BROADCASTING
The Weekly Newsmagazine of Radio
TELECASTING

YOU KNOW WHY!

MORE ADVERTISERS—LOCAL AND NATIONAL—BUY MORE TIME ON KLZ THAN ANY OTHER DENVER STATION

CBS—560 KC—AFFILIATED IN MANAGEMENT WITH THE OKLAHOMA PUBLISHING COMPANY AND WKY, OKLAHOMA CITY—REPRESENTED BY THE KATZ AGENCY

IN THIS ISSUE: BROADCAST ADVERTISING IN 1945
WLS helps find a stolen truck...quickly

"I want to thank you from the depths of my heart for your promptness and cooperation," writes Mrs. Alex Kedas of Westville, Illinois.

The farm family truck had been stolen and they needed it. At 10 a.m., December 31, 1945, Mrs. Kedas called WLS. At noon, the stolen truck was described on WLS Dinnerbell Time. Mrs. Kedas continues:

"Before your program went off the air, the whereabouts of this truck was reported to the sheriff of Kankakee County by one of your listeners."

Undamaged, the truck was located near Manteno, Illinois, 100 miles from Westville, and returned to its owners.

More dramatic than the day to day assistance and entertainment WLS gives its audience, this story of a stolen farm truck points up the long-established fact:

WLS SERVES THE PEOPLE OF MIDWEST AMERICA
FIDDLING with the dial to get long-distance stations is no longer a favorite New England indoor sport. Nowadays, it's the hometown station that wins hometown listeners, enters the family circle and is accepted by every member of the household.

The voice of your hometown station has a clear, familiar tone — you recognize it as the voice of a friend in whom you have placed your confidence.

Each one of YANKEE'S 23 hometown stations has built up a great fund of good will from this neighborly approach — convertible wealth that benefits dealers and buyers alike.

Remember, at home, awaiting your call are thousands of loyal listeners with the "hometown station habit."

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON 15, MASS.

Represented Nationally by EDWARD PETRY & CO., INC.
**BROADCASTING... at deadline**

**Closed Circuit**

MANY broadcasters thunderstruck over FCC's action in kicking out all applications for duplication of clear channels and power in excess of 50 kw. Commission attitude is it wants no “foot-in-the-door” applications lying around for months when they can't conceivably be granted with clear-channel rules in force. Until completion of presently recessed clear-channel hearings, which probably won't come until summer or even fall, there is no chance of reinstatement of breakdown applications.

POWER of atom reflected in recall to active duty of Comdr. R. D. Thompson, NBC Hollywood night supervisor, to head NBC radio task force operations (story this issue). Release came only after Secretary Forrestal's office made direct appeal to Niles Trammell, NBC president, who turned Forrestal down first time. Fleet Admiral Nimitz wanted him because he knew Thompson's prowess as fleet radio officer in Pacific. While details remain to be completed, coverage expected to include radio officer in Pacific. While details remain to be completed, coverage expected to include radio officer in Pacific. While details remain to be completed, coverage expected to include radio officer in Pacific. While details remain to be completed, coverage expected to include radio officer in Pacific. While details remain to be completed, coverage expected to include radio officer in Pacific. While details remain to be completed, coverage expected to include radio officer in Pacific. While details remain to be completed, coverage expected to include radio officer in Pacific. While details remain to be completed, coverage expected to include radio officer in Pacific. While details remain to be completed, coverage expected to include radio officer in Pacific. 

ADD THOSE "I told you so" boys on Petrillo-Miller negotiations [Closed Circula, Feb. 4]. As of last Friday NAB President Miller still hasn't been advised of APM radio committee appointments which had been promised promptly following that cheery Chicago meeting Jan. 18.

**CONTROVERSY** over BBC vs commercial programming appears to have reached real McCoy stage, with British press going at it hammer and tongs. Hower Thomas, of Sunday Graphio, former BBC producer, is planning trip ostensibly to see what in America are good.

The IMPORTANCE which FCC attaches to WOKO Albany case indicated in cancellation last week by Harry M. Plotkin, senior assistant general counsel, of trip to Florida with Commissioner William H. Wills to hear standard broadcast cases. He's remaining at home to work on proposed SCOTUS appeal of lower court's decision reversing FCC proposed deletion of WOKO because of hidden ownership. Petition and accompanying brief, expected to stress FCC control over programs, which certain FCC legal lights read into lower court opinion [Closed Circula, Feb. 4]. It's up to Solicitor General J. Howard McGrath to determine whether he'll take case up. Chances are good.

**WHEN WILL FCC decide that WINS case, involving transfer of Hearst Radio of New York outlet to Crosley Corp. for $2,100,000 ($400,000 of it in time trade)? Pending for a year, contract provides either party can (Continued on page 88)

**Upcoming**

Feb. 11-15; Continuation of North American Regional Broadcasting Engineering Conference, Pan American Union Bldg., Washington.

Feb. 11-12; NAB Joske Radio Advisory Committee, NAB hqrs., Washington.

March 11; Hearings on FM applications before FCC Comr. Durr, Boston.


**Business Briefly**

**UNITED APPOINTS** ● United Rexall Drug Co., Boston, has appointed BBDO, Los Angeles, to handle spot radio advertising. National advertising, including network radio, continues by N. W. Ayer & Son.

**GALIO NATIONAL SPOTS** ● E. & J. Gallo Winery, Modesto, Cal., using 30 second and one minute transcribed announcements with Samba musical background, has started a heavy spot schedule on 57 stations nationally. Contracts are for 52 weeks. Agency, John Freiburg & Co., Los Angeles.

**SANTA ANITA EXCLUSIVE** ● For second consecutive year, $100,000 Santa Anita (Cal.) Handicap and Santa Anita Derby will be exclusively on NBC Feb. 23 and March 9. Joe Hernandez is assigned sportscaster for the Derby, with Clem McCarthy handling assignment for the Handicap.

**WILEY P. HARRIS ELECTED**

NAB 6th DISTRICT DIRECTOR

**WILEY P. HARRIS,** WJDX Jackson, Miss., was elected director of NAB 6th District at meeting held Feb. 7-8 at Peabody Hotel, Memphis. He succeeds Hoyt B. Wooten, WREC Memphis.

District adopted resolutions asking Justin Miller to urge President Truman to use wartime powers to keep U. S. on uniform time (see page 84) and pledging support to BMB and BMI.

**PORTER MAY BE NAMED STABILIZATION HEAD**

Harold M. Wheelahan, WSMB New Orleans, was chairman of public relations meeting; Emmet McMurry, WIPR Greenville, Miss., small market stations meeting; F. C. Sowell, WLAC Nashville, sales managers' clinic; Robert Atherton, WMC Memphis, program managers; J. D. Bloom Jr., WWL New Orleans, engineering.

Otto Stadieman, media director of Needham, Louis & Brorby, Chicago, and Robert Elrick, media director of Pepadon's Co., Chicago, urged stations to support BMB.

**BROADCASTING** ● Telecastin
The Magic Carpet
Had Nothing on Radio

The Magic Carpet was really top notch magic when Sche-he-re-zade dreamed it up for her Arabian Night Tales. Radio, which can whisk the story of your product into millions of homes instantaneously, has made carpet whisking seem amateurish.

Furthermore, it takes no magic to put radio to work for you. Spot radio fits any budget, large or small. It fits any problem anywhere, any time, any place. It can force distribution, fit distribution or sell an institutional idea.

Consumer loyalty is akin to the strong listener loyalty marking the stations listed here. Spot advertisers capitalize on both.

The Yankee and Texas Quality Networks

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REPRESENTED NATIONALLY BY

EDWARD PETRY & CO., INC.

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

BROADCASTING • Telecasting
In 1945 Washington's 352,000 milk cows produced 2,450,000,000 pounds of milk. The State ranks third in the nation in milk production per head of dairy cattle. It ranks 8th in the production of evaporated milk, and 17th in butter and cheese. The Washington State Dairy Products Commission estimates the investment in dairying equipment and property at $355,000,000. Washington's dairy farmers are good customers; they spend about $58,000,000 annually. It's a big market.

KIRO is the only 50,000 watt station in this rich market... it brings Columbia Programs to Seattle, Tacoma, and the prosperous surrounding country of the Pacific Northwest.
Thousands upon thousands of Americans wear made-in-Nashville shoes. For this market, workers here make thousands of shoes daily—placing shoes among the leading products of Nashville. Such industrial activity—thriving on low cost Tennessee Valley power—adds millions to Nashville payrolls and makes this area one of the best post-war markets of America. Here, over a million potential buyers await your sales message, which will be delivered to the most listeners for the least money by WSIX.

WSIX gives you all three:
Market, Coverage, Economy

AMERICAN MUTUAL
5,000 WATTS—980 K.C.

Represented Nationally by
THE KATZ AGENCY, INC.
In its 23 years of continuous broadcasting, KGU has made a habit of bringing the best in radio to the people of Hawaii.

No wonder Hawaii has a habit of looking to KGU for its radio enjoyment.

First with the finest in news, names and entertainment, KGU brings the world into the homes of this Island Empire.

Reach the increasingly important, ever expanding Hawaiian market* by using KGU—NBC IN THE PACIFIC SINCE 1931.

* CIVILIAN POPULATION - 502,122
Territorial Board of Health Estimates, July 1, 1945

RETAIL SALES

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<tr>
<th>Year</th>
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<tr>
<td>1944</td>
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<td>1945</td>
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Based on Sales Tax Collections

Affiliated with THE HONOLULU ADVERTISER

Represented by THE KATZ AGENCY, INC.
*This word describes the construction of our new studios, which embody the very latest design. Polycylindrical walls lend liveliness and brilliance to sound. Pivoted wall sections enable engineers to control reverberation for optimum balance, according to the characteristics of the voices or instrumentation being broadcast.
THE FIRST time Marion Claire ever heard an FM program was two years ago. Now she is director of WGNB, Chicago Tribune's FM station.

While in the hospital having an eye operation, some friends brought her an FM radio and she heard WQXQ New York (WQXR FM station). She was so impressed with the good programming and clear reception that she immediately went to see Col. Robert R. McCormick, editor and publisher of the Tribune and told him of the wonderful service WQXQ was providing.

WGN had begun operation of an FM station, W59C, in 1941, but Pearl Harbor forced it to operate on a limited schedule. "Why couldn't W59C really go to town, as WQXQ is doing?" she asked the colonel.

Col. McCormick countered by asking her how she would like to take over the job. "The only thing I had ever signed before were autographs," Miss. Claire admits—she is the singing star of WGN's Chicago Theater of the Air—but I was willing to try anything if it could get a start in Chicago."

She gathered as many experienced AM people around her station as possible, getting many WGN announcers, writers, actors, engineers to work either full or part time. The 11th floor studios of the Tribune Tower were redecorated and the new program sched-
In July, 1944, the makers of Cutciera Soap and Ointment decided to test WAAT's claims of leadership in America's 4th largest market. "Prove that it delivers more listeners per dollar than any other station—including all 50,000 watters!" That's what an order for 10 spot announcements per week amounted to. And so, for 18 months, WAAT broadcast the story of Cutciera to a population of over 3 1/2 million. North Jersey listeners must have believed what they heard—and bought! Because the makers of Cutciera believed what they saw—and bought! Yes, since January, 1946, Cutciera Ointment, Cutciera Soap, and Cutciera Talcum Powder are now sponsoring "Betty & Bob", transcribed every weekday A.M., Mon. through Fri. at 10:15 because they know:

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

*Do you realize this market contains over 3 1/2 million people; more than these 14 cities combined: Kansas City, Indianapolis, Rochester, Denver, Atlanta, Toledo, Omaha, Syracuse, Richmond, Hartford, Des Moines, Spokane, Fort Wayne.

(National Representatives: Radio Advertising Co.)

"DOLLAR FOR DOLLAR NEW JERSEY'S BEST RADIO BUY"
NEW EQUIPMENT
FOR A NEW INDUSTRY
by

DU MONT

DU MONT’S ADVANCED
TELEVISION BROADCASTING
EQUIPMENT ACHIEVES:

1—a new standard of exceptional video quality,
2—an amazingly increased flexibility and ease of control,
3—a record high in efficient, dependable, trouble-free performance,
4—an outstanding triumph in low-cost operation and maintenance.

These advances provide progressive station management with the technical set-up requisite to a sound commercial venture. Du Mont-engineered design features (which delight the heart of engineers) include:

1—test oscillographs strategically mounted in all studio control units for instant and continuous checks on video information,
2—“wide open” accessibility for testing and for replacement of components, made possible by an ingenious arrangement of sliding doors and hinged panels,
3—rugged dependability that assures heavy-duty service, a virtue widely acclaimed by men who used Du Mont radar equipment in the Armed Services,
4—labor-saving ease of operation resulting from conveniently concentrated controls and monitors.

Du Mont television broadcasting equipment is distinguished by the combination of pioneering vision and 15 years of precision electronics know-how. Du Mont has built more television stations than any other company. Du Mont has operated its own station, WABD, for more than 4 years. The fruit of this experience is yours in Du Mont equipment...and in a new booklet, “The Economics of Du Mont Television.” Please request the booklet on your firm letterhead.
Oklahoma Network's Concentrated 7-Major-Market Audience In Your 1946 Schedule

The time bought on the Oklahoma Network is CONCENTRATED on the buying power of seven most important markets in this extremely wealthy state. Reliable stenographic surveys prove that an Oklahoma network station has DOMINANCE in each of these Top Markets...most of them all of the time. Here's the startling feature...all even can be used for approximately half the cost of any two of Oklahoma's highest-powered stations...or, as few as three on the network rate. Use the Oklahoma Network and you reach a big segment of the buying power that would normally remain untouched by a high-powered station. It's the easiest, most economical way to get BETTER RESULTS in Oklahoma.

WE CONTRACT—ONE CONTACT—ONE STATEMENT

AFFILIATED WITH
TAYLOR-HOWE-SNOWDEN Radio Sales

BROADCASTING • Telecasting

OKLAHOMA NETWORK

KADA Ada; KBIX Muskogee; KCRC Enid; KGFF Shawnee
KOME Tulsa; KTOK Oklahoma City; KVSO Ardmore
Assures You Audience in the Richest Markets in Oklahoma

AMERICAN BROADCASTING CO. AFFILIATES IN OKLAHOMA

ROBERT D. ENOCH, Managing Director, Apco Tower, Oklahoma City
Whatever else one may find to say about the ink-stained wretches of the press, it’s still true that good training in a big newspaper is a great asset for any man to have.

So when someone told us about Bill Bryan, with his ten years of experience with Detroit’s largest paper, we wooed, won and trained him as our Detroit Office Manager—and subsequent events have proven that Bill was a very lucky find indeed.

Just in case you’ve never thought much about it, this seems a fine place to say that F&P branch offices are not set up exclusively to solicit business in the city of their location. They are also maintained to render service of any kind you want, from surveys of distribution in their territories, to posting you on the latest developments in any local situation you’re watching. In other words, they’re your branch offices, too.

So whenever you want any first-hand information, in any of the territories served by our six offices, don’t hesitate to call on us—in New York, Chicago, San Francisco, Hollywood, Atlanta—or Detroit!
Net Time Sales Were $310,450,000 in 1945

Gain of 7.3% Over Previous Year Shown;
Gross Time Sales $411,547,628

BROADCAST ADVERTISING in 1945 totaled $310,450,000 in net time sales—a gain of 7.3% over the preceding year.

Increases were reflected in all brackets—network, non-network (spot) and local—but the relative gain was less than the preceding year when it was up to 26.8%, or the 1932-43 average of about 20%.

Gross time sales, the “quick figure” comparison with volume of other media, reached an estimated total of $411,547,628 in 1945 as compared with $391,877,000 the preceding year, an increase of 5%. The gross figure represents the advertising volume at the one-time card rate, whereas net time sales represent gross billings less frequency and promotional discounts, thus comprising the gross receipts of the medium for sale of time.

These figures are based upon estimates made by Broadcasting for the 1946 Yearbook number, now on the presses. Annual estimates have been made by Broadcasting since 1935, with the major accuracy.

1946 Yearbook

REPLET with directories and listings geared to the needs of radio advertisers, agencies and broadcasters, the new 680-page 1946 Yearbook is now on the presses and will shortly go to nearly 12,000 Broadcasting subscribers.

Supplementing the business trends and indexes and the programming achievements of 1945, the Yearbook carries complete AM, FM and television logs, statistics and maps reflecting the growth of established and new broadcast services.

HOW TO APPLY FOR A STATION (and the regulations governing their operations); facilities available; where to buy equipment and other accessories; when to see whether buying or selling time; program leads and ideas; these are but a few of the features in the new Yearbook. It is being published for the twelfth consecutive year.

Because of the abnormality of economic conditions in 1945, the Yearbook analysis states that comparisons between media are of little significance. Paper shortages continued to plague newspapers and magazines. Pressure of demands for advertising space and time upon the more desirable units of all media undoubtedly continued to force an expansion of advertising into units which normally would be less sought after by agencies and advertisers, and this tended further to distort the situation.

The greatest gains in newspaper volume were a rise of 20.3% in financial lineage and 10.1% in automotive lineage. Total display gained 1.8% and retail volume rose 2.3%, while general (product) advertising dropped off 2.0%.

Magazine Ads Increase

Magazine advertising’s increase of 12% was reflected in gross billings of $508,711,446, as compared with the abnormal 1945 billings of $190,747,628, and the total national radio gross volume (excluding local advertising) of $804,000,000.

Only rough estimates of changes in volume of net time sales among various classes of stations is possible because of limitations of data during the year. The 1945 yearbook study states. In the national and regional spot field, revenue of 50,000 w clear channel stations increased 5% to 7. Regional unlimited stations’ national spot volume rose about 10% during 1945, while local unlimited stations had a gain of approximately 50%.

Building material sponsorship decreased 10.5% during the year, while local unlimited stations’ national non-net volume of 5,000-25,000 w unlimited time stations and part-time regional stations increased 20% to 25%.

Trends in placement of national spot volume continued to reflect the approaching saturation of major stations, the rise in income in farm areas, and the new economic importance by smaller communities during the war.

With the exception of the 50,000 w unlimited group, where local brokers said advertising revenues seem to have risen about 14%, gains in this class of business have been fairly even throughout all classes of stations and have followed closely the national average of 9%.

In the network field, gross billings remained relatively unchanged, with losses and gains among various groups off-setting each other. Cancellation of commercial broadcasts due to the death of President Roosevelt, V-E Day and V-J Day undoubtedly depressed overall figures somewhat. Moreover, 1945 was not a campaign year.

Automotive and accessory advertising over national networks declined 8.8% as compared with 1944. A decline in gross billings occurred in both the passenger car and the tire and accessory fields. Building material sponsorship decreased 28.3% during the year, largely due to a decline of approximately $1,500,000 in the advertising of construction materials.

Tobacco Ads Decrease

Cigarette and tobacco advertising over national networks declined 16.2% during the year. Clothing advertising, on the other hand, gained 37.9% due almost entirely to more than a $1,000,000 increase in the dry goods field. Most important increase in national network volume was in the drug and toilet goods field. Gross billings in this category increased 20%, or nearly $6,000,

(Continued on page 28)
BIRMINGHAM'S UNIQUE STATION

FCC Grants Noncommercial License to Religious

Groups Planning Diversified Programs

ONE of the most unusual stations in the U. S. will soon be established in Birmingham, Ala., as a result of a grant issued last Wednesday by the FCC to Courier Broadcasting Service Inc. A daytime noncommercial station, underwritten by three religious organizations, the applicants plan to devote 25% of the program schedule to religion, 25% to entertainment, 18% to educational subjects, 15% to public service, 12% to news and the remainder to agricultural and fraternal matters.

Moving spirit of the enterprise is Rev. Glenn V. Tingley, president of the corporation. Rev. Tingley has been president of Radio Revival Inc., formed "to promote the cause of the Christian religion, by radio broadcast and by other means." He is pastor of the Birmingham Gospel Tabernacle, a downtown church with 1,200 members, and is also founder and president of the Birmingham Bible Institute, an interdenominational school.

The three organizations are affiliated with the Christian religion through preach- ing, evangelizing, maintaining missionaries and prosecuting missionary work.

The Courier application emphasizes that "in no condition shall the programs appeal to racial or religious intolerance or bigotry."

The station's operation is to be financed by subscriptions totaling $600 a week, and by public contributions. The three religious organizations have pledged a total of $350 weekly; Dr. E. L. Pruitt, a dentist, and his wife, have pledged $100; J. L. Thomas, an automobile salesman, Methodist pastor and radio minister, furnishes $75; the First Baptist Church of Fairfield has pledged $100; and several individuals have pledged the balance. An additional $50 weekly contribution from the Vineville Baptist Church and Evangelical Ministerial Assn. is included.

The applicant's balance sheet lists assets exceeding $45,000, which includes cash contributions voted by the three organizations totaling $18,000; property and fixtures contributed by Radio Revival Inc. of $14,000; additional pledges of $12,500 by Birmingham Bible Institute, Rev. Tingley, Mr. Thomas, and N. E. Tingley, real estate man. Radio equipment valued at $1,170 was also listed.

The application states that no time will be sold for any purpose and no appeals for support of the station will be made on the air.

ABC To Offer Crime Sequence on Sat. Nights

ABC, which two weeks ago injected a two-hour sequence of four new half-hour programs into its Monday evening schedule to compete more effectively for listeners with the other networks, on Feb. 16 will strengthen its Saturday night programing with a solid two-hour block of crime-fighting adventures.

The Dick Tracy program sponsored by Sweeds Co. of America on Feb. 16 will move from the 7:30-8 p.m. Saturday spot to the 8-9:30 p.m. time slot, with its rebroadcasting at 7:30-8

Canada and Mexico Join U. S. In NARBA Extension Proposal

PROPOSALS submitted by the governments represented at the North American Regional Broadcasting Engineering Conference, which opened last Monday in Washington, include those of the U. S., Canada and Mexico for a two-year extension of NARBA and that of Cuba for a new treaty.

Following is a summary of the proposals, now subject of discussions by the Technical and Juridical Committees of the conference:

CUBA: Proposes new treaty defining North American region to include countries which "by necessity may cause interference" in standard broadcast band. New agreement should be in force for indefinite period without prejudice to right of any nation to withdraw upon proper notice to other signatories.

New agreement should provide for periodical meetings of engineering experts of signatory countries and those adhering to it, and for a joint adhesory to standardize as necessary the art progresses. Until new agreement is ratified signatory countries shall sign and put into effect a provisional agreement (modus vivendi) incorporating in substance general provisions and regulations that may be stipulated in regional agreement.

CBC also submitted this proposal at Thursday afternoon's session of the Initiatives Committee: To adopt, using as model general form present NARBA, four general modifications as follows: (1) Substitute so-called 650-mile rule by another based on effective zone of service of I-A stations; (2) assign in regional channels, stations of special class for Cuba, with power of 5-50 kw, specifying protection to which they have a right; (3) modify rule concerning determination of what constitutes a reflected interfering signal; (4) limit protected zone of service to Class I-A stations.

A recommendation that Cuba has right to utilize without limitation these channels under conditions outlined.

Canada, Mexico and U.S. agree to extend NARBA for two years and make a proposal to be submitted to the Initiatives Committee.

NINE JOIN BMB

NINE stations have joined BMB since Feb. 1, making total of 625 member stations in addition to four national networks. New BMB subscribers are: KBON KGHL KRJF KVOO KOMP KGFF WBBZ KOCY KSWO.

Gulf Renews CBS

GULF OIL Corp., New York, has signed for fifth consecutive year of sponsorship of We the People, Sun. 10:30-11 p.m. on CBS. Effective Feb. 16, 52-week contract was handled by Young & Rubicam, New York.

Nine Join BMB

Nine of the nine new stations are from the Southeast: KSWO, Springfield, Oklahoma; WSN, Dubuque, Iowa; KSCQ, Corpus Christi, Texas; WHAM, Rochester, N.Y.; KOKN, Kansas City, Mo.; KCSP, Kansas City, Mo.; KTRK, Houston, Tex.; WREX, Rockford, Ill.; and WICS, Peoria, I1l.

Five of the nine new stations are from the Northwest: KOMU, Columbia, Mo.; KOLC, Grand Forks, N.D.; KOLO, Reno, Nev.; KOFF, Yakima, Wash.; and KOCY, Vinesville, N.C.

Four of the nine new stations are from the Southwest: KOCY, Vinesville, N.C.; KBAT, Abilene, Tex.; KABA, Beaumont, Tex.; and KEIY, Bakersfield, Calif.

Three of the nine new stations are from the Midwest: WSN, Dubuque, Iowa; KJSO, Des Moines, Ia.; and KITR, Wausau, Wis.

One of the nine new stations is from the Mid-Atlantic area: WBT, Norfolk, Va.

BBC Budget

AWARE of possible criticism in Commons if too much money is spent by BBC for entertainment of visiting notables, BBC has cut this type of expenditure for the year. A special budget will be up for review in the House of Commons this year.

Canada and Mexico Join U. S. In NARBA Extension Proposal

Canada also proposes to eliminate 650-mile limitation as a zone of (Continued on page 76)
Interim Pact To Replace NARBA Seen

Recommendation Paves Way for Settlement

By BILL BAILEY

RECOMMENDATIONS that the North American Regional Broadcasting Engineering Conference, now in session in Washington, draft an interim agreement to replace the North American Regional Broadcasting Agreement (NARBA) when it expires March 29 were made late last week by the Conference Juridical Committee following a week of negotiations.

A subcommittee recommendation of Thursday, concurred in by Cuba, was adopted unanimously Friday afternoon by the full committee, paving the way for the draft this week of an interim agreement and the amicable settlement of Cuba's demands for unlimited use of certain channels. Subcommittee action came as a surprise, inasmuch as Cuba earlier had insisted that a new treaty be drafted and that so far as she was concerned no treaty would exist after March 29, a situation which might well result in chaos in standard broadcasts.

On Thursday at a meeting of the Initiatives Committee Dr. Luis Machado, vice chairman of the Cuban delegation, submitted a new proposal, revising Cuba's requests presented at the Third Inter-American Radio Conference in Rio de Janeiro last September for some 20 additional channels [BROADCASTING, Oct. 8]. The revised version called for adoption of an agreement "using as a model the general terms of the present NARBA" with four specific modifications.

Cuba also asked for the right to utilize "without time limitation" 30 channels, including five clear channels with up to 50 kw power, two regions with up to 50 kw and the remainder with power varying from 1-5 kw, 11 of which would require special authorization under NARBA. Cuba already has stations on many of the frequencies asked, but they are mostly of less power than she now seeks.

Twenty-five official delegates, one alternate, 14 technical advisors, 17 official observers and 26 unofficial observers from U.S. industry were registered as the week closed (see registration list, page 74).

Five Voting Nations

Actually only five voting nations are attending—Canada, Cuba, the Dominican Republic, Mexico and the U.S. Since the present government of Haiti is not recognized by the U.S. and some other North American nations, that government, an original signatory to NARBA, was not represented.

Officers of the Conference, elected without opposition, are: FCC Commissioner E. K. Jett, head of the U.S. delegation, permanent chairman; Sr. Jose Ramon Rodriguez, Dominican Republic, first vice chairman; Col. Rafael Avila Camacho, Mexico, second vice chairman; F. H. Soward, Canada, third vice chairman; Sr. Carlos Maristany, Dominican Republic, fourth vice chairman; K. Neal McNaughton, FCC Inter-American Division, secretary; Miss Frances W. Simpson, State Dept. Telecommunications Division, assistant secretary.

Three main committees were named: Initiatives, with Mr. Jett chairman; Technical, headed by Mr. Soward, and Juridical, Dr. Machado, chairman. Additional subcommittees were named to work out details of various proposals, chief of which were those of the U.S., Cuba, Mexico and Canada.

All except Cuba proposed that NARBA be extended for two years. Cuba insisted on a new treaty. The juridical subcommittee recommended that the interim agreement embody the principles of NARBA, with any modifications by the Technical Committee.

While early sessions last week seemed to indicate that the Conference might become bogged down, what with Cuba standing by her demands and the U.S., Mexico and Canada likewise insistent that an interim agreement be adopted, observers felt as the new week approached that the Conference would conclude its work by the end of this week and that the delegates would return to their respective homes determined to go to work immediately on proposals for a new treaty, meanwhile operating under the interim agreement which is expected to be adopted this week.

Sessions opened Monday morning with Mr. Jett presiding. Francis Colt deWolf, chief of the Telecommunications Division, State Dept., gave the address of welcome on behalf of the U.S. and Sr. Maristany, undersecretary, Dept. of Communications, chairman of the Cuban delegation, responded on behalf of the visiting nations.

At the opening plenary session Mr. deWolf emphasized the need for more technical study before a new NARBA could be drafted. He called for understanding in solving the various problems that have arisen since NARBA was drafted and outlined three major questions before the current meeting: (1) what to do with the present NARBA; (2) intensive study by all nations looking toward a future new treaty; (3) Cuba's demands for additional channels.

He urged the Conference to continue NARBA, called on the technicians to help each other solve their problems and expressed the opinion in connection with Cuba's demands that there are "means available for the fuller use of existing facilities."

(Continued on page 72)

February 11, 1946 • Page 17
82 Standard Cases Are Set for Hearing

Designations Comprise Largest AM Group

Since October

LOOKING toward completion of its current hearings schedule in March, the FCC last week designated an additional 82 standard broadcast applications for hearings which Commission action will be taken. The 82 actions, following those announced in January, bring to 155 the total number of cases pending before the FCC for hearing in 1946.

Calculated to keep the FCC fully occupied for the remainder of this year are 55 applications for new stations and 21 for changes in facilities of existing stations. The Commission's action left an estimated 300 AM applications still not acted upon.

New Calendar Prepared

FCC officials said a new calendar of hearings would be prepared within the next few weeks, following generally the same policy used in setting up the current calendar. Out of 39 applications involving local stations will be heard in the field and those involving serious interference or other engineering problems will be heard in Washington.

EIGHTY-TWO applications in the standard broadcast field were designated by the FCC last week for hearing in consolidated proceedings. Most of the hearings, Commission officials said, will be held in April, May and June, although a few have been or will be scheduled earlier.

Colorless Video Claimed As Ready

RCA's Engstrom Gives Views

At New York Conference

TELEVISION, in an all-electronic system producing black-and-white pictures, the size of a newspaper page and larger, can be sensibly incorporated into a complete home television system, Dr. C. W. Engstrom, vice president in charge of research of RCA Laboratories, asserted Wednesday night at a meeting of the New York Electrical Society.

Likening present-day color television to black-and-white television in the early 1930's as something "interesting to observe and to speculate upon" but that it "lacks too much to be acceptable to the public," Dr. Engstrom listed "a few of the MUSTS" before color can be sensibly incorporated into a complete home television system:

1. First, design and development of receiver tubes capable of handling radically new problems in broadcast service; second, adequate time for field testing (black-and-white television was field tested for several years before its public debut); third, analysis and solution of problems relating to transmission, reception and studio operations; fourth, industry agreement on technical standards and final approval by the FCC.

RCA, Dr. Engstrom asserted, views color as a "natural outgrowth" of the field, but added, "we are convinced by our achievements in all-electronic black-and-white television that any mechanical color system is outmoded."

Dr. Engstrom reported that RCA will install a television station in New York with an experimental 5,000 w transmitter that will operate in the higher frequencies, making tests that will produce new information about radiowave propagation and the problems that must be solved as television moves upward.

Commission Dismisses 25 Applications

Formulation of Policies On Allocation And

Cleans Awaited

APPLICATIONS involving clear channel breakdowns, power in excess of the present 60 kw maximum, and frequencies not now available for standard broadcast-service purposes in the United States were swept aside by the FCC last Tuesday, subject to reinstatement when the Commission completes formulation of clear channel and allocation policies.

In a public notice which emphasized that "pending applications inconsistent with the Commission's Rules do not afford parties any equities or priorities on the frequency," the FCC announced it had dismissed without prejudice:

1. Twenty applications requesting duplicate nighttime operation on channels reserved for exclusive nighttime use of one station only;
2. One requesting nighttime operation on a channel available in the U. S. for daytime operation only;
3. One requesting operation with more than 50 kw (the maximum, unlimited was consolidated with other applications to be heard Feb. 25. Public Information Corp.'s application for a new station at Durham, N. C., on 1490 kc with 250 kw unlimited was consolidated with others March 8-16 in Washington. Collinson-Wingate Broadcasting Co.'s request for a new station on 1490 kc with 250 kw unlimited was set for hearing with others March 11-19 in Wichita.

While most of the applications were set for hearing in consolidated proceedings, nine were designated for individual hearings.

Five for 1550 Kc

The designations include five applications for the Class I-B clear channel 1550 kc, first U. S. use of which was granted Jan. 30 to Associated Broadcasters Inc., Indianapolis, for a new daytime station [Broadcasting, Feb. 4]. The applications were filed by WSOC Charlotte, N. C.; WHYN Holyoke, Mass.; and the following applicants:

- Radio Springfield Inc., Springfield, Mass.;
- Atlanta Radio Enterprises Inc., Atlanta;
- WCBS Springfield, for a station at Wester, Mass., on 1230 kc with 250 w unlimited was consolidated with other applications to be heard Feb. 25.

Public Information Corp.'s application for a new station at Winston-Salem, N. C., on 1490 kc with 250 kw unlimited was set for hearing with others March 8-16 in Washington. Collinson-Wingate Broadcasting Co.'s request for a new station on 1490 kc with 250 kw unlimited was set for hearing with others March 11-19 in Wichita.

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Iowans who "listen most" to WHO buy 5 times more WATCHES than those who listen most to any other station!

... there's 5 times as many of 'em!

Based on the principle that "it takes calls to make sales", WHO believes it can sell five times more watches in Iowa than any other station. More even than all other stations combined!

Why? Because WHO is listened-to-most by 55.4% of the daytime Iowa audience, as compared with 10.7% for Station B! (For every hour Iowa people spend with their favorite station, they spend only ten minutes with stations described as "heard regularly"!)

WHO is heard for more hours, by far more people, in many more localities than any other station in this State. Write us or Free & Peters for the proof—or prove it yourself with any kind of survey you wish to make in Iowa!
Station Auction Compromise Sought

Informal Conference Between NAB, FCC Studies Problem

HOPE of reaching a compromise agreement on the FCC's proposed auction plan was expressed last week by officials of the National Assn. of Broadcasters and of the Commission.

On Wednesday that filing period for filling bidders' bids for the vacant station was extended from Feb. 15 to March 15, it was revealed that an informal conference between NAB and Commission representatives had been held to explore the possibility of reaching an agreement satisfactory to both industry and the FCC without the need for oral argument.

It was on this basis, officials reported, that the request for extension of the filing deadline, made by NAB, was granted.

NAB Seeks Exceptions

While NAB hopes to secure "several exceptions" to the rule as now proposed [BROADCASTING, Dec. 24], these were not detailed in the first NAB-FCC conference but will be discussed and worked out in "further informal conferences."

One main exception which NAB is expected to seek involves transfers from one estate to heirs. Under the present terms of the proposal, heirs would be required to compete with any outside bidders for control of the station. This has been a major target of opposition bidders filed thus far [BROADCASTING, Jan. 14, 21].

New extension of deadline for filing bidders' bids is the second, both made at NAB request. Framework of the plan was first proposed in the Crosley-Avco decision in September and was put into the form of a proposed rule last November. Deadline then set for submitting opposition briefs and requesting oral argument was Jan. 15 but this was extended from Feb. 11.

The rule would require applicants for transfer or assignment to advertise their proposed transactions for 60 days, inviting public bids for the facilities on the same terms set out in the transfer application. FCC would consider the original and any competitive applications, awarding assignment to the applicant adjudged best qualified.

One point expected to be cleared up when and if the rule is adopted is the designation of the starting date of the 60-day period in which competing applications may be filed. Commission authorities saw the need for clarification of this point when the first "outside" bid was filed last week.

Mr. Gibson before entering radio, served as cub sports reporter, city editor, executive news editor and managing editor of the Oregonian. In 1941 he became general manager of KGW and also of KEX Portland, until the latter's forced sale under dual ownership regulations to Westinghouse. He served for three years as Pacific Coast representative on NBC's Planning & Advisory Committee.

Pangborn Oregonian Business Manager; Hoyt Takes Over Denver Duties Feb. 20

WJPF To MBS

WJPF HERRIN, I1L., 250 w on 1540 kc and KXQ Sweetwater, Tex., 250 w on 1540 kc, will join Mutual March 1, raising the number of MBS affiliates to 291.

Shaw Heads NCBA

GLENN C. SHAW, manager of KXL Oakland, Calif., has been elected president of Northern California Broadcasters Assn. He succeeds Arthur Westland, manager of KRE Berkeley, who headed NCBA for six years. Ray V. Hamilton, president and general manager of KSFO San Francisco, was named secretary.

Most Elected

GORDON BEST, president of Me-Junkin Advertising Co., Chicago, was elected one of four members of the board of directors of the National Outdoor Advertising Bureau. Other members of the board include: H. A. Batten and Clarence L. Jordan, president and executive vice-president, respectively, N. W. Ayer & Son, Philadelphia; Theodore L. Bates, president, Ted Bates Inc., New York. John M. Paver, formerly vice-president and general manager of KGW Portland, was elected president to succeed the late Frank L. Hopkins.
Richmond makes Nylon

This ever-popular demand product, made in Richmond, is another of its widely diversified industries that allows the Chamber of Commerce to say: “In every major financial crisis since 1867, Richmond has been less affected than the nation as a whole.”

Here’s a stable, ever-prosperous market if you have something to sell.

And in radio . . . it’s the aggressive, alert WLEE that Richmond has learned to listen to.

WLEE success story

You have probably received an insurance company letter offering you a leather-bound note pad . . . free. You just send a card back to them and they’ll emboss your name on the pad in gold letters. Returns to such an offer are very small since everyone knows that an insurance salesman will follow through. Yet, in response to one participation in “Tello-Test” on Monday, December 3rd, Jefferson Standard Life Insurance Company received 671 requests for the pad. The program spot cost was $12.50. That’s less than the cost of mailing out 671 letters on which a return of 3% or 4% would be considered highly acceptable. That’s a cost per inquiry of one and eight-tenths cents!

In Richmond . . . the continuous prosperity market

TOM TINSLEY, Director
IRVIN G. ABELOFF, Gen. Mgr.

Represented by Headley Reed

February 11, 1946 • Page 21
FCC Issues Six Conditional FM Grants, Bringing Total to 304

CONDITIONAL grants authorized for new FM stations passed the 300 mark and cases set for hearing exceeded 120 as the result of actions announced last Monday by the FCC. The Commission now has taken some action on 425 out of a total of approximately 750 FM applications thus far.

The Commission issued six additional grants, raising the total to 304. All but one of the new authorizations were to applicants having interests in standard stations. Frequency assignments will be given the grantees when examination of engineering data required by the Commission is completed.

In designating 52 applications for hearing, the Commission set the stage for determining which applicants will be granted the 31 frequencies available in New York, Washington, Pittsburgh and Dayton-Springfield areas. Previously, hearings were designated for applicants in Chicago, Boston, Cleveland - Akron, Indianapolis, Providence-Pawtucket, Peoria and Ft. Wayne areas. Boston cases are scheduled to be heard March 11 and will set the pattern for procedure to be followed in other FM proceedings, probably to begin in May [BROADCASTING, Feb. 4].

Keen competition for the nine unused frequencies in the New York area was revealed by the Commission in setting 24 applications for stations for hearing. Eleven FM stations are now operating in the area.

Competing for the 11 frequencies allocated to Washington are 13 applicants, two of whom operate developmental stations in the Capital. There are no commercial FM stations in the area. Also listed are nine applicants for the six unoccupied channels in the Pittsburgh region and six for the five channels assigned to Dayton and Springfield.

SET FOR HEARING

The following are applicants for the 11 metropolitan channels allocated for Dayton and Springfield:


The following are applicants competing for the six remaining channels for the Pittsburgh, Pa., area. (Eight channels have been made available for Pittsburgh, but two have already been assigned, one to station KDKA-FM and the other to WINI, existing stations):


Applicants for the Dayton-Springfield area, competing for the five channels there are:


Following is a list of the grants:

<table>
<thead>
<tr>
<th>City</th>
<th>Grantee</th>
</tr>
</thead>
<tbody>
<tr>
<td>CALIFORNIA</td>
<td>Sentinel Radio Corp.</td>
</tr>
<tr>
<td>MISSOURI</td>
<td>Burns 114, Sr. (WORX)</td>
</tr>
<tr>
<td>TEXAS</td>
<td>York County Broadcasting Co. (WRHI)</td>
</tr>
<tr>
<td>TEXAS</td>
<td>Agricultural and Mechanical College of Texas (WTAW)</td>
</tr>
</tbody>
</table>

Brides Are Interviewed By WHOM for Cowles

MOST NEW YORK independent stations gave special coverage to arrival of the "war brides" transport, departing, when she docked in New York last week, hearing English wives of U. S. servicemen, but WHOM covered not only for itself but other Cowles stations.

Jack O'Reilly, of WHOM's special events staff, went aboard the liner at her berth, transcribed 15-minute interviews, one with wives of Iowa men for KRTN Des Moines and one with wives of northern New Jersey men for WHOM. Direct line went from WHOM's control room to the lounge of the ship. Interviews with wives of Boston men were fed directly from WHOM to WCOOP Boston on another special line.
Here's the most important radio news to come out of Oklahoma City in years—KOMA is going to 50,000 watts (day and night) approximately June 1st, 1946! Our power boost has been granted . . . our new transmitter and towers are under construction . . . and we'll soon be able to give our advertisers the complete coverage they've wanted in Oklahoma.

Take this new increase in power, add it to KOMA's smart programming and aggressive merchandising, and you have a radio package that means BETTER RESULTS from your radio dollars.

For availabilities, rates and complete market data write, wire or phone KOMA, or see your Free & Peters representative.

OKLAHOMA CITY'S FIRST and ONLY 50,000 watt station

OKLAHOMA CITY'S CBS STATION

National Representative
Free and Peters, Inc.

AFFILIATED IN OWNERSHIP WITH KTUL, TULSA
**WOL, KQV Increase to 5 kw**

As FCC Authorizes Expansions

**AUTHORIZATION for 5 kw power was granted by the FCC last Wednesday to WOL Washington, a Coles station, and to KQV Pittsburgh, owned by the Allegheny Broadcasting Corp. The grants were among seven actions taken by the Commission involving expansion or change in facilities.**

A construction permit granted WOL provides for an increase in power on 1260 kw from 1 kw to 5 kw, unlimited, change in transmitter site, and use of directional antenna. The CP for KQV authorizes expansion from 1 kw on 1410 kc and provides for relocation of transmitter and installation of directional antenna for day and night use.

Expansion to 5 kw power was also authorized for WSBT South Bend, Ind., owned by the South Bend Tribune. The station, operating on 960 kc, was permitted an increase from 1 kw, unlimited, and required to make certain changes in its directional antenna system for day and night use.

An increase in daytime power from 5 kw to 1 km night, to 10 kw, 1 kwight, unlimited, was granted KFBI Wichita, Kan., owned by the Farmers & Bankers Broadcasting Corp. Changes in transmitting equipment are required to effect the increase. KFBI operates on 1070 kc, a clear channel on which KNX Los Angeles is the dominant (Class-I-A) station.

The Commission granted a CP to KOAL Price, Utah, owned by Eastern Utah Broadcasting Co., to change its dial position from 1450 kc to 1230 kc, both local frequencies. Expansion to 5 kw power, unlimited, was granted KGHI Little Rock, Ark., to shift from 1230 to 1240 kc was not granted but authorization to install new antenna and ground system and change transmitter and studio location were given.

A motion by E. T. Wright, applicant for a new station in Orlando, Fla., for leave to amend his application to specify 1230 kc instead of 950 kc, a regional frequency, and to make other changes was granted. However, the amended application was ordered retained on the hearing docket to be heard Feb. 11 with applicants seeking 950 kc.

The Commission also granted petitions from two applicants for stations in Marshall, Tex., a city of 18,400, eliminating one of the applicants. Marshall Broadcasting Co. was given leave to amend its application and to be removed from the hearing docket. RVOM Inc., the competing applicant, was granted its petition to withdraw its application without prejudice. Both cases, involving the use of 1450 kc, were included among hearings originally scheduled to begin Jan. 21 in Dallas and postponed to Jan. 30 as a result of withdrawals.

**JAMES NEW SPECIAL COUNSEL TO PORTER**

W. ERVIN JAMES, a former assistant secretary of the FCC, took office last week as special counsel to Chairman Paul A. Porter. Mr. James recently returned to civilian life after two years service as a lieutenant in the Navy. He had been attached to the U. S. S. Nevada as communications watch officer and legal aide and had seen action in the Pacific theatre.

Mr. James will occupy the same position as that previously held by Nathan P. Peter Shuebruk, and Norman Jorgensen, successively, when James L. Fly was chairman. He will relieve Chairman Porter of certain administrative responsibilities and handle special assignments.

A native of Montgomery, Ala., Mr. James came to the Commission in 1941, serving as assistant to Comr. Clifford J. Durr and subsequently as FCC assistant secretary. From 1939 to 1941 he was in the Administrative Management Section, Dept. of Commerce, and from 1944 to 1949 he was office manager of the Employment Division of the old Works Projects Administration. Previously, he was secretary to Thad Holt, then director of the Alabama Relief Administration, now manager and part owner of WAPI Birmingham.

Mr. James received his Navy commission in 1944, after which he took his indoctrination course at Fort Schuyler, N.Y., and was given further preparation at the Naval Communications School at Harvard. He was with the Third Fleet in the East China Sea and participated in the actions at Iwo Jima and Okinawa. He is married and has one son.

**Would Ban Liquor**

ANOTHER bill to amend the Communications Act making it unlawful to advertise alcoholic beverages on the air has been referred to the House Interstate & Foreign Commerce Committee. Rep. John Rankin (D-Miss.) introduced the measure (HR-5238). Several such bills have been pending before committees of both Houses of Congress, some as far back as 1935. Mr. Rankin's proposed legislation would make it a misdemeanor, punishable by a $1,000 fine or a year in jail, or both, for a broadcaster to accept liquor advertising.

**NORTH CAROLINA IS THE SOUTH'S No. 1 STATE**

In both manufacturing and farming, North Carolina sets the pace for the entire South. The value of North Carolina's manufactured products is nearly three times the average for the nine other Southern states. North Carolina's cash income to farmers is nearly twice the Southern average. Surely those facts are worth consideration when you're choosing Southern Markets!

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

With 50,000 Watts, at 680 k.c.—and NBC—Station WPTF at Raleigh is by long odds the No. 1 radio salesman in North Carolina. Let us send you the complete facts and availabilities. Or just ask Free & Peters.
RCA's New Television Camera Slashes Program Costs

Its super-sensitivity opens up a wealth of new, low-cost program opportunities

The economies made possible by this new RCA television camera pave the way to inexpensive television programming, even in small towns and cities.

It is one hundred times more sensitive than conventional television cameras—more sensitive than the human eye under many conditions. It can pick up scenes, illuminated by the mere flicker of a match, with amazing sharpness and clarity.

When this camera was recently used to bring the Army-Navy game to televiewers in the New York area, a metropolitan newspaper reported, "It was somewhat like being at the game and equipped with powerful field glasses."

Day or night sports events, on-the-spot news coverage in any kind of weather, remote indoor pickups in theaters, concert halls, schools, and churches are only a few of its limitless application possibilities.

No longer is it necessary to rely primarily on expensive, specially prepared studio productions for program material. Expensive-to-solve lighting problems are eliminated.

The "eye" of this camera is a new, RCA developed electron tube—the image orthicon—which has unique "electron multiplier" stages to increase the output signal. Pre-amplifiers in the camera add to the amplification.

This new camera (and its associated equipment) offers you a real opportunity to get your television station under way. It is lightweight, portable, can be quickly set up, and is easy to use. It should prove to be an invaluable tool if you plan to do experimental program work.

For further information, write: Radio Corporation of America, Department 18 B, Broadcast Equipment Section, Camden, New Jersey.
AUGUST 4, 1933

Fred Allen started the first of his programs over NBC. This was a half-hour musical revue, co-starring Ferde Grofé and his orchestra.

JULY 11, 1934

Fred Allen inaugurated his famous “Town Hall Tonight” series of hour-long Wednesday night programs on NBC—destined to be heard for six years—until 1940.

- Allen’s Alley is one of the busiest thoroughfares in the world. The traffic cop on Allen’s Alley states that each Sunday night it swarms with some twenty-five million people.
- That’s a lot of people, and they are all attracted by that famous laugh-tour conductor, Fred Allen. Accompanied by the zany Portland Hoffa, Fred brings his millions down the Alley for vocal visits highlighting the dour Bronxisms of Mrs. Nussbaum, the Down-East nasalisms of Titus Moody, the inflated fantasies of Falstaff Openshaw, and the Bourbon-scented conversational impasses of Senator Claghorn. Fred Allen discovered the Alley a number of years ago on NBC. Currently in the fifth month of his new NBC series for Standard Brands, after a sixteen-month self-imposed absence from the air, this modern Pied Piper
OCTOBER 7, 1945

After four years on another network and sixteen months off the air, Fred Allen returned to NBC, receiving an opening Hooper rating of 21.2—the highest first-time Hooper rating ever recorded for any program to date—leaping into fifth place among all Hooper-rated programs with his first broadcast.

DECEMBER 31, 1945

Fred Allen ended the first three months of his new Sunday night series on NBC with a Hooper rating of 25.0, easily holding his own among top Hooper-rated programs.

leads larger throngs than ever down Allen’s Alley.

- Early in his career Fred was a juggler. He never got over the habit. Now he holds the spotlight while he juggles Tender Leaf Tea on one hand and Blue Bonnet Margarine on the other—and sales soar in grocery stores on every street, lane, avenue and highway in America.
- What makes Allen’s Alley as well known to Americans as Broadway, Fifth Avenue, or Main Street in Mr. Benny’s Waukegan? It has the all-star attraction of Fred Allen and his troupe of fun-makers; it is paved with the superlative facilities of the NBC Network; it is populated by the vast NBC audience; and it is located just around the corner from 79 Wistful Vista, Kraft Music Hall, Duffy’s Tavern and other great shows on NBC.

National Broadcasting Company
America’s No. 1 Network
Time Sales

(Continued from page 15)

000 as compared to 1944. Increased cosmetic and toilet goods advertising was responsible for nearly all of the increase. Dentiﬁces declined slightly, and proprietary volume remained comparatively unchanged.

Soft drink and confectionery network volume decreased 8.8%. Financial and insurance advertising increased 43.1% as against 1944. This business, however, constituted comparatively unimportant propor-
tions of total advertising, amounting to less than 1%.

Food advertising, representing 22.2% of network volume as compared to 31.2% for cosmetics and drugs, remained comparatively unchanged from 1944 levels. Gross billings in this field decreased less than 1%.

Garden supplies volume rose nearly three-fold, while household equipment and furnishings increased 76%, due to the marked rise in the advertising of power equipment, refrigerators and kitchen equipment. Jewelry and silverware rose 41%. Gasoline and lubricating oil volume dropped 5.8% from 1944 levels, while farm machinery rose 14.5%. Paint advertising experienced one of the biggest declines in the network field, dropping off 58.2% from its 1944 level. Radio advertising decreased 10.7%, shoe advertising 39.3%, and sporting goods volume (a minor factor in the field) 85.5%.

Network sponsorship by publishers and stationery manufacturers rose 38.6% during the year, gains being divided almost evenly between these two sub-classiﬁcations.

Travel advertising increased 52.5%, while the advertising of beers and wines dropped 14.7%.

The volume of “miscellaneous” advertising decreased 40.5%, as compared with the preceding year. A signiﬁcant portion of this decrease occurred for beer and wines, being almost complete elimination in 1945 of the $1,531,000 amusement billings of 1944.

New Radio Structure

The YEARBOOK analysis points out that with the passing of the war, two new portions of the radio structure are poised to take their place among advertising media. Some amount of commercial time already has been sold both in FM and television by a handful of stations, it is brought out. But the dollar volume has been inconsequential and has represented but a minute fraction of the costs involved in establishing these services.

The YEARBOOK analysis also analyzes radio advertising during the war and ventures into what the future holds. It points out that competition between media soon will be resumed on a reasonably normal basis and that radio will have its own problems and opportunities in the development of new services.

In the detailed comparison of wartime activity, the analysis breaks down business for the period between 1939 and 1945. It brings out that broadcast advertising, along with other media, enjoyed its greatest period of relative growth—other than in the pioneering years during the war. Total net time sales increased 190.7% from 1939 to 1945—from $129,968,—026 to $310,550,000.

National Spot Increase

The analysis depicts the strong trend upward in national spot business since 1939—amounting to 173.1%—the largest relative gain registered by any portion of the medium. Local advertising increased during that span by 145.9%, while national advertising showed the smallest relative gain from 1940 to 1945, achieving 109.5%.

Illustrated by tables and charts showing broadcast revenues in the various fields from 1939 to 1945, the YEARBOOK analysis brings out that for the past 10 years national network volume, while remaining the largest single item in the medium’s net time sales, has been comprising a continually decreasing proportion of the total. In 1935 it accounted for 49.9% of net time (Continued on page 30)

Page 28 • February 11, 1946

BROADCASTING • Telecasting

AFFILIATED WITH AMERICAN BROADCASTING COMPANY, INC.

To KOKO

FOCUS YOUR EYES ON THIS PROGRESSIVE STATION IN EXPANDING OKLAHOMA

Morning, Afternoon, Night, and Sundays
—KOKO has a top-flight, concentrated audience—a fact which can be proved by a glance at your latest authenticated Listening Surveys! Substantial PERMANENT incomes in a highly concentrated market, make KOKO the station that will attract dollars for you!

250 WATTS • 1400 K.C.

KEY STATION OKLAHOMA NETWORK

AFFILIATED WITH AMERICAN BROADCASTING COMPANY, INC.

ILLUSTRATED BY TABLES AND CHARTS SHOWING BROADCAST REVENUES IN THE VARIOUS FIELDS FROM 1939 TO 1945, THE YEARBOOK ANALYSIS BRINGS OUT THAT FOR THE PAST 10 YEARS NATIONAL NETWORK VOLUME, WHILE REMAINING THE LARGEST SINGLE ITEM IN THE MEDIUM’S NET TIME SALES, HAS BEEN COMPRISING A CONTINUALLY DECREASING PROPORTION OF THE TOTAL. IN 1935 IT ACCOUNTED FOR 49.9% OF NET TIME (CONTINUED ON PAGE 30)
Federal's vast TUBE-MAKING EXPERIENCE

NEW HIGH-PERFORMANCE TUBES FOR FM TRANSMITTERS

Federal's notable achievements over the years in the development of high-power tubes to operate efficiently in the upper portions of the radio spectrum... now is reflected in the design and production of new power tubes for FM application.

Employed in the power amplifier stages of FM transmitters... these air-cooled, high efficiency vacuum tubes assure long life, dependable performance and stable operation.

In focusing its vast tube-making experience on FM... Federal adheres to all the eminent standards it established and has maintained during more than three decades of contribution to the art.

For the finest in FM tubes... specify Federal... because "Federal always has made better tubes."

Federal Telephone and Radio Corporation

Export Distributors
International Standard Electric Corporation

An IT&T Associate
Newark 4, N. J.
Time Sales
(Continued from page 28)

sales and in 1945 only 42.1%. This was interpreted as bearing out the trend toward an even broader distribution of the radio advertising dollar.

Increasing Diffusion

The charts and tables show the increasing diffusion of the advertising dollar in analysis of revenues among classes of stations and by size of city. In a study of trends of station revenues during the past decade, the YEARBOOK index reveals there was a general tendency for broadcast revenues to rise to a greater relative degree in the smaller communities as far as regional and local stations were concerned. Average station revenues of the 50,000 w class experienced the smallest percentage of growth of any major station group—46.2% during the span 1939-44. This compared with a 76.5% increase for regionals and 67.1% for local unlimited time stations.

In general, there was greater growth in revenues of smaller stations. Local stations in particular improved their situation as compared to former years. During the 1937-40 period, average local unlimited time station revenues increased only 5.1% as compared to a 16.1% rise for regional unlimited stations.

National network gross billings increased 125.5% during 1939-45, but the widening of product sponsorship was most significant. Despite this trend, the biggest gains in dollar volume were registered by the older established product groups. The largest single increase in dollar volume—approximately $17,800,000—came in the food group. Confectionery and soft drink volume and drug and toilet goods advertising increased about $7,000,000, each. Automotive advertising increased nearly $5,500,000, with soap and kitchen supply billings increasing $4,000,000.

In a chapter devoted to “What the Future Holds,” the YEARBOOK analysis brings out that forces which will be at work in 1946 may well set the stage for years to come. Much will depend upon the labor situation, the degree of production which can be gotten under way and the success of such control of inflation as the Government may be able to continue or impose.

ESTIMATED NATIONAL NETWORK GROSS BILLINGS BY PRODUCT GROUPS: 1944 & 1945

<table>
<thead>
<tr>
<th>Product group</th>
<th>Gross billings 1944</th>
<th>% total 1944</th>
<th>Gross billings 1945</th>
<th>% total 1945</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Automobile &amp; accessories</td>
<td>$9,554,965</td>
<td>0.6</td>
<td>$8,706,174</td>
<td>4.5</td>
</tr>
<tr>
<td>2. Building materials</td>
<td>5,115,654</td>
<td>0.4</td>
<td>5,284,070</td>
<td>2.9</td>
</tr>
<tr>
<td>3. Cigars, cigarettes &amp; tobacco</td>
<td>19,963,190</td>
<td>10.1</td>
<td>16,269,654</td>
<td>8.0</td>
</tr>
<tr>
<td>4. Clothing &amp; drygoods</td>
<td>1,942,500</td>
<td>0.7</td>
<td>1,849,662</td>
<td>0.9</td>
</tr>
<tr>
<td>5. Confectionery &amp; soft drinks</td>
<td>10,201,200</td>
<td>5.4</td>
<td>9,309,966</td>
<td>4.9</td>
</tr>
<tr>
<td>6. Drugs &amp; toilet goods</td>
<td>50,238,400</td>
<td>27.9</td>
<td>59,496,408</td>
<td>31.2</td>
</tr>
<tr>
<td>7. Financial &amp; insurance</td>
<td>2,199,901</td>
<td>1.1</td>
<td>3,004,760</td>
<td>1.5</td>
</tr>
<tr>
<td>8. Food &amp; food beverages</td>
<td>42,587,410</td>
<td>22.4</td>
<td>42,339,043</td>
<td>22.2</td>
</tr>
<tr>
<td>9. Garden &amp; field</td>
<td>9,112</td>
<td>0.0</td>
<td>51,550</td>
<td>2.2</td>
</tr>
<tr>
<td>10. Household &amp; furnishings</td>
<td>2,391,224</td>
<td>0.1</td>
<td>4,509,725</td>
<td>2.2</td>
</tr>
<tr>
<td>11. Jewelry &amp; silverware</td>
<td>1,930,092</td>
<td>0.8</td>
<td>1,415,828</td>
<td>0.7</td>
</tr>
<tr>
<td>12. Leather &amp; footwear</td>
<td>7,452,748</td>
<td>3.8</td>
<td>5,206,899</td>
<td>2.7</td>
</tr>
<tr>
<td>13. Machinery, farm equipment, etc</td>
<td>767,823</td>
<td>0.4</td>
<td>879,264</td>
<td>0.4</td>
</tr>
<tr>
<td>14. Paints &amp; hardware</td>
<td>1,982,140</td>
<td>0.9</td>
<td>2,451,883</td>
<td>1.2</td>
</tr>
<tr>
<td>15. Radios, phonographs, etc</td>
<td>3,743,862</td>
<td>1.9</td>
<td>3,341,685</td>
<td>1.7</td>
</tr>
<tr>
<td>16. Shoes &amp; leather goods</td>
<td>313,916</td>
<td>0.2</td>
<td>312,255</td>
<td>0.2</td>
</tr>
<tr>
<td>17. Laundry soap &amp; household supplies</td>
<td>12,265,429</td>
<td>6.4</td>
<td>13,698,974</td>
<td>7.3</td>
</tr>
<tr>
<td>18. Sporting goods</td>
<td>226,960</td>
<td>0.1</td>
<td>291,816</td>
<td>0.2</td>
</tr>
<tr>
<td>19. Stationary &amp; publishers</td>
<td>5,248,874</td>
<td>2.7</td>
<td>6,940,042</td>
<td>3.7</td>
</tr>
<tr>
<td>20. Travel &amp; hotels</td>
<td>339,631</td>
<td>0.2</td>
<td>519,350</td>
<td>0.3</td>
</tr>
<tr>
<td>22. Miscellaneous</td>
<td>10,347,496</td>
<td>5.5</td>
<td>6,130,654</td>
<td>3.2</td>
</tr>
<tr>
<td>Total</td>
<td>$150,677,076</td>
<td>100.0</td>
<td>$150,747,628</td>
<td>100.0</td>
</tr>
</tbody>
</table>

Opera Popular

WLAW Lawrence, Mass., reports that it has “definitely established” the popularity of the Texaco Saturday afternoon opera broadcasts in the New England area. Listener requests for ballots to choose operas to be given have reached WLAW from 107 communities in Massachusetts, New Hampshire, Vermont and Maine.

British Video Expands

TELEVISION lines costing $4,000 a mile (land cables) from London to Birmingham, Newcastle-on-Tyne, and into Scotland have been given a “number one priority” by the British Government, it is reported. Additional television cameramen are most in demand for the new services, it is reported, with new talent and announcers also needed.
welcome back LT. BILL WELDON... It's swell to have you with our New York office again! We've missed you the three years you've been away with the Navy. And so have the many friends you've worked with since starting with us in 1934. We know that they join in our best wishes for your continued success... and are as glad as we are to say, "welcome home"
Coverage ... in Philadelphia

**Pattern broadcasting over WDAS covers the Philadelphia market at lowest cost**

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

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

---

**INSECURITY BLAMED FOR MUSIC TROUBLE**

INSECURITY of employment is the reason why “musicians are among America’s most flagrant featherbedders,” Merlyn S. Pitzele, member of the New York State Board of Mediation and of the panel of arbitration of the American Arbitration Assn., states in an article, “Labor’s Featherbedding: What They Cost You,” in the February issue of American Magazine.

Citing AFM’s complete tie-up of the musical-recording business for more than a year and its present dual-crew demands for AM-FM broadcasts which are “harming the emergence of a revolutionary new method of staticless broadcasting,” Mr. Pitzele says that the musicians act this way because “their jobs are among the most insecure.”

Mr. Pitzele’s answer to the featherbedding of AFM and other unions is full employment. “If everyone is assured of a job there will be no reason to try to hold back in order to spread a job out. Meanwhile, the big objective should be to get the subject of restrictions on output out on the bargaining table where the curbs can be examined and discussed.”

He concludes: “If we are to have any real prosperity that will last, labor must take up its featherbeds and walk.”

**Radio Pledges Support To Red Cross 1946 Goal**

**REPRESENTATIVES of New York independent stations and the press were present at a luncheon on behalf of the Red Cross 1946 Fund held last Monday at the Waldorf-Astoria, when radio’s assistance was called upon once again for its fullest support. The campaign goal is $100,000,000 and the period for the drive will be March 1-31. Plans are for the initial broadcast to be carried on all four networks on March 1. Tentative program is to include President Harry Truman on the broadcast.**

Red Cross has prepared a radio kit for independent stations which includes human interest stories, brief items, transcriptions of 13-minute dramatizations featuring various Red Cross Services (which may be sponsored) and spot announcements stressing the local campaign.

NAB has also prepared 16 chain breaks, eight dramatized spots (45 seconds) and six dramatizations by stars (4½ minutes) to assist in radio’s part in the Red Cross March drive.

James E. Sauter, Chairman of Red Cross Radio Committee, presided at the luncheon. Speakers were Jarvis Cromwell, Greater New York Campaign chairman; James M. Cecil, Public Information Chairman; and Miss Carmel White, recently returned from overseas Red Cross service.

Maj. Howe Discharged; Heads N. J. CP Applicant

**MAJ. JAMES L. HOWE, Assistant Chief of Staff, Intelligence, has been discharged after 3½ years service. He will become president of Chanticleer Broadcasting Co., applicant for a 250 w AM station in New Brunswick, N. J.**

Maj. Howe served as detachment commander of the Prestwick, Scotland, Army Airways Communications System installation and later as group security officer for the 64th AACS group where he was a member of the AACS team that supervised communications necessary for shuttle bombing to and from Russia.

In June 1944 he returned to the States and was assigned to Headquarters AACS as chief of the Cryptographic Division, later advancing to the intelligence post.

He is a graduate of Rutgers U., New Brunswick. In 1935 he joined the Allen Brothers, operating WBTM Danville, Va., WLVA Lynchburg and WSLS Roanoke. He was president of the Virginia State Junior Chamber of Commerce in 1942.

**KGAK Opens Formally At Gallup Armory Feb. 9**

**FORMAL OPENING of KGAK Gallup, N. M., operating on 1230 kc with 250 w unlimited time, was to be held Feb. 9 at 8:30 p.m. in the Gallup Armory with music by the municipal band, vocal and instrumental solos, and addresses by city officials and civic leaders.**

The station, owned by Albert E. Buck and Merle H. Tucker doing business as Gallup Broadcasting Co., is operated by the following personnel: Frank E. Cooke, manager; E. L. Gemoets, chief engineer; Fred Hall, formerly of the Navy, announcer-engineer; Virginia Scoomire, formerly of KGGM Albuquerque and KOMA Oklahoma City, secretary-bookkeeper. Additional appointments will be made later, officials said.
IN 246 large pages, lavishly illustrated with 71 photographs and charts, this up-to-the-minute indexed book helps you to—

- Shape your television programs for greatest interest and acceptance.
- Handle drama, music, dancing, and newscasts most effectively.
- Get top response from special features such as forums and round tables, fashions, puppets, quizzes, games, and public service programs.
- Capitalize on motion-picture sound films for regular or "fill-in" use.
- Organize and operate your studio, from control room through cameras and microphones to properly lighted stage.
- Costume and make up actors properly, prepare professional scripts; handle other details of a successful television station, including accurate checking of audience response.

"Television Show Business" has been written for General Electric by Judy Dupuy, authority on television and show business, editor and producer. It is backed up by more than six years' operating experience at Station WRGB, Schenectady. Every station executive and show producer should have this handbook on television programming and production.

Those entering television will find that G.E.'s experience marks out clearly the path to successful programming. Experienced directors and artists will benefit greatly by studying new methods which others in the field have tested and recommended. Order "Television Show Business", at $2.50 per copy, direct from Electronics Department, Room 122B, General Electric Company, Schenectady 5, New York.
Effective January 1st, 1946, Air Express slashed rates 13%—a total reduction of 22% since 1943.

When time means money—when an order is at stake, when delivery of materials keeps a plant going, when customers are better served—Air Express is by far the cheapest and most profitable way to ship.

Specifying Air Express—a Good Business Buy

Shipment travels at a speed of three miles a minute between principal U.S. towns and cities, with cost including special pick-up and delivery. Same-day delivery between many airport towns and cities. Rapid air-rail service to and from 23,000 off-airline points in the United States. Service direct by air and to scores of foreign countries in planes made in America, operated by American personnel and flying the U.S. flag.

Save Time

Make Money

SHIP by

AIR EXPRESS

RATES CUT 22%

Effective January 1st, 1946, Air Express slashed rates 13%—a total reduction of 22% since 1943.

When time means money—when an order is at stake, when delivery of materials keeps a plant going, when customers are better served—Air Express is by far the cheapest and most profitable way to ship.

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MOON RADAR ECHO will be featured this month with transcription and lectures at Hayden Planetarium, New York. Transcription made by Mutual, is presented to Gordon Watwater, planetarium director, and radio receiver, and MBS special events director (I), and Ernest W. Franck, research director of Audio Devices Inc., maker of the Audiolise on which the echo was transcribed.
here's a quick "Q" on how to needle sales in the New York Market

sensational young disc-jockey
with a unique sales-pulling personality

Monday thru Saturday 5 to 6 pm
Monday thru Friday 9 to 10 pm

50,000 WATTS
AMERICA'S NUMBER ONE MARKET

AVAILABLE ON A PARTICIPATION BASIS

WHN
DIAL 1050
This basically new idea in FM

You gain four important advantages in FM broadcasting with this basically new idea in FM control circuits created by Westinghouse:

1. Operation hits a new high in reliability.
2. Frequency is held without using critically-tuned elements or moving parts.
3. Nowhere does frequency stability depend upon a tuned circuit.
4. Adjustments and arrangement of components are simple.

There are still more benefits in the new Westinghouse FM transmitters. Frequency control and FM master oscillator units are built on two standard relay rack chassis. Plug-in connectors at rear of chassis make change-overs fast and easy, cut outage time, sharply. Of course, it’s grounded-grid in the power amplifier.

These improved FM transmitter designs are products of two important factors: first, a plan to include features which FM stations and licensed applicants in 56 cities told us they wanted in a comprehensive Westinghouse FM survey; second, broadened Westinghouse experience in wartime radar and actual working experience in operating five FM stations...a background unmatched by any other transmitter manufacturer.

Your nearest Westinghouse office can show you today why you should look at Westinghouse before you buy. Westinghouse Electric Corporation, P. O. Box 868, Pittsburgh 30, Pa.
control circuits gives you 4 major benefits

What this new idea does

The reference frequency is developed in a temperature-controlled crystal oscillator. The second harmonic of the crystal is applied to two fixed, phase-shift circuits to get two voltages at $90^\circ$ phase relation. These are mixed with a portion of the FM master oscillator output. Thus, if the center frequency deviates from assigned value, a two-phase difference frequency is developed which is then applied to two pulse-counting circuits to develop frequency-correcting voltage.

Attractive new FM transmitters are completely self-contained. No accessory apparatus is needed. "Building-block" amplifiers permit increasing output.
We're Growing Happily about the Construction Permit, now granted, that will soon shower down sales-menagers dream about!

SATURATING 9 BIG COMMUNITIES in a 15 MILE RADIUS!...and scores of others well beyond!

Washington has flashed the green light...and sooner than you'd believe possible we'll be pouring advertiser's stories—yours, we hope—in intensified volume into this compact, densely-populated, RICH region...the kind of an area that time-buyers build reputations on and sales-managers dream about!

5000 WATTS SOON...BUT—our present rates are still in effect. Consult your SR&D now for Rhode Island's best buy!

In Rhode Island, the "AMERICAN" Voice in Southern New England

STUDIOS & OFFICES

PROVIDENCE, The Biltmore
WALLACE A. WALKER, Gen. Mgr.
Representatives: THE KATZ AGENCY

PROVIDENCE, Pawtucket, 450 Main St.

Hearings
(Continued from page 34)

250 watts power, unlimited time.

1360 kc

Designated for hearing in a consolidated proceeding the applications of The Capital Broadcasting Co. (B1-P-4349), both requesting a new station at Annapolis, Md., to operate on 1400 kc with 190 watts night, 250 watts-Ld, unlimited time, with application of The Chesapeake Radio Corp. (B1-P-4139), for a new station at Newport, R.I., to operate on the frequency 1420 kc, 5 kw, directional antenna at night, unlimited time.

1420, 1430 and 1440 kc

Designated for hearing the application of North Jersey Radio Inc. (B1-P-4206), for a new station at Newark, N. J., to operate on the frequency 1420 kc, 5 kw, directional antenna at night, unlimited time.

BROADCASTING Telecasting

Representatives: THE KATZ AGENCY

and scores of others well beyond!

Washington has flashed the green light...and sooner than you'd believe possible we'll be pouring advertiser's stories—yours, we hope—in intensified volume into this compact, densely-populated, RICH region...the kind of an area that time-buyers build reputations on and sales-managers dream about!

5000 WATTS SOON...BUT—our present rates are still in effect. Consult your SR&D now for Rhode Island's best buy!

BROADCASTING Telecasting

Representatives: THE KATZ AGENCY
That's Kansas City!

Home of America's premier epicurean treat—the "Kansas City Steak."

World's largest market for stocker and feeder cattle.

Processor of 1½ billion pounds of meat in 1945.

Pouring out $450,000,000.00 on livestock purchases and packing plant pay rolls, annually.

Radio - Responsive TO WDAF

Kansas City's Prestige Station

More than 5 million persons live within WDAF's half-milivolt area — and they listen to WDAF because of programming dominance.

WDAF coverage of the Kansas City market surpasses that of any other Kansas City station.

Represented Nationally by EDWARD PETRY & CO., Inc.
DEPARTMENT STORE SALES JUMP

By FRANK E. SHAFFER

“ONEILL’S, Akron’s Greatest Store!”

Carrying this message to the public over three 5,000 watt stations in Akron, Ohio, more than 16 hours each week, the M. O'Neill Company places among the top five department store radio advertisers in the nation.

WAKR (ABC), WHKK (MBS), and WADC (CBS) broadcast O'Neill’s message from breakfast time until midnight. The shows on WAKR alone completely cover every segment of O'Neill’s customers.

When WAKR went on the air, Ken Keegan, the station’s commercial manager, and Jerry Hornbine, O'Neill’s advertising manager, began developing a series of programs that today occupy seven and one quarter hours weekly on WAKR, five on WHKK, whose studios are in the store, and four and a quarter on WADC.

Outstanding Success

The success of O'Neill’s radio advertising has been outstanding. Luxury merchandise resting on the shelves for 10 months has been moved out in one day. Last minute shipments for Christmas, arriving too late for newspaper advertising, have been moved rapidly after a few announcements on one of the store’s programs. Juvenile listeners to the Funny Money Man appear at the store demanding merchandise by its trade name.

When O’Neill’s first began its extensive campaign, merchandise offered on the air was not generally on display. Buyers had to ask the clerks for specific items. And they did.

The Jessop Advertising Agency in Akron has handled O'Neill’s account on WAKR and WHKK for more than a year, with Mrs. Harry Coleman as account executive. WADC shows are placed direct by Miss Marguerite Chapman, O’Neill’s radio director. Miss Chapman is star of the Tay Tallet show.

Two new programs are being developed. One is a Treasure Hunt show being produced in the store’s second floor auditorium on Monday afternoons for which air time has not yet been cleared. The first session drew an audience of 800 women to hunt for generous prizes in merchandise. The other is a half-hour teen-agers show tentatively scheduled for Saturday afternoons.

Departments at O’Neill’s are rotated in periods of two or three months on general audience shows. Funny Money Man and Request Review are slanted toward grade and high school audiences. Tay Tallet and the noon news on WHKK feature the store’s shopping service. Boston Blackie and The World and America are utilized as public service programs.

Request Review, featuring 30 minutes of songs and comedy by Allan Freed has reached a mail count of 500 daily from a low of 50. The bobby sox crowd swamps the station in person with requests for autographs.

Almost as spectacular is response to the Funny Money Man. Coleman Scott has 3,500 members in the club and plays to a packed studio each night. The kids read the jokes he distributes and loudly chorus the slogan “Akron’s Greatest Store” after each of Scott’s commercials. Scott is assisted by Leslie Fitzgerald.

O’Neill’s has 1,000 teen-age girls on its mailing list in connection with the store’s role as official Calling All Girls headquarters. The store ties in its advertising with merchandise offered in Seventeen, Junior Bazaar and Calling All Girls magazines.

O’Neill’s radio schedule includes the following programs: News Mon.-Sat. and World and America on WHKK; Martin Agronsky, news commentator Sat.; Club News, Funny Money Man, and Request Review, Mon.-Fri.; Calling All Girls, Sat., and Boston Blackie, on WAKR; Sun., Wild Oscar, News, Tay Tallet, GI Mail Bag, Sports Review on WADC.

With new stores under construction, O’Neill may soon expand its radio budget and become not just “Akron’s Greatest Store,” but the nation’s greatest department store radio advertiser.

U. S. Bond Selling Drive

To Be Mapped at Meeting

TOP FIGURES in the agency and broadcasting fields will be called to Washington in March by the Treasury’s War Finance Division to lay plans for the permanent Government bond selling campaign following conclusion of the War Bond series in December. Radio vice presidents of 15 leading agencies will attend, along with representatives from networks, stations and the NAB. They will devise radio promotion projects.

Advertising Council will have a continuing Treasury allocation on its Government priority schedule every week, effective April 1, according to Lt. David Levy, radio director of the division. War Finance Division will close its New York office in March.

Lt. Levy plans to return in late March or early April to private life and will assume an executive post in the radio department of Young & Rubicam, New York.

CBFX Montreal, CBC shortwave transmitter deemed to western Canada, has changed frequency from 9530 kc to 6610 kc with 7,500 w.

Page 40 • February 11, 1946
Here is a half-hour transcribed show that's responsible for the biggest laff-fest in radio history...the show that holds the four topmost honors over the Canadian air-waves.

- largest radio audience
- top daytime program
- top sponsor identification
  (Elliott Haynes, the Canadian Hooper)
- Beaver Award (Radio's Oscar)
  (for Distinguished Service in the field of Programs)

NEW YORK OFFICES WITH CHARLES MICHELSON, INC.

PHONE - WIRE OR WRITE GARRY J. CARTER & ASSOCIATES
67 W. 44TH STREET, N.Y. 18.
February 11, 1946

BROADCASTING Telecasting

Here it is, February!... time to bake a cherry pie, availabilities for minutes and chain breaks - live or aged" shows to able early - evening program time, too ...

Will You Be Our Valentine?

Here it is, February!... time to bake a cherry pie, split a rail, recite the Gettysburg address, and send our true love violets with a valentine.

In Independence TALENT ABUNDANT PRESIDENT TRUMAN may soon be able to broadcast from a radio station in his home town of Independence, Mo., if an application for a standard facility filed last week with the FCC is granted. The applicant, General Broadcasting Co., in requesting the use of 1400 kc, 250 w, unlimited, proposes extensive use of "local talent that is available in great variety for entertainment."

Principals of the applicant company are W. L. Gillmor, owner of the Independence Chevrolet agency; W. C. Turner, assistant chief of police; and Mr. Cowles, employe of the North American Aviation Co., North Kansas City. All are local residents. Mr. Northcutt's father-in-law is understood to be well acquainted with the President.

Approval of the grant would give Independence its only station. Some years ago, the Church of the Latter Day Saints, which has its national headquarters in the city, operated a station (KFIX) which was taken over in 1927 by the Midland Broadcasting Co. and changed to KMBC. Independence (estimated population 20,000) is nine miles from Kansas City.

Request for 1490 kc was made possible by the recent grant of a 50 kw station to KWO Kansas City on 810 kc and the vacating of the 1480 kc (regional) frequency [BROADCASTING, Jan. 21]. The application was filed by Walter H. Maloney, Washington radio counselor. Commercial Radio Equipment Co., Kansas City and Washington, is retained as engineering counsel.

FCC APPROVES KHQ SALE TO NEWSPAPER

SALE of KHQ Spokane by Louis Wasmier to Spokane Chronicle Co. for $1,286,000 plus net profits from Jan. 1, 1945 to closing date was approved by the FCC last Wednesday. The Commission also approved the sale of Lou Poller's approximately 49% interest in WARM Scranton, Pa. to Martin F. Memolo, already owner of 49%, for $56,000.

The KHQ sale, advertised for 60 days under the FCC's "Avo Plan" inviting competitive bidders, was made in compliance with the Commission's multiple ownership rule. Mr. Wasmier owns KGA Spokane.

Spokane Chronicle Co. is publisher of the Spokane Daily. The same owners also publish the Spokesman Review. The company is headed by W. H. Cowlies Jr. The elder Mr. Cowlies, pioneer publisher in the Northwest, died a short time ago. Although three Spokane organizations had opposed the sale on grounds that it would concentrate control over the dissemination of information in Spokane [BROADCASTING, Dec. 3], it is understood these protests were withdrawn. No competing applications to buy the station were filed. KHQ is assigned 590 kc with 5 kw power.

Transfer of WARM followed suggestions made by Lackawanna County Court for settlement of suits and countersuits following disputes among the principal stockholders over financial arrangements. The application was filed Nov. 8, 1945, but was not subject to open-bid plan since Mr. Poller has not been active in station management. For Mr. Poller's 49% interest, Mr. Memolo is to pay $1,250,000 cash plus deposit of escrow, of which $25,000 was taken from funds on hand and the rest obtained through a 5% bank loan payable $2,000 monthly. James Scansen, minority stockholder, retains his interest. WARM operates on 1440 kc with 250 w.

Revercomb Returns

EVERETT E. REVERCOMB, released from the Navy with rank of lieutenant (j. g.), has returned to NAB as auditor after 21/2 years with Naval Communications office.
Easily Controls Two Studios, Announcer’s Booth and Fourteen Permanently Wired Remote Lines

COMPLETE high-fidelity speech-input facilities for the modern station; this single compact unit contains all the control, amplifying and monitoring equipment. Any combination of studios, remote lines or turntables may be broadcast and auditioned simultaneously through the two high quality main amplifier channels. On-coming programs may be cued and the volume pre-set while on the air.

Its modern functional beauty in two-tone metallic tan will blend with other equipment and yet add a definite air of quality and distinction to your studio. Sloping front panel combines maximum visibility of controls with ease of operation. Sloping top panel gives operator an unobstructed view into the studio.

Engineered for dependability and built of finest quality components throughout. Telephone-type lever action, 3 position key switches assure trouble-free operation and eliminate nineteen controls. This simplified switching reduces operational errors. All controls are standard, simple and positive—easy to operate.

Inquire! The low price of this Raytheon Console will amaze you. The first orders are now being delivered. Write to:

RAYTHEON MANUFACTURING COMPANY
Broadcast Equipment Division
7517 N. Clark Street, Chicago 26, Illinois

Devoted to Research and Manufacture for the Broadcasting Industry

Compare THESE OUTSTANDING FEATURES WITH ANY OTHER CONSOLE

1. Seven built-in pre-amplifiers—more than any other console—making possible 5 microphones and 2 turntables, or 7 microphones, on the air simultaneously.
2. Nine mixer positions—more than any other console—leading to 5 microphones, two turntables, one remote line and one network line.
3. Fourteen remote lines—more than any other console—may be wired in permanently.
4. Telephone-Type lever-action key switches used throughout—most dependable, trouble-free switches available. No push buttons.
5. Frequency Response 2 DB from 30 to 15,000 cycles. Ideal speech input system for either AM or FM.
6. Distortion less than 1%, from 50 to 10,000 cycles.
7. Noise Level minus 65 DB’s or better. Airplane-type four-way rubber shock mounting eliminates outside noise and operational “clicks.”
8. All FCC Requirements for FM transmission are met.
9. Dual Power Supply provides standby circuit instantly available for emergency use.
10. Power Supply designed for mounting on desk, wall or relay rack.
11. Instant Access to all wiring and components. Top hinged panel opens at a touch. Entire cabinet tilts back on sturdy full-length rear hinge.

RAYTHEON

Excellence in Electronics
WCKY

THE POWERFUL VOICE OF OHIO VA

DOING THE REAL JC
50,000-WATT THE GREAT LLEY

FOR THE ADVERTISER

L.B. Wilson
CINCINNATI
Editorial

The Esquire Tip

RADIO HAS more than cursory interest in the Supreme Court's last week holding that the Postmaster General can't act as a censor in determining whether publications should be accorded second-class mailing privileges. It constitutes another clear cut expression from the highest tribunal that the freedom of expression guaranteed in the First Amendment cannot be tampered with.

Radio has been fighting the battle of freedom since the day the Radio Act of 1927 became effective. The licensing authority was handed the yardstick "public interest, convenience and necessity"—a denominator less explicit than that which Postmaster General Walker sought to invoke against Esquire to bar it from use of second-class mail.

Under the "public interest" clause, the FCC today is holding in abeyance regular renewals of the licenses of some 360 stations. It is studying program content and program balance as between commercial and sustaining. If the Postmaster General had been upheld in the Esquire case, the hand of the FCC would have been strengthened.

Whether it's Esquire's undraped ladies or radio's soap operas, it now is abundantly clear that the nation's court of last resort wants Government to keep its dead hand off media of expression. Mr. Justice Douglas, who wrote the unanimous opinion, calls it "a power of censorship * * * abhorrent to our traditions".

We think in view of this harbinger, the FCC would be well advised to forget its unauthor- ized, if not unconstitutional, program crusade, and relicense forthwith for their regular three-year terms, those stations now under the stigma of "temporary" license-holders because of the program inquisition.

Packaged or Rapped

THE SPONSOR, a patient fellow, is going to get a jolt when he reads David Glick- man's story on page 52 of this issue.

Mr. Glickman notes that on some packaged shows, the advertiser actually is paying special fees that amount to 25% of the package cost. The packager, usually a talent firm, gets his 15% off the top.

This comes about as a result of the growing infiltration of special package producers of network shows. The advertising agency with which the producer does business must make its 15%. The writer or producer usually adds to his fee. And the sponsor pays.

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Durable, But Not 'Goods'

RADIO LISTENING levels are continuing to reach new peaks, according to the surveys. Radio business likewise has increased, though percentage-wise the gain is less than it has been for several years.

These attainments are rather remarkable when one observes the snail's pace with which new consumer buying has been returning, as shown in recent statistics, gleaned from Broadcasting's 1946 Yearbook now in production, reveal there are 50,000,000 sets in use, as against the all-time high of about 60,000,000 pre-Pearl Harbor in 1941. But the number of radio-equipped homes has increased in the same span from 30,500,000 to 34,000,000, reflected in a wider distribution of receivers but with fewer sets per radio home.

What would the totals be if normal manufacturing schedules were met? There's a ready market for literally millions of receivers. But production is lagging 75% behind its pre-war goal, according to the Radio Mfrs. Assn. The blame is placed squarely upon OPA, which regards radio as a "durable goods" industry, instead of as a medium of intelligence. Price ceilings have resulted in parts shortages and general slowing down of manufacture.

Of all people, Chester Bowles, OPA administrator, should realize that radio is no durable goods operation; that radio manufacturers are the "circulation departments" of broadcasters, and that bottlenecking of set production is retarding industrial development that will speed up employment of thousands in the new fields of FM and television, as well as AM broadcasting. Mr. Bowles has placed millions in radio business as a former partner in the Benton & Bowles agency. His erstwhile partner, William Benton, assistant secretary of state, certainly has an appreciation of radio's service and impact, because he's grappling with a kindred problem now.

The House Interstate & Foreign Commerce Committee, in its current report to the House recommending enactment of the Lea Bill (H.R. 5111) to curb the Petriollo excesses before radio, said:

"Broadcasting has become one of the great important uses of the public airwaves. Among the many services it performs, it is one of the major implements of free society. It promptly carries news to every home in the nation. It is a source of information, education, entertainment, music, culture, and a vehicle for the expression of all religious, literary, and scientific interests everywhere.

Is this, Mr. Bowles, "durable goods"?

SEVENTY-ONE year-old Chairman Clarence F. Lea of the House Interstate & Foreign Commerce Committee, is a modest, soft-spoken and highly respected member of Congress, not easily aroused. The excesses of James C. Petriollo against radio, however, were more than he could stomach. So he introduced his Bill (H.R. 5117) to outlaw Petriollo's "extortionate and racketeering" demands. That bill now is pending before the House. It can pass. Have you, whose livelihood depends upon radio's freedom and well being, let your Congressional delegation know how you feel about it? Certainly radio owes more than lip service to Chairman Lea. He needs YOUR help.

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DON EDWARD PETTY

ANYTIME the NAB wants some expert negotiating handled—and quickly—it can turn to its new general counsel, Don Petty. That's one art Don knows how to start, and then back again if some renegotiating is needed.

For over two years Lt. Comdr. Petty negotiated 40 or 50 war contracts a week on behalf of Uncle Sam's Navy. Some of them ran almost to $100,000,000, and the private industry negotiators were the ablest in the electronics and aeronautics fields.

Radar, rockets, loran, jet—all the gadgets of modern war went through his dickering digits at the Negotiation Branch, Bureau of Aeronautics, where for a time he arranged all electronic contracts. Moreover, the contracts went through in a hurry because there was a war to be won, and even a lawyer can cut corners and use the phone instead of the stenographer when speed is the essence.

Last Navy assignment gave Don an insight into what's to come in the electronics field. He ended his service career by setting up and heading the Negotiation Section of the Office of Research and Invention.

Don Petty is not new to broadcasting, nor is he new to President Justin Miller, whom he now serves as NAB general counsel. He got his broadcast baptism back in the late 20s and early 30s as unofficial radio director of the U. of Southern California. In this job he provided university programs for three Los Angeles area stations—KFI, KHJ and KMPC.

Basically the programming consisted of organ music and speakers. One of the frequent speakers was Dean Justin Miller of the university's law school, at which Don was a diligent student despite a smattering of extra-curricular activities. Among these was management of the university's division of Radio Audio Education, which attained national fame as the first such school whose credits served as teacher's credit at the beginning. As another side line he served as president of the university's College of Liberal Arts.

That radio job was a one-man-band sort of thing, with Don serving as program negotiator, arranger, announcer and often enough as chief talent when a speaker failed to show. Weekends were filled with an assistant pastorate at a Mennonite church, but by graduation time the legal urge had overcome clerical leanings.

In 1932 he left the university with A. B. and L.L.B. His school sweetheart, Iola Harriett Pardee, was graduated in the same class and passed the same bar exam. Shortly after setting up a shingle in Los Angeles, he and Iola were married. Don, then 24, had lived all his

Continued on page 49

BROADCASTING • Telecasting
SPEAKING WITH AUTHORITY

- Here's a symbol that many Americans have never seen . . . the Mace of the House of Representatives. Actually it is only a staff mounted with silver globe and eagle, but, standing at the right of the Speaker, it is the symbol of authority and power.

- And speaking of symbols, the letters W-C-B-M have their own impressive meaning. Sponsors of programs on this station have learned—to their profit—that WCBM stands for intensive and economical coverage of the Baltimore market. For you too, WCBM can speak with authority in producing the same results. Why not investigate it?
China Is Ripe for U. S. Advertising

So Says Vincent Doo,
Now Starting Station
In Shanghai

SHANGHAI, which had 42 commercial stations before the war, now has only three—one owned by the government and two privately owned. A fourth station, 60,000 w and patterned after American commercial radio, will be started in the fall by Vincent Vee Sing Doo. Its call letters will be XCBC.

He is the twenty-four-year-old son of Yueh Sung Doo, administrator of Shanghai and director of the Federal Reserve Bank of China as well as chairman of Board of Directors of the Commercial Banks of China and of 160 other organizations (half of which he owns).

Studying U. S. Radio

Young Doo revealed in an exclusive interview with Broadcasting that he has been in America for the past year studying U. S. radio programming, engineering and operating, preparatory to organizing a radio station in Shanghai. He has been educated in America, at Tufts College and Harvard.

China is an open market for American advertisers, Mr. Doo asserted. American advertisers could rebroadcast (by transcription) their American shows on XCBC. Daytime serials as well as comedy shows would lend themselves for rebroadcast very easily, according to Mr. Doo. He expects 75% of the station's revenue to come from American advertisers. "This," Mr. Doo asserted, "will be the first great attempt on a large scale to hit the potential purchasers of products in China."

Mr. Doo plans to have a representative in New York City so that he can maintain a link with American advertisers, engineers and programming.

He stated that Shanghai, China's third largest city with a population of seven million people, has about a half million radio sets. Number of set owners, Mr. Doo thinks, will be increased, as Westinghouse has licensed China's National Resource Commission to produce and sell sets to the Chinese.

Time on XCBC will be equally divided between commercial and educational programs or sustaining shows. Station will be on the air for 16 hours a day—eight hours in English language broadcasts and eight in Chinese. Mr. Doo explained that one-fifth of the Shanghai population speaks English. The average man on the street, he said, speaks "Pigeon English" and thus will understand the English broadcasts.

"In fact," Mr. Doo stated, "we will have more of an audience with English programs than with Chinese because both the English speaking population and Chinese understand them, whereas an all-Chinese program would be understood only by the Chinese."

On Jan. 29 he signed a contract with Westinghouse Electric Co. for a 50,000 w transmitter which the company will construct, together with studios in Shanghai. Approximate cost of the technical equipment will be about $200,000, according to Mr. Doo. Westinghouse, he said, has assured him that the equipment will be delivered in China in about eight or nine months. Mr. Doo plans to return to China in the middle of February. He expects to engage three Americans to help him set up the station—a program manager, a commercial manager and a chief engineer.

Mr. Doo has been touring and inspecting programming departments of both ABC and NBC. Before his departure for China he hopes to make arrangements for program exchanges with United States networks, similar to those of the BBC. Plans are being made for the eventual development of a network to be called China Broadcasting Co., with stations in all major cities of China, Mr. Doo said.

Canadian Shows Lead

CANADIAN PROGRAMS continue to lead in daytime program popularity according to January daytime national ratings issued Feb. 2 by Elliott-Haynes Ltd., Toronto. Two Canadian programs tied for first place, Soldier's Wife and The Happy Gang, both with a rating of 17.5, and The Happy Gang with sets in use rating of 28.9. In second place was Big Sister (American origination) with program rating of 16.0, followed by Claire Wallace 14.7, Ma Perkins (American origination) 12.5, and Lucy Listen 12.1. Leading French language daytime programs were Quelles Nouvelles with program rating of 27.2 and sets in use rating of 43.6, followed by Jeunessaise Dorée 26.0.

Maj. Edgar Tidwell, formerly officer in charge of AFRS Jungle Network, New Guinea, and now chief of AFRS broadcast service section. Los Angeles, currently is conferring with Office of Supreme Commander of Washington, D. C., on radio equipment and programs for the Bedside Network hospitals.
Flash, Hold, Kill

MOST WASHINGTON stations were suspicious of the PA (Associated Press) flash 8:05 Monday night saying Fleet Adm. William D. Leahy dead. Newsmen at WTOP WRC WMAL WOL (all network stations) held the flash in view of the fact that it was datelined Long Beach, Calif., because none of the other radio wires had the story. WWDC and WINX put it on the air a few seconds before the “hold” notice came through at 8:11. At 8:13 PA sent out a “mandatory kill.” At 8:11 UP carried the story of the death of Adm. Richard Henry Leigh in Long Beach, whose name had evidently caused the confusion.

Pollock to WSB

LT. COL. ROBERT POLLOCK, released from the Army after nearly five years service, has returned to WSB Atlanta as commercial manager. He joined WSB as an announcer in 1939, went to WCAU Philadelphia the next year, and the same year returned to WSB as special events director. He was called into the Army as a reserve officer in 1941. He was chief of the radio branch of SHAEF Public Relations in Europe.

AFM Agreements

THE PHILADELPHIA MUSICAL Society, Local 77, American Federation of Musicians (AFL) announced this week that it has concluded agreements with WCAU KYW WPIL WIP and WPEN. The new contract includes wage increases and will run for one year. Negotiations covered a three-month period. WIP was the last station to sign a new agreement. Joe Frasetto’s house band was upped to an “A” rating with a nearly 50 percent wage boost for all members. Increases at other stations ranged from 20 to 30 percent.

More for BMB

SWING of Hugh Feltis, Broadcast Measurement Bureau president, around the “flea circus” circuit of NAB district meetings has netted five new members to the audience survey unit. New members: KSJZ Sioux City, Ia.; KBON Omaha; KGHF Billings, Mont.; KNJF Miles City, Mont.; KVOD Denver.

INTERNATIONAL SHORTWAVE SERVICE of CBS has netted special programs in Danish to Denmark from Montreal. Visit of four Scandinavian newsmen was occasion for one broadcast in which the Danes broadcast their impressions of Canada.
LYNN N. FAIRBanks has returned to his post as manager of KFIZ, Fond du Lac, Wis., following release from the Army as lieutenant colonel after five years of service. He had held Fairbanks' management for 10 years prior to volunteering for Army service. Mr. Fairbanks, who was acting manager during his absence, has resumed duties as program director.

HARRY MAIZLISH, manager of KFWB Hollywood, is in New York for three weeks contacting agencies and clients on spring radio advertising plans.

PAUL MOWREY, ABC national television director, is confering with network Hollywood executives on television plans and also touring film studios making a study of production technique.

Clyde Scott, manager of KFIZ Fond du Lac, Wis., following release from the Army as lieutenant colonel after five years of service, has returned to his own firm, Lillick, Geary, Olsen & Charles.

NATHAN STRAUSS, president of WMCA New York, has been awarded "four bombs" by the Writers' Board in its February report. (Board awards "bombs" for books, radio, and movies that "drop bombs on our ignorance, our indifference, or our shortsightedness." Five bombs is maximum.) Board stated, "Under his ownership station WMCA has, in imaginative and progressive program policy. By dealing forthrightly and responsibly with vital issues it has helped create intelligent public opinion."

Burt McKenzie, commercial manager of WBNJ Bridgeport, N. J., is now assistant manager of the station. JERRY ALDEN, station sports director, is promoted to salesmanship.

G. RICHARD SHAFEO, general manager of WIB Columbus, Ohio, has been appointed chairman of the Advance Gift Committee for local American Red Cross 1946 fund campaign. Active for several years in local ABC affairs, Mr. Shaefo was chairman of Columbus chapter from 1937 through 1939.

A. L. ASHRY, vice president and general counsel of NBC, has been appointed chairman of the radio broadcasting division of the New York Legal Aid Society 1946 fund campaign. Society is composed of attorneys who donate their services to New York residents in need of legal aid.

SEN. WILLIAM F. KNOWLAND (R-Cal.), associate publisher of the Oakland (Cal.) Tribune and officer of its station KLCX, was principal speaker Feb. 5 at semi-annual dinner of Sigma Delta Chi, professional journalistic fraternity, in Washington. He discussed the record observations gleaned on his round-the-world trip with the Senate Military Committee, of which he is a member.

TILFORD JONES, owner of KXTZ, Houston, Tex., has been elected chairman of the National Glove & Sock Co., Lone Star Chain. He succeeds O. L. TAYLOR.

IRVING F. ROGERS, general manager of WLAB Lawrence, Mass., has been awarded a special medal and standing accomplishments in the Eighth War Loan Drive. Award was presented by Orrville S. Poland, Massachusetts director of the U. S. Treasury Savings Bond Division.

NORMAN J. OSTBY, with ABC New York, has been appointed executive assistant to JON BEARLE, NBC Western Division vice president, and is headquartered in Hollywood.

KLAUS LANDSBERG, television director of WXYZ Detroit television station owned and operated by Television Productions Inc., subsidiary of Paramount Pictures Inc., is owner of a boy, PHIL CARLIN, MBS vice president in charge of programs, is in Hollywood for two week conference with PAT CAMPBELL, acting program director of Don Lee Broadcasting System, as well as other network executives.

ROGER CLIPP, president of WFLF Philadelphia, was named to a special committee for the American Red Cross 1946 fund campaign in that city.

Surplus Equipment
SURPLUS PROPERTY resulting from the closing of six west coast stations in Greenland is now available for disposal, according to Office of Foreign Liquidation Commissioner, War Dept., in Washington, D. C. Any persons or companies interested in any equipment are desiring further data, should communicate with G. A. BOWERS, director of Fixed Installations Division, War Dept., Washington, D. C.

HANDSHAKING all around as WIXX in Louisville, first upper-band FM station in Kentucky, went on the air. Operator is WHAS, and station is said to have 50 or 60-mile range on 92.3 mc. Participants in inaugural included (1 to r): Mark Eastman, publisher, and Barry Bingham, president; Courier-Journal and Times; Lee Coultis, WHAS and WIXX, manager, and Joe Eaton, WHAS commercial manager.

FIBBER TOPS CAB EVENING PROGRAMS
Fibber McGee & Molly led the latest popularity list of evening programs released Feb. 6 by Cooperative Analysis of Broadcasting.

CAB reported the average rating for evening programs was 8.3, an increase of 0.2 over the report two weeks ago, but a decrease of 0.2 from the equivalent period a year ago.

Average sets-in-use 6:10 p.m. was 28.3, up 0.5 from the last report, down 0.6 from the same period last year. Figure for 10:30-11:30 p.m. was 19.9, up 0.7 from last report, and down 1 from a year ago.

Leading evening programs and ratings follow:

200 at AFA Dallas Meet
ADVERTISING Federation of America, 10th District, met in Dallas, Jan. 28-29 with 200 southwestern advertising agencies represented. Speakers were Elan G. Borden, president and general manager of AFA, New York; F. K. Dowcher, general sales manager, Lily Tullip Corp., New York; and Sheldon Hickox, manager of station relations, NBC New York.

Guests of WGN
OVER 450 representatives of Illinois Federation of Women's Clubs were guests Feb. 4 of WGN Chicago at Col. S. Grunau's home in their honor. Members were addressed by Mary Aff Dick, WGN's only woman producer, on "Women in Radio."
Ex-Sailor Wins $5,000 In Lombardo Contest

AN EX-SAILOR employed in the Census Bureau at Long Beach, Cal., last week happily counted dollars instead of noses when Guy Lombardo awarded him $5,000 first prize in the orchestra leader's song title contest.

The name of the song, worth $5,000 to Mr. Lombardo's way of thinking, was: Do Sheep Count People When They Want to Sleep?

Winner was Merle C. Overholtzer, radio technician, third class, in the Navy. He had written some lyrics before, but not with such marked success. When advised that his entry had won the $5,000, Mr. Overholtzer commented in a vein of understatement unusual for a sailor. Said he: "I'm delighted."

Mr. Lombardo's song title contest was opened late last year in connection with his Tuesday (9-9:30 p.m.) broadcasts for Larus & Brother Inc. (Chelsea Cigarettes). In addition to the $5,000 prize, he awarded a total of $10,000 worth of other prizes in denominations of $1.00 to $100 each.

Fish Group Drive

NATIONAL FISHERIES INSTITUTE, Washington, D.C., currently is contacting individual members of its group on protected institutional advertising campaign using transcribed programs. Move marks first such attempt in radio by the individualized fishing industry.

The new 1000 Watt Frequency-Modulation Broadcast Transmitters

Which one is yours?
Packaging on Upswing in Hollywood

Nets, Agencies Joining Swing Toward More 'Custom-Builts'

By DAVE Glickman

Radio packaging has become a major Hollywood industry with an estimated 150 proposed network shows currently being peddled by such agents and independent writer-producers. There were but a half dozen or so packagers of live radio shows in Hollywood a few years ago. The list has mushroomed virtually overnight.

Old standbys who pioneered the movement in Hollywood include such well known as James Saphier Agency, Ken Dolan, John Guedel Productions, William Morris Agency and MCA. John Masterson-Raymond R. Morgan combination is another successful setup which can be included.

Half-Million Invested

There are more packages lying around the open market now than there have been for many years. Emphasis is on 15 and 30 minute programs. It is estimated that more than $500,000 has been invested this year in such audition programs, many of which will never see the light of day.

With cutting of audition platter, packagers consider their essential work done. Next step is to hop a plane for New York or Chicago to sell their recorded idea direct to the prospective sponsor or advertising agency servicing account.

Lack of constructive sales promotion campaign finds many a fine custom-built program relegated to the shelf when a bit of good promotion might have turned the trick. It must be remembered that although programs are built in Hollywood, the majority of deals with sponsors and their advertising agencies are consummated in New York, Chicago or other east coast financial centers.

Net Active

House-cleaning of agency program staffs is becoming noticeable as advertisers continue to make it clear in no uncertain terms that those servicing their account must come up with good program ideas of their own.

Networks have become increasingly active in putting together their own custom-built programs for sponsor consideration. CBS now has 14 of its packages on the network under sponsorship from Hollywood. Of this number, five are transcontinental and nine Pacific Coast regional. With time availability, at least half a dozen more will be added before the season runs its course.

NBC has more than half a dozen under sponsorship. Adrian Samish, ABC program chief, has ideas, too, on custom-built shows. As result that network is going all out on such deals. Mutual has sold several packages to sponsors during the past year and there are more at the signing stage. ABS is starting.

Packagers relieve the advertising agency of production responsibilities and give the seller a fast 10% off the top each week. It is more financially advantageous to the agent to collect $100 weekly off a $10,000 per week package deal than take his 10% off a client on the show whose fee may be around $3,000, one agency executive pointed out. With price set at $10,000 per week, actual package price of a show is close to $9,000, Hollywood program builders and buyers revealed. The packager's 10% commission is included in overall price, with another $900 added to weekly payroll for incidentals.

In billing the sponsor, an advertising agency includes its 15% commission which ups the package price to $11,385, the actual and final cost to client. The sponsor is thereby actually paying 25% commission for handling of a $9,-000 per week package show. As an additional fee the agency collects its standard 15% on network time purchased for the advertiser.

Two Kinds

Advertising agency executives are quick to explain that there are two kinds of packaging deals. One includes all program factors and sells at a flat price. This comprises talent, writer, announcer, music and producer. Other type contains certain elements not under package seller's control. These might be controlled by the advertising agency. Once a pure package show is bought, there is little or nothing for the advertising agency to do but watch over commercials and supervise program on client policies.

Package shows sell anywhere from $3,000 to $25,000 per week and breakdown reveals that many are owned outright by the program star. Although handled as packages through A. & S. Lyons Inc. and MCA respectively, the Jack Benny Show and Eddie Car- ton's Time to Smile, both on NBC, are good examples. The stars receive a flat sum for their weekly program and handle payoff of lesser talent. Bob Hope Show might also be included in this category, although James Saphier, his agent, is reported as owning a share of that NBC program. Ralph Edward's NBC Truth or Consequences is another good example.

There are border-line packages too, with talent either owning part of, or controlling the program. Kay Kyser's NBC College of Musical Knowledge; CBS Joan Davis Show; CBS Durante-Moore Show; NBC Burns & Allen Show; NBC Abbott & Costello Show, might fall into this classification. Also the NBC Rudy Vallee Show, Tom Brene-man, m.c., owns part of ABC Breakfast in Hollywood which is packaged by the Masterson-Morgan combo. That group also has Bride & Groom on ABC. Sherlock Holmes on MBS is a cost plus package under William Morris Agency management.

Summer Packages

There is early shopping for summer replacements this season which may be explained by last year's high quota of miss-outs. Agencies and networks are finding that sponsors refuse to go along with hurriedly put together programs for the summer session even though cost is considerably less than fall and winter shows. As result summer replacements are being planned on a long range basis indi-
LONG JUMPS in show business have been made by Paratrooper Cpl. Robert Warren Roberts, KYW Philadelphia announcer, who broke his jaw in a parachute jump, transferred to American Forces Network in London and wound up playing opposite Sara Churchill on the stage, doing international news-casts, and appearing on BBC feature programs. Offered a postwar theatrical role in Britain, Bob Warren decided, however, to visit his wife and year-old son and then head back to the KYW mike.

cating that a measure of reform may be instituted readily when it affects the bankroll.

Outlook is for at least 35 new package shows to take to the air this summer. There is a swing of sponsors toward new faces, voices and formats, which should become more apparent as the year goes on.

One of the more evident trends is the billing of performers who have been often anonymous as far as dialers are concerned.

Package shows are also reportedly being edited into the last 13-week cycle of several network programs as a test of their future ability to stand on their own feet. Theory is that Hooper rating in the springtime months is fairer test of of program's possibilities.

H. C. Peterson
HENRY C. PETERSON, 68, secretary of WSSV Petersburg, Va., died Jan. 31. A longtime resident of St. Louis he had been in Petersburg two years. Surviving is his son, Louis H. Peterson, president of WSSV.

Bendix 'Flightweight'
RADIO DIVISION of Bendix Aviation Corp., Baltimore, last week announced its first two-way communications unit in the "Flightweight" line of radios for private planes. The unit, known as the PATR-10 Flightphone, is a five-channel vhf transmitter combined with a range and broadcast receiver. It weighs seven pounds, including built-in power supply, shockmounts and range filter and fits into a 5 x 7 x 7 inch opening in the plane's instrument panel.

Bank's Radio Interest
EVIDENCING a growing interest in the use of radio for bank advertising, more than 60 members of Financial Advertisers Assn., signed up for the Radio Clinic held in connection with the recent Hot Springs meeting of the group. According to FAA's Bulletin, American Bankers Assn., is considering development of a series of five-minute dramatizations which will form the nucleus of a series of either 15 or 30 minute programs, to be produced by local banks in cooperation with local stations.

BROADCASTING • Telecasting

Ind. Broadcasters Assn. Elect Officers March 15
SPECIAL MEETING of the Assn. of Indiana Broadcasters was held on Jan. 31 at the Press Club in Indianapolis to discuss matters of general interest to members. It was decided to elect new officers for 1946 at the next meeting scheduled for March 15.

The meeting was called by George Jackson of WBOY Terre Haute, chairman of the Organizing Committee. Others attending were Don Burton, president, and Bill Craig, WLBC Muncie, Joe Gibbs Spring, WASK Lafayette, and O. E. Richardson, WJOB Hammond.

Aviles on Three-Month Tour of Neighbor Nation
LEONIDAS AVILES, chief of the Latin American section, public information division of UNRRA, leaves Feb. 12 on a three month tour of Caribbean, Central and South American nations. He will confer with radio, newspaper and motion picture executives on the UNRRA information program.

Mr. Aviles, former CBS news writer in the international division, served during the war as a censor of international broadcasts and at one time was managing editor of Norte.

KMBC Signed
ANOTHER two-year extension of the affiliation contract of KMBC Kansas City with CBS has been signed by Arthur B. Church, Midland Broadcasting Co. president. The new contract signed in mid-January runs into June 1948, and extends the affiliation of KMBC as Kansas City outlet of CBS into a 20-year span, Mr. Church pointed out.

Improved Video Eye
FILMS demonstrating an unusual depth of focus achieved by use of "The Garutso Optical Balance," a new-type camera lens, structure said to be applicable to television cameras, were shown in New York last week. The device, which because of patent status, was not itself shown to the public, is said to permit clear-definition photography of objects ranging in distance from the camera from a few inches to infinity. Sales agent is Ira H. Simmons, 542 Fifth Ave., New York.

Universal Microphone Co., Inglewood, Calif., has started production of its new A31 microphone desk stand with die cast base and wooden handle in durable brown tone enamel. Unit assembly is actually a combination microphone handle and desk stand.
GENTLEMEN FOR THE MASSES

With a hearty chuckle and a smile that you’d swear you could see, our good friend TOM OWENS greets his air audience daily at 6:15 a.m. on KFI. For an early morning participatory program Tom’s show holds strong appeal because of the conspicuous lack of noise to gain on KFI. For an early morning parade his air audience daily at 6:15 a.m. good friend TOM OWENS greets.

Since the half hour program accepts both live and transcribed participation, TOM OWENS deserves a place in this department because he keeps the continuity flowing smoothly. You can’t help but like his introduction to a transcribed announcement which always ends with a “Let her go, Charles,” directed to the engineer on duty. Incidentally, this oft repeated sentence was the inspiration for a poem that a listener sent in recently and when it was read over the air a few hundred requests came in for copies. Without benefit of any pitches or offers, the mail count for TOM OWENS averages around one hundred per day. Participation costs on TOM’s show are nominal. Inquiries are welcome at the KFI Sales Dept. or at Edward Petry.

JACK DICE, formerly with H. W. Kasek, Sons and BBDO, has been added to Chicago office of Rogers & Smith Adv., as copy chief. Mr. Dice left the Ogilvy & Mather art director of Goldman & Gross, and is named to that post with Rogers & Smith.

JIM McCLEERY, released from the Army in February. He was associated with Clevenger, Los Angeles, resuming control of McCleery, and is vice president.

CHAMBERS & WISWELL, Boston, has moved to larger quarters at 250 Park St.

BOB HUNTER has resigned as account executive with Great Adv., New York, to join Dudley Hollomson Co., New York, as account executive and head of radio department. Mr. Hunter, formerly in the Army and formerly was account executive for three years with Rathbun & Ryan, New York.

RAYMOND GEATA, former senior writer with Rathbun & Ryan, New York, has joined Charles Dallas Benich Co., New York, as copy chief and executive writer.

JOHN HENRY Jr. and WILLIAM J. HUNTER have joined Cornell & Newell, New York, followed by RAYMOND GEATA, also released from service, has rejoined the firm.

ANDY ARMSTRONG has been appointed one of four art directors for Leo Burnett Co., Chicago. He was formerly was designer and art director for Dancer-Fitzgerald-Sample, Chicago.

THE BART & WILLIAMS ADVERTISING AGENCY has opened offices in 29 S. 15th St., Philadelphia. Agency will be operated by ALVIN A. WEBER and WILLIAM F. MULCHAY.

M. EBERHARD & SIENNAUS JR. have turned to McCann & Erickson and manager of the West Coast office.

Inquiries are welcome at the KFI Offices.

ONE OF ONLY 50 individuals in the U.S. to receive the gold medal award and special citation from Secretary of the Treasury Vinson for war loan service is Leonard N. Simons (1), of Simons-McEwen, Detroit. 1941 to 1945 Mr. Simons was advertising director of the Michigan War Loan Service.

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BROADCASTING • Telecasting

In The Groove

It didn’t just happen. We spent time and money learning what they wanted—and that’s what we give them. Most people in our area prefer WAIR, a fact that a trial should prove.

WINSTON - SALEM, NORTH CAROLINA
Representative: The Walker Company
Okla. U. Session To Dissect Radio
Clinic To Feature Problems During Transition Period

FOUR-DAY discussion of broadcasting will feature the Annual Radio Conference on Station Problems to be held March 7-10 at Norman, Okla., and Oklahoma City under auspices of Oklahoma Association for Education by Radio. Hosts will be Oklahoma U. and area radio stations.

"Radio in Transition," theme for the conference, was chosen by a committee of network, station and education representatives. Opening day meetings, starting at noon, will discuss "Radio and the Unions," "The Station's Responsibility to the Community." "Radio in Transition" will be dinner theme, with A. D. Willard Jr., NAB executive vice president, as speaker.

Morning session March 8 will offer a management clinic followed by panels on sales and promotion problems of commercial stations and operation of school-owned stations. Dinner meeting that day will be built around "Radio and the Press."

Newsmen to Speak

March 9 panel discussion will cover agency problems, use of radio programs by public schools, and school broadcasting. Luncheon program will be devoted to audience measurement, with news as the afternoon topic. Speakers will be Tom O'Neil, AP; Jacques D'Armand, UP; Robert Brown, INS. Late afternoon panel is entitled "The Listener Speaks." Dinner session will deal with "Public Interest, Convenience and Necessity." a discussion of station problems.

Final sessions March 10 will include resumes of previous discussions and panels on women's programs, organization broadcasting, and television and FM.

Committee in charge consists of: Edgar T. Bell, WKY Oklahoma City; M. H. Bonebrake, KOCY Oklahoma City; Kenyon Brown, KOMA Oklahoma City; Martin Campbell, WFAA Dallas; Arthur Casey, WOL Washington; Peggy Cave, KSD St. Louis; W. W. Charters, du Pont; Charles F. Church, KMBB Kansas City; Jean Close, WHAS Louisville; Bob Compton, WCZA Carthage, Ill.; Willard D. Egolf, NAB; Robert Enoch, KASW Oklahoma City; Jerry Hoekstra, KMOX St. Louis; Robert B. Hudson, CBS; Kenneth K. Kellam, KTHS Hot Springs; Col. Harold Kent, U. S. Office of Education; Dorothy Lewis, NAB; Ken Lady, WIBW Topeka; Ken Miller, KVVO Tulsa; Tom Slater, MBS; Harrison B. Summers; Keith Tyler, Assn. for Educational Broadcasting; Walter, NBC; Earl Williams, KFAB Lincoln; William O. Wiseman, WOW Omaha; Vernon G. Dameron, National Education Assn.; Mr. Para Lee Brock, WATL Atlanta.

Registrations for conference may be made through the Coordinator of Radio, U. of Oklahoma, Norman, Okla.

Joske Meeting

PROCEDURE to be followed in preparing a report on the 12-month broadcast test conducted last year by Joske's of Texas, San Antonio department store, is to be drawn in a Feb. 11, 11-woman meeting of the NAB's Joske Radio Advisory Committee at NAB Washington headquarters. Frank E. Pellegrin Jr., NAB director of broadcast advertising, was due back from the second swing of district meetings to participate in the session. Lee Hart, assistant director who was Joske's radio director, also is to take part. Committee members are Cecil Beaver, WOAI San Antonio, chairman; Walter Johnson, WTIC Hartford; Arthur Hull Hayes, WHAS Louisville; Lewis H. Avery of Lewis H. Avery Inc., network Washington manager, and attended by Sir Willmott Lewis, Washington bureau chief of The Times, Joe H. H. Smith of London Daily Telegraph; Charles Campbell, Washington chief of BBC Information Service; Leonard Miall, Capital correspondents for BBC; William Hillman, Mutual correspondent; Merle Jones, manager, CBS, Washington outlet of Mutual; Albert Warner, WOL new burelar; and Arthur Casey, WOL program manager.

VAN PATRICK, sports director of WFEN Philadelphia, has resigned.

Paul Hughes, news commentator at KBKA Phoenix, Ariz., has written his second war novel from pure research. Title of current work is "Challenge at Changsha," historical novel based on Sino-Japanese war.

Robert Snyder, recently released from service as army correspondent, has joined WDKA Schenectady, N. Y., to conduct three-weekly quarter-hour evening series of "News, Views and Interviews."

E. N. Meagher, on leave from WBO Chicago special features department, has been transferred from Pearl Harbor to Washington, D. C., where he is in radio section of Navy public information.

A. A. Schuchter, director of news and special events for Mutual, left New York last week for combined business and pleasure trip to the West Coast. He will return to New York late this month after conferences with Don Lee-Mutual executives.

Don Miller, released from Marines and prior to service with Mutual's special events department of KSO Des Moines, Ia., has joined ABC Hollywood staff as news writer.

Raymond Swing is to head a group of ABC correspondents to be sent west to the Pacific to cover the atom bomb experiments.

TAX CODE CHANGE IS SOUGHT BY NAB

AMENDMENT of Section 722 of the Internal Revenue Code was asked Thursday by the NAB to permit a number of stations to apply for relief from excess profits taxes. NAB's position was presented to the Joint Committee on Internal Revenue Taxation for Post-War Taxation by Don E. Petry, new general counsel of the association.

Mr. Petty pointed out that some corporations are excluded from relief under Section 722. He argued that the section should be amended to prevent discrimination against corporations organized "during or immediately prior to the base period" (prior to Dec. 31, 1939) but which did not commence business until after Jan. 1, 1940. Involved also in the hearings are rights of corporations which have changed the nature of their business, such as increasing power.

Miss Hayes Honored

DISTINGUISHED merit citation will be awarded to Helen Hayes for her performance in the radio adaptation of Carl Ewald's "My Little Boy," Harold E. Stassen, general chairman of Armed Forces Week, will present the citation Feb. 16 on Miss Hayes' "Workshop Theatre" broadcast, Sat. 7 p.m. on CBS. Sponsor is Textron Inc., New York. Agency is J. Walter Thompson Co., New York.

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Conditional Video Grants Imminent

Conditional grants will be given where qualifications are satisfactory.

The Commission will follow the same procedure on television as with FM, it was learned, making available frequencies to approved applicants but withholding assignment of specific channels until necessary engineering examination is completed. Because technical standards on television were not finally formulated until the latter part of December, applicants had been unable to submit data on which transmitter power and antenna height could be determined.

Pushing to get television started as soon as possible, the Commission set for hearing a total of 172 applications in 11 metropolitan districts. Together with the six applications heard for stations in Washington, this action left only 60 cases awaiting initial action. These include applicants in Chