henry Aldrich"... the Andrews Sisters, Joan Davis, Phil Baker and all the other famous CBS programs brought to Eastern Iowa exclusively by WMT. Iowa's best frequency (600 KC on 5,000 watts) combined with America's best listening is the reason why WMT leads every other Eastern Iowa station in popularity—day and night. There's no better reason why WMT is your No. 1 station in Eastern Iowa... covering the largest population (1,200,000) of any station within its 2.5 MV line.

WMT's story is a big one to tell—and important one to hear. Contact Your KATZ AGENCY Man at Once!
Rival Bid for KROY Filed by Gibson

**First Competitive Offer Under ‘Auction’ Plan Arrives Late**

**FIRST COMPETITIVE** bid for a station being advertised under the FCC's proposed “auction” plan was filed with the Commission last week when Luther E. Gibson, owner of KHUB Watsonville, Cal., matched Harmco Inc.'s offer for KROY Sacramento.

But the competitive application may have come too late. It was received by FCC on Jan. 28—two weeks after the Jan. 14 deadline set when the Commission advertised the proposed sale to Harmco last December [BROADCASTING, Dec. 8]. Whether it will be considered, FCC officials said, is a question which will be referred directly to the Commission for an answer.

FCC authorities pointed out that the open-bid procedure, outlined first in the Crosley-Avco decision last September and put into the form of a proposed rule in December [BROADCASTING, Dec. 24], is "not as well defined as it could be" in reference to the starting time of the 60-day waiting period for competitive applications. This phase, they said, would need to be cleared up when and if the rule is formally adopted.

The proposed rule asserts that applicants in a proposed transfer or assignment must publicly advertise the terms and state that competitive bids will be accepted for 60 days from the date of the first advertisement. The rule also asserts that competitive bids will be received for 60 days from date of filing the original application.

It was pointed out last week that, although the rule requires publication of the first advertisement "immediately following" the filing of the application, there still may be a difference between date of advertisement and date of filing—and that therefore the starting time of the 60-day period may be uncertain.

Because of this ambiguity, officials said, the Commission will be asked to decide whether Mr. Gibson's application will be considered late. The FCC's public notice on the proposed KROY-Harmco transaction stipulated 60 days from Nov. 14 as the time within which competitive applications would be accepted.

Royal Miller, Marion Miller, L. H. Penney and Gladys W. Penney, a partnership doing business as Royal Miller Radio, are the present owners of KROY.

**Gibson Application**

In his application, Mr. Gibson, trading as Gibson Broadcasting Co., Vallejo, said that Wilson L. Gunzendorfer, now manager of KROY Oakland, and John A. Bohn, attorney, proposed to buy 24% interests in KROY with him and ultimately would be given a chance to increase their holdings to 33 1/3 %. Mr. Gibson said he would then apply for transfer of license to a co-partnership composed of the three. For their 24% interests, Messrs. Gunzendorfer and Bohn would pay Mr. Gibson $36,000 each. They also would aid in the management and operation of the station.

Mr. Gibson said he had placed in escrow $10,000 of the proposed purchase price—the same amount set aside by Harmco pending decision on its application.

He outlined a proposed program schedule of 55% commercial and 45% sustaining operations, with 58% of broadcast time devoted to entertainment, 10.6% to news, and the rest to special events and sports, and educational, religious, agricultural and fraternal programs. He proposed no changes in construction, location, facilities, or operation of the station.

Mr. Gibson said he had placed in escrow $10,000 of the proposed purchase price—the same amount set aside by Harmco pending decision on its application.

He outlined a proposed program schedule of 55% commercial and 45% sustaining operations, with 58% of broadcast time devoted to entertainment, 10.6% to news, and the rest to special events and sports, and educational, religious, agricultural and fraternal programs. He proposed no changes in construction, location, facilities, or operations “at this time.”

If the Commission decides to consider the Gibson application, both it and the Harmco offer will be considered on their merits or at a hearing if necessary. Under the proposed rule, if the Commission rules in favor of competitive applications, final approval of the transfer will depend upon the competitive bidder signing an agreement with the present owners within 30 days. This agreement must be on the same terms and conditions specified in the original application “or upon such other terms and conditions as the parties may agree upon and which new terms and conditions the Commission shall find to be in the public interest.”

Hearings on the proposed rule are not expected to be held before March. Briefs in opposition to its adoption are being received until Feb. 16, following which the hearing date will be set.

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**Sun to WIND**

DALE HARRISON, columnist of Marshall Field's Chicago Sun, Jan. 27 started program on WIND, competing station to Field's WJJJD Chicago. Program is titled Dale Harrison's Scrapbook, 12:15-12:25 p.m. (CST). Sponsor is Gibby's Restaurant, placing for 5 weeks through United Broadcasting Co., Chicago.
Quarter-Century of Religious Service

KDKA early recognized the universality of religion, and inaugurated, by remote pick-up from Pittsburgh’s Calvary Episcopal Church, a regular church-service, on January 2, 1921. A bronze memorial in the church attests the importance of KDKA’s contribution to religion in radio. Later in the same year, KDKA presented the first Catholic radio service.

TODAY, a quarter-century after its first church-broadcast, KDKA continues to bring the inspiration and consolation of religious services to the multitudes who worship in their homes, and hundreds of other stations do likewise . . to serve the owners of 60,000,000 American radio sets.

RADIO knows no creed. From the beginning, the stations of Westinghouse have deemed it a high privilege to give generously of their time and facilities in broadcasting the services of all denominations.

WESTINGHOUSE RADIO STATIONS Inc

Represented Nationally by NBC Spot Sales—Except KEX • KEX Represented Nationally by Paul H. Raymer Co.
Retail sales in WSPD's Primary Coverage Area are greater than the retail sales of any of the following States:

- Connecticut
- Kentucky
- Washington
- Virginia
- Tennessee
- Colorado

1370 K.C.  5000 WATTS

WSPD

TOLEDO, OHIO

JUST ASK KATZ

HOW THEY "shot the moon" with radar was told at the IRE convention in New York [BROADCASTING, Jan. 28] by (1 to r) Herbert Kaufman, Jacob Mofenson, radio engineers; Lt. Col. John H. DeWitt, chief engineer of WSM Nashville on leave and head of the radar "Project Diana"; Dr. Harold D. Webb; Dr. E. K. Stodola.

WILL MOON CONTACT HELP RADIO?

Little Change Expected in Immediate Future; Long Range Effects May Be Greater

REACHING for the moon by radar has captured the public imagination, judging from the play in broadcasting and in published reports. The attention given the Army Signal Corps' accomplishment has caused some wiseacres to remark that whoever decided on contacting the moon must have had the foresight of a press agent. Would the story have been as good, they ask, if it had been the sun?

Now that the first romantic flush of the experiment has died and it is possible to clear away the avalanche of assorted labyrinthian speculations as to its significance, one question finally boils down to: What does it really mean as far as broadcasters are concerned?

The answer seems to be: Very little, as far as the immediate future is concerned. From the long range standpoint, the radar echo opens wide fields of investigation but how these would be translated only time will tell.

As a prominent radio broadcast engineer remarked: "All it proves is that you can send a signal through the ionosphere and have it come back again." There was no desire to deprecate such an achievement; the point he wanted to make was that the experiment proved radio signals are not absorbed in the vast spaces between earth and moon, which is of great scientific importance and that's all—at least for some time.

FCC Commissioner E. K. Jett regards the penetration of the ionosphere as a noteworthy achievement which should contribute to greater understanding of wave propagation. It could conceivably lead to developments making possible long-distance transmission, he feels, but is not apt to affect present-day broadcasting.

News of the moon signal furnished good program material for stations and networks, with the usual vying for beats on interviews and novel presentations. NBC carried an exclusive interview with Lt. Col. John H. DeWitt, who supervised the experiment, on Jan. 25, the night after the Army announcement.

On the following Sunday, Mutual listeners heard how a radar echo from the moon sounds. The network broadcast a wire recording of the audio reception of the reflected signal received at the Army's radar laboratories at Belmar, N.J., where the experiments were conducted. WMAQ Chicago broadcast an interview with Capt. William C. Eddy, former chief of the Navy radar training school in Chicago and now director of the Balaban & Katz television station WBBR, who saw great possibilities in the experiment in expanding the range of video broadcasting. Capt. Eddy described the radar contact as "strictly an Army show."

Here are the highlights of the week's developments following the Army announcement:

Maj. Edwin H. Armstrong, FM inventor, was revealed to have been the designer of the receiver and Dr. Frederick B. Llewellyn of Bell Telephone Labs. of the pre-amplifier unit used for the radar contact.

W. E. Osborne, a former Australian army major now conducting electronic experiments in Los Angeles, said that he and Dr. J. H. Piddington of the U. of Sydney had contacted the moon several times in Australia in October and November 1941.

G. C. Southworth, electrical engineer of the Bell Telephone Labs., reported that radio signals are being received from the sun. An unidentified Australian government scientist also reported that radar equipment had recorded "noise waves" from the sun.

Maj. Gen. George L. Van Deusen, chief of the Signal Corps' Engineering and Technical Service, announced a long range research program for radar study of the moon and the ionosphere.

Page 24 • February 4, 1946
MARKETS ARE PEOPLE...

and last year 285,792 people attended WGN's studio audience shows.

We are happy, naturally, to have been able to entertain over a quarter of a million studio guests in 1945. Add to that number the listening audience of these top radio productions and you'll have the receptive ear of the 2nd largest market in America.

And WGN, using Chicago talent, will continue to offer Chicago and the middle west its share of studio audience shows in 1946.
Bell Laboratories and Western Electric teamed up to supply more than 56,000 radars of 64 types—approximately 50% of the nation's radar production on a dollar volume basis.

Bell Laboratories designed and Western Electric produced more than 1,500 electronic gun directors and gun data computers which greatly increased the accuracy of anti-aircraft and coast defense guns.

More than 1,000,000 airborne radio receivers and transmitters were furnished by Western Electric to help coordinate attack and defense in the air.

There are three reasons why the team of Bell Telephone Laboratories and Western Electric was able to handle big war jobs fast and well:

1. It had the men—an integrated organization of scientists, engineers and shop workers, long trained to work together in designing and producing complex electronic equipment.
2. It had unequalled physical facilities.
3. Perhaps most important of all, it had a long-established and thoroughly tested method of attack on new problems.

What is this method of attack?
In simple terms, it is this. Observe some phenomenon for which no explanation is known—wonder about its relationship to known phenomena—measure everything you can—fit the data together—and find in the answer how to make new and better equipment.

In the realm of pure research, Bell Laboratories have carried on continuing studies in all branches of science, with particular emphasis on physics, chemistry and mathematics. Often they have set out to gain new knowledge...
Bell Laboratories designed and Western Electric furnished more than 139,000 multi-channel FM receivers and 74,000 multi-channel FM transmitters for use by the Armored Forces and Artillery.

Bell Laboratories and Western Electric furnished revolutionary carrier telephone terminal equipment in great quantities—all "packaged" for quick installation in the field.

war jobs like these

with no immediate prospect of an application in the communications field. Time after time, their discoveries have eventually brought about fundamental scientific advances.

*Applying new discoveries*

As new discoveries have reached the stage of application, Western Electric manufacturing engineers have always worked closely with Bell Laboratories men to assure a final design suited to quantity production of highest quality equipment.

During the war, the capabilities of this unique research-production team expanded rapidly. New techniques were explored—new methods were developed—new ideas were born, rich with possibilities for the future.

*What this means to YOU*

Today Bell Laboratories and Western Electric are once more applying their facilities and their philosophy to the development and production of electronic and communications equipment for a world at peace. Depend on this team for continued leadership in AM, FM and Television broadcasting equipment.

Bell Laboratories and Western Electric played outstanding roles in the design and production of magnetrons and other essential vacuum tubes for use in radar and communications.
Anderson Lauds Radio Efforts To Aid Farmers

SECRETARY OF AGRICULTURE Clinton P. Anderson, in a speech over WJZ New York, last week called on U. S. farmers to exert themselves in 1946 not only to feed America, but also to “provide our share” of the food needed by our allies and liberated nations.

Mr. Anderson spoke last Monday on the broadcast initiating a new WJZ daily Farm News program conducted by Phil Alampl. The program is heard Mondays through Saturdays 5:45-6 a.m.

“I welcome the earnest and thoughtful endeavor of radio stations such as WJZ in their efforts to serve the best interests of the American farmer,” Mr. Anderson said.

C. E. HOOPER and his coincidental telephone interview method of measuring radio audiences are described in an article “Yardstick for Radio” in February issue of Coronet magazine.

Latin Americans ‘Exploding’ Because Of Petrillo Anti-Foreign Music Edict

LATIN TEMPER, traditionally trigger-quick, last week were reported to be exploding from Tierra Del Fuego to Ciudad Juarez. What set them hopping was the recent anti-foreign music manifesto of James Caesar Petrillo, who has stirred up many a tantrum in milder lands.

To New York representatives of many a Latin radio station came word that Mr. Petrillo’s edict prohibiting U. S. stations from broadcasting musical programs originating abroad had provoked at least one station to revolt.

The Havana correspondent for G. M. Basford Co., New York advertising and marketing agency, reported that RHC-Cadena Azul, Havana, had announced it would not rebroadcast any program originating in the U. S. or use any transcription made outside Cuba.

A. M. Martinez, manager of Melchor Guzman Co., New York representatives of stations in Cuba, Mexico, Central and South America, said that although the protest had not reached such positive proportions at other Latin stations, “there is a definite feeling against Mr. Petrillo’s action, particularly in Chile, Colombia and Brazil.”

Latin stations, which import more broadcasts than they export, might be cutting off their noses to spite their own perspiring faces, but the fit of temper that possessed them, U. S. broadcasters agreed, was understandable.

BORDEN Co. Saturday afternoon CBS “County Fair” show is to broadcast Feb. 9 and 16 from Florida State Fair at Tampa.

broadcasting inter-office memo
from: Ed James, N. Y.
to: Art King, Washington.
Attached art proves that even radio engineers have hearts that beat on a normal pulse rate. I can’t think of a better use to put complicated radio gear to than as a backdrop for a leggy female model.
Breathelessly,
E. J.
P. S. Pix shows models with Frequency Shift Keyer, heart of transmitting system of Press-Wireless, demonstrated at N. Y. IRE meeting.

Agency Officials Blamed In Chicago Show Exodus

BLAME for the dearth of “big-time” radio shows in Chicago was placed upon agency executives last week by Irna Phillips, Chicago writer of daytime serials.

Speaking Wednesday to the Chicago Radio Management Club, she said “inter-office jealousies and dissension” frequently result in the transfer of show to New York or the West Coast without the sponsor’s full approval. Many executives in both agencies and networks, she added, are reactionary regarding new ideas and new talent.

Welcome Consequences

ENDING the contest to end all contests, Ensign Richard Bartholomew on Jan. 20 correctly identified the voice of “Mr. Hush” as Jack Dempsey’s, a feat which had stumped contestants on Procter & Gamble Co’s Truth or Consequences for weeks, while prizes mounted higher and higher. The 22-year-old winner walked off with some $10,000 worth of gifts, including: A $1,000 diamond ring, $1,000 silver fox coat, $1,000 diamond and ruby wrist watch, 1946 model Mercury automobile; RCA Victor radio-phonograph with 100 records, washer, two-year supply of nylon hose, piano, gas range, refrigerator, round trip to New York by plane with a weekend at the Waldorf-Astoria, two-week vacation for two at Banff Springs Hotel in the Canadian Rockies, year’s maid service, and two complete men’s wardrobes. Program, advertising Duz, is placed by Compton Adv., New York.

Everybody knows WBG means good broadcasting

Columbia Affiliate Greensboro, N. C. represented by hollingbery
A southern gentleman, educated in South Carolina, Ed Bunker forsook a legal career to enter radio in 1934.

His experience covers every phase of the radio field. He has been in turn control operator, announcer, writer, program director, salesman and regional sales representative for a leading southern station. After four years of regional selling experience, he went to work for Uncle Sam in 1942 as a Naval Aviator.

Now, back in civilian life, Ed automatically returned to radio advertising. Since he believes in the policy of aggressive activity in radio representation, he naturally joined Lewis H. Avery, Inc. He brings well-rounded experience to a fast-growing organization of seasoned station representatives.
Porter Tells Video Institute
Low Band Television Is Ready

FCC Chairman Adds Opinion That Competition Will
Develop in Higher Frequencies

TELEVISION in the lower frequencies can perform an acceptable public service and is ready to go, FCC Chairman Paul Porter told the Television Institute conducted Jan. 29 by the Advertising Club of Washington. However, a national system of competitive television will develop in the higher frequencies, he predicted.

Recalling the early history of AM broadcasting, with its “fresh, vigorous, daring pioneer spirit,” he said the cost of video progress must be shared by public and pioneers alike.

’Bowl of Peanuts’

“Those who carry television forward,” he said, “will be those in whose immediate economic interest it is to advance. They will find a substantial investment necessary to keep up with the parade. Somehow, someway television will become a complete established American service.”

Chairman Porter said television reminded him of the comment by a friend that it’s like a bowl of peanuts on a bar—“you can’t keep your fingers out.” Television will progress rapidly, he said, “but we don’t want it to progress over the bleached bones of our existing enterprise. We have been told the Commission has a duty to inform the public that the land is about to be infested with a group of lightning rod salmon. And fears have been expressed for the little fellow in this new industry.

“Pioneering costs will be very great,” he cautioned. As to the Commission’s duty, he said the best job it can do to stimulate television “is to act promptly on matters pending before us. The Broadcasting Division in December had 3,096 matters pending. We worked day and night and at the end of December had 3,840 matters pending. We are still losing ground but hope to reach the break-even point this month.”

The institute covered much the same ground as a previous session held Oct. 15-16 in New York, with the program again in charge of the bi-monthly Televiser magazine. Some 250 persons attended the three sessions held during the day.

Richard Hubbell, television supervisor, Crosley Corp., Cincinnati, conducted the morning panel on television advertising and merchandising. He set the pace by referring to the visual medium as the “most efficient form of advertising.”

Paul Raiburn, president of Television Productions, New York, and economist of Paramount Pictures, cited figures he had given at the New York meeting on cost of reaching the public through various media.

Herbert E. Taylor Jr., of the Allen B. Du Mont Labs. transmitter division, said department stores stand to get the most benefit out of the advantages of an intrastore system designed purely to sell goods as against the televised programs for public consumption, designed to entertain as well as sell.

Combination of Media

Paul Mowrey, ABC television supervisor, New York, said video will not be an expensive medium in view of results but warned that it is not a medium for the confirmed bargain hunter. “Television advertising must not be regarded as a single new medium, but rather as the combination of at least two media now in operation,” he said, “making available to the advertiser the advantages both of radio and display advertising.”

He described the impact of a visual broadcast in which a box of Chef Boy-Ar-Dee spaghetti was prepared before the camera in 12 minutes, with a hungry soldier dipping into the finished product.

Charles J. Durban, assistant advertising manager, U. S. Rubber Co., told how the company conducted television programming. Among lessons learned were that the picture must be excellent in the studio to be good at home; that it is easy to forget the commercial aspects in the excitement of the studio; that those who want to learn about television should get a set at home; that the product story can be interesting and exciting.

Jack R. Poppele, chief engineer of Bamberger Broadcasting Service and president of Television Broadcasters Assn., presided at the luncheon session. Speakers besides Mr. Porter were Col. William (Continued on page 59)
Not jet propelled...

but just as NEW!

PRESTO 8-D

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

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

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

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

WORLD’S LARGEST MANUFACTURER OF INSTANTANEOUS SOUND RECORDING EQUIPMENT AND DISCS
'Public Disservice' Programs Attacked

By VERL BRATTON
General Manager, Station WRENLawrence, Kan.

I HAVE just finished listening to two very special "public service" broadcasts. One was presented by the National Assn. of Mfrs. and the other by the CIO. Both were made possible by donation of time "in the public interest" by the American Broad- casting Company, WREN Lawrence, and similar ABC stations throughout the country.

It's a wonderful accomplishment when we all join hands thus and serve the public! Let me rephrase that: "It would be a wonderful thing if, when we all joined hands thus, we served the public."

In the broadcasts I have just heard I can plainly see four definite services rendered. But as far as the public was concerned I feel the overall result was a disservice! The NAM has undoubtedly chalked up their broadcast as a service to associated members. The CIO broadcast was undoubtedly chalked up by the CIO leaders as a service to CIO workers. ABC undoubtedly chalked up both broadcasts against radio's obligation to devote "time" to public service. And as manager of WREN I chalked up both as serving the public by devoting time to both sides of a controversial issue.

But did any of this effort serve the public? I think not! If there is one need in these United States and throughout the world today it is the need for some iota of faith and trust between people. Anything which builds distrust and suspicion is certainly a disservice to all mankind.

The two broadcasts which prompted this expression of opinion did just that! The NAM ridicules in as derogative a manner as possible, and with a myriad of subtle inferences, any claims made by organized labor. In its turn the CIO also uses every emotional trick it can devise to try to convince the poor misguided human sheep that management's only objective is to keep labor in mental darkness so it can't see the trucks backing up to some secret cache the day's golden profits!

How respectable organizations can have the gall to call themselves serving the public by resorting to such childish name-calling must be no less than amazing to "the public". Such "public service" efforts can only add fuel to the class-against-class fire that already burns much too hotly.

Similar tactics are often resorted to during heated political campaigns, but, thanks to their traditional pomposity, the public has learned to take them with a grain of salt and they are not long remembered after the campaign is over. But to resort to such tactics in a discussion of a national emergency that may hold more future danger than any of us realize is plain stupidity.

Presentation Condemned

I am not criticizing the "facts" brought forth by either of these organizations. I condemn them for their obviously premeditated manner of presentation. Wise decisions result from mental processes—not emotional processes.

If the propaganda practices of management representatives and labor representatives are to continue in this trend, a suggestion that they have their discussions in the back room might be a greater public service than to help them both spread further class hatred.

Ah, yes, but who would do the suggesting now that they are already "on the air." The networks? And have labor, "big business," the FCC, and a few spotlight-seeking Congressmen accuse them of "censorship?" The stations? And face the same jury?

If we'll be honest with ourselves we must admit that the only answer is a little common sense on the part of the labor and management propaganda experts. Programs of this type can be very sane and sensible at the outset, only to develop into something vicious which becomes too hot to handle on the air and too hot to take off. Broadcasters then find what started out to be a public service has turned into some-
This multi-purpose, polydirectional microphone (Type 77-D) will help you add even greater balance, clarity, naturalness, and selectivity to your studio pickups.

By means of a continuously variable screw adjustment, located at the back of the microphone, an infinite number of pickup response patterns can be obtained—unidirectional, all variations of bidirectional, and nondirectional. Undesired sound reflections can be quickly eliminated merely by switching to a more suitable pattern.

A three-position VOICE-MUSIC switch on the bottom of the microphone is available for changing the low-frequency response, thus permitting the selection of the best operating characteristic.

A unique single-ribbon unit combines the performance of the velocity-operated and the pressure-operated units used in previous designs.

Other outstanding features include: excellent frequency response, uniform directivity at all frequencies, shielded output transformer, shock mounting, spring-type cord guard, lightweight, small size, and an attractively styled umber-gray and chrome housing.

A bulletin completely describing this outstanding microphone is yours for the asking. Write: RCA, Dept. 17-B, Camden, New Jersey.
TEXT OF REPORT ON LEA ANTI-PETRILLO MEASURE

American Federation of Musicians

The make-up and operation of the American Federation of Musicians (A.F.M.) is based on the labor union principle of collective bargaining and the right of a bargaining unit to exercise its collective bargaining rights. Applicants for membership must be qualified as professional musicians and must be in employment in the music industry, primarily by musical service. The voting privileges of members are so allocated as to permit a minority domination of an unelected or unequal allotment of voting power.

Coercive Practices

The local broadcasters of the Nation are greatly dependent on the networks for rounding out their programs. This situation has augmented the coercive power of the Federation of Musicians in forcing compliance with its demands. Through the use of economic pressure, including boycotts and strikes, the A.F.M. has compelled broadcasters, the networks and those who furnish material to broadcasters, to pay the union fees required for the membership of employees of the federation, and that those fees for services paid already and fully paid for shall not be refused, and that payments for services to be rendered shall be made for services not performed, that broadcasters shall refrain from broadcasting noncompensated, noncommercial educational or cultural programs; that broadcasters should refrain from broadcasting musical programs; that the union should be paid for the manufacture and use of recordings or transcription for the purpose of restricting or preventing the use of such materials used for broadcasting; that restrictions should be placed on the manufacture and use of recordings or transcriptions for the purpose of restricting or preventing the use of such materials for broadcasting; that payments should be held for records previously paid for; that dual orchestras should be employed for a single broadcast over two or more outlets; that over 400 small broadcast stations in the country having no live orchestras would be compelled to pay the union; that the use of voluntary noncompensated orchestras be barred from broadcast unless an orchestra of the Federation of Musicians were also employed or that the union was paid an equivalent or greater amount than the regular charge for a federation orchestra.

Some of these demands began several years ago but in recent years have become more frequent and for enlarged purposes and amounts. These boycotts and strikes and threats have coerced compliance with a number of these demands, with pending demands now being given to the union.

The amount of money extorted from the broadcasting industry is very large, with the Federation of Musicians demanding a percentage of the gross income from the broadcasting industry which amounts to more than $20,000,000 a year for peace purposes. It is estimated that the broadcasting industry has paid millions of dollars in amount and if demanded do pass.

For rounding out their programs, this industry has been subjected to extortionist and racketeer demands enforced by coercive methods which increasingly threaten to re-

strict and handicap it in performing its rightful functions to the Nation.

The object of this proposed legislation is to put an end to these exactions for the protection of the broadcasting industry and for the integrity of the Nation.

TEXT OF THE HOUSE INTERSTATE & FOREIGN COMMERCE COMMITTEE REPORT

February 4, 1946

The Committee on Interstate and Foreign Commerce, to whom was referred the bill (H. R. 5117) to amend title V of the Communications Act of 1934 so as to prohibit certain coercive practices affecting radio broadcasting, having considered the same, report favorably thereon with an amendment and recommend that the bill as amended do pass.

General Statement

For some years the radio broadcasters of the Nation have been harassed by ever-increasing extortionate and racketeer demands to which they have been forced to yield by coercive methods. The disputes thus exacted are now measured by millions of dollars. These exactions have not been in compensation for services performed for the broadcasters or in settlement of any obligations due from them. They have not been made for the enforcement of any rights due those who demanded them.

The object of this proposed legislation is to put an end to these exactions for the protection of the broadcasting industry and for the integrity of the Nation.

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In most cases demands of the sort made by the Federation of Musicians in the past have been based on the principle of collective bargaining. However, the Federation of Musicians has for some years been demanding a percentage of the gross income from the broadcasting industry which amounts to more than $20,000,000 a year for peace purposes. It is estimated that the broadcasting industry has paid millions of dollars in amount and if demanded do pass.

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TEXT OF REPORT ON LEA ANTI-PETRILLO MEASURE
THESE FIGURES SPEAK FOR THEMSELVES

CITY ZONE: AUSTIN, TEXAS

Total Coincidental Calls - This Period: 13,164

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<th>A</th>
<th>B</th>
<th>C</th>
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<td>0.8</td>
<td>43.3</td>
<td>1.5</td>
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</table>

These figures explain why K N O W is indispensable to any sales promotion in the AUSTIN MARKET.

K N O W
RADIO STATION
AMERICAN, MUTUAL AND TEXAS STATE NETWORKS STATION
WEED & CO. Representatives
NEW YORK  BOSTON  CHICAGO  DETROIT  HOLLYWOOD  SAN FRANCISCO

January 2, 1966

Dave:

I am enclosing herewith a couple of copies of the Hooper report we have just received and which I thought would be of interest to you.

I believe it will make good material for an ad and I think you'll agree that it won't take much selling copy to put across the idea to those interested in selling the Austin market.

Best regards.

Sincerely yours,

[Signature]

Manager
Set Price Rules Revised by OPA

PRICE REGULATION changes designed to bring radio sets retailing at the familiar prewar $60 level back on the market have been announced by the Office of Price Administration.

By adding 11 to the upper limit of the manufacturers' medium price range, OPA explained, the amendment permits the use of lower markup factors in determining retail ceilings on certain sets which heretofore have come within the high-price range. No significant change in the consumer price level will result from the changes, the announcement asserted.

Because the markup on sets in the high-price range is substantially higher than on medium-price sets, OPA asserted, consumer ceilings in the past "broke off at about $58, with the next highest price about $65."

"The familiar price of $59.95, frequently used before the war for sets in one popular quality class, was therefore eliminated, and it has seemed desirable to restore the $60 radio to the retail market," the OPA announcement stated. "In order to do so, OPA has raised the upper limit of the medium price range by 11, so that manufacturers are now free to apply the lower markup to slightly more expensive sets and obtain a retail price in the neighborhood of $60."

Medium Range to $31

The medium range now extends from $11 to $31, rather than $11 to $30.

OPA stated specifically that manufacturers of sets for export or for sale by a mail order house need not pre-ticket such sets with the retail price. It also set specific markups over manufacturer prices for sales by mail-order houses distributing under their own brand names. These markups are slightly lower than those applicable to sales by other types of retail outlets, OPA said, to reflect prewar differentials between mail order house and other retail prices for special brand radios.

Public Service

(Continued from page 32)

thing which could have far different results.

Surely the CIO and the NAM are equal to the task of putting their problems before the public in a far more adult manner.

If ever radio had a public service job to do it has one now. It's one thing to sell war bonds successfully, but it's a far greater task to try to eliminate the jealousy and distrust that Americans have for Americans today. It's a job that calls for more common sense than a great many Americans have demonstrated in the past few months. If radio is to live up to its reputation as the greatest power for molding public opinion it will need the help, not the hindrance, of all management and labor groups.

Communications Panel Appointed by State Dept.

WILLIAM BENTON, Assistant Secretary of State, has appointed five special consultants to formulate advice for the State Dept. in developing U.S. proposals in the mass communications field for consideration by the United Nations Educational, Scientific and Cultural Organization.


Allen Miller To Direct Rocky Mountain Council

ALLEN MILLER, program manager of KOAC Corvallis, Ore., has been appointed director of the Rocky Mountain Radio Council, effective Feb. 1. He succeeds Robert B. Hudson, who resigned to become assistant director of educational programs at CBS in New York. Jack W. Lewis, former production director of the Council, becomes its associate director.

Mr. Miller was graduated from the U. of Chicago in 1926 and was radio director there until 1935. As head of the University Broadcasting Council from 1935-1940, he worked with educational groups in the Chicago area and started broadcasts supported by several foundations and the radio networks. He served as production director of KWSC Pullman, Wash. for two years before joining KOAC, which is operated by the Oregon State System of Higher Education.

Rocky Mountain Radio Council is composed of educational and civic organizations in Colorado and Wyoming, and broadcasts over 19 stations in the two states.
The GATES Model 1-E Transmitter is the most modern installation for the 1-Kilowatt broadcasting station. It combines modern circuit developments, which are the results of strict laboratory tests, with other mechanical improvements that will make your Station outstanding in operating efficiency and showmanship. All parts are accessibly located for simple operation. The streamlined pressure-type cabinet assures dustless, cool performance. Investigate the 1-E Transmitter before considering any other.

**NEW YORK**
OFFICE:
9th Floor • 40 Exchange Place

**QUINCY, ILLINOIS**

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

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**CONDENSED SPECIFICATIONS**

- **FREQUENCY RANGE:** 530 to 1600 K.C.
- **FREQUENCY STABILITY:** Plus or minus 10 cycles maximum.
- **POWER OUTPUT:** 1000 Watts. May be operated as 500 Watt Transmitter. Power reduction for night operation may be incorporated to suit requirements.
- **POWER SUPPLY:** 230 Volts, 60 cycles, single phase. Regulation not to exceed plus or minus 5%.
- **FREQUENCY RESPONSE:** Within 1½ Db. from 30 to 10,000 cycles.
- **DISTORTION:** Less than 3% from 50 to 7500 cycles. 0-95% modulation.
- **NOISE LEVEL:** 60 Db. below 100% modulation.

**WRITE FOR COMPLETE SPECIFICATIONS**
WIBW Files for 540 kc; Seeks 500,000 Watt Clear Station

AN APPLICATION for the still unavailable 540 kc frequency—with 500 kw power—has been filed with the FCC by WIBW Topeka, the Commission announced last Wednesday.

Two other stations are seeking 540 kc, now used by the Navy—KMBB Kansas City, which filed its application May 31, 1944, and WTOL Toledo, which applied Oct. 22, 1945. WIBW is the first to seek to operate the frequency with "superpower." KMBB, now on 980 kc with 5 kw, proposed to operate it with 50 kw, while WTOL, now on 1280 kc with 5 kw, has asked for the frequency with 5 kw.

WIBW estimated that with 500 kw power on 540 kc it could provide primary service to 6,668,016 persons daytime and 11,130,787 persons at night, with secondary service at night to approximately 90,000,000. Service area would approximate 2,964,841 square miles. Currently, on 580 kc with 5 kw, WIBW reaches approximately 1,238,890 persons within an area of 121,860 square miles.

Manufacturers Could Supply

Installation costs were estimated at $491,000. Most of this would go for the transmitter—$350,000. Although there are not now any FCC-approved 500-kw transmitters, the application said "several reputable manufacturers have completed basic designs and would be able to supply satisfactory equipment meeting all FCC requirements and standards." Other estimated costs include $55,000 for antenna and ground systems, $35,000 for land and buildings, $25,000 for "other items," and $1,000 for frequency and modulation monitors.

Capper Publications Inc., owner of WIBW and of KCKN Kansas City, would provide up to half a million dollars for the installation. Possible future amendments in the application may be made, it was pointed out, after the FCC has decided upon its clear-channel policy.

The application noted "certain shortcomings" in the requested assignment: "In the first place, while the Commission has made the preliminary finding that 540 kc should be made available for use in the broadcast band, no final decision has been reached as to whether or not the frequency shall be used for clear, regional or local channel purposes. Secondly, the use of 540 kc in this area presents certain side-channel interference problems which in turn require suppression of the signal of the station to such a degree that the optimum desired by the applicant and needed by the listeners in the area cannot be fully accomplished."

The 540-kc channel, currently used by the Navy, is not expected to become available to U. S. broadcasters for at least a year. CBK Watrous, Sask., Canada, uses the frequency with 5 kw power, but under a 1938 U. S.-Canada arrangement CBK is to switch to a substitute channel when one becomes available, the application asserts.

Little Interference

Directional antenna would be used by WIBW day and night. The application anticipates no objectionable interference to any existing U. S. station except for "slight interference" to KWTO Springfield, Mo. (560 kc) and "very slight interference" to WNAK Yankton, S. D. (570 kc). These 'interferences' are estimated on existing 'Standards'... and would be eliminated if proposed revisions were adopted," it is maintained. Actually, the application continues, there would be "no objectionable interference" to the normally protected service of any station.

The application emphasizes WIBW's program service, particularly to rural listeners, and contends the station is located to render "best possible extended coverage rural service to the most underserved section of the U. S." No basic change in program structure is anticipated.

Hogan & Hartson, Washington law firm, and Chambers & Garrison, consulting radio engineers, also of Washington, aided in preparing the application.

L. A. Grand Jury Urges Action on Crime Shows

KEEPING the kettle boiling in public criticism of juvenile radio programs, retiring Los Angeles County Grand Jury has recommended that first set of 1946 jury be to "eliminate or minimize broadcasting of radio crime programs which tend to encourage juvenile delinquency." Recommendation embodied in resolution brought forth flood of opposition from local broadcasting representatives. Point was reiterated that theme back of all such series was 'crime doesn't pay.'

Los Angeles District Attorney Fred N. Howser and Police Chief C. B. Horrall said recently, however, that this type of program did more harm than good. On the other side of the ledger, juvenile division of Police Department survey showed that majority of arrested delinquents listened to Bob Hope and jive music type shows. Kettle was set simmering with an open letter of criticism by Los Angeles 10th District California Congress of Parents & Teachers. Protest was signed by executives of P.T.A. as well as civic, health and education leaders.
He's a Big Man With the Kids in Peoria

Peoria youngsters all know big, jovial, 325 pound Wayne West, the impresario of WMBD's famed Juvenile Theatre. This exceedingly popular public service feature is now entering its 15th consecutive year.

Thousands of letters and weekly full-house studio audiences attest to the popularity of the Juvenile Theatre. The first open-air "Park-Show" since the war brought out a crowd estimated at 20,000.

Performing before hospitals and other community institutions, these future builders of Peoria receive early training in public service . . . help make Peoria a better place to live.

(Upper left) Wayne West with three young singers at the Rotary Club Crippled Children Christmas party. The Juvenile Theatre renders year-round community service.

(Left) This year's complete cast. Some professional careers have had their beginning in the WMBD Juvenile Theatre.

(Above) Peoria really turned out for the "Park Show" . . . 20,000 people had a fine time.
DISTORTION CAN HAPPEN ANYWHERE.

THE COLLINS 6P PREAMPLIFIER
The 6P bridges the gap between the output of a low level microphone and the input of a line, program, or limiting amplifier. Its frequency response is constant within ±0.5 db from 30-15,000 cps. Its careful shielding allows several 6P's to be placed side by side without interaction.

THE COLINS 26W LIMITING AMPLIFIER
The 26W has unequalled value in limiting loud passages, thus preventing overmodulation and the accompanying distortion and adjacent channel interference. It also effects a higher average audio level, which increases the signal to noise ratio. It may be set to catch the first cycle of a 10 kc note.
THE KEEN EDGE of a fine performance can be dulled by distortion, noise, or lack of high fidelity in any stage of amplification. Alert broadcast management insists that the integrity of the program be maintained in minute detail through every step from the studio to the antenna. The high fidelity of Collins speech equipment safeguards the quality of sounds going into the microphone, and promotes a clear, brilliant broadcast.

Here are two new Collins products—the 6P Preamplifier and the 26W Limiting Amplifier. They are engineered to the traditional Collins high standards of performance and reliability. Only highest quality components are used, and these are operated conservatively, assuring long life with continuous, trouble-free service. Write us about your station requirements.

THE COLLINS RADIO COMPANY
Cedar Rapids, Iowa; 11 West 42nd Street, New York 18, N.Y.
7,020 Registered For Meeting of IRE
Unprecedented Collection of Papers Aroused Interest

MEMBERS of the Institute of Radio Engineers agreed last week that their winter technical meeting, Jan. 23-26 inclusive, had been the biggest ever.

Final count of registration was 7,020, and actual attendance was even greater, since many a visitor had failed to register.

Members speculated that the record crowd had been attracted to the Hotel Astor, New York, meeting by the unprecedented collection of technical papers covering subjects which had been until now forbidden to discussion by secrecy of war and by exhibits of much equipment which heretofore had been similarly obscured.

Well-deserved pats on the back were given to men responsible for arranging the meeting during the "President's Luncheon" on Jan. 26. Chief praise was given to Edward J. Content, member of the engineering department of WOR New York, who was chairman of the General Committee for the winter meeting.

Dr. Frederick B. Lellwellyn, incoming IRE president, although commending all committee men for unusually efficient work, described Mr. Content's contribution as "outstanding."

The winter meeting closed Jan. 26 after a day-long presentation of technical papers on the general subjects of industrial electronics, communications systems and relay links, radio propagation, broadcast receivers and quartz crystals.

Television Programmists Address Meeting of ATS

EXPERTS in television programming addressed a luncheon meeting of the American Television Society Program Panel last Monday at Hotel Sheraton, New York.


Theodore Huston, radio and television director of Rathrauff & Ryan and director of WABD's television show, Wednesdays at Nine Is Later Brothers Time, gave ATS members hints on the technique of television direction. Richard Manville, general chairman of ATS panels, presided.

Wire Photos

SPECIAL radiophoto service for members of the armed forces was proposed last week by Prest Wireless Inc. in an application for tariffs filed with FCC. Press Wireless plans to transmit photos from Frankfurt, Berne and Manila to the U. S. at first and later to inaugurate two-way service between the U. S. and those points plus other foreign capitals. Service personnel will be charged $2 for the first five square inches of photo material, 40 cents for each additional inch.

EVERYTHING
HERE IS
CAPITAL . . .

1. **THE CAPITAL CITY** of Connecticut, Hartford is the center of the busy political, financial and industrial life of the state.

2. **THE CAPITAL MARKET** of the country, the Hartford Trading Area is the Major Market in a state which leads all others in Effective Buying Income per family.

3. **THE CAPITAL STATION** in this market, WDRC is a capital buy, with one low uniform rate for all advertisers, national, regional and local.
A good salesman has "sell" in his voice. In Baltimore WBAL's voice has that "sell" as proven by impressive direct sales in the food field. And at WBAL, selling thru the air is backed up by an aggressive "behind the scenes" sales promotion and merchandising department that synchronizes program advertising with effective point of sale merchandising.

Food advertisers with schedules on Baltimore's powerful 50,000 watt...
NBC network station register sales where they count . . . at the cash register.

Normal healthy growth creates ever increasing appetites . . . and Baltimore has both. Yes sir! food sales are UP and Baltimore’s Great Food Salesman is UP TO THE JOB AHEAD.

BASIC NBC NETWORK
Nationally Represented by
EDWARD PETRY & CO.

WITH THE GREATEST OF EASE
The Mills Grind Fine

IN THIS ISSUE we present the saga of General Mills—an advertiser who had the courage to employ radio as a medium when others viewed with alarm.

There is no scientific calibration by which General Mills can determine how much of its growth through the years is attributable to broadcasting as against other media. But none is needed. That General Mills has stayed with the medium, annually increasing its appropriation for broadcast advertising, is sufficient evidence of radio's effectiveness.

General Mills, when it decided to try broadcasting, imported talented men and women experienced in the medium. They provided the formula, and General Mills backed them to the hilt.

That, then, is the moral of the story: you cannot shoot a gun, granted you own one, unless you know how to load it.

Facts or Friction

THIS WEEK the “Little Havana” Conference gets under way in Washington to consider extension of the North American Regional Broadcasting Agreement which became effective in 1941 and expires March 29.

Commissioner E. K. Jett of the FCC, chairman of the U. S. delegation, is prepared to propose a two-year extension of the present treaty. He points out logically that during the last five years of war the NARBA provisions have not been fully tested. Scarcity of materials, manpower and technical know-how frustrated plans to meet the rigid engineering requirements.

We think the two-year extension, originally proposed by Canada and advocated by Mr. Jett, should prevail. In the interim, preparatory conferences could be held for a 1948 NARBA on a full-dress basis.

Thus far, Cuba is the only nation to project definite demands. It wants assignment rights with substantial power on some 20 additional of the 106 standard broadcast channels.

According to available current data, Cuba has a total of only 226,000 radio receivers, presumably the bulk of them in Havana. It has about 100 stations, of which some 31 are in Havana. Thus, as we compute it, Cuba has one station for each 2,600 of its population. In the United States, there are 1,000 standard stations operating or authorized. They serve 140,000,000 people, or one station for each 140,000 of population.

We know of no other yardstick that can be applied equitably in station distribution. Cuba has not made the most of its existing assignments. The same, in a lesser degree, goes for the other signatories. In the United States, stations are packed and jammed on regional and local frequencies.

We trust the delegations of our neighboring North American nations will not lose sight of these fundamental factors.

Lea-Ward or Scuttled

PITY the lowly musician for whom AFM President James C. Petrillo’s heart bleeds. He asks succor, relief and alms for his charges—evidently all of it from radio.

In the last few days several events focus attention on the plight of the radio-employed AFM member. A FCC employment analysis [Broadcasting, Jan. 28] shows the average wage of full-time employees for a typical broadcast week in 1945. In the programming end, the average production man draws $62.49 per week; the writer, $47.93; the announcer, $57.79 and the staff musician a mere $81.20. The network and network-owned station musician draws a palty $137.58—substantially ahead of any other program employee class.

That “staff musician” on the average station toils 10 to 18 hours per week (including rehearsals) for his radio stipend. He may perform only an hour or so a week. He usually has another job (night clubs, theatres, dance bands) if he’s any good at all.

Don’t take our word for it, let’s look at the report of the House Interstate and Foreign Commerce Committee on the Lea bill (HR-5117) which would outlaw the “extortionate and racketeering demands” of Petrillo and his union estimated to be in excess of $20,000,000 a year. Here are a few excerpts:

“The management and operation of the AFM sincerely justify its classification as a labor union. Applicants are selected without conformance to any qualification of a musician. Only about one-third make their living primarily by musical service. The Federation thus composed is so organized that its membership has little control over its management or policy.

If demands now pending were granted it will, by the absence of experience, methods, require . . . the broadcasting industry to pay tribute probably in excess of $20,000,000 a year.

The perpetuation of the offenses . . . involve moral turpitude akin to that of larceny, embezzlement, the acquisition of another’s property by false pretenses, racketeering and extortion. The right to strike for a lawful purpose cannot be twisted into a right to combine together in illegal organizations.

The offenses committed in the name of the AFM are a great disservice to legitimate labor organizations as well as to the public.

These tributes and other extortions were not payments for service. They were the price paid for the practice of being relieved from the penalties of refusal. As a reward the broadcasting industry has been confronted with more and greater demands of equal viciousness. It is the responsibility of the Congress to stem the rising tide of unconscionable demands upon the broadcasting industry, against which, in the present state of the law, that industry is powerless to defend itself. The text of the Lea report appears in this issue. If, after reading it, any broadcaster, radio advertiser or agency executive can remain daunted, he turned his inventive mind to the problem and came up with a new gadget—a “hearing pipe”. Instead of tobacco, Mr. Eddy built a tiny amplifier in the bowl of an ordinary pipe, connected it to a wire running up his sleeve and listened through the vibrations against his teeth!

In 1937, the National Broadcasting Company heard of the brilliant work Mr. Eddy was doing for Farnsworth and prevailed upon him to become chief of video sound effects. He likes to recall the time he was televising a miniature port scene, with modern battleships preening before the television camera. Eddy felt the water was too calm to pass the critical eye of the most confirmed land-lubber and into it he deposited two tiny turtles. As they swished about the bottom the waves churned against the sides of the ships to create a perfect Nor’easter. Unfortunately, a few seconds after the cameras began to turn, one of the turtles pokrd a hony back out of the water, creating the effect of a sorrowful Loch Ness monster, fully capable of scuttling the pride of Uncle Sam’s fleet.

Of the hundreds of gadgets Mr. Eddy has

(Continued on page 48)
Focused on Two New York Markets

As a result of giving listeners the programs they want to hear, WOV has developed and holds two distinct and important audience groups in the metropolitan New York area. Two great markets listen to WOV. Two great markets that, in their respective listening hours, combine to give this station a constant, controlled, around-the-clock selling power.

In the daytime, WOV overwhelmingly dominates New York's Italian speaking audience of 520,000 radio homes. And in the evening, between the Hooper Hours of 7:30 and 10:00 p.m., WOV delivers one of the largest metropolitan audiences of any New York independent station... at less than half the cost of the next ranking station.

RALPH N. WEIL, General Manager
JOHN E. PEARSON CO., Nat'l Rep.
This week on KFI

Jovial ex-serviceman, Al Poska, is back among the air voices on KFI with the latest program addition. His new hour-long show is known as the "MIDNIGHT FLYER," and it does just that every night except Sunday at the stroke of twelve. Between a limitless variety of popular platters, Al gives out with that same brand of humor. So don't miss "The Musical Clock" "Poor Poika's Almanac" and "The Unclassic Hour" prior to the war. Because the show is just one week old at this writing, we don't have a mail count to report. However, give Al and his "MIDNIGHT FLYER" a couple of months and the results will probably stagger you. When that happy incident comes about (and it's more than a probability), you will be doing yourself a favor to call KFI Sales Department or Edward Petry for the costs and such connected with the program.

The UNSUNG HEROES

Occupying the end office in the KFI building are two little ladies who deserve a big hand for their services. The office we’re talking about is the Mail Room, and the little ladies are Dorothy Narwick and Joyce Rainwater. Not only do these two receive and deliver the heavy volume of mail that comes to KFI, but they have the thankless job of keeping it all in order. Each day, around 300 mis-addressed letters go to persons who have either left KFI or have connections with other stations.

RESPECTS

The biggest problem facing television is whether or not the FCC will measure radio more accurately against the clients' sales problems.

Gillin Again Named Director At NAB 10th District Session

John J. Gillin Jr., general manager of WOW Omaha, was re-elected director of the NAB 10th District (Iowa, Mo., Neb.) Jan. 25-26 meeting in Omaha [Broadcasting, Jan. 29], marking the fourth consecutive year he has represented the district in the NAB.

Resolutions were passed seeking action by the board to update time law applicable to all states and territories; establishment of a program department within the NAB; pledging support to NAB Standards of Practice.

Stations were asked by President Justin Miller and Secretary-Treasurer C. E. Arney Jr. to send in all facts pertinent to labor relations for analysis by the association’s Employee-Employer Relations Dept.

Speakers on the miscellaneous problem, "How to Beat the Mail Count," were Frank Chizinni, NBC Radio-Recording, Chicago; George Johnsson, SESAC, New York; Al Martin, BMI, New York; John Yinger, CBS Station Radio, Chicago. The Le Bill statement was informally approved as "a step in the right direction."

CRITICS SUPPORTS BMB

Lowry Crites, advertising comptroller of media for General Mills, Minneapolis, recommended support for Broadcast Measurement Bureau, explaining that the data will eliminate coverage confusion and "enable the advertiser, agency and station to sell more intelligently, economically and with better results."

Melvin Brody, vice president of Needham, Louis & Brody, Chicago, also supported BMB "because management of agencies spends more time on radio programs than any other form of advertising and needs more data about radio reduced to its simplest forms. BMB is to move television into the higher frequencies or to leave it where it is."

Wherever they decide, Mr. Eddy wishes they hurry up, because the industry is at a standstill until it knows just where it's going.

Mr. Eddy is 43 now, married, (he has a wife in Hawaii and married her in China, where she was a nurse) and the proud father of three children, named Nancy, Corky and Tink. All the children fly, and Nancy and Corky have their own planes. When Tink becomes 16, she'll have one too.

Since a man is only as good as his boss thinks he is, it is important to listen to John Balaban’s opinion of Eddy: "The guy is a showman. Why, everything he does is grand.

Quite different from the sour report he once received from a naval laboratory which termed one of his inventions, "the product of an unbalanced mind."
More Chicago Net Shows Being Planned by Mutual

Mutual’s plans to make Chicago a key originating point for national network programs need the talent available for several proposed shows which would be aired over Mutual’s Chicago station, Feb. 5, during Wednesday, 9:30-10 p.m. CST, for originating more shows from Chicago, Mr. Carlin said, is that it will make the choice of cities to do business with easier. In former days, “the stepping stone it was Chicago the stepping stone it was, had to turn to stations outside of the United Kingdom.”

TENTH DISTRICTERS turned out 130 of them—for NAB meeting at Omaha. Representing local stations (top photo) were: Front row, Lyle DeMoss, WOW; President Justin Miller of NAB headquarters, who presided; Harry Burke, KFAB; back row, Bernard Corrigan, KOWH.; Paul Pry, KBON; Gordon Gray, KOIL-KFOR. From other cities (second photo) came: Front row, Frank Stubbins, KFNP Shenandoah; James Carpenter, WKBB Dubuque; Mahlon Aldridge, KFRO Columbia, Mo.; Frank Chizzini, NBC Radio Recording, Chicago; back row, Glen Rippon, KMMJ Grand Island, Neb.; C. L. Thomas, KXOK St. Louis; Lewis Avery, Lewis Avery Co., Chicago; E. Anson Thomas, KFAB Kearney. Trio of shop talkers (bottom), John J. Gillin Jr., WOW Omaha, re-elected district director; Lowry Crites, advertising comptroller and director of media, General Mills; Melvin Broby, vice president, Needham, Louis & Broby, Chicago.

Publisher Does Not See Great Hope of Facsimile

“IT HAS become obvious that radio and newspaper are destined to supplement each other,” John H. May, manager of Christian Science Publishing Society, publisher of the Christian Science Monitor, declared in addressing members of the Los Angeles Advertising Club at luncheon meeting in the Biltmore Hotel.

Revealing increased figures on newspaper circulation, he stated that a “accepting the best promise I have yet heard we must foresee a day when even the largest type could be described as a good clear reproduction.”

TEN DistRICTERS turned out 130 of them—for NAB meeting at Omaha. Representing local stations (top photo) were: Front row, Lyle DeMoss, WOW; President Justin Miller of NAB headquarters, who presided; Harry Burke, KFAB; back row, Bernard Corrigan, KOWH.; Paul Pry, KBON; Gordon Gray, KOIL-KFOR. From other cities (second photo) came: Front row, Frank Stubbins, KFNP Shenandoah; James Carpenter, WKBB Dubuque; Mahlon Aldridge, KFRO Columbia, Mo.; Frank Chizzini, NBC Radio Recording, Chicago; back row, Glen Rippon, KMMJ Grand Island, Neb.; C. L. Thomas, KXOK St. Louis; Lewis Avery, Lewis Avery Co., Chicago; E. Anson Thomas, KFAB Kearney. Trio of shop talkers (bottom), John J. Gillin Jr., WOW Omaha, re-elected district director; Lowry Crites, advertising comptroller and director of media, General Mills; Melvin Broby, vice president, Needham, Louis & Broby, Chicago.

BRITISH MAY WIDEN USE OF RADIO ADS

BELIEF that English advertisers will make much more extensive use of radio in the coming years than they did before the war was advanced by Peter Taylor of the London agency of Colman Prentis & Varley Ltd., now on his way back to England after a month's visit to the U. S. But, he hastened to add, there is no indication that BBC will let down its ears against program sponsorship, and the English advertisers will again be forced to turn to stations outside of the United Kingdom.

Before the war, he told BROADCASTING, English-language advertising accepted by Radio Luxembourg and other continental stations, aimed at British listeners, was used chiefly for the cheaper drug products, with programming on about that level too. Now, he said, the continued shortage of newsprint is encouraging other advertisers to consider the use of radio on a basis more nearly parallel with U. S. commercial radio.

Mr. Taylor said his agency handles British advertising for Elizabeth Arden, Hudson cars and Sanforizing and has recently been given a new American account of a "a very large company with many advertised products and one of the major users of radio in the U. S." Colman Prentis & Varley is planning to build studios for the production of transcribed programs, he reported.

African Radio Plans

INTENTION of the South African Broadcasting Corp. to sell time to advertisers was reported last week. Like BBC, SABC has obtained its revenue from licensing radio sets. The South African Government Information Bureau said the SABC contemplated the addition of a commercial broadcasting system to the two it now operates. The present "A" system is medium-wave, the "B" short-wave. The Information Bureau said the new system, to be known as "C," would probably he another medium-wave one, but carrying commercial programs.

Radio Excise Rises

INTERNAL Revenue Bureau collections for radio sets, components, phonographs etc. in December 1945 totaled $970,212 compared to $561,127 in December 1944.

TRANSMITTER Division of General Electric Co., Electronics Dept., is issuing eight-page booklet "Electronic for Education," describing ways in which electronics is employed in educational work. Illustrations of technique and equipment are included.

FOUR million words of radio talk are monitored weekly by Radio Reports Inc., New York, radio research organization, according to an article by A. D. Nahlbone IV, in recent issue of Liberty Magazine. Firm intensifies researches, publishes, directs, and furnishes verbatim manuscript of daily and weekly dailies and wire copy. Statistical data and radio opinion, and various special analyses and evaluations of news and comment and other material on radio.

At 10th District NAB Meet

V. Button, KMOX; Lawrence Swars, NOtie & Swars, Art Thomas, WJAG; Chet Thomas, KXOK; Anson E. Thomas, KGFW; John A. Toothill, KHAS; R. B. Urie, Graybar Elec. Co.; Lumir Urban, KORN. A. Toothill, Burn Smith Co.
H. C. Hurd Jan. 24 assumed duties as general manager of KFJB Marshall- town, Ia. He recently was released from Navy as lieutenant (jg) after three and a half years’ service, two of which were spent in South Pacific. He formerly was associated with KJUI, Des Moines.

BRUCE WALLACE, program manager of the Milwaukee Journal stations WTMJ and WTMJ-FM, has been promoted to assistant manager. His successor is JIM BOTTON, announcer. Both have been with the stations for several years.

E. A. ALBURY, general manager of WHMBq Memphis, Tenn., is on business to Chicago, New York and Washington.

DON JOSET, executive director of the Public Broadcasting System, has received a silver U. S. Treasury award mounted in plexiglas for individual interest in activities of Treasury Dept., State and local War Finance Committees.

NEW VICE PRESIDENTS of KFPO Lincoln and KOLK Omaha were announced March 21 at KOLK 10th District meeting by KFPO-KOMA President, Charles F. Sturt. They are Melvin Drake (left), KPOM and Gordon Gray, KOIL. Mr. Sturt has bought WDGY Minneapolis, subject to FCC approval.

RICHARD H. GRAHAM, released from Navy rank of lieutenant, has been named assistant engineer and subsequently as RCA and NBC Western Division engineer in Hollywood. DON B. TATUM, who has been chief engineer for ABC, will be in St. Louis conferring with KWK executives.

EDGAR T. KROUSE, Mutual president, is planning to spend most of February on the road. He will be in New York Feb. 5 for Chicago, Los Angeles Feb. 7, and New Orleans Feb. 12. Following day he will be chief speaker at seventeen-city scientific convention sponsored by WHKX. March 2 he is to be in St. Louis conferring with KOMO executives.

WENDELL B. CAMPBELL, general manager of WRX, Los Angeles, was host to U. of Missouri student winners of St. Louis Advertiser-Tribune College Awards. Winning students receive a two-week visit to LA and observe all phases of advertising, tour of KMOX included.

TED R. MORRISON has been appointed manager of CKGB Fort William, Ont. He was formerly manager of CKOB Timmins, Ont., and on commercial department staffs of CKLY Toronto and CHML Hamilton, Ont.

LEE SAUNDERS has taken over charge of a half-hour program, master of ceremonies for the program "Back In The News." WAGNER TUFTY, conductor of "Civic Topics" program, President Truman is to be guest of honor at dinner.
LOUIS G. FROELICH rejoins the sales staff of WING Dayton, O., after two and a half years' service in AFRS.

JACK K. TAYLOR, head of the accounting department of KABC San Antonio, has become father of a boy.

CARLETON COVENY, head of Carleton Covery & Co., Hollywood, is in New York confering with Mutual executives about Erskine Johnson series of Hollywood short subject programs, now being continually broadcast as an MBS co-op program.

Mr. Popple now heads a staff of more than 80 technical experts. He instituted and maintains a research laboratory at WOR in which many devices now in common use were developed. Much of the equipment of the station's 50 kw transmitter, including the directional antenna, was designed under his supervision.

A pioneer in FM and television, Mr. Popple is now president of the Mutual Television Broadcasters Assn., senior member of the Institute of Radio Engineers, board member of the Veteran Wireless Operators Assn., a fellow of the Radio Club of America, and a member of the Acoustical Society of America, the Society of Motion Picture Engineers, and the Twenty Year Club.
AM Decisions Expected in Two Weeks

20 Days Are Allowed For Filing Any Exceptions

FIRST proposed decisions on standard broadcast hearing cases are expected to be handed down within the next two weeks by the FCC. With the issuance of the findings, all applicants involved will be granted 20 days to file exceptions and request oral arguments. Final action, it was learned, will probably be taken about a month later.

Heard 100 Applications

Having completed about a third of the record schedule of 268 broadcast cases projected for the first quarter of 1946, in addition to 12 cases in December, the Commission has now heard approximately 100 applications since the resumption of normal licensing last October. With the exception of six applications for television stations in Washington, all have been for standard broadcast facilities.

On the basis of its experience in January, the Commission feels confident the remainder of the schedule will be carried out successfully. "We've been very pleasantly surprised," a Commission official said, "the way radio lawyers have been able to cooperate. There have been fewer postponements than expected. With a few exceptions, the hearings have been held on schedule."

Space for New Hearings

The official added that despite the crowded docket the Commission will make space for several additional sets of hearings. Three applications designated but not previously scheduled for hearing will be heard in February and a few more cases will be squeezed into the March calendar. The Commission plans to keep open the first two weeks in April to complete engineering testimony on applications heard in the field. Although it was contemplated that evidence on substantial engineering questions would be taken in Washington on all field cases, it was found possible to complete testimony in the field on many applications.

The experience thus far also demonstrated the value of prehearing conferences in eliminating nonessential testimony and reducing time of proceedings. With the cooperation of counsel for the various applicants, standard hearings have been held at the rate of one case per day, the rate called for in the Commission schedule, or in less than that time. A consolidated proceeding involving nine cases was completed in six days.

As a result of the effectiveness of the streamlined procedure employed by Chairman Porter in hearing the Washington television applications [Broadcasting, Jan. 28], the Commission expects that considerable time will be saved on future video proceedings. The Washington cases, first to be heard on television, served as the "guinea pig" for about a dozen consolidated hearings to be designated on video applications from large cities. It is planned to begin hearings on these applications in May. Most of the proceedings will be held in the field, with a member of the Commission presiding.

To speed up proceedings on FM cases, Commissioner Durr plans to hold a pre-hearing conference on Boston cases, to be heard March 11. Providing the number of applications still exceeds the available frequencies by Feb. 9, the deadline for entering the hearings. The Boston applications are the only FM cases scheduled for hearing and are intended to set the pattern for other consolidated proceedings, several of which have been designated. On the basis of the screening procedures used on the first television hearings, it is expected that FM cases will be heard at the rate of better than one a day. Following the Boston proceedings, the Commission plans to hear other FM cases beginning about May 1. Most of these will also be in the field.

As with the schedule for the first three months of the year, the Commission will attempt to have no more than two members away at one time for future field hearings, keeping five commissioners in Washington to conduct regular business. With the exception of two days in the beginning of January, such an arrangement has been followed thus far. However, a change in Commissioner Walker's schedule, postponing the Dallas, Tex. hearings from Jan. 21 to Jan. 30 will mean that there will be three commissioners away during part of February.

The Dallas proceedings were postponed because of a large number of withdrawals. There were originally 19 applications from the area consolidated for the hearings but with dismissals, and new applications added, the number of cases now stands at 12. Except for the Dallas hearings, all field proceedings in January were heard on schedule.

All But One on Schedule

Of a total of approximately 30 applications scheduled for hearing in Washington during January, all but one were heard on schedule.

Commission records showed that there was a sizable number of withdrawals from hearings but these were about offset by new applications consolidated with the proceedings. In several proceedings the number of applicants was reduced, in others the number was expanded.

Because of withdrawals from proceedings and requests to switch frequencies, the Commission was able to gather first applications without hearings. Two of these are for radio stations in Idaho, one in Louisiana, and one in West Virginia. Several other applicants have been permitted to withdraw from consolidated proceedings to apply for different frequencies.


Worthy of an Engineer's Careful Consideration

**Type 111-A AMPLIFIER**

The 111-A Amplifier consists of two individual pre-amplifiers on a single chassis for in high quality speech input equipment. Its compact utilized construction saves rack space. Input impedances of 300, 250 and 600 ohms; output impedances of 600 ohms. It is quiet and has excellent frequency characteristics and ample power output with low distortion products.

For Filing Any Exceptions

**AM Decisions Expected in Two Weeks**

**AM Decisions Expected in Two Weeks**
BOARD OF GOVERNORS of the Canadian Broadcasting Corp. is pictured in its first photo since A. D. Dunton became fulltime chairman: (1 to r) Dr. A. W. Trueman, B. K. Sandwell, F. J. Crawford, Vice Chairman Rene Morin, General Manager Dr. Augustin Frigon, Chairman Dunton, Assistant General Manager Donald MacInnes, Howard B. Chase, Dean Adrien Pouliot, Mrs. T. W. Sutherland, W. J. Parker.

**FEE INVESTIGATION ASKED FOR CAPAC**

ROYAL COMMISSION to investigate payment of fees under copyright laws to Composers, Authors & Publishers Assn. of Canada (CAPAC) and BMI (Canada), is being recommended by the Canadian Copyright Appeal Board, Ottawa, following hearings on Jan. 24. Canadian Assn. of Broadcasters & Publishers right laws to Composers, Authors.

**AUDIO-VISUAL AID EXPANSION AT RCA**

The official report of the Copyright Appeal Board has not yet been issued.

**5000 WATTS**

**WBRC** NBC IN RICHMOND, VA.

**Big Jump**

**BRIARHOPPERS have hopped right onto the concert stage. The WBT Charlotte hillbilly group were featured with the Charlotte Symphony Orchesta Jan. 01. Briarhoppers have been broadcasting a half-hour show on WBT six days weekly for 11 years. Their diary rating is 70% of available audience, the highest rating of any program on the station, sustaining or commercial.**

**Clarostat Changes**

CLAROSTAT Mfg. Co., Brooklyn, has filed application with the Securities & Exchange Commission for issuance of stock to the general public in order to refinance itself “on a scale commensurate with the expansion required to meet postwar electronic demands.” The company manufactures resistors, controls and resistance devices. New officers are General Manager Victor Mucher, now president; Chief Engineer George Mucher is, in addition, vice president; William Mucher is treasurer; Charles Burrell, who has handled the legal, patent and labor relations of the firm, is now secretary.

**Weather by Radio**

NEW radar and automatic sending and recording equipment perfected during the war will be used by the Weather Bureau in an expansion program drawn up by B. C. Haynes, Chief, Observation Section. “Rason” is the term used to describe the method of recording weather information at high altitudes. Installation is planned at 43 weather stations in 1946.

**WHYN Radio Course**

SIXTEEN-WEEK course on radio techniques and dramatics is being offered by WHYN Holyoke, Mass., at its South Hadley Falls studios under auspices of Massachusetts Department of Education, University Extension. Staff members of station conduct classes.

**Add 11 Stations**

MISSISSIPPI Valley Network full-hour “Town and Country Time,” daily 6-7 a.m. (CST), is now seen on 73 stations with addition of Texas stations: KXNT, KPBZ, KPLT, KRRV, KCMC, KNV, KNBS, KWHO, WAOO, WSR.

**Retail Sales**

Annual retail sales in the WBRC primary area amounted to $215,188,-000. Of this, $44,423,-000 are food sales, $7,297,000 are drug sales. Total population of this area is 1,243,268, of which 575,000 is metropolitan. This is the market you can dominate when you use WBRC.
GARNET WEST has joined the announcing staff of WPEN Philadelphia, New York, as the third member of its comedy air team known as the "Two Jays-Jack Davies and Joe Cama." 

HARRY KING, continuity writer of WPEN, born in Philadelphia, Pa., is the father of a boy, aged nine months.

WILLARD W. WARE, with WOR New York, for nine months before joining the WPEN production department, has been transferred to the WPEN production department and has returned to WPEN following his discharge from the Army. He has been named associate editor in the WPEN production department.

Mr. Warren W. Ware, continuity director, returns to station following three and a half years' service as Navy lieutenant in South Pacific. CLIFF RANSOM, announcer, returns, having served with WPEN as a technical sergeant. 

WILLARD W. WARE, former WPEN announcer, has rejoined the staff of WPEN Hollywood, as announcer. He has been named associate editor in the WPEN production department. 

BILL DEMLING has been added to CBS "Walt and the Weekend Show" as comic writer.

STEPHEN DaCostA Jr., released from the armed forces, has been named announcer at WPEN Hollywood.

HENRY SULLIVAN has rejoined the WPEN announcing staff following his discharge from the Army, after three years in the service of the Navy. He was the producer on the WPEN announcing staff for WOTM and WGBI Greensboro.

MAURICE BRASWELL, WOTM Wilson, N.C., announcer, has entered the U. of North Carolina.

PARKER COUPLAND, writer of "Round Table" for CBS, has returned to WPEN Hollywood following his discharge from the Air Force. He has been named announcer at WPEN Hollywood.

VIRGINIA WADE, program manager of WCKD Dubois, Pa., has been elected president of the National Women's Club of the Women of the Round Table, oldest Sunday newspaper for women.

DICK GORTON, released from the Coast Guard, has rejoined the announcing staff of WPEN Hollywood, as announcer.

DICK HIGGINS, Broadway and Hollywood actor, has returned to WPEN Hollywood, as announcer. He has been named associate editor in the WPEN production department.

GERTRUDE HOFFMAN, ABC continuity acceptance director, New York, is in Hollywood for conferences on television programs with DOROTHY BROWN, director of the Western Division continuity acceptance department.

FRANK ECKERSLIE has joined the announcing staff of CKWX Vancouver, B. C.

WILLIAM SPIES, producer of CBS "Suspense" series, has completed negotiations with Simon & Schuster for publication of his book, "Gnomish of Suspense."

COMDE, A. W. SCOTT'S "Romance of the Highways," based on his weekly Don Lee Broadcasting System radio program, is now in book form.

BILL LAWRENCE, producer of CBS "Screen Guild Players," in addition to directing radio and television shows, also is building swimming pools for them. He is with an established company as a sideline.

PAUL KEEFE, Navy lieutenant and recipient of the Purple Heart, has rejoined the announcing staff of WPEN Hollywood after three years' service as Navy lieutenant.

RICHARD COVEY has returned to the announcing staff of KXKQ Des Moines following his discharge from the Army. He re-joined the announcing staff of WPEN Hollywood for conferences on network programs.

DR. R. VINCENT BYBE, Richmond, Va., chairman of the board of KVOO Tulsa, Okla., has returned to his duties as director of the WPEN announcing department.

PAUL KEEFE, Navy lieutenant and recipient of the Purple Heart, has rejoined the announcing staff of WPEN Hollywood after three years' service as Navy lieutenant.

FRANK ECKERSLIE has joined the announcing staff of CKWX Vancouver, B. C.

Dr. W. J. GALLAGHER, commentator of CBC on church news, is in Switzer-land attending meeting of World Council of Churches as Canadian representa-tive. He has been addressing churches in Europe.

JOE KELLY, quizzmaster of ABC "Quiz Kids," will be absent from the Chicago-originated program for one month to care for an ailing boy and to rest on advice of his physician. He is to return to show March 3.

ALICE HOLLIDAY, continuity writer, has been named assistant to WPTF Raleigh, N. C.

GUY A. AYLWARD, Jr., graduate of WBBE Boston's Announcer School for Negroes, has been added to the staff of WBBE Fall River, Mass.

GEORGE T. CASE, program director of KABC Los Angeles, Calif., is father of a boy.

WILLIAM RODDY, discharged from Army, has rejoined KPO San Francisco as announcer. LON KING, released from service, has returned to the announcing staff of KPO.

WARD QUAL, WGN Chicago announcer, has returned to his duties as announcer of WPEN Hollywood, following his discharge from the Marine Corps, after a year's service with WPEN Hollywood.

WALTON NEWTON, WGN Chicago announcer, who entered the Marine Corps May 1944, has returned to the station. A second lieutenant, he served overseas with the Marines.

DOROTHY REYNOLDS, with Mutual's Chicago office since Dec. 1939, has been appointed office manager.

WILL DOUGLAS, announcer at WKBW Youngstown, has returned to the announcing staff of WPEN following release from Army as captain. He was assigned upon return was interview with "Max," the general manager of WPEN Hollywood.

JIM DOYLE, WPEN Springfield, Ill., announcer, has rejoined the staff following his discharge from the Army. He was a first lieutenant.

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DOUBLE-FACE carbon paper solved a problem which threatened the effectiveness of WWJ Detroit's broadcast of a March of Dimes appeal by 26-year-old Mrs. Karen Oaks, Detroit radio victim. From her iron lung, WWJ's special events announcer, Anne Collins (shown above with Mrs. Oaks), discovered in a pre-broadcast interview that Mrs. Oaks' script could not be used on the reading rack because page-turning would break the continuity and create unnecessary sounds. Using the lung's mirror wouldn't work because the mirror reverses the type. Lanny Pittman, WWJ publicity manager, came up with the solution: Double-face carbon was used in typing the script so that Mrs. Oaks' pages, held backwards facing the mirror, reversed to normal.

HUGH BRUNAGLE, released from armed forces, has joined KFAC Los Angeles as announcer.

VINCE WILLIAMS, former ABC-Hollywood announcer and prior to that with KOA Denver, has joined KMPC Hollywood.

DOROTHY BROWN, head of ABC Western Division continuity acceptance, is recovering from injuries received in an auto collision in Hollywood on Jan. 17. STANLEY NIXTER, formerly BBC war correspondent with British paratroops in Holland, Germany and with American forces in first landings at Tokyo, has returned to Canada to rejoin CBC as producer after five war years with BBC.

First Canadian production since his return was "Salute to Australia" Jan. 25 in honor of 158th anniversary of Australia's founding.

ELIOT NORMAN, former WMBD Peoria, III., announcer, has returned to station after an absence.

BERNE ENSELLINGE, former WMBD Peoria, Ill., announcer, has returned to station as assistant program director after service in the armed forces. MILTON BUD was to return to announcing staff Feb. 1 and BOB CARLTON, announcer, is expected back shortly.

JACK DOUGLAS has been signed as continuity director of WHO Des Moines upon discharge from the Navy.

QUINN KRAMER, acting continuity director, has transferred to production department as writer.

SHIRLEY WILSON has been named research assistant to FOSTER MAY, ABC Hollywood commentator.

ROBERT IVIOORE, former WMBD Peoria, Ill., announcer, has returned to station after three years in Navy.

WILLIAM J. REDDICK, Jr., son of the managing director of ABC "Ford Sunday Evening Hour," has been appointed music director of KFRC St. Louis, Mo.

CHARLES WOODS, recently discharged from Army service, has rejoined WOR New York as announcer. Before entering Army he was heard on WOR news downtown Kiwanis Club.

GORDON GRAY, freelance writer in Chicago for 14 years, has joined the announcing staff of WNEW New York.

Record Preview

AUDIENCES at Jorden Co.'s "County Pair" (CBS Sat. 1:30-2 p.m.) are accustomed to CBS playhouse and treated to 30-minute pre-broadcast playing of new record releases. Idea is to get audience into mood for carnival atmosphere of variety quiz show. Kenyon & Eckhardt, New York, is agency.

writer on CIB "Durante-Moore Show." Staff also includes HENRY TAYLOR, LEO SOLOMON and ALAN WOODS.

JAN SAVITT has been assigned musical director on weekly ABC Louella Parsons program.

LEE LAWLEY, KFPO Riverside, Cal., program director, has been made director of news bureau and chief announcer.

CHARLIE GIBSON, recently released from Army, joins KPRO as script and continuity writer.

JOHN FENTON MURRAY, writer on KQW San Jose, Cal., has rejoined KFMY Los Angeles as staff announcer.

BILL STULLA, released from AFRS, has returned to KFI Los Angeles as announcer. During service he was for two years station manager of AFRS headquarters station VWSY New Delhi, India.

BOB MITCHELL, released from AFRS, Los Angeles, has joined KFI Los Angeles as staff announcer.

BILL CLOVE, formerly at WWVA Wheeling, has joined WSBV Petersburg, Va., as program director. HENRY ADJINSON, announcer, has been advanced to WSBV musical director.

MARY ANNE RHAME has joined the program department of WIB Columbia, S. C., replacing JOE McGILLY.

JUNE HORACEK, formerly of WMBO Aurora, Ill., has joined the program department of WINS Chicago.

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ROBERT IVIOORE, former WMBD Peoria, Ill., announcer, has returned to station after three years in Navy.

KIRO Seattle, Wash., has been elected program director. HENRY ADDISON, announcer, joins music staff as organist.

BOB MITCHELL, released from AFRS, Los Angeles, has joined KFI Los Angeles as staff announcer.

SHIRLEY WILSON has been named research assistant to FOSTER MAY, ABC Hollywood commentator.

BOB SCOTT, Army veteran, is new announcer at KQW San Jose, Cal., for Chelsea cigarettes.

"Guy Lombardo and His Royal Canadians," sponsored by Lewis & Brothers, has been added to writing staff of former series.

BillClose, formerly at WWVA Wheeling, has joined WSBV Petersburg, Va., as program director. HENRY ADJINSON, announcer, has been advanced to WSBV musical director.

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RIBBONS PRESENTED TO CORRESPONDENTS

"FOR OUTSTANDING and conspicuous service with the armed forces under difficult and hazardous combat conditions," 314 civilian and military correspondents have been awarded the European-African-Middle Eastern Campaign Ribbon.

Of eight awards, given posthumously, one went to Thomas Treanor, who covered ETO for NBC and the Los Angeles Times. He was killed in France in August 1944.

Among radio correspondents awarded the ribbon were:

- W. Wright Bryan (NBC), John Blystone (ABC), Winston Bardetti (CBS), Edgar M. Calmer (CBS), James F. Cassidy (WLB-NBC), W. W. Chaplin (NBC), Herbert Clark (ABC), Rene A. Despouye (NBC), William J. Gerardi (ABC), J. Gordon Fraser (ABC), Gordon Gammack (CBS), Thomas B. Grandin (CBS), George F. Hicks (ABC), Ann Handson (ABC), Stanley K. Haaker (MBS), John F. MacVane (NBC), Ted Malone (ABC), Robert Massell (ABC), Poster May (WOW), George Meier (MBS), R. E. L. Moore (Transradio), Jack D. Parker (ABC), H. A. Peters (ABC), Herbert Plambeck (WHO), Eric Sevareid (CBS), Willard F. Shadel (CBS), John D. Shelley (WHO), William Slocum (CBS), Howard K. Smith (CBS), George Wheeler (NBC), Bjorn Bjornson (NBC), Donald G. Coe (ABC), C. C. Collingwood (CBS), Janet Flianner (ABC), E. L. Haaker (NBC), Richard C. Hottelet (CBS), Arthur E. Mann (MBS), Max A. Jordan (NBC), Edward E. Murray (CBS), Roy Porter (NBC), Sigrid L. Schultz (MBS), Charles C. Shaw (CBS).

NBC-UCLA Institute

FOURTH annual NBC-UCLA Radio Institute will open six weeks session in Hollywood June 24. Courses will include radio news and special events preparation, announcing, time sales, control operation, radio in education, production-direction, radio writing, history and survey of broadcasting. Held at network's Hollywood studios, tuition fee is $75 with registration opening at UCLA campus June 22. Institute is supervised by Sidney N. Strotz, NBC Western Division vice president; Jennings Pierce, manager of public service and stations relations and Dr. J. Harold Williams, director of UCLA summer session. Similar sessions will also be held this year at Stanford and Northwestern.

INSPECTORS OF GAMS surrounding Johnny are Arthur Goldman (l), Blou Co, account executive on Philip Morris, and Ray Jones (r), Philip Morris vice president. Johnny's girls, who made debut at new Fallines of '46 (NBC, Tues., 8-8:30 p.m.), are Mike Travers (on Johnny's right) and Isobel Gibbs.

Mr. Essex

Essex Elected

HAROLD ESSEX, managing director of WSJS Winston-Salem, N. C., has been named vice president in charge of radio of Piedmont Publishing Co., owner of WSJS and publisher of Winston-Salem Journal and Twin City Sentinel. President Gordon Gray announced the election following the annual meeting of stockholders and directors. Mr. Essex joined WSJS in September 1939 as sales manager. He became managing director in May 1942, being succeeded by Harry E. Shaw in the sales post. Mr. Essex formerly was promotion manager of Chicago Daily Times, and before going to Chicago in 1930 was general manager of the Greensboro, N. C., Record.

WU TO CONSTRUCT RADIO RELAY NET

WESTERN UNION will replace its leased lines with a radio relay system, according to S. E. Hastings, superintendent. Towers will be 50 miles apart. Antennas in the center of reflectors will catch incoming beams and relay them automatically. Work will start late this year on a network of connecting transmitters in Chicago, Columbus, Cincinnati, Toledo and Cleveland. Program will cover 11 years and eventually operate coast-to-coast. Building cost is expected to be less than maintenance of pole lines.

Civic Service

CIVIC SERVICE is WIS Columbus, S. C., theme for staff members, Station Manager G. Richard Shaw has been appointed to Industrial Committee of Columbia Chamber of Commerce. Sales Manager J. Dudley Baumgut is publicity staff member for organization.

"Joe is sure happy about the business he's getting with those 'spots' on WGAC."
IN THE FEW months since war's end, U. S. radio newsmen have learned that peacetime reporting is much more complex than covering a war. Speaking before the Institute for Education by Radio at Ohio State U., Paul W. White, news director of CBS, told why:

"The inherent drama of battle, plus an insatiable demand for news because of the public stake in the victory gave war reporters every advantage. This advantage has been lost, however, in a post-war world of inponderables like atomic fission or the bewildering statesmanship of nations jockeying for favored positions. Specifically, reporters will find news gathering more difficult today's news gathering requires "a lot more of just plain fact-finding." But can an accurate U. S. radio, bolstered by good writing and good reporting, contribute to the peace of the world, enable mankind to avoid a third and catastrophic world war? Mr. White thinks "maybe."

"We were the best informed public in the world in 1935," said he, "but that didn't prevent a mad man from taking over the reins of govern- ment in Germany. We were even better informed in 1941, but that didn't prevent Pearl Harbor. All that can be said is this: It certainly is worthwhile to be ever on the alert—to try to bring to every listener every conceivable fact that will help him to understand what is going on around him."

No discussion of the future of radio news can profitably ignore the technical developments "that seem almost certain to come," said Mr. White, "particularly in the fields of FM, television and facsimile."

"FM, he predicted, would bring a few fundamental changes in the news profession, but the increase of FM stations will increase the number of news jobs. "Television," he said, "has tremendous possibilities," especially "if and when it becomes available on a nationwide scale." Television will give news a new dimension. The place of facsimile in the future news world "is more doubtful," he said.

IN THE PUBLIC SERVICE

Bedside Recital
THE CHESTER VALLEY BOYS, harmonica quartet featured on WFIL Philadelphia Hayloft Hoe-down, travelled to Parkertown, N. J. to give a bedside recital for 8-year old Leonard Roese who is doomed to die of cancer within the next few weeks. Leonard is a cowboy fan and expressed liking for hillbilly music. The Sleepy Hollow, a 10-W station of WKY Oklahoma City has been given credit to be the first iron lung donated by a station to a community or a hospital.

Quick Sale
WFNC Fayetteville, N. C. quickly solved the problem of an Army lieutenant who was ordered overseas on short notice and needed help in disposing of his household furnishings, automobile and other personal belongings. When the lieutenant, stationed at nearby Ft. Bragg, called WFNC for aid, the station arranged a spot announcement telling of the use of patients "regardless of race, creed, color or ability to pay." Lee Little, manager of KTUC, made the presentation to R. H. Martin, chairman of the Pima County Supervisors, in ceremonies Jan. 22. State, county and city officials praised KTUC for its gift, which was said to be the first iron lung given.

WKY Farm Project
A FARM project of WKY Oklahoma City has been given credit for boosting pork production a minimum of 252,000 lbs. in one Oklahoma county. Through the WKY-Caddo County Pork Improvement Contest, financed and supervised by WKY, the 504 sows entered had an average litter of 8.2 pigs, or 2.2 more pigs per litter than the state average. Four-H and F.F.A. officials in Caddo County, who assisted in the contest, asked that it be made a permanent annual feature, and suggested WKY establish a similar statewide project. Principal director was Otis Parker, WKY associate farm reporter, and Edd Lemons, WKY farm reporter. Contest opened and closed with a broadcast.

Iron Lung Given
AN IRON LUNG of the twin type has been presented by KTUC Tucson, Ariz., to the Pima County Hospital, Tucson, for the use of patients "regardless of race, creed, color or ability to pay." Lee Little, manager of KTUC, made the presentation to R. H. Martin, chairman of the Pima County Supervisors, in ceremonies Jan. 22. State, county and city officials praised KTUC for its gift, which was said to be the first iron lung donated by a station to a community or a hospital.

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Child Welfare Series
A 10-WEEK SERIES of Children's Welfare Forum programs starts this week under sponsorship of WPEN Philadelphia and the Philadelphia Board of Education. Lectures and question-and-answer sessions will be conducted Monday evenings at the auditorium of Maspalambus Adult Evening School by parents and teachers of school children and by child welfare experts, psychologists and physicians. WPEN will transcribe each session for rebroadcast later in the evening.

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Fireworks Banned
SERVICEMEN convalescing in San Antonio will no longer be bothered by the popping of firecrackers, thanks to Ken McClure, news chief of WOAI San Antonio. During a fireworks flurry in San Antonio, Mr. McClure broadcast a complaint calling attention to instances of recovering servicemen who suffered setbacks as a result of the noise. Shortly afterward, Police Commissioner P. L. Anderson and Judge C. K. Quin rescinded a restraining order which had been placed against the city's anti-noise ordinance.
ULF OIL CORP., New York, is to start a quarter-hour program every day on 300 stations throughout the country for its Gulf spray product. Agency is Young, Rubicam, New York. Through agency Gulf Feb. 3 made an audition record of a half-hour show featuring Cpl. Harvey Stone with Oscar Bradley and orchestra, which may be used as summer replacement for "We the People," Sun., 10:30-11 p.m. on CBS, or which may be used as a new fall replacement.

HENRUS WATCH Co., New York, returns its account to Tercel Div., New York. Effective March 16, Young & Rubicam is currently handling account. Company is expected to continue to use station break.

EMANUEL CHARY, released from the army, has joined Rogers Imports, New York, as advertising manager.

NATIONAL ASSOCIATION OF MANUFACTURERS has appointed Benton & Bowles, New York, as advertising advisor. Annual campaign is in tentative stage at present.

P. LORILLARD Co., New York, (Old Gold Cigarettes and Brige Tobacco), has renewed its current spot campaign for 52 weeks as well as sponsorship of house baseball broadcasts for summer season on WIND WJIN WHWD WISH, "Reading Session" on WHN, and "News-Real Theatre of the Air" also on WHN. Company also has renewed for 52 weeks week in Sunday program and CKOY for Brige Tobacco, plus a news program (Old Golds) on Yankee Network. Agency is Lennen & Mitchell, New York.

SUNSET GAS & OIL Co., Los Angeles, (Sunset Gas & Oil Co.), has begun sponsorship of Raymond Swing, ABC cooperative, Mon. through Sat., 8-8:30 p.m., on KECA Los Angeles and KBPD San Diego. Hillman-Shane-Breyer, Los Angeles, is agency.

McGOWEN EDUCATOR FOOD Co., New York (Craz breakfast food), started 8-10:30 a.m. participation in "Musical Clock" over KYW Philadelphia Mon.-Sat. Contract for 52 weeks was placed by Duane Jones Co., New York.

E. I. duPont de Nemours & Co. and NBC last week cooperated to present new twist in advertising and broad- castings—a video preview of a network radio broadcast. Program was "Children of O" over WJZ Feb. 3. It was a Russian language broadcast. NBC's "Children of O" series this fall was sponsored by duPont. Three telecasts were broadcast this week (4 and 8 p.m.). NBC, Feb. 3, at 8 p.m. on WNET New York. National Newspaper is agency handling duPont advertising.

JOSEPH TETLEY & Co. New York (Tetley tea) has renewed its 15 p.m. participation in "Musical Clock" over KYW Philadelphia, Tuesday, Thursday and Saturday. Contract for 15 weeks placed by Duane Jones Co., New York.

SMITFIELD HAIR PRODUCTS Co., Smithfield, Va., has appointed Lamb, Smith & Ken, Philadelphia, as advertising agency. DALE WEINBERG, who served account through his own agency before the war, will act as account executive.

VIC MUCHER, president of Clarastone Inc. (T. L. Clouds L. M. soda) has contracted with Mutual for 52 weeks, Agency is Ruthruff & Ryan, New York.

R. J. REYNOLDS Co., Winston-Salem N. C., (Camel cigarettes) has extended current campaign through February to end of March (NBC Thurs. 10-10:30 p.m.) through September. Agency is William Esty Co., New York.

G. WASHINGTON COFFEE REFINING Co., Minneapolis, (MWP coffee) has started 6:30-7 a.m. campaign on Jan. 28 for eight weeks. Agency is Ruthruff & Ryan, New York.

EMERSON DRUG Co., Baltimore (Bromo Seltzer) has signed a four week participation in "Showtime" on KFI Los Angeles for $5,000. Contract for 15 weeks was placed by Duane Jones Co., New York.

TEXAS Co., New York has signed Ed Frye to continue his appearances on the CBS "Texas Star Theatre" for an additional eight weeks following original five week engagement. Program is being handled by Buchanan & Co., New York.

FLAMINGO SALES Co., Hollywood (nail polish), has started a daily program on "Musical Clock" over KROQ Los Angeles Mon.-Sat. Contract for 52 weeks was placed by Duane Jones Co., New York.

CUNNINGHAM SCHOOLS OF DRIVING, Los Angeles, (Cunningham driving school), has contracted with 13 week option, Agency is Poole & Co., New York.

KLUGE ELECTRONICS Inc., Los Angeles, (KLUGE Electronics equipment), has appointed Howard Wockey Inc. (a second division of Wockey & Roman), to handle advertising.


QUIKER OATS Co., Canada, Peterborough, Ont. (oatmeal), Feb. 11 starts a daily spot program on CFCF Montreal three times weekly. Agency is Spitzer & Mills, Toronto.

WERNER, WERNER & PROUTY, USNR, formerly with Edward Petry & Assoc. in Chicago, has been a director and vice president in charge of sales of Pritchard Inc., Bridgeport, N. J. Com- pany also has recently purchased two juke, catnap and worchestershire sauce.


TOPPS CHEWING GUM, Brooklyn, has begun participation on "Walt Disney's Mous- ean" three times weekly on WJZ New York. Effective Feb. 2, at 4 p.m. Company also is currently running spot commercials on WJZ starting Jan. in 20 New York stations WJZ WOM WNEW WHN for 52 weeks. Agency is Cecil & Presby, New York.

SOCIETY VACUUM OIL Co., New York, has renewed "Information Please" feature over many stations as m.c. Franklin P. Adams and John Riesen as regular performers and with two guest experts, over WHN Mon. 9-9:30 p.m. for 52 weeks effective Feb. 11. Compton Adv., New York, is agency.

J. W. (Josh) HOGUE, former account executive of Ruthruff & Ryan, Hollywood, has been ap- pointed merchandise director of Soil-Old Mfg. Co. (scoured clay paint cleanser). Also directs retails sales depart- ment, new division. Will coordinate national mer- chandising of product. Mr. Hogue was at one time sales promotion manager for Owl Drug Co. and prior to that branch manager of Belknap & Thomp- son, Chicago sales promotion agency.

CANADA PACERS Ltd., Toronto, (Shur- tain feed), has started weekly-quarter-hour French-language program on CKAC Montreal and QCRC Quebec. Agency is Cockfield Brown & Co., Montreal.

BOVIVIL (Canada) Ltd., Toronto (food concentrates), has started transcribed show for summer season on a number of Canadian stations. Agency is Cockfield Brown & Co., Toronto.

PEPSI-COLA Co., Canada, Montreal (Evervess table water), has started test transmission. Contract is for 52 weeks.

PREMIER SHIRT Co., Toronto (sportswear), has started house radio, sport and an- nouncement transmissions on a number of stations in eastern Canada. Agency is Ellis Adv., Toronto.

RISSEL-WIESETT Piano Co., Chicago, Feb. 1 began sponsorship of "The Listeners' Quiz" over WGNB Chicago. WGN PM station, Contract is for 52 weeks, with 13 week option.

MECKON CANNING Co., Burbank, Cal. (Meadowlark fruit juice concentrate), has signed with Mutual for this show starting Jan. 30 sponsored daily participa- tion in combined "Prairie Salute" and "Housewives Protective League" Agency is Pritchard Inc., Contract is for 52 weeks.

MACKLEM RZO SISTEM, Los Angeles, to promote lecture series, is testing with daily announcement schedule on KPXQ Long Beach, and will expand to other areas. General Adv. Ag- ency, is Fred Hasen admittedly.

HOUSE OF TOMORROW, Los Angeles, (furniture, new to radio, Jan. 28 started to- singly sponsored six-weekly quarter-hour recorded musical series "Singing Stars" on

Page 58 • February 4, 1946
Steel Expands

TANGIBLE proof that the steel industry doesn't expect strike conditions to continue indefinitely is advanced by KQV Pittsburgh, whose directing head, G. S. Wasser, reported last week that Jones & Laughlin, steel corporation, has not only renewed its six-day-per-week program but had extended it from three-quarters of an hour to a full hour. Started six months ago as a half-hour musical clock feature (7:30-8:30 a.m.), encroached on Jimmy Thompson, it was extended 2 minutes after having run 30 days. Then, in the thick of the strike, the program renewed on a one-year basis from 6:45 to 7:45 a.m. Six days per week, with a house organ format to reach the approximately 28,000 employees in the area. Originally it was conceived as an employment builder. New agency is Bond & Starr, Pittsburgh.

DONALD GELB has resigned from Foote, Cone & Belding to become manager of advertising and sales promotion for Goodman & Theiss, New York, manufacturer of Stafford Fabric.

DAVID TRAUM & CO., New York (Frontier & Heraldcom network), has purchased partnership in "Nancy Craig" show on W2XKV New York, Mon.-Fri., 8-8:35 a.m. Contract for 14 weeks placed through Wesley Assoc., N.Y.

Network Accounts

New Business


Net Renewals

LADY ESTHER Ltd., New York (Lady Esther face cream), Feb. 11 renewal "Screen Guild Players" for 52 weeks on NBC stations, Mon., 10-10:30 p.m. Agency: Blow Co., N.Y.

Net Changes

UNITED BAXILL DRUGS Co., Los Angeles (Baxill drug products), March 8 starts "Duran-Moragne Show" on CBS stations from Fri. 10-10:30 p.m. to Fri. 10:30-11 p.m. Agency: N.W. Ayer & Son, N.Y.

Television

(Continued from page 30)

Roberts, DuMont counsel, and David Aron, president of Gimbel's (Philadelphia), Mr. Arons described experiments in television conducted by the store in cooperation with RCA. Goods must be shown in actual use, he found, and suggested that larger screens and color will add to the medium's attraction.

Col. Roberts described operations of the DuMont experimental station in Washington. At the afternoon session Mr. Hubbell spoke on radio vs. television production, research director of RCA Labs., described technical equipment used in television camera and receiver. William F. Valentin, advertising manager of American Central Mfg. Co., Connersville, Ind., told of a television broadcast by that company at DuMont studios at which its line of kitchen equipment was exploited.

Bob Emery, Bamberger television director, described production techniques developed during the company's experiments. Ralph Austrian, executive vice president of RKO-Television Corp., suggested that much television programming should be handled by the movies.

Free Puzzle

ON THE THEORY that even in the studio age there's still a youthful interest in cowboys and Indians, Ward Bond, Bamberger, participating sponsor in ABC co-op "Tennessee Jed," is offering free "Faraday puzzles" to listeners. Program is heard Mon.-Fri., 5:45-6 p.m.

When You Think of CATERPILLAR Tractors

— you think of their gigantic west coast plant in the heart of the Metropolitan OAKLAND Area

And when you think of Oakland, you think of the thousands of prosperous peace-time workers who listen faithfully to the Home Interest Station—

KROW

19th Street at Broadway
Oakland 12, California

Birdseye view of Caterpillar Tractor Plant in San Leandro, 9 miles from KROW studios.

February 4, 1946 • Page 59
Commissioner Jett Will Ask Two-Year NARBA Extension

EXTENSION of the North American Regional Broadcasting Agreement (NARBA) for two more years would give the signatory countries an opportunity to function properly under its terms will be proposed this week by Federal Communications Commissioner E. K. Jett, chairman of the U. S. delegation to the North American Regional Engineering Conference, which opens today.

As chairman of the U. S. delegation, Mr. Jett will serve as chairman pro tem of the Conference until a permanent chairman is elected. It was believed that Commissioner Jett, because of his broad knowledge of international broadcast matters, will be elected permanent chairman.

It was in December 1937 that six countries signed the treaty in Havana to regulate and establish principles covering use of the standard broadcast band in North America so that each country might make the most effective use of the treaty with the minimum technical interference between stations.

Canada, Cuba, the Dominican Republic, Haiti, Mexico, and the U. S. signed.

Subsequently the Bahamas and Newfoundland indicated they would be covered by the treaty. NARBA became effective on March 29, 1941, and by its terms expires March 20 this year.

Canada was at war when the treaty went into effect. Later other signatory nations entered the war. Consequently there has been little occasion, due to scarcity of materials and manpower, for any of the nations to take full advantage of the opportunities afforded under the treaty, said Mr. Jett.

"But just now we are entering the period when equipment can be procured," Commissioner Jett said. "Therefore it seems desirable that the technical standards be maintained for at least two years. After March 29, 1946, in order that the various nations may dispose of the problems confronting them during the reconversion period."

That extension would permit each of the signatory countries to study the existing standards with the view of submitting proposals looking toward revision of the treaty sometime in 1947, Commissioner Jett pointed out. He feels that continuation of NARBA under peacetime conditions is necessary if standards for the best interests of all signatory nations are to be adopted.

Canada first proposed a two-year extension of NARBA. The U. S. recommended one year. Since that time, however, the U. S. has altered its original recommendation in favor of the two-year extension.

Cuba, at the Third Inter-American Radio Conference at Rio de Janeiro last September, submitted a proposal to draft a new treaty immediately. Cuba also wants some 20 additional channels in the standard band [Broadcasting, Oct. 8, Dec. 24]. Commissioner Jett, Harvey B. Otterman, assistant chief, Telecommunications Division, State Dept., and K. Neal McNaughton, FCC International Division engineer, held an informal conference with Cuban officials in Havana last month [Broadcasting, Jan. 21].

Mr. Jett said that although no formal agenda had been adopted, he hoped the final plenary session would be held by Feb. 13, when FCC Chairman Paul A. Porter will be available to make the closing address. Mr. Porter delivered the closing address at the British-U. S. telecommunication conference in Bermuda in November [Broadcasting, Nov. 26].

Book of Radio Plays

TWENTY-FIVE radio plays of the public service category, written by as many leading radio dramatists, have been assembled by Erik Barnouw, instructor in radio writing at Columbia U. and former assistant manager of NBC script division, and published by Farrar & Rinehart, New York, under title Radio Drama in Action ($3). Volume includes Arch Oboler's "The House I Live In"; Stephen Vincent Benet's "A Child Is Born"; Millard Lampell's "The Lonesome Train"; Norman Corwin's "London by Clipper"; Pearl Buck's "Will This Earth Hold?"; Norman Rosten's "Concerning the Red Army" and Orson Welles' "Cuban Days."
HARLAN GREGG has returned to the WBBM Chicago engineering department after 38 months in the Marine Corps. He was with WBBM ten years before entering service.

ALLEN L. GUNDERSON, since his return from Navy to KDKY Salt Lake City as engineer, has been engaged in fleet Adm. R. A. Spence’s personal service as warrant officer and radio electrician aboard the USS Indianapolis until a few weeks before it was sunk. Award read in part: “his radio technician and radio electrician, he installed in condition of highest operating efficiency the flagship’s radio communications equipment, under difficult conditions requiring engineering skill of a high order, sound judgment and wise leadership.”

BOB NICHOLS, engineer of KXOK St. Louis, has returned to station following release from Signal Corps as major. He entered service in July 1942.

ROBERT WOOD, released from Army, has rejoined KFPO San Francisco as engineer.

EDWARD McBRIE, engineer at WMGK Richmond, Va., has returned to station following release from Signal Corps as major. He entered service in 1940.

JUDGSON EDWARDS, veteran from ETO, following release from Navy radar service, has rejoined engineering staff of WWSW Pittsburgh.

ERNEST GRAHAM, ex-Marine sergeant, has rejoined engineering staff of KRNT Kansas City.

FRANK H. POUNSETT has been appointed assistant manager of the station as technician. ROBERT LIVINGSTON, former technician, transferred to Dobbs Ferry N. Y., plant where he was tube engineer in microwave section; FRANK GRACE, from Reeves Sound Labs, also appointed assistant engineer in microwave section; GEORGE A. ENGLISH, transferred from Dobbs Ferry, N. Y., plant where he was tube engineer in microwave department; DR. JAMES G. BLACK, recently working on secret project for National Defense Research Committee, named chief of division of microwave and analytical laboratories; CAROL M. VERDIN, previously engaged in radio work at Naval Research Lab. and one-time engineer at General Electric Co., named assistant engineer in microwave section; FRANK GRACE, from Reeves Sound Labs, also appointed assistant engineer in microwave section; GEORGE A. ENGLISH, transferred from Dobbs Ferry, N. Y., plant where he was tube engineer in microwave section; GEORGE PYLE, from Reeves Sound Labs, also appointed assistant engineer in microwave section.

Mr. Gunderson

PHILIPS LABORATORIES Inc., newly organized research center for all Philips interests in the U. S., has added following members to its staff: DR. JAMES G. BLACK, recently working on secret project for National Defense Research Committee, named chief of division of microwave and analytical laboratories; CAROL M. VERDIN, previously engaged in radio work at Naval Research Lab. and one-time engineer at General Electric Co., named assistant engineer in microwave section; FRANK GRACE, from Reeves Sound Labs, also appointed assistant engineer in microwave section; GEORGE A. ENGLISH, transferred from Dobbs Ferry, N. Y., plant where he was tube engineer in microwave section; DR. JAMES G. BLACK, recently working on secret project for National Defense Research Committee, named chief of division of microwave and analytical laboratories; CAROL M. VERDIN, previously engaged in radio work at Naval Research Lab. and one-time engineer at General Electric Co., named assistant engineer in microwave section; FRANK GRACE, from Reeves Sound Labs, also appointed assistant engineer in microwave section.

SMALL WONDER this transistor is popular for hearing aids, vest pocket transistor radios, electronic calculators and as a switching device. It weighs only one-third of an ounce. Called the "English Jewish Italian," it consists of a 1-1/2 by 2-1/2 by 4-1/4 inch rectangular package and a two-strand wire lead. The lead is wound with a length of our 12,000 volt wire to provide a "must" to cover the great metropolitan New York Market.

Send for WHO'S WHO standing in the FM field, the vice president reported.
WAR EFFORT AIDED BY DATA FROM HAMS

RADIO amateurs aided the war effort and added to knowledge of wave propagation and communication by cooperating in projects sponsored by the National Bureau of Standards, according to the Commerce Department. These projects conducted by the Bureau, helping radio propagation predictions for use by Allied forces.

Two projects were conducted jointly by the Bureau and the American Radio Relay League. First project ran from July 1, 1941 to June 30, 1943 and the second from June 30, 1944. Regional coordinators named by ARRL formed observation groups to monitor the spectrum from 1500 and 30,000 kc for two-hour periods each week and after that. They reported intensity, readability and background noise intensity along with distance and direction of each observation. The data were analyzed and results used in checking propagation predictions.

Third project called the WWV Observing Project, ran from December 1, 1945 to March 2, 1946. Objective was to obtain data on reception of the bureau's standard frequency station, WWV, at various distances and in different directions. Observers were recruited from hams and professional radio men. They tuned WWV at frequent intervals, recording intensity, readability, fading and background noise intensity. This information also was used in checking propagation predictions.

BROADCASTING • Telecasting

This is a fine little community in Simpson County, but to hit "D" high in Livingston County, it is your last chance to keep a "D" voice.

WJJC JACKSON MISSISSIPPI

D’Lo, Mississippi

This is a fine little community in Simpson County, but to hit “D” high in Mississippi it is your last chance to keep a “D” voice.
IT WAS 4 a.m., when David Ful- ton, announcer of WCHS Charles- ton, W. Va., first spotted the Jan. 27 fire that destroyed 10 buildings and injured four people. He called Berton Sonis, program director, and he, in turn, called other mem- bers of the staff. By 6:10 WCHS was on the air giving a report of the worst fire to hit Charleston.

Less than 15 minutes later, Har- old Miller, WCHS news editor, who had just returned from the scene of the fire, broadcast the first detailed account. Ernie Saunders and Melva Graham, "Miss 580," went on the air at 6:40, using a portable microphone located at less than a block from the fire. Fire- men, telephone men, power men, and witnesses told their stories to WCHS listeners. The broadcast lasted one hour and twenty min- utes and, by request, was rebroad- cast by recording twice during the later part of the day.

Howard Chernoff, managing director of WCHS, prepared the station's au- ditorium for possible housing of the Huffner Hotel's guests, but the hotel was saved by firemen.

KRLD ‘Serves’ Pacific

KRLD—those call letters spelled HOME to a pair of Dallas Navy men somewhere out in the Central Pacific. Sgt. Joe B. Dodson wrote KRLD Dallas that he and Lt. (jg) W. C. Odeneal, his ship's communications officer, also of Dallas, were listening to a California station and thinking how good it would be to hear KRLD. Then, as they jiggled the dial, “an unknown station came in so strong it almost blew the cone from the speaker” and the announcer said "KRLD, serving Dallas, Fort Worth and the great Southwest.” Seaman Dodson noted that he was 5,000 miles from Dallas “as the crow flies,” and suggested that the 50 kw station's identification be changed to “serving Dallas, Fort Worth and the great Pacific Ocean area.” He added: “It still sounds good to me, no matter how it's said. I know it's home.”
LARRY HOSKIN has joined George C. Hoskin Assoc., Chicago, as agency, radio director and western division manager, and is headquartered in Glendale, Calif. His father, GEORGE C. HOSKIN, heads firm.

BERNARD WEINBERG, president of Milton & Co., after four weeks in St. Louis and New York on agency business, is to return to Los Angeles headquarters Feb. 4.

HOWARD WOOKIE has been named director of public relations of the McLean Organization, Philadelphia agency.

ARLENE ROBERTSON, executive assistant of Ad. Adv., Philadelphia. She served as lieutenant in the Tank Corps in Europe.

HERBERT HOLLIER has been assigned his duties as account executive in the Philadelphia office of McCann-Erickson.

RICHARD SCOTT has rejoined Buchanan & Co., New York, as assistant account executive.

DESIGNER RED BAY, executive assistant of Ad. Adv., Phila., has been named copy director.

HAROLD M. NEWMAN, released from the U. S. Air Force, is with McCann-Erickson, Grey Adv., New York, as assistant account executive. LESTER C. LEBER, out of the Los Angeles office for four years, is now account executive.

EDMUND F. JOHNSTONE, released from Armed Forces Public Relations, New York, is now managing director of W. Earl Both Co., Chicago newspaper service.

ROBERT L. REED, Hollywood producer of Foots & Cone & Belding Los Angeles office, is “Hollywood Star Time”, is writing about his 15 years’ experience as a radio copy writer in book “Take the Cue From Me.”

FRED YOSCA has joined McCann-Erickson’s foreign department after three years in London, M.P.’s in Africa, Sicily and Italy.

ANDY SMITH has been appointed by the Shaw Co., Los Angeles, as art director in charge of production department.

LLOYD V. WEED has been named formerly head of his own New York agency and with H. B. LeQuatte Inc. is now managing director of Austin Punkhouse & Assoc., Baltimore. He served in AAF five years as colonel in Alaska and Washington.

WILLIAM A. LOTZ, released from armed forces, has rejoined Foote, Cone & Belding, New York, as assistant account executive.

WILLIAM J. L. BRADFORD, Jr., vice president in charge of public relations of The Glenn L. Martin Co., Baltimore, is chairman of the Committee on Public Information for the drive.

ROBERT J. CARMICHAEL, has returned to Ferry-Hanley Co., New York, as assistant to H. E. LEWIN, media director. WARREN LEE is returned to art staff. L. H. BINION, Marine veteran, has been added to the advertising department, and MARY CARSON, released from AAF, joins production department. L. ELI MARSH, MONTGOMERY, Ferry-Hanley vice president, currently a U. S. Government, is expected to return soon to the U. S. He has been on leave in England for the past year.

ROBERT A. KLINE, recently discharged from the Navy, has joined the writing staff of Heller & Sprengel Adv. Redding, Pa.

RICHARD TARKMAN has joined the copy staff of Packard Adv., Philadelphia. THOMAS W. SCHULDE, has rejoined Foote, Cone & Belding, Philadelphia, is recuperating from an emergency appendectomy.

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NORTON J. WOOLF, formerly of United Adv., Newark. He is now known as Spadea Inc. Donahue & Coe, New York.

WILLIAM B. STILLWELL has joined Esty & Co., New York, because of strike of beauty stylist. Monroe F. Dreher, president of the agency effective Feb. 1.

JAMES V. & Fenton, New York, as account executive. He formerly was with Inter-chemical Corp. and General Electric Co.

HARRY ACKERMAN, vice president in charge of media of J. M. Hickerson Inc., has been appointed in the Hollywood manager and associate executive. He formerly was with Interchemical and Kittredge.

WILLIAM S. KELLY Jr., formerly with Young & Rubicam, has been released to the Navy after 45 months' service.

ROBERT S. BEATTY, released from the Navy, has resumed his former post as an account executive with Richard & Co., New York.

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This spending market of three New England states by selling thru WLAW.

This sizable sum, estimated by Sales Management, reveals the ready buying power within WLAW's intensive coverage area. Meet this spending market of three New England states by selling thru WLAW.

**WLAW**

**LAWRENCE, MASS.**

**5000 WATTS 680 Kc.**

**Basic Station**

**American Broadcasting Co.**

**NATIONAL REPRESENTATIVES:**

**WEED & CO.**

**HEART OF EASTERN NORTH CAROLINA**

**BRIGHT LEAF TOBACCO BELT**

**IS IN**

**NORTH CAROLINA**

This Washington, in the heart of Eastern North Carolina, is the home town of WLAW. Also perhaps you didn't know that Eastern North Carolina Bright Leaf Tobacco farmers sold their 1942 crop for over $125,000,000.00. You want to know why? Well WLAW serves this market constantly - a market of over 600,000 people with 6,188 retail stores that do over $100,000,000.00 annual sales volume.

**In Case you didn't know!**

**TAR HEELE BROADCASTING SYSTEM, INC.**

**AFFILIATED WITH THE AMERICAN BROADCASTING COMPANY**

**FORA CORPORATION - Parental Representative**

**NEW YORK**

**WASHINGTON**

**NORTH CAROLINA**

**HOME OF WLAW**

**Page 66 • February 4, 1946**
Pepsi-Cola Signs Reynolds For MBS Service Series

PEPSI-COLA Co., whose “Hit the Spot” jingles unloosed upon the radio public a flood of singing commercials which in turn evoked a shower of criticism upon radio broadcasters and advertisers, is about to start another new type of national radio program, which the company’s president, Walter S. Mack Jr., last week announced as “a public service to the American people.”

Starting Feb. 24 on Mutual, the soft-drink company will sponsor Quentin Reynolds in a Sunday evening series of dramatic presentations of important issues.

“In the final analysis,” Mr. Mack declared, “the critical problems which must be resolved in 1946 must be decided by the people, and if Pepsi-Cola can be of service in providing the means to clear up some of the confusion that befogs the issues, the company will make a real contribution, through this program, to the people.”

Asserting that as people “now get the news from day to day it is difficult for them to piece it all together at one time on any issue,” Mr. Mack expressed the hope that “by the method of presentation Quentin Reynolds will employ and by covering only one issue each Sunday, the American people will fully understand that issue and its ramifications as it affects their lives.” He added that the opinions expressed by Mr. Reynolds will be entirely his own and uncensored by the company.

Series, placed through Newell-Emmet Co., New York, replaces the Fulton Lewis jr. series for Caughlan’s Chimneysweep Soot Remover, which has its final broadcast Sunday Feb. 17, 6:45-7 p.m.

Radio Auditorium Plans For White House Stay

AUDITORIUM equipped for broad-
cast and television pickups in the
enlarged West Wing to be built at
the White House is not affected by
change in plans announced last
week by President Truman at re-
ommendation of the Commission of
Fine Arts. Main change is elimi-
nation of a cafeteria, added to blue-
prints after the Commission orig-
inally approved the project.

Work has started on the addi-
tion despite moves in Congress to
recall the $1,650,000 appropriated
for White House in a deficiency
bill. Lorenzo S. Winalow, White
House architect, said he will not
issue a “stop-work” order unless
requested by the President.

The Fine Arts Commission noted op-
position by several groups to the
addition but said the entire project
was of a temporary nature until more
suitable quarters can be pro-
vided elsewhere.

CAL TINNEY, star of “Relax With Cal
Tinney,” ABC cooperative program, five
weekly 4:45 p.m., has written a book-
let, “Don’t Quarrel—Dunk!” which the
Doughnut Corp. of America will dis-
tribute nationally in connection with
its annual observance of National
Doughtnut Week, March 24-30.

Pulse Reports Jan. N. Y. Listening Up

‘Charlie McCarthy’ Rates 27
To Head Top Ten Shows

NEW YORK radio listening in
January continued a seasonal in-
crease, Pulse Inc., New York sur-
vey, reported last week. A
13% rise in average quarter
hour sets-in-use over December was
noted.

Figure for January was 26.1, a
noticeable gain over the figure for
January 1945, which was 24.3.

Pulse thought this increase might
be due to colds and flu which kept
large numbers of persons at home.

Truman Rates 56%

An audience of 56% was reported
for Jan. 9, night of President Tru-
mans broadcast. Only larger per-
centage was recorded at 9 p.m.

Sunday of the same week when
sets-in-use reached 58.

In the same survey, Pulse re-
ported the top ten evening pro-
grams as follows: Charlie Mc-
Carthy 27; Bob Hope 25.3; Jack
Benny 26; Walter Winchell 25.7;
Lux Radio Theatre 25.3; Fred
Allen 24.7; Fibber McGee & Molly
24.3; Mr. District Attorney 24;
Aldrich Family 22.3; Red Skelton
20.

Top ten weekday daytime shows
were: Kate Smith Speaks 7.9; Big
Sister 7.1; Helen Trent 7.4; Life
Can Be Beautiful 7.1; Our Gal
Sunday 7.1; When a Girl Marries
7.1; Stella Dallas 7.1; Portia Faces
Life 6.9; Young Widder Brown 6.9;
Lorenzo Jones 6.9.

Top weekend daytime shows
were: The Shadow 9.7; Family
Hour 9; Dick Barton 8.3; The
Electric Hour 8.3; Children’s Hour
7.7; McCarthy-News, Sunday 6.7;
F. H. LaGuardia 6.7; Westing-
house Program 6.7; One Man’s
Family 6.7; New York Philhar-
monic 6.7; William L. Shirer 6.7;
Gene Autry Show 6.7.

On February 20, 1922, the first WGY signal spread through the ether to listeners in the Great Northeast. Today, no other station in cen-
tral and eastern New York and western New England offers you locally
represented by NBC Spot Sales

And WGY is the ONLY station which can combine all this into ONE

24 YEARS OF BROADCASTING IN THE
PUBLIC INTEREST, CONVENIENCE AND NECESSITY

O N February 20, 1922, the first WGY signal spread through the ether to listeners in the Great Northeast. Today, no other station in cen-
tral and eastern New York and western New England offers you locally
originated programs for so large a listening audience—an audience built by
24 years of fine programming designed for a vast market created by WGY.

And WGY is the ONLY station which can combine all this into ONE

coverage area.
Highway Interviews

IN COOPERATION with Pittsburgh Transportation Association, Pittsburgh is now presenting "Hey, Mr. Motorist," Sat. 2-2:15 p.m. Motorists are flagged down and interviewed on questions of safe driving, road conditions and other safety matters.

Radio Clinic

WBAI Greenwood, Mass., is now presenting weekly quarter-hour "The Happiness Clinic," featuring Dr. Paul I. McKechnie, psychiatrist and lecturer, who discusses personal problems and their solutions. Private consultation is offered free of charge.

Salute to Citizens

SERIES of weekly salutes to "big, little Americans" will be started as special feature on the "Songs by Morton Downey" program, Mon.-Fri. 12:15-12:30 p.m. on Mutual. Reporters, radio newsmen and employees of the Coca Cola Co., sponsor, will act as scouts seeking everyday citizens to receive weekly salute. Agency is Darcy Adv., New York.

WMC "Women's World"

SERIES of women's programs titled "This Woman's World" starts Feb. 4. 11:45 a.m.-12 noon on Monday through Friday on WMCA New York. Informal commentary on world affairs as the affect American women, personalized reports of women in high organization activities, first hand news on lightening housekeeping problems, as an important legislation and speeches of special interest to women are presented.

CARRY ICE CREAM Co., Washington, D.C., distributor for "smooth-free" Meadow Gold Dairy product outside the West, today announces for 12 weeks are: WBKB WMPO while WBAJ WMJC.

According to HOYLE and HOOPER too!

The "Cleveland Clambake" gets the biggest hand ... More listeners than any other local musical in Cleveland!

WJW's "Cleveland Clambake," on the air 1:30 p.m. to 2:00 p.m., Monday thru Friday, is credited with 18,644 sets tuned in for the first quarter-hour, and 26,228 sets tuned in for the second quarter-hour—an average of 22,436 sets tuned in for each quarter-hour. This is a greater average tune-in per quarter-hour than that of any other local musical show in Cleveland.

The Clambake 2nd quarter-hour, open for sponsor-ship, draws 30% to 360% greater audience in Cleveland than any other show heard in the same time period. (Completion in this period includes two popular network serials, a network musical, a network commentator, and a network human relations program.)

BROADCASTING

February 4, 1946

Page 68
VIDEO LOSES FAMILY RESEMBLANCE
Poppele Sees New Personality in Lusty Infant. — Denies It Will Obscure Brothers

WILL TELEVISION, a noisy baby now ready to crawl from its crib, grow up to look more like either of its older brothers, radio and films? Last week J. R. Poppele, president of Television Broadcasters Assn., looked the infant in its eager face, found that traces of resemblance to both brothers were submerged in a new personality. His prediction: The infant will develop as an individual to make its own mark on the entertainment world.

Mr. Poppele, who is also vice president of WOR New York, spoke before a meeting of the New York chapter, American Marketing Assn., on “How Will Television Compete With Other Media?”

“Television,” he said, “will operate in a realm of its own, providing a unique form of entertainment to millions of people and will help create new wealth for the nation.”

But no matter how lusty television may become, it will not obscure the other members of its family. Mr. Poppele thinks it will grow to be a “lively, commercially profitable enterprise—but without the ability enterprise—but without to be ‘a lively, commercially profitable enterprise—but without’ will grow and thrive as a new type of information agency whose new brilliance might well obliterate that of the older press.

Yet newspapers and magazines have continued to increase their circulation even as radio grew to tremendous size. The advent of the talking picture was regarded as a weapon of sure death to the stage. Yet recent Broadway seasons have been more successful than those before movies began raising their voices. Mr. Poppele said that increased leisure in America had created a proportionately increased demand for entertainment. A shorter work week, he said, gives Americans more time to see television, read newspapers and magazines, hear radio and see movies.

Although it promises to grow man-size in a form of its own, television will likely have to take advice from the brothers it most closely resembles: From radio, which, having the “know-how” to sell products over the air, will be able to enlarge this knowledge to include a new dimension; and from films, which may adapt television for showing in theatres and will probably want to use television to advertise its own form of entertainment.

Television has a characteristic in common with others in its family, he said: “Like radio and movies (it) is showbusiness,” he said.

Seek N. H. Station
CHARLES S. HOLBROOK, former account executive of American Broadcasting Co., New York, has formed a partnership with Gerald Stetson and Richard Washington to build a station in Berlin, N. H. Firm name is White Mountains Broadcasting. Proposed call letters are WBNM. Mr. Holbrook, who has just been released from the Navy, is now planning construction, equipment installation, and recruiting of operating personnel for the corporation’s FM station in Berlin, for which a construction permit has been granted. Unity also has applied for FM stations at Columbus, Springfield, Mansfield, and Lima, O., and for FM and television stations at Erie, Pa.

Mr. Barbeau studied electrical engineering at the U. of Toronto, Union College, and Columbia U. In 1922 he became assistant sales manager of Robbins & Myers Co., Springfield, O. Closely identified with the broadcasting industry for a number of years, he has been active in the field of broadcast equipment sales. His offices are at 1014 Edison Building, Toledo.

BARBEAU TO DIRECT UNITY FM STATIONS
ERNEST A. BARBEAU, of the radio broadcast department of General Electric Co.’s Electronics Division, Schenectady, has been appointed managing director of proposed FM and television operations of Unity Corp., Toledo, in Ohio and Pennsylvania.

Edward Lamb, Unity president, said Mr. Barbeau is now planning construction of equipment installation, and recruiting of operating personnel for the corporation’s FM station in Toledo, for which a construction permit has been granted. Unity also has applied for FM stations at Columbus, Springfield, Mansfield, and Lima, O., and for FM and television stations at Erie, Pa.

Points to Past
He pointed to the past as an example of the future. Radio, Mr. Poppele reminded the markers, now 25 years old, was featured originally as a new type of information agency whose new brilliance might well obliterate that of the older press.

Yet newspapers and magazines have continued to increase their circulation even as radio grew to tremendous size. The advent of the talking picture was regarded as a weapon of sure death to the stage. Yet recent Broadway seasons have been more successful than those before movies began raising their voices. Mr. Poppele said that increased leisure in America had created a proportionately increased demand for entertainment. A shorter work week, he said, gives Americans more time to see television, read newspapers and magazines, hear radio and see movies.

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Skelton in Closet
THE SHADOW of doubt that hangs over broadcasters as to what comes out of the radio despite what goes into it was justified last week. Announcer John Rose of WRUL Knoxville answered the phone one night at the station and was confronted with a juvenile voice asking, “Is red skelton a murder mystery?” Mommomm, the Shadow knows. . . .

Radio’s Most Delightful Romance
DICK & JEANIE
(Transcribed Radio Show)
A 5 minute recorded musical romance. 260 episodes available now at unbelievably low cost. 75 opening and 100 word closing commercials available. This show will reach the greatest women audience of all ages. The Retail Stores Service Syndicate and the Quality Bakers of America endorsed this show. They know that this charming love story with its immortal music, plus all the promotional material furnished free is the road to the heart of all American women.

SALES MANAGERS! Look for the big surprise package the postman will bring you any day now!

Harry Jacobs Productions
8820 Sunset Blvd.
Hollywood 46, California

All Clear Now
FOR better understanding of what should be carried as news, and what in the rate category, Wilton E. Cobb, general manager of WMAZ Macon, coined this phrase: “If the public wants to hear it . . . it’s news. If someone wants the public to hear it . . . it’s advertising.”

Christian Award
FIFTH ANNUAL “Dr. Christian Award” contest designed to give new as well as established radio writers an opportunity to submit scripts for the “Dr. Christian” program starring Jean Hersholt, 8:30 - 8:55 p.m. Wednesday, on CBS, will run through the months of Feb. and March. Grand prize of $2,000 will be awarded for the best scripts with lesser amounts given for others. Contest rules and instructions may be obtained by writing to the Dr. Christian Award, Chesebrough Mfg. Co., 17 State St. New York. Program is sponsored by Chesebrough Mfg. Co., through McCann-Erickson, New York.
General Mills

(Continued from page 15)

for “Eventually—Why Not Now?” in 1925, was the creation of the Blackett-Sample-McFarland agency. The world famous Wheaties slogan—“Breakfast of Champions”—was an idea of the late Knox Reeves.

General Mills was one of the first national advertisers to hire a radio man to run its radio programs. In 1938 Sam Gale brought an expert radio production man, Edward G. Smith, to Minneapolis, where he had been director of daytime programs for WGN. Today Ed Smith supervises all of General Mills’ radio program activities, working with George Stellman of Dancer-Fitzgerald-Sample and King Painter and Russ Neff of Knox Reeves.

Another example of well delegated responsibility is the case of Fred Jacky, of Chicago, who for 11 years has ably directed the Hymns of All Churches program. To Irv Crooks, Carl Wester and associates, Chicago, has gone the task of handling the General Mills’ Hour, heard each afternoon over NBC.

Handy to Handel

WOB New York has started a new programming theme—six hours of music, little talk, 6 a.m. to midnight, Monday through Saturday. Programs include every conceivable type of music from old New Orleans jazz through to symphonies and even liturgical music. Audience response has been heavy.

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Rule of Thumb Has No Place

Rule of thumb has had no place in General Mills’ advertising scheme under Sam Gale. A new program is treated like a newly discovered germ. It must be minutely examined through the microscope of public reaction until its mathematical possibilities for success are examined through the microscope. The world famous Wheaties program is treated like a newly discovered germ. It must be minutely examined through the microscope of public reaction until its mathematical possibilities for success are examined through the microscope.

For 20 Years, Farmers in Kansas and Nearby States Have Turned to WIBW for Dependable Service and Preferred Entertainment.

To Mrs. Husted falls the chief responsibility for interpreting this policy.

One of the most important functions of advertising,” says Gale, “is to help reduce the cost of distribution.” Under this policy, radio advertising has helped expand General Mills’ markets until the company has become the world’s largest processor of cereal grains and the nation’s leading cereal food advertiser.

Some of Best-Known Programs

On the air for General Mills are some of radio’s best known and most widely heard programs. They include Valiant Lady, CBS, 10:00-10:15 a.m. EST, repeat 11:15-11:30 a.m.; Light of the World, CBS, 10:15-10:30 a.m. EST, repeat 11:30-11:45 a.m. EST; Betty Crocker, ABC, 10:25-10:30 a.m. EST; Hymns of All Churches, ABC, 10:30-10:45 a.m.; Guiding Light, NBC, 10:15-11:15 a.m. EST; Today’s Children, NBC, 2:15-2:27 p.m. EST; Betty Crocker Home Service Talks, NBC, 2:27-2:32 p.m.; Woman in White, NBC, 2:32-2:45 p.m. EST; Massequerade, NBC, 2:45-3:00 p.m. EST; Jack Armstrong, ABC, 5:30-5:45 p.m. EST; The Lone Ranger, ABC, 7:30-8:00 p.m. EST, Monday, Wednesday, Friday; Sam Hays Breakfast News, NBC (West Coast only), 7:45-8:00 a.m. PST; and This Woman’s Secret, NBC (West Coast only), 4:00-4:15 p.m. PST.

The above schedule of network shows is supplemented by numerous individual “spot” programs. One of the earliest and most extensive sponsors of baseball broadcasts (discontinued during the war period), General Mills will return to baseball sponsorship next season, but not on so broad a scale as in the past. According to present plans the Wheaties shows will include the Phillies games at Philadelphia and Pittsburgh, co-sponsored with the Atlantic Refining Company. Wheaties, of course, will be the product discontinued.

The company policy behind all radio programs is best explained in the outline drawn up by the advertising and legal departments, for Betty Crooks herself:

“Betty must be dignified; though her style may be altered according to the audience, it must always be that of a gentlewoman. Betty should be friendly but not intimate. She must stick to home economics and never discuss her private life. Whenever possible Betty should say ‘we’ and not ‘I’ for it would be unwise and probably illegal to represent her as a superwoman who thinks up all her own recipes and answers her own mail. Anything said by another Betty must be literally true with respect to some current member of the company’s home economics staff.” To Mrs. Husted falls the chief responsibility for interpreting this policy.

Three Advertising Principles

For the promotion of General Mills’ products, the board of directors has officially adopted three principles of constructive advertising. These principles were formulated by Sam Gale and are adhered to by all the agencies:

1. Our advertising shall be factual, informative, and educational.
2. It shall render the maximum of helpful service.
3. It shall attempt to expand markets rather than merely take business from competitors.

Just about everything ever attempted in radio has been grist for General Mills, Recipe contests, word contests, name-a-cake contests, give-aways and gimmicks—all of these and many others have brought an unending flood of responses, with boxtops attached.

Perhaps the most effective campaign ever attempted in radio has been the Grilled Chicken contest. The contest was introduced by General Mills’ famous “Wheaties Quartet,” which with Betty Crooks, Betty Walker, Betty Haywood, and Betty Burnette, started General Mills into show business in a big way.

Since the days of the first Wheaties Quartet program, featuring...
MBS TO TRY SCRIPTS BY Unknowns

New Dramatic 'Playhouse' Will Be Produced

By Soap Serial Writer, Mrs. Carrington

TO A FORTUNATE few of the many "undiscovered" writers who have knocked unsuccessfully on radio's doors, a passkey was promised last week.

MBS announced that gray-haired, motherly Elaine Carrington, famed author whose soap serials earn more than $200,000 a year, would begin production of a new dramatic show built from scripts by "unknown" radio writers.

Said Phillips Carlin, MBS vice president in charge of programs: "Mrs. Carrington and I believe that the future for radio as a dramatic medium must depend, in the final analysis, upon new talent."

Sources from which Mrs. Carrington thinks many new and competent writers may come are colleges. Mutual will undertake a campaign to promote collegiate interest in the program. But MBS and Mrs. Carrington make it plain that competition is by no means limited to campuses.

The talent search, Mrs. Carrington explained, "is not confined to young writers. Writers of any age but not yet established in radio may submit scripts."

MBS will pay $200 for each script used, and Mrs. Carrington herself is offering a $500 prize for the best script used during the first 13 broadcasts.

ON A MINNEAPOLIS bailiff, undertaker, granary worker and printer, with an unknown organized named Eddie Dunstedter, General Mills has presented a steady stream of programs, some good and some bad, including the famous Gold Medal Fast Freights, Gold Medal Express, Skippy (the Mills' first juvenile show, later abandoned in favor of Jack Armstrong), Betty and Bob, Hymns of All Churches, Modern Cinderella, The Latest Thing, Hollywood In Person, Arnold Grimm's Daughter, The Gilmans, Curtain Time, The Groucho Club, Beat The Band, By Kathleen Norris, Ruddy the Magician, Billy and Betty, and many others.

INFLUENCE TRENDS

General Mills' influence over the public and the radio industry itself has been tremendous. The trials of Betty and Bob (the inspired by Frank Hummert) through marriage,parenthood, divorce and remarriage held the nation's women spellbound for eight years until the writers had worn the last drop of emotion possible and abandoned the couple in sheer exhaustion. Jack Armstrong has been responsible for untold aches and pains of weary mailmen carrying overloaded mailbags of boxtops to Minneapolis, as well as for a definite improvement in the physical well-being of American children.

The latter program, incidentally, was early as 1940, had the All American boy searching for a secret cache of Uranium 235, with a pack of foreign agents on his heels, long before the adult world learned in 1945 of the atomic bomb! General Mills sponsorship of the daytime serial is in no way due to its proportionate low cost.

"Serials have proved to be the favorite type of program of the largest number of women listeners.

The American housewife tire of them, will replace them with whatever the American housewife thinks she wants," Mr. Gale candidly declares.

Among the milestones passed in its long radio trail by General Mills are:

First five a week one-hour program in daytime radio, The Gold Medal Hour, with Betty and Bob, Modern Cinderella, The Latest Thing (news), Betty Crocker, and Hymns of All Churches, 60 minutes of all types, successful components of radio, music, drama, news, homey sayings, household hints, cooking recipes, on a coast-to-coast CBS network later switched to NBC.

First advertiser to broadcast over NBC in 1932, to the present full hour of Guiding Light, Today's Children, Women in White, and Masquerade (a unique hour of package shows produced by one writer, Ira Phillips), General Mills has certainly been one of the dominant companies in American radio. It has done it not with high priced "names" but through wise exploitation of proven advertising devices, from contests to heartthrobs. Betty Crocker, the Lone Ranger, Jack Armstrong, and a host of fictitious characters have kept General Mills' products moving off the shelves of the nation's food stores through the lean years of the depression to the present. It has proved the concept of销售额 most successful medium. To this one medium alone is appropriated an annually approximately one-half of the advertising budget.

Farran Is FCC Assistant Director of Information

TO ASSIST in handling increased demands of news and radio for news on communication developments, the FCC has appointed as assistant director of information.
Local News Rates High in Cleveland

City Events Compete With World Affairs In Popularity

MORE and more local news is being supplied Cleveland listeners as the city's newspaper pressmen's strike approaches its fifth week, portending increased attention to this phase of newscasting when newspapers once again are in the hands of the publicists.

Public officials and civic leaders are high in their praise of the public service given by the city's stations as they develop their facilities to the city's needs. Besides the newspapers, stations have added loudspeakers, bulletin and mimeographed sheets to their normal news activities.

Enlarged newswroom staffs are carrying the extra load. A number of reporters have been added to make extensive police, hospital and other news checks as news of a purely routine nature is added to the normal local coverage.

Learned from the month-long strike is the lesson of giving to a city as large as Cleveland is so locally conscious that the reciting of long lists of names, such as death notices, marriage licenses and property sales will command a large audience. It has been impressed with the fact that the ordinary run of local news has a far stronger appeal than much of the national and international news.

Cleveland stations are supplying their special news budgets without trying to wring money out of eager sponsors. They are endeavoring to satisfy the public appetite for information by filling the special service role opened by the strike.

Two Cleveland events—National Aviation Show and Ice Follies—were staged successfully during the strike. The aircraft show drew well over 200,000, a record attendance, and the Washington bureau is giving increased coverage of Ohio legislators and more specialized stories.

The station has been printing a daily mimeographed news summary, and the strike itself has been covered factually, with statements of both sides.

WTAM

Nineteen news programs are being broadcast daily, including four extra shows—three of three minutes and one of five minutes. A Saturday afternoon, half-hour show is devoted exclusively to Ohio news. Two extra Sunday newscasts are heard at 1 a.m. and 1 p.m., plus a half-hour night newscast.

Bulletin board is maintained in Terminal Tower, with three complete changes daily. Practically all extra newscasts are sustaining.

WTAM feels radio news does not compete with daily papers, but since stations lack manpower to cover local beats completely and do not have the flexibility to add "pages" to fixed schedules of weeknight commitments. Local news, being of immediate interest, is believed, must cater to the local area blanketed by the station's national news, and national international news, has been adopted as a policy.

Along the strike the station has not used blurbs promising extra news, merely expanding service without capitalizing on the lack of newspapers. Radio bulletin board thrice weekly with lectures, meetings and other civic attractions.

Movie and play reviews replaced man-about-town stories. WGAR's Washington bureau is giving increased coverage of Ohio legislators and more specialized stories.

The station has been printing a daily mimeographed news summary, and the strike itself has been covered factually, with statements of both sides.

NARBA

(Continued from page 18)

manager, Canadian Broadcasting Corp., Donald Manson, assistant general manager, CBC; W. G. Richardson, transmission engineer, CBC; Henry S. Dawson, Canadian Assn. of Broadcasters; K. Callow, All Canada Radio Facilities Ltd.

MEXICO—Col. Rafael Avila Ca- macho, president; Licenciado Carlos Duran Salazar, secretary; Manuel Espeloz Rodriguez, general manager, CBC; W. G. Richardson, transmission engineer, CBC; Henry S. Dawson, Canadian Assn. of Broadcasters; K. Callow, All Canada Radio Facilities Ltd.

CUBA—Sr. Carlos Maristany, undersecretary of Communications, chairman; Dr. Miguel Amezaga, secretary, Ministry of Communications; Dr. Nicholas G. Mendoza, Director of Radio, Dept. of Communications; Dr. Luis Machado, international lawyer, State Dept.; Sr. Guillermo Morales, chief, Bureau of Radio Licenses, Ministry of Communications; Dr. Jose Ramon Gutierrez, general counsel, Ministry of Communications; Techn. advisers—Sr. Alfonso Hernandez-Cata, assistant chief, Monitoring Bureau; Sr. Mariano Durland, Chief Station & Radio Mgmt. Lab., Dept. of Communications; Sr. Raoul Karman; Sr. Ventura Montez.

THE BAHAMAS—Alan D. Hodgson, director, Bahaman Telecommunications Dept.

U. S. observers registered were: NAB—T. A. M. Craven, vice president, Cities Broadcasting Co.; NAB director-at-large and former FCC commissioner.

CBS—William B. Lodge, director of engineering; Joseph H. Ream, vice president.

RCA-NBC—Frank M. Russell, NBC Washington vice president; James P. Veach, Washington manager; R. C. Frequency Bureau; Raymond F. Guy, radio facilities engineer, NBC; G. B. Margraf, Washington attorney.

WESTINGHOUSE Radio Station, Pittsburgh, vice president; John W. Steen, counsel.

MECKEY & SHAW—D. B. McKey, R. C. Shaw, consulting radio engineers.

GENERAL ELECTRIC Co.—P. D. Andrews; Mrs. M. L. Busch.
desire of listeners to know what is going on in the community.

WJW

A special reporting bureau manned by experienced newsmen was set up when first news about an imminent strike was heard. The staff has become more skilled with experience and claims it regularly outdistanced newspaper-controlled wire services by as much as a full day on local coverage. WJW is said to be supported by its local news staff that it may be retained as a permanent department.

Total time devoted to newscasts has about doubled. Local news must comprise at least half of each program. Emergency public service programs are not sold, nor is the nightly Newspaper of the Air, entirely a local program. News bulletins are maintained in entrances to the WJW Bldg. and the largest theatre. They are serviced hourly.

Early hesitancy about carrying death notices was dispelled when it was found that they increased the station’s audience. Reading of local market returns is well received. During the meat strike the station was asked by the stockyards to urge farmers to ship animals, since local packers were not on strike. The station was lauded for its role in helping avert a local meat famine.

Coverage of the strike itself was made the primary responsibility of one reporter and all parties were treated fairly, according to station executives.

KECA, Wing First, Second in Contest

KECA Los Angeles and WING Dayton won first ($1,000 bond) and second ($500 bond) prizes respectively, in the publicity and promotion managers contest sponsored by Larus & Bro. Co., Richmond, Va. (Chester Cigarettes and Edgeworth Tobacco) for ABO affiliates carrying Guy Lombardo’s Musical Autographs program, Tuesday nights, 9 p.m. Station promotion was based on Chicago’s song title contest, with $10,000 awarded for the best song titles. Winners will be announced by the judges, Guy and Carmen Lombardo, Feb. 3.

Five additional prizes of $100 bonds each were awarded in the station promotion contest (which ran from Nov. 15 to Dec. 19) to the following stations: WBOB Rockford, Ill.; WGCX Augusta, Ga.; KGFF Shawnee, Okla.; KXEL Waterloo, La.; KFMB San Diego.

The judges of the contest were Frank Burke, Radio Daily; Elbridge Peterson, Printers Ink; George Rosen, Variety; Lou Frankel, Billboard; Doris Lawton, Advertising Age; Florence Small, Broadcasting.

Huber Resigns

E. J. (Mike) HUBER, ABC sales promotion manager, resigned last week. He will take an extended vacation.

OFFICIALS of the Save the Children Federation, New York, are burrowing out from under a mountain of Christmas cards that descended upon them when they asked, via radio stations, for old cards to be distributed to rural and under-privileged schools that cannot afford expensive art supplies.

The idea was to give children in these schools a look at quality printing and pictures. The campaign, incidentally satisfied the Federation that radio’s pulling power is strong. Last week Federation employes had counted more than seven million cards, and they believe the number will reach ten million by the time they’ve finished counting. They don’t want any more.

The original request for support of the Christmas card collection was sent out to all U. S. radio stations by Ralph Wallenhorst, director of information at the Federation’s New York headquarters. The request was timed to reach stations about Dec. 28. On Jan. 18 another request went out—a please-cease-fire order. As of that date, six million cards had arrived and more bags of them were still coming in.

Mr. Wallenhorst says he has evidence that at least 150 stations used the announcements; he thinks more than 300 did. He hasn’t been able to keep track of network support except that Fred Waring, Kate Smith, Don McNeill, the Fitzgeralds, and John Gambling used it. Since newspaper coverage of the campaign was spotty, he credits radio with nine-tenths of the response. He added:

“For heaven’s sake, don’t suggest to anyone that he send us any more. My boss said originally I would be lucky if we got 50,000 cards. As I was a new man with his organization, I wasn’t able to convince him what a tremendous response we would get from radio stations. But he knows now!”

British Plan To Double License Fees Protested

BRITISH GOVT.’S plan to raise the radio receiver license fee from $2 a year to $4 “in the very near future” has evoked protests from a dozen members of Parliament, who demanded detailed reasons for the increase. Also planned is an increase to $8 a year on aural-video receivers.

Meanwhile, Government officials have declined to estimate when the first public television station at Alexandra Palace would resume operations, indicating that it will be “still a few months yet.” Nor has it been decided whether increased revenue from set licenses will be used entirely to BBC. It was estimated that 10,000,000 receiver licenses already have been issued.
Ashbacker-Fetzer Case Still In Air 30 Days After Mandate

WHAT HAPPENS when the Supreme Court reverses an appellate court which had sustained an FCC action involving two applications for the same facilities?

Normally—and under the Constitution—the word of the Supreme Court is law, at least until Congress enacts new legislation covering a particular subject. In this story the law is unchanged.

In the case of Ashbacker vs. the FCC the Supreme Court held in December that the Commission could not legally grant one application and designate another for hearing when both applications were mutually exclusive [Broadcasting, Dec. 10]. On Jan. 4 the high court issued its mandate to the U. S. Court of Appeals for the District of Columbia.

Now, a month later, the case still is in the air. Here’s the story as it unfolded:

In the spring of 1944 John E. and Rhea Y. Fetzer, licensees of WKZO Kalamaoozoo, filed application for a new station at Grand Rapids (WJEF) to operate on 1230 kc with 250 w power. A short time later, Ashbacker Radio Corp., licensee of WKBZ Muskegon, Mich., filed application to change frequency from 1490 to 1230 kc. That made the applications mutually exclusive.

In March 1944 the FCC granted the Fetzer application (without hearing) and at the same time designated the Ashbacker application for hearing. Ashbacker petitioned the FCC to reconsider and to deny the Fetzer application. FCC rejected the petition. Ashbacker appealed to the U. S. Court of Appeals for the District of Columbia.

FCC contended the appellate court had no jurisdiction, inasmuch as the Commission had not yet acted on the Ashbacker application, therefore Ashbacker had no cause of action. The appellate court upheld the Commission, granted its motion to dismiss. Ashbacker’s attorneys, Segal, Smith & Hennessey, took it to the Supreme Court on writ of certiorari.

Meantime, WJEF went on the air in January 1945. Soon after the Supreme Court decision was handed down, it was learned that the FCC probably would grant the special temporary authorization (with conditions) to WJEF pending final outcome after hearing both the Fetzer and Ashbacker applications.

About the same time Segal, Smith & Hennessey filed, on behalf of Ashbacker, an application for special temporary authorization to operate WKBZ on 1250 kc. Legal minds generally were agreed that under the Supreme Court decision the FCC would be bound to hear applications of both Fetzer and Ashbacker for STA’s before granting either.

The Commission has taken no action, awaiting a mandate from the appellate court. (The Supreme Court doesn’t deal directly with litigants, but with the court below.) Ashbacker has taken no further action, awaiting the appellate court’s order. Fetzer likewise has done nothing.

Neither has the U. S. Court of Appeals for the District of Columbia. Court attaches said the next move is up to the FCC. Commissionmen all said FCC couldn’t move until the court interpreted the Supreme Court decision and hands down its own mandate.

But last week the court of appeals took action. On Thursday the court informed the FCC that no order would be issued until the Commission files the record of the case. A court agent explained that the Ashbacker case went to the Supreme Court on a point of jurisdiction, that the court below hadn’t heard the case on its merits and that in all likelihood the appellate court might well decide, after receiving the Commission’s record, to hear the case on its merits.

Meanwhile WJEF continues to serve its audience on 1230 kc and WKBZ still operates on 1490 kc.

U. S. Advertising Co. Is Now Ewell & Thurbur

U. S. ADVERTISING Co., Chicago and Toledo, henceforth will be known as Ewell & Thurbur Assoc., according to an announcement last Thursday by Ward M. Canaday, who founded the agency in Toledo 25 years ago.

Mr. Canaday withdrew from active participation in the advertising business five years ago. James C. Ewell, who joined the organization in 1936, then became president. Mr. Ewell will head the Chicago office, 612 North Michigan Avenue, while Hal H. Thurbur, former vice president of D’Arcy Adv., St. Louis, who joined U. S. Adv. last July, will head the Toledo office, 520 Madison Avenue. Financial backing for the renamed firm will be provided by Canaday, Ewell & Thurbur Inc., a financial corporation which will not be active in the advertising business.


Ceilings Blamed For Radio Set Lag

RMA Midwinter Meeting Names Wells To Get Data

RADIO SET production will continue to lag 75% behind its post-war goal unless OPA price ceilings are lifted, manufacturing leaders warned at the Jan. 28-30 Midwinter Conference of the Radio Manufacturers' Assn.

Present production is only 10% of original Government estimates, largely due to complexities of the OPA, according to Bond Geddes, RMA executive vice president.

The RMA board of directors decided, after full discussion of the problem, that relief could be obtained only by further conferences with OPA officials in an effort to obtain revised price ceilings that would permit component parts manufacturers to return to full production.

A. S. Wells, Wells-Gardner & Co., was named chairman of a large committee to obtain extensive data on production costs for presentation to OPA.

Cabinet Shortages

Among the industry problems cited by Mr. Geddes were radio cabinet shortages resulting from higher margins of profit cabinet makers are able to obtain from furniture. The radio set industry is depressed and thousands of workers have been laid off, Mr. Geddes said. Radio manufacturers admit they do not seek complete exemption from price controls, but added, at least want to recover costs.

Anticipated release of surplus parts by the War Assets Corp. (new war surplus sales agency) may bring some relief for makers of component parts, he suggested.

The board voted to make another effort to obtain reduction of the 10% excise tax on radios. A. H. Gardner, president of Colonial Radio Corp., Buffalo, was named chairman of a committee to press the matter. Manufacturers claim the tax represents an added cost to consumers that is unnecessary.

Frank A. Hiler, senior vice president of the Warner Corp., Chicago, in discussing OPA price ceilings, said his company is at 25% of projected levels because of parts shortages and difficulty in obtaining women workers. Parts makers have told OPA officials that removal of OPA ceilings and substitution of law of supply and demand is the easiest way to peak production, he said.

A spokesman for Radio-Radar Industries Inc., a trade organization, contended that though prices may rise temporarily they will soon fall and the market will be flooded with all the parts needed. He pointed out that before the war the industry was one of the most cut-throat in the country and because of war expansion will be even more so under normal conditions. This, he went on, will act to

Gen. Colton Opening Consulting Company


MAJ. GEN. ROGER B. COLTON, USA retired, after 35 years service, is now associated with the firm of Colton & Foss, electronic consultants specializing in broadcasting, public service communications, and radio and radar development consulting services. Firm is located at 927 15th St., N. W., Washington, D. C.

On Jan. 8, Gen. Colton was awarded both the Distinguished Service Medal and the Legion of Merit by the War Dept. He was given the DSM for his distinguished contributions to electronics as air communications officer of Air Technical Service Command and as electronics advisor to assistant chief of Air Staff 4, Sept. '44-Sept. '45. The Legion of Merit was for his "outstanding services" as chief of the Materiel Branch and later director of Supply Service, Office of Chief Signal Officer, Aug. '41-June '43.

WTON to ABC

WTON Staunton, Va., now under construction, becomes affiliated with ABC March 1 as a bonus station available at no cost to advertisers which purchase WCVH Charlottesville, Va. WTON will operate on 1400 kc with 250 w. Charles P. Blackley is owner and manager of station.

Radio's Most Important Broadcast Series....

Many Ice Inquiries

BROADCAST stations and agencies are showing intense interest in the dealer cooperative advertising drive planned by the Ice Industry during the coming summer [Broadcasting, Jan. 28]. NAB Department of Broadcast Advertising, of which J. Allen Brown is assistant director, has received a large number of requests for the transcribed series This Is the Ice Age, which will serve as kickoff to the drive. National advertising campaign by the National Assn. of Ice Industries will be placed in magazines, with radio promotion up to local dealers.

Silent Tribute

ENGINEERS of WSCC Charleston, S. C., who are more or less accustomed to mice, lizards and frogs getting into the vital innards of the transmitter, were confronted with a new species of intruder a few nights ago. A spider made the fatal mistake of stepping onto the high voltage rectifier and his forelegs remained hooked over the wire, knocking WSCC off the air and providing a silence which officials considered "a fitting tribute" to the interloper.

SUMNER WELLES

One quarter hour weekly, still available for sponsorship by transcription in some markets . . . .

WJW ENTERPRISES, INC.
WJW BUILDING • CLEVELAND, OHIO
Longines Salesmen Hear Rickenbacker

Star of New Flight Series Is Guest at Luncheon

FORTY SALES representatives of the Longines-Wittnauer Watch Co., in New York for their annual sales meeting, heard an episode of the company's new radio series, World's Most Honored Flights, Jan. 30 at a luncheon at which Capt. Eddie Rickenbacker, star of the series, was guest of honor. Program, depicting the progress of aviation in 13 half-hour dramas, started last week by transcription on some 150 stations, placed by Arthur Rosenberg Co., New York, advertising agency for the sponsor.

Describing the series as "an opportunity to bring a true and graphic word picture of American aviation to the American public," Capt. Rickenbacker stated that one of the programs, dealing with the Antarctic explorations of Admiral Byrd, Lincoln Ellsworth and others, will report on a proposal of Capt. Rickenbacker's to military officials that aerial surveys of the vast Antarctic wilderness be made, following which atomic bombs be dropped to release the mineral and coal deposits known to exist there.

Fred Cartoun, executive vice president of Longines-Wittnauer and others, will report on a proposal of Capt. Rickenbacker's to military officials that aerial surveys of the vast Antarctic wilderness be made, following which atomic bombs be dropped to release the mineral and coal deposits known to exist there.

Capt. Rickenbacker told the group that his fees are being paid by his sponsor to the Army Air Forces Aid Society, to help needy Air Force widows and orphans as well as disabled aviation veterans.

Congress

(Continued from page 17)

the number wanted by licensee; (2) pay any persons in excess of the number of employees wanted by the licensee; (3) pay or agree to pay more than once for services performed; (4) pay more than once for an episode of a program, with the consent of the program's writer or producers; (5) pay or agree to pay for services not performed; (6) refrain or agree to refrain from broadcasting noncommercial educational or cultural programs; (7) refuse to agree to refrain from broadcasting any programs originating outside the United States.

Prohibited also under the bill are: (1) Payment of tribute for broadcasts received by the licensee; (2) restrictions on use of recordings or transcriptions for broadcast; (3) tuition on record or transcribed programs for which services previously have been paid.

Rep. Lea's bill is designed as an amendment to Title V of the Communications Act of 1934, as amended.

Hardy Honored

RALPH W. HARDY, public service director of KSL Salt Lake City, has been chosen by the Salt Lake Junior Chamber of Commerce as the city's outstanding young man of 1946. Activities which won the citation were his work in Civilian Public Defense, war bond and Utah Safety Council affairs; service as voluntary guide on the city's Temple Square; work as bishop of the LDS East Ensign Ward; activity in the Executives Assn. He joined KSL in 1937, later became program manager, and last summer was appointed to his present position. He is a member of the NAB Program Managers Executive Committee.

WOR reports 1945 'Most Successful'"

WITH its most successful year completed, WOR New York was to mark the beginning of fiscal year 1946 with a sales and luncheon meeting today.

In a report covering the fiscal year, Dec. 31, 1945, to Jan. 31, 1946, WOR reported a 5% increase in sales over the preceding fiscal year. New business in the last year increased 5% over that of the previous year.


Top advertisers were Longines-Wittnauer Watch Co., New York Herald-Tribune, Peter Paul, Leiber Bros., Plough Inc., Coldwater-Palmtree-Peot, Kirkman & Sons, J. F. Trometer, National Biscuit Co., Consolidated Cigar Co. and Jacob Wellings Co. For the year 1945, 364 advertisers used WOR, of which 25% were new accounts.

Plans for a 1946 quota of 15% increase over 1945 were to be discussed at the sales meeting. Future looks bright, C. R. Maddux, vice president, asserted. Eugene S. Thomas, WOR sales manager, was to outline the sales campaign.

Sports Interviews

SPORTS television show titled "I Saw It Happen," featuring great sports personalities in interview with Tom Dunne of ABC, is being broadcast on WORB Schenectady, N. Y., starting Feb. 6, for four successive Wednesdays.

Brunner Teaching

WELLS BRIEN, of WCKY Cincinnati sales staff, is instructing classes in record programming and selling at the Schuster-Martin School of Drama.

Sellers

(Continued from page 10) learn from the ground up.

His second bit of advice is, "forget your rank." 

"Don't waste people's time telling how important you were in the war. A lot of so-called 'unimportant infantrymen' helped win the war, and a lot of them aren't here to get in on the glory."

Jim feels a lot of veterans, like himself, are going to get into the selling side of business. What they've learned through military discipline, strange places and people, will prove an invaluable asset.

He's married to the former Dorothy East, daughter of John East, with his family in Chatham Park, Chicago. The children are James Russell, 3, and Marcella Cathleen, 2.

He hasn't a hobby now, except his family, but during the war his favorite sport was horses, racing and riding. In fact, when he was in high school and considerably lighter, he wanted to be a jockey.
Winchell Nominated by N. Y. Peabody Award Committee for Top Commentator

WALTER WINCHELL has been recommended for the George Foster Peabody Radio Award to news commentators by the New York Peabody awards committee.

Announcement of the committee's recommendations to the National Board of Peabody Awards at the U. of Georgia marked a precedent. Recommendations of individual committees have in the past remained secret until the final selections were announced.

Mr. Winchell was suggested as winner "for his continuous fight against tyranny, treachery, appeasement and Fascism."

Special Award to Murrow

Special award "for his outstanding service to public understanding in the field of foreign news reporting" was suggested for Edward R. Murrow, CBS vice president and former European broadcast correspondent. Cecil Brown, Mutual newsreader, was recommended for honorable mention.

Other recommendations by the New York committee were:

For public service: Assignment Home (CBS), Wins for Tomorrow (MBB), Opinionated (MBB), New World A'Comin' (WMCA New York).

For "outstanding entertainment in radio drama": Norman Corwin, with special mention for his On a Note of Triumph. V-E Day script.

For "outstanding dramatic presentation for an individual radio station in 1945": WMCA New York for New World A'Comin'.

For music: NBC Symphony Orchestra, Getting Your Music's Worth over WQXR New York.

For education: NBC's Our Foreign Policy, WABO New York's Transatlantic Call.

For children's program: Youth Forum, over WQXR New York, It's Up to Youth, over WOR New York.

Honorables mention for improvement of race relations: Wings for Tomorrow (MBB), Opinionated (MBB), New World A'Comin' (WMCA New York).

New York Peabody committee, headed by Mrs. Luella S. Landin, co-chairman, radio committee, General Federation of Women's Clubs, is composed of Jane Cowl, actress; Mrs. Merrill Berdon, editor; Dr. Paul Dawson Eddy, president, Adelphi College; Mrs. Catherine Edwards, associate editor, Parents magazine; Mrs. George Fielding Eliot, radio chairman, Women's Action Committee.

RICHARD BIOW, after serving as a Navy pilot for three years, has joined the WMEN New York continuity staff.

Eight Additional FM Grants Bring Total Since Lifting of Wartime Freeze to 298

TOTAL conditional grants issued for FM stations since lifting of the wartime freeze reached 298 last week with construction amendments by the FCC of eight additional outlets.

The Commission also designated for consolidated hearing two applications for FM stations in Buffalo, both from the Buffalo Broadcasting Corp., owners of WGR and WKW. One of the applicant's standard stations will be disposed of under duopoly rules following separation from an agreement with Churchill Tabernacle for lease of Sunday time on WKW, as required by the Commission (Broadcasting, Dec. 24).

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>Hagerstown</td>
<td>Hagerstown Broadcasting Co. (WJHI)</td>
<td>Metropolitan</td>
</tr>
<tr>
<td>St. Louis</td>
<td>St. Louis University (WEE)</td>
<td>Metropolitan</td>
</tr>
<tr>
<td>Syracuse</td>
<td>Radio Projects, Inc.</td>
<td>Metropolitan</td>
</tr>
<tr>
<td>Charlotte</td>
<td>Southeastern Broadcasting Co. (WFT)</td>
<td>Metropolitan</td>
</tr>
<tr>
<td>Gastonia</td>
<td>F. C. Todd (WGNC)</td>
<td>Metropolitan</td>
</tr>
<tr>
<td>Columbus</td>
<td>Lloyd A. Pickel, et al, d/b The Pickles (WCDL)</td>
<td>Metropolitan</td>
</tr>
<tr>
<td>Medford</td>
<td>Medford Printing Co. (KXMD)</td>
<td>Metropolitan</td>
</tr>
<tr>
<td>Clearfield</td>
<td>Airplane &amp; Marine Instruments, Inc.</td>
<td>Metropolitan</td>
</tr>
</tbody>
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BROADCASTING • Telecasting

February 4, 1946 • Page 77
**Actions of the FCC**

**January 4 to January 30**

**Decisions . . .**

**January 30**

The Bay Broadcasting Co., Sandusky, O.—Granted petition to designate its station as WJQK (AM, 1560 kc, Oak Park, Ill.), for hearing in consolidated hearing with applications in Dockets Nos. 7003 and 7004, The Lake Erie Broadcasting Co., and The Sandusky Broadcasting Co.; adopted an order designating Buffalo, N. Y., as the site for WJQK in proceeding.

Sunshine Broadcasting Co., San Antonio, Texas—Adopted order designating changes that increase power to 5 kw LS non-directional station (CFHS, 1450 kc, McAllen, Tex.) as a requirement for hearings in consolidated proceeding.

**January 15**

Skagit Valley Broadcasting Co., Inc., Mount Vernon, Wash.—Adopted order designating WSKV (AM, 1240 kc, Burlington, Iowa), for hearing in consolidated proceeding. The order also directed that other order herein issued in consolidated proceeding for station XMPZ, 5 kw unl. (Wustow, Ill.) be amended to include Van Wert, Ohio, as a point of hearing.

**January 23**

Liberty Broadcasting Co., Inc., Westfield, Ill.—Adopted order decreeing station WLPV (AM, 1340 kc, ladies, Ill.), for hearing in consolidated proceeding with applications of WOPI, The Constitution Publishing Co., New Mexico Publishing Co., and WCTO, 1 kw unl. (Hammonton, N. J.), for new station 1 kw D.

**January 26**

WPKW, Wilkes-Barre, Pa.—Granted application for new station 1 kw D. for consolidated hearing applications for new AM stations 250 w and 500 w unl., and Mizer application for CP 1 kw unl. and application for new station 1 kw D.

**January 28**

Fred W. Mizer, application for new station 1 kw D.

Edwin Conrad and Ralph R. O'Connor, application for consolidated hearing with applications of James F. Hopkins Inc., Valley Broadcasting Corp., and WJZ, WJOT, WJXT, WJSA, WJZ-A, and WJZ-B, (AM, 1120, 1240, 1340, 1370, 1450, 1500, 1540, 1560, and 2500 kc, new stations 5 kw unl. and 2 kw D.)

**January 29**

Applications for consolidated hearing with applications of Pretty Lake Broadcasting Corp., CFYO, W                                                                                    OY 790 kc, Chicago, and WJQK (AM, 1560 kc, Oak Park, Ill.), for hearing in consolidated proceeding in which other order herein issued in consolidated proceeding for station XMPZ, 5 kw unl. (Wustow, Ill.), be amended to include Van Wert, Ohio, as a point of hearing.

**January 30**

WOMET, 5 kw unl. (Ashtabula, Ohio), and Mizer application for CP 1 kw unl. and application for new station 1 kw D.

**February 4**

WJZ, WJOT, WJXT, WJSA, WJZ-A, and WJZ-B, (AM, 1120, 1240, 1340, 1370, 1450, 1500, 1540, 1560, and 2500 kc, new stations 5 kw unl. and 2 kw D.)

**February 5**

Application for new station 1 kw D.

**February 6**

Applications for consolidated hearing with applications of Pretty Lake Broadcasting Corp., CFYO, WOMET, 5 kw unl. (Ashtabula, Ohio), and Mizer application for CP 1 kw unl. and application for new station 1 kw D.

**February 7**

Applications for consolidated hearing with applications of Pretty Lake Broadcasting Corp., CFYO, WOMET, 5 kw unl. (Ashtabula, Ohio), and Mizer application for CP 1 kw unl. and application for new station 1 kw D.

**February 9**

Applications for consolidated hearing with applications of Pretty Lake Broadcasting Corp., CFYO, WOMET, 5 kw unl. (Ashtabula, Ohio), and Mizer application for CP 1 kw unl. and application for new station 1 kw D.

**February 13**

Applications for consolidated hearing with applications of Pretty Lake Broadcasting Corp., CFYO, WOMET, 5 kw unl. (Ashtabula, Ohio), and Mizer application for CP 1 kw unl. and application for new station 1 kw D.

**February 14**

Applications for consolidated hearing with applications of Pretty Lake Broadcasting Corp., CFYO, WOMET, 5 kw unl. (Ashtabula, Ohio), and Mizer application for CP 1 kw unl. and application for new station 1 kw D.

**February 20**

Applications for consolidated hearing with applications of Pretty Lake Broadcasting Corp., CFYO, WOMET, 5 kw unl. (Ashtabula, Ohio), and Mizer application for CP 1 kw unl. and application for new station 1 kw D.

**February 21**

Applications for consolidated hearing with applications of Pretty Lake Broadcasting Corp., CFYO, WOMET, 5 kw unl. (Ashtabula, Ohio), and Mizer application for CP 1 kw unl. and application for new station 1 kw D.
January 22

NEW -AM Beverly B. Ballard, Dewey, Okla.-CP new station 1490 kc 1 kw D. W

APPLICATIONS for license renewal of following AM stations: KCMO WERC WLCM WJVL KKQW WHRL WKBQ KKBG KBMG KMGK KFRC KFRL KFBO KFNQ KFRA KFBB KFBC KFBB

1490 kc

KWRC The Ohio Broadcasting Co., Cincinnati, Ohio—CP new station 1490 kc 5 kw D.

KVAL Radio Station KEEN, Ltd., Brownsville, Tex.—Mod. license increase 100 kw N 5 kw D to 150 kw D.

NEW -AM Elmer R. Snow and Frank A. Diegger-ter, Chillicothe, Ohio—CP new station 1050 kc 5 kw N.

NEW -AM Samuel R. Sague, Cleveland Heights, Ohio—CP new station 1050 kw.

1320 kc

ROMA KOMA broadcasting Co., Incorporated—Mod. CP power increase, install new trans. and DA-N.

WAML New Laurel Radio Station Inc., Laurel, Md.—CP new station 1540 kc 5 kw D, install new trans. and DA-N.

NEW-Ashville Valley Broadcasting Co., Chickasha, Okla.—CP new station 250 kw 5 w.

51.2 mc

NEW -FM Puerto Rico Communications Authority, Rio Piedras, P. R.—CP new FM radio station, channel 211, 1,429 sq. mi.

165.9 mc

NEW -FM Puerto Rico Communications Authority, San Juan, P. R.—CP new FM radio station, channel 220.

Amendment

Orlando Duval Newspapers Inc., Orlando, Fla.—CP new station 1060 kc 1 kw N 5 kw D to 5 kw N.

1510 kc

KPOP Pillar of Fire, Near Denver, Colo.—CP increase 1 kw DN to 1 kw and install new antenna.

1120 kc

NEW -AM Lewis Sundmuller, Allen- town, Pa.—CP new station 250 kw 5 w.


1240 kc

KGBS Harbenito Broadcasting Co., Harbenito, N. M.—authority to determine operating power by direct measurement of antenna.

1450 kc

KWC Luther College, Decorah, Ia.—Mod. license change 1120 kc to 1450 kc 1 kw D.

1270 kc

KTFI Radio Broadcasting Corp., Twin Falls, Ida.—CP increase 1 kw DN to 5 kw D.

1500 kc

NEW -AM Ahlbee Broadcasting Co., Greenwich, Tex.—CP new station 250 kw.

WFHR William F. Huffman, Wisconsin Rapids, Wis.—CP new station 1550 kc 5 kw.

1400 kc

NEW -AM Beverly B. Ballard, Dewey, Okl. and Clyde L. Goodnight d/b a/o Beverly B. Ballard, P. O. Box 258, Abilene, Tex.—CP new station 250 kw.

Falls, Ida.—CP increase 1 kw to 5 kw.

970 kc

NEW -AM Sun River Broadcasting Co., Great Falls, Mont.—CP new station 3 kw.

1240 kc

NEW -AM Union City Broadcasting Co., Union City, N. J.—CP new station 250 kw.

1340 kc

KMYR KMYR Broadcasting Co., Denver, Col.—authority to determine operating power by direct measurement of antenna.

1450 kc

KESM Hugh Shurtliff, Chillicothe, Ohio—CP new station 1 kw.

1460 kc

WKBO Keystone Broadcasting Corp., Harrisburg, Pa.—CP increase 1550 kc to 1600 kc 5 kw D.


1060 kc

NEW -AM James M. Murray, Lewistown, Tenn.—CP new station 250 kw.

1120 kc

NEW -AM Patrick Joseph Stanton, Philadelphia—CP new station 10 kw.

1490 kc

NEW -AM W. J. Marshall, Cleveland, Ohio—CP new station 1 kw.

Amendments

Jim Godling and Ben H. Galli d/b a/o Voice of Hope, Cedar Rapids, Iowa.—CP re- quest 1450 kc 1 kw D.

1070 kc

Radio Sales Inc., Springfield, Mo.—CP new station 1550 kc 1 kw D.

710 kc

WGRS The Folks Inn, Miami, Fla.—CP increase 10 kw to 50 kw, install new trans., and DA-N.

720 kc

KFYO Plains Radio Broadcasting Co., Amarillo, Texas.—CP change 1450 kc to 790 kc.

NEW -AM Amphlett Printing Co., Wichita, Kansas—CP new station 1 kw.

Sonny Amphlett d/b a/o Amphlett Printing Co., Wichita, Kansas—CP new station 1 kw.

NEW -AM Puerto Rico Communications Authority, Municipality of Rio Piedras, P. R.—CP new station 10 kw.

1900 kc

NEW -AM Worth Broadcasting Co., Fort Worth—CP new station 5 kw.

2000 kc

NEW -AM Stark Broadcasting Corp., Canton, Ohio—CP new station 1 kw D.

1700 kc

NEW -AM Kalamazoo Broadcasting Co., Madison, Wis.—CP new station 10 kw D.

1340 kc

NEW -AM Audrain Broadcasting Corp., Mexico, Mo.—CP new station 1 kw.

1490 kc


Standards

Amendments

Glen's Falls Publicity Corp., Glen's Falls, N. Y.—CP new station 1450 kc 5 kw D.

1390 kc

Methodist Radio Parish, Flinton, Mich.—CP new station 1500 kc to 250 kw D.

Amphlett Printing Co., San Mateo, Calif.—CP new station 1500 kc 1 kw D.

NEW -AM Regional Broadcasting Co., (Continued on page 80)
Van Doren Urges Listeners To Protest Radio Censorship by Writing Sponsors

APPROXIMATELY 1,500 members attended a meeting of the Workers Fellowship of the Society for Ethical Culture last Monday in New York at which "Freedom of Speech on the Air" was discussed.

Carl Van Doren, author and critic, urged listeners to prevent censorship on the air by writing to sponsors who are a part of the NAM and that these are not NAM members are intimidated by the NAM.

The last speaker was Johannes Schaff of San Antonio, who that same evening had been nominated for Congressman from the 19th electoral District on the American Labor Party ticket.

He discussed the networks who stated do not have a "free press." They use Associated Press, a strangling monopoly, UP ... and in the last dreams of a very mad man.

STATE DEPT. DENIES WINCHELL'S CHARGE

STATE DEPT. last week denied charges broadcast Jan. 20 by Walter Winchell that two "big American ships" had just docked at Barcelona, Spain with arms allegedly sold to the Franco Government of Spain. Mr. Winchell, attributing his source to the foreign unauthorized, mentioned "during his "J. R. J. Journal" broadcast, 9-9:15 p.m., on ABC.

"The Department has carefully investigated the charge and has received from Barcelona, Rome and Caserta categorical denials," said a State Dept. news release Tuesday. "A search of the records at Caserta indicates: 1, that no sale of arms to Spain has been authorized; 2, that no transportation of arms to Spain has been authorized; 3, that during hostilities no vessels have entered Spain by War Shipping Administration merchant vessels, and 4, a search of the records since V-E Day shows that no U. S. vessel has entered Spain from Italy or elsewhere."

Mr. Winchell said the American ships were believed to have sailed from Italy to Barcelona. State Dept. said reports from Rome state that the Foreign Liquidation Commission representative has "sold no such material to the Spanish Gov. and up 0.1 from a year ago. Averages for the week were 83.1, up 0.3 from the last report, 0.5 from a year ago. Average available audience for the week of Jan. 15-21 was 10.5, up 0.2 from the week of Jan. 8-14 and up 0.1 from a year ago. Average audience for the week of Jan. 8-14 was 33.1, up 0.3 from the last report, 0.5 from a year ago.

FIBBER McGEE & MOLLY, with a rating of 30.8, is America's favorite nighttime network program, according to the Jan. 30 report of the NAR. Which shows Bob Hope second, with 29.8, and Radio Theatre third, with 27.6. Radio Theatre also had the highest sponsor identification index, 98.5.

The audience for Fibber McGee and Molly was 81.3, same as the last report and up 1.0 from a year ago.

Frank Sinatra had the most women listeners per receiving set, 1.67; the boxing bout had the most men per set, 1.29; Lone Ranger the most children per set, 1.24. The most numerous group of listeners per set, 3.48.

Following the first three, the rest of the top 15 programs were: Charlie McCarthy, Jack Benny, 26.8; Red Skelton, 25.7; Seven Weirdes Guild Players, 23.4; Fred Allen, 22.7; Mr. District Attorney, 21.2; Walter Winchell, 20.7; Great Gildersleeve, 19.5; Abbott & Costello, 19.4; Jack Haley Show, 19.3; It Take or Leave it, 18.8.

Of these, Jack Benny, Fred Allen, and Walter Winchell and Radio Theatre were also among the top rated programs 10 years ago, which also included Phil Baker, then star of the Gulf gasoline program, now star of the "One Man Show".

First 15 for Jan. 15-21, 1938 were: Major Bowes, 45.2; Rudy Vallee, 28.2; Jack Benny 26.8; March of Time, 23.5; Burns and Allen, 23.0; Amos and Andy, 22.6; Fred Allen, 22.2; First Nighter, 22.2; Show Boat, 21.1; Shell Chase, 20.3; Phil Baker, 20.4; Be- nevolent & Protective Order of the Elks, 19.5; Wofford and Win- chell, 19.2; Booke Carter, 17.5; Radio Theatre, 16.3.

Two of the current first 15 who are not among the top 15 ten years ago are Eddie Cantor, who then rated 16.1, and Fibber McGee, 6.6.

Joske Group To Meet

JOSKE Radio Advisory Committee of the NAB will meet Feb. 11-12 in Washington to discuss the pattern to be followed in drawing up a report on the 12-month radio test conducted by Joskes of Texas, San Antonio department store. Preparation of the report has been started in a preliminary way by Lee Hart, NAB assistant director of Radio Advertising, who is the radio director of the store before joining NAB. Chairman of the committee is Cecil Beaver, WOA1 San Antonio. Other members are WBBF, WATIC, Arthur Hull Hayes, WABC New York; Lewis H. Avery, of Lewis H. Avery Inc.

MCCGIE and Molly Lead Nighttimers

WQXR New York last week applied to the FCC for a power in- crease from 10 kw to 50 kw on 1560 kc. Interstate Broadcasting Co., operator of WQXR, is wholly owned by The New York Times.

BROADCASTING • Telecasting
Help Wanted

Combination announcer-control opera-
tor at Rocky Mountain NBC affiliate. Send references, experience record, photographs. Box 807, BROADCAST-
CASTING.

Wanted—Chief engineer, 200 watt CBS
station. Prefer man who is good an-
ouncer. Start fifty dollars for first week, plus any overtime they want to work as a radio engineer. Box 788, BROADCAST-
CASTING.

Announcer—salesman. Ex-naval lieu-
tenant; 28; B. S. Bus. Admin.; sales experience; pos-
ed W. C. B. (D. Y.) announcers au-
dition (Service). Desire to work into sales, but continue writing and radio work. Box 794, BROADCAST-
CASTING.

Announcer—salesman. Ex-service offi-
cer is seeking a baseball contract. Complete details of past experience, audition transcription available upon request. Write Box 798, BROADCAST-
CASTING.

Technician—Local station in middle-
western city desires a good technician or better. Box 807, BROADCAST-
CASTING.

Wanted—Operational manager. Box 817, BROADCAST-
CASTING.

Announcer-operators. New ABC station in Twin Falls, Idaho wants quality announcers. Will pay for any number of
audition disc and your complete story, including college background, age, marital status, etc. Box 818, BROADCAST-
CASTING.

Announcer—radio time salesman. Salary
base, Permanent. Also, A-1 announcer. Address Box 823, BROADCAST-
CASTING.

Situations Wanted (Cont'd)

Veteran, first class radio telephone li-

cense. Three years Army radio and

Radar; fifteen years active licensed re-
sponse, holder of first class license on

radio. Box 788, BROADCAST-
CASTING.

Wanted—Announcer-Salesman. Ex-

naval lieutenant; 28; B. S. Bus. Admin.; sales experience; poss

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Walker Asks Aid In FCC Problems
Addresses Dallas NAB Meet;
Denver Group Names Terry

WITH new technological levels reached the big job now is to see that communications devices contribute to the greater security and comfort of all, bringing quicker rise of society levels of culture and civilization, FCC Commissioner Paul Walker told the NAB 13th District meeting Jan. 31 at the Baker Hotel, Dallas.

“No agency in the Government is faced with more crucial regulatory problems, with greater challenge than the FCC,” Mr. Walker said. “We earnestly seek the interest and cooperation of the broadcasters to the end that communications may become increasingly useful to all.

Hugh Terry, manager of KLZ Denver, was re-elected director of the NAB 14th District at the meeting of association members in that area held Jan. 29 at the Brown Palace Hotel, Denver. Members from Colorado, Wyoming, Utah, Montana and Idaho attended.

Elimination of cow-catcher and high-risk and underdone items was proposed in a resolution passed by the district. Other resolutions favored creation of periodic news clinics such as those started in December.

MOUNTAIN members of NAB gathered at 14th District meeting in Denver. Left to right: Rex Howell, KFJJ; Robert Dean, KOTA; Lloyd Yoder, KOA (in shadow); Gov. John C. Vivian of Colorado, speaker at meeting; Ed Yocum, KGHL; Gene O'Fallon, KFEL; Hugh Terry, KRL (re-elected district director).

by the NAB News Committee; passage of Federal legislation for uniform time, and a permanent Broadcast Measurement Bureau.

Gov. John C. Vivian, of Colorado, told delegates that radio will be the most important factor in the postwar economic and social development of the Intra-Mountain States.

President Justin Miller and Secretary-Treasurer C. E. Arney Jr. discussed current industry problems, ranging from musical to replay relations. Frank E. Pellegrin, director of broadcast advertising, discussed advertising and promotion work of the NAB. Hugh Feltis, BMB president, reviewed progress of the measurement project. Burt Squires, SESAC, Los Angeles; Ralph Wentworth, BMI, New York; Gus Hagenah, Standard Radio, Chicago; and Fiorello D. Rapp, CBS Radio Recording, Chicago, spoke on the music question.

Walter W. Knapp, KSL Salt Lake City, took charge of programming reports. William T. Hughes, KFBC, Cheyenne, directed the sales managers clinic. R. L. Rickenbaugh, Cadillac auto advertising and merchandising executive, discussed selling and reconversion. Denver station executives were hosts at a dinner party at Broadmoor Country Club.

Registered at the Denver meeting were:

Gene Ackerley, KID; C. E. Arney, KNX; Don Atchcinos, KFEL; Lewis N. Avery, Lewis Avery & Co.; David Batl; RCA; Frank A. Boden, KFEL; John Balvise, KFEL; Mason, KGHL; Ben Behre, KMYT; Frank Pellegrin, KFEL; Del Brand, KFEL; Melvin Brody, Needham, Lewis & Brody; Joe C. Byrnes, KFEL; Jim Carroll, KYWD; Frank E. Chisnall, NBC Radio Recording; Frank Cordic, ABC; W. V. Corbett, KYOD, R. L. Corley, M. T. Corley Jr., Charles Vanzant, KSL; Ken Daneyco, KSL; Robert J. Dean, KOTA; Olsen Doblin, BMI; Ward Dolter, R. C. E. Hooper; P. C. Brown, KYTT; Fred Ekelund, BMI; Marie C. Ferguson, KOA; Henry H. Flesher, KFEL; Sam Franklyn, KFBC; Louis Goodwin, KFEL; W. Clark Grove, KFBC; Roseo Greene, BMI; Harold Hagenah, Standard Radio; Don Holtz, KFBC; E. M. Hallock, KWYO; Ralph Hatcher; CBS; Carl Haverlin, MBS; Con Hecker, KYSTD; Chas. Howell, KFEE; Rex Howell, KFEE; Frank E. Hurt, KFEE; George A. Kercher, Edward Peary & Co.; Jack Weir, Lewis, Rock & Radio Council; Maurice L. Broadcasting Magazine.

For Sale—Highest offer takes a 200 watt RCA type-250-E transmitter with tubes and crystal unit complete as a field unit. Finn Knapp, Knoxville vertical radiator complete with lighting equipment and ship immediately. Box 772, BROADCASTING.

For Sale—A large interest in midwest lighting equipment. Ready to ship immediately. Immediate delivery. Excellent opportunity. Correspondence: Temco 250 watt transmitter with tubes; new, $110.00. Western Electric filter, switch, new, $500.00 each with microphone; new, $75.00 each with lateral. KRLC, Lewiston, Idaho.


Broadcasting Leaders Attend Tribunal Lunch

DELEGATION of leading broadcasters attended a luncheon at the White House last Wednesday as guests of President Truman in connection with broadcasting’s part in the March of Dimes project. Attending were A. D. Willard Jr., NAB executive vice president; David N. Taylor, CBS vice president; Clarence Merson, NBC vice president; James D. Shouse, WLW Cincinnati; John Elmer, WCBS Baltimore; Clair R. McCollugh, Westinghouse Broadcasting Co. Howard J. London, radio director of the drive, escorted the broadcast delegation to the White House last Wednesday. Edgar Kobak, MBS president; Joseph O. Maland, WHO Des Moines, and Campbell Arnoux, WATR Norfolk.

NAB Third Section Meetings Planned

Last To Be Held May 16-17 In Philadelphia

THIRD section of the series of NAB district meetings has been scheduled by C. E. Arney Jr., secretary-treasurer, determining the line-up for the sessions that got under way Jan. 7 in Los Angeles.

Last meeting will be that of the 3d District, to be held May 16-17 in Philadelphia; the 4th District has been meeting in Districts 16 (So. Cal., Ariz., N. M.) at Los Angeles; 10 (No. Cal., Nev., Hawaii) at San Francisco; 17 (Wash., Ore., Alaska) at Seattle; 11 (Ia., Mo., Neb.) at Omaha; 14 (Col., Ida., Utah, Wyo., Mont., S. D. in part); and 13 (Texas). Meetings of the 12th District (Kan., Okla.) at Tulsa Feb. 4-5 and the 6th District (Ark., La., Miss., Tenn.) at Memphis Feb. 7-8 will wind up the second leg.

Third NAB meeting begins March 18 with the 11th District (Minn., S. D. in part, Wis. in part), meeting in Minneapolis and continue with several breaks until all 17 districts have been covered.

Meetings just announced (see complete schedule below) follow: 4th District (D. C., N. C., S. C., Va., W. Va.), April 11, Cavalier Hotel, Virginia Beach, Va. (had been tentatively scheduled previously); 2d District (N. Y., N. J., Apr. 25-26, Roosevelt Hotel, New York. 5th District (Ala., Ga., Puerto Rico), April 23-30, San Carlos Hotel, Pensacola, Fla.; 1st District (Conn., Me., Mass., N. H., R. I., Va.), May 13-14, Hotel Statler, Boston.

3d District (Del., Pa., Md.), May 16-17, Bellevue-Stratford Hotel, Philadelphia.

Broadcasting Problems

Fishing Dramas

LEO J. PAULIN & Assoc., Washington, D. C., Oct. 1, has completed a series of 13 open-end tran- scribed programs for the National Ducks Unlimited series magazine. Titled “From the Water- fowl’s Perspective” and written and designed by Fred W. Watson, president; and Joan Win- ters Paulin in dramatizations of various phases of the fishing industry. Sea songs also are included. Programs seg- ment local sponsorship by members of the National Ducks Unlimited.

NAB District Meetings

12th District (Okla., Kan.), Tulsa Hotel, Tulsa, Feb. 4-5.

5th District (Ark., La., Miss., Tenn.), Peabody Hotel, Memphis, Feb. 7-8.


8th District (Mich. ex. 2 cos., Ind.), Panatela Hotel, Grand Rapids, March 21-22.

9th District (Ill., Wis. in part) March 25-26, Palmer House, Chicago.

7th District (Ky., O.), Hotel Gibson, Cincinnati, March 28-29.

17th District (Cal., W. Va.), Cavalier Hotel, Virginia Beach, Va., April 11-12.


5th District (Ala., Fla., Ga., Puerto Rico), San Carlos Hotel, Pensacola, Fla., April 28-30.


14th District (Pa., Md.,) Bellevue-Stratford Hotel, Philadelphia, May 16-17.

February 4, 1946 • Page 83
New York Video Stations Will Be Off Air for Reconversion

When video stations WCBW (CBS) and WNBT (NBC) sign off March 1 to convert their transmitters and antennas for operation at the new frequencies assigned them by the FCC, New York television engineers may find themselves without television program service. The hiatus will not be for long, however. DuMont and NBC TV, which began its conversion in the fall, hopes to return to the air with programs from its new studios in the Wannamaker store early in March. Engineers at the other stations that will take them from three weeks to a month to change the radio frequency stages from the old frequency, 60-66 mc, to the new one, 54-60 mc, and to make the alterations required in the transmitter's inductances and capacitors. The transmitting antenna will also have to be reconstructed for the new frequency, they said.

NBC reported that to change WNBT from its present frequency of 60-66 mc to the newly assigned one of 66-72 mc requires scrapping the old transmitter and replacing it with a new one. NBC engineers hope to get back on the air the first week in April, probably with temporary equipment as they expect the permanent video transmitter to be finished by then.

Changing the transmitter frequencies necessitates changes at the receiver end. Many of those receiving the video receivers in the New York area can receive the programs on the new frequencies. For DuMont, whose station shifted only slightly, from 78-84 mc to 76-82 mc, the adjustment can be made with a screwdriver, it was said, but it will be a major repair job, involving the replacement of coils, to return the receivers for NBC and CBS television programs.

Adding to the difficulties of the changeover is the fact that the receivers being tuned until the new transmitters are on the air with test patterns, so the receiver conversion cannot be completed during the programless period.

Cost to Come Down

Reminding the group that CBS had demonstrated live pickups in color on the low video frequencies before the war, Mr. Miner said the present demonstration did not include them because equipment to operate in the higher frequencies has not been completed. He said it should be ready under way. He said signals of a transmitter operating continuously on 700 mc are being recorded at a number of automatic receiving points between New York and New Jersey, which will make a record of the long distant effect of UHF signals, but that no data are yet available.

Mr. Poast was graduated from the U. of Wisconsin with a degree in electrical engineering in 1938. For the next four years he was associated with Jansky & Bailey, Washington engineering firm. In 1939-40 he did graduate study in communications engineering at Ohio State U., returning to Jansky & Bailey. At the outbreak of war he joined the Radio Section, Bureau of Standards and headed a group in direction finding research and correlation of high frequency ionospheric wave propagation.

Mr. Lent, before entering private practice two years ago, was engineer in charge of the Washington Division, RCA Frequency Bureau, and NBC director of Facilities Development and Research. Lent & Poast will expand their offices in the International Bldg., 1319 F St. N.W.

Service Challenge

Question of whether radio will continue to be principally a medium of entertainment and advertising or will add more vitally needed public services was posed in a challenge Jan. 30 by FCC promises for a 50-56 mc to the newly assigned frequencies necessitates changes at the receiver end. Many of those receiving the video receivers in the New York area can receive the programs on the new frequencies. For DuMont, whose station shifted only slightly, from 78-84 mc to 76-82 mc, the adjustment can be made with a screwdriver, it was said, but it will be a major repair job, involving the replacement of coils, to return the receivers for NBC and CBS television programs.

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while continued to furnish news, while its executives studied the problem.

An attempt by Broadcasting to elicit from the combatants an indication of future battles lines produced dismal results. The one press association that offered to keep Trans Radio Press, which stated its policy cogently: “Trans radio service is available to any bonafide publisher or radio broadcasting service anywhere in the world.”

That was signed by Dixon Stewart, president. It was in response to the following questions, which were sent also to Mr. Baillie, Mr. McLean and Seymour Berkson, general manager, INS:

1. Do you believe that there should be shortwave broadcasting of news such as is developed by United States news services?
2. Would you sell your service to the State Dept. for use at its discretion in shortwave broadcasts?
3. Would you sell your service to shortwave organizations and associations for use at their discretion in shortwave broadcasts?
4. Would you sell your service to an American government agency for their discretion in shortwave broadcasts if that agency were organized as non-profit and not for profit?
5. Would you care to offer a suggestion for the solving of Government's problem of how to procure and broadcast news?

Mr. McLean had left Philadelphia for an engagement in Europe before the questions reached him, his secretary reported. Kent Cooper, AP executive director, was on vacation. Mr. Baillie did not respond.

Berkson “Couldn’t” Answer

Mr. Berkson said that he could not answer the questions because INS was weighing the problem. He said a proposal was under study, upon which action would be taken this week, that would erase the pertinency of the questions.

The AP’s current attitude probably is summed up in a statement made by Mr. McLean before the North Carolina Press Association Jan. 26: “It is not surprising — or that our press associations and news agencies look with alarm on any association or connection with such a program as the State Dept.’s no matter how many assurances are given to the contrary.”

Mr. Baillie said for UP on Jan. 28: “We have seen it demonstrated that no government, no matter how honestly it endeavors to serve the public, can distribute news and not be suspected of spreading propaganda.”

On Jan. 31, John S. Knight—publisher of four newspapers, part owner of two radio stations and president of the American Society of Newspaper Editors—informed Mr. Benton that the ASNE stand-

HAL BOCK DIRECTS NBC COAST VIDEO

HAL BOCK, NBC Western Division public relations manager, has been named to a liaison position between Hollywood television department manager [CLOSED CIRCUIT, Jan. 14]. Appointment was announced jointly by John F. Royal, New York television vice president, and N. Strotz, West Division vice president.

Mr. Bock will act as liaison between NBC and motion picture producers in video programming. For the time being he will continue as director of Western Division public relations and act in a supervisory capacity in the press department. Leslie Raddatz, his assistant, is acting press manager.

Richard Elsaingem, news editor, becomes senior assistant manager of that department.

Public relations director since last October, Mr. Bock rose from a newscasting role on KTBV in San Francisco in 1933. In 1934 he was publicity director of KFRC in San Francisco, resigning shortly thereafter to rejoin NBC as Hollywood public relations representative. He was made Western Division press department manager. Before joining NBC he had been a reporter on the Long Beach Sun and Broadcasting representative in San Francisco. Mr. Bock has just completed his first book, It’s a Living, based on his radio experiences.

Mr. Bock

Petty Takes NAB Post

DON PETTY, recently retired by the Navy as a lieutenant commander, last Friday assumed his new job as assistant counsel. He succeeds John Morgan Davis, who resigned Dec. 20 to devote his full time to law practice.

Mr. Davis will spend part of his time at the NAB while the general counsel becomes familiar with the office and he will represent NAB at Albuquerque Feb. 18 when the U. S. District Court, District of New Mexico, hears protest of broadcasters against imposition of the State’s 1934 gross sales tax. Mr. Davis was also named to the Radio Magazine circulation committee on world freedom of information would be glad to undertake a study of State Dept. information activities abroad in view of the current controversy.

When Mr. Forrest, a member of this 11-man committee, made a “freedom of news” statement on radio in 1945, he traveled with Dean Carl Ackerman of the Columbia U. School of Journalism and Ralph McGill, publisher of the Atlanta Journal.

Dean Ackerman, not unexpected, is sympathetic with the AP-UP stand. Mr. McGill is not.

Room on Board

DEVIATING from average path of the Washington, D. C., mass of harassed house hunters, Natalie Towle, new music librarian of WWDC, Washington, as last reported answered an urgent call classified ad and now is “glad to be aboard” the Tch, a 150-fy yacht permanently anchored in the Potomac, with quarters in a “palatial little 6x8 cabin” offer not only hot and cold running water and maid service but also a port hole view of the Jefferson Memorial. She has 10 neighbors on board and numerous others just a swim away.

Westinghouse Executive Denies Charges of CIO

CHARGES of Albert J. Fitzgerald, president of the United Electrical, Radio & Machine Workers of America (CIO), that the Senate Committee on Education & Labor that Westinghouse Electric Corp. paid low wages, refused to bargain with the union and withheld merchandise from the market were denied Friday by A. W. Robertson, chairman of the Westinghouse board, who appeared before the same committee.

He declared that Westinghouse wages compare favorably with those in its own industry, that it offered to bargain with the CIO, that it provides many employee benefits and that the company made an operating profit of $464,925 in November 1945—the first since V-J Day, while union demands for a 52 cent an hour increase would cost the company $3,750,000 monthly.

Answering charges of the CIO that Westinghouse withheld appliances in 1945 to take advantage of the excess profits tax repeal, Mr. Robertson said Westinghouse moved most of its merchandise as rapidly as possible and that the union, “by the repetition of these false and misleading charges,” places “in jeopardy the jobs of the very workers for whom the union has been designated as collective bargaining representative.”

Mr. Robertson offered suggestions for labor legislation.

REQUESTS FOR TWO ASSIGNMENTS FILED

APPLICATIONS for two license assignments—one in the settlement of the other for a corporation with no change in ownership—were reported last Thursday by the FCC.

On Jan. 28, D. Roderick, owner of KROD El Paso, applied for voluntary assignment of license to Roderick Broadcasting Corp., a new $150,000 corporation in which he holds 99 1/2%, together with Val Lawrence, majority stockholder of KAVE Carlsbad, N. M., and Kelton B. Clark each holding 1/10 of 1% to comply with Texas law that a corporation be composed of at least three persons. Mr. Roderick has been granted a construction permit for KSSU Silver City, N. M., a standard station which is due for construction.

Ramon G. Patterson and Louise Patterson Pursley, partners with the late Joda Patterson in WAPO Station, Washington, D. C., applied for assignment of the WAPO license to themselves as individuals and as executor and executrix of Mr. Patterson’s estate.

UE Wage Agreement

WAGE INCREASE of 17 1/2 cents an hour retroactive to Oct. 7 is provided in an agreement reached last week between United Electrical, Radio and Machine Workers (CIO). Affected are 8,000 employees at RCA’s Camden plant.

Union had asked for 28 cents an hour. Agreement was announced Jan. 27 by RCA President David Sarnoff and UE Organization Director James J. Mattes subject to approval of the CIO. The union, by the repetition of these false and misleading charges, which are a non-strike clause and calls for six paid holidays. Labor authorities thought the agreement, reached without a strike although the union was struck from late December to mid-January, might foreshadow early settlement of strikes of some 200,000 UE workers in plants of General Electric, Westinghouse and General Motors [BROADCASTING, Jan. 21]. On Friday, however, union and company authorities indicated settlement was not yet in sight.

Miss Cuthbert Honored

MARGARET CUTHBERT, director of programs for women and children in NBC public service department, has been cited by the Women’s National Press Club as the outstanding woman in the radio field for the past year. Miss Cuthbert also was cited, for their respective fields, by the Newspaper Guild of Chicago for the year 1945.

She is the outstanding woman in the radio field for the past year. Miss Cuthbert also was cited, for their respective fields, by the Newspaper Guild of Chicago for the year 1945.
WASHINGTON VIDEO PICKUPS TO DEDICATE COAXIAL CABLE

FIRST Washington-New York Video transmission, inaugurating new AT&T coaxial cable link between cities, will occur Feb. 12, it was learned following conference held in Washington Friday. Telecast will be joint venture of AT&T, CBS, DuMont and NBC, all of whom will broadcast pooled program.

Plans call for opening pickup from Capitol with panoramic shots of that and neighboring buildings, switching then to Lincoln Memorial for ceremonies in which Gen. Eisenhower may participate.

It was definitely stated President Truman will not take part in program. President's "State of the Union" speech to Congress Jan. 14 was to have opened coaxial video transmission between Washington and New York but that was cancelled by his decision not to deliver message in person. The President is understood to be planning to leave for Florida Feb. 11.

At deadline it was not known whether DuMont's New York video station, WABD, which has been off the air while converting its transmitter for operation in newly-assigned frequency, will be able to broadcast Washington pickup in New York. However, it was understood program will be carried by DuMont's experimental television station in Washington.

OKLAHOMA U. INSTITUTE

ANNUAL Conference on Radio Station Problems will be held March 7-10 by U. of Oklahoma, at Norman, with Sherman P. Lawton, university radio coordinator, in charge. A. D. Willard Jr., NAB executive vice president, will speak at opening dinner March 7 on "Radio in Transition."

(Continued from page 4)

Closed Circuit

tor Bourne Ruthrauff (ex-Ruthrauff & Ryan) to get underway in late February. DuMont is handling shows. Starting date probably will be late February, two weeks after DuMont Washington video debut scheduled Feb. 12.

NAVY public relations officers staying up nights trying to plan press and radio coverage of impending atom bomb tests against fleet. Problem is where to place correspondents for eyewitness views of experiment without blowing them up. In view of current state of indecision, announcement of assignments of correspondents to cover event are premature.

NAB may have three-man Employe-Employer Relations Dept. minus big-name labor expert. Original plan conceived three-division unit, toned down by prominent figure but latest thought is to have three working specialists. Milton J. Kibler, formerly NAB legalite, is now rounding up technician data. Ivar H. Peterson, from

DAYLIGHT TIME MOVEMENT DISCUSSED AT DALLAS

MOVEMENT to urge passage of legislation bringing about standardized time throughout country gained momentum as NAB 13th District meeting at Dallas passed a resolution seeking action by Congress. Meeting was held Thursday and Friday at Baker Hotel.

District urged NAB Research Committee to continue development of standards and technique of audience research, and advocated permanency for BMB.

Meeting was biggest yet, with 146 present from stations in Texas, which District 13 encompasses. Martin Campbell, WFAA, presided as district director. His term expires next year. Appointment of Justin Miller as NAB president was commended. Frank E. Pellegrin Jr., NAB director of broadcast advertising, reviewed developments in that field, including standard contracts, agency recognition and program checking system.

WOMEN'S NAB MEET

ASSOCIATION of Women Directors of NAB will hold third annual campaign conference March 15-17 at Roosevelt Hotel, New York. Alma Kitchell, WJZ commentator and associaton president, will preside. Theme will be "Women in Communicative Arts," and their part in developing an informal public opinion. Saturday panel (March 17) will have Lisa Sergio, Mary Margaret McBride, Elsa Maxwell and Gertrude Stein discussing "Does Radio Sell Ideas?" Over 150 members of organization expected to attend.

ARMY TECHNICIAN DRIVE

ARMY Signal Corps recruiting civilians to take place of enlisted technicians stationed in Philippines, Japan and Korea. Appointments are for one year, with transportation both ways, and salaries from $1,50 to $1,70 per hour for 40-hour week, plus overtime and night work differential. Quarters and subsistence provided by Army at $40 a month or less. Jobs cover radio, radar, telephone and other lines. Facts available at any U. S. Employment Service office or Signal Corps depot.

CBS Newsreel cameramen photographed funeral procession of Harry Hopkins in New York Friday afternoon, telecasting film during WCBS news program, 8-8:15 that evening.

ELMO ROPER, market consultant and public opinion analyst, speaks Feb. 5 on part played by research in selling before Sales Executives Club, of New York.

VIDEO SYMPTOM

VIDEO controversy over black-and-white versus color "is an unhealthy sign both for television and the public," Fortune magazine for February declares in an article "Television—A Case of War Neurosis." If basic problems go unsolved much longer, article states, "television would find itself heading into the biggest and costliest flop in U. S. industrial history."
Eureka! It works!

There is such a thing as PERPETUAL proMOTION. At KMBC the wheels, without friction or wear, keep turning in the advertiser's behalf the year around. While the ink is still wet on the contract, PERPETUAL proMOTION takes over—utilizing time tested methods to win new friends and influence listeners in the advertiser's behalf. Chances are—if you subscribe to KMBC's facilities, some evidence of PERPETUAL proMOTION is right now in the mails on the way to you.

KMBC
OF KANSAS CITY
FREE & PETERS, INC.
SINCE 1928—BASIC CBS STATION FOR MISSOURI AND KANSAS
Affiliated in Management with the Oklahoma Publishing Company and WKY, Oklahoma City CBS—560 Kc.
REPRESENTED BY THE KATZ AGENCY

MORE ADVERTISERS—LOCAL AND NATIONAL—BUY MORE TIME ON KLZ THAN ON ANY OTHER DENVER STATION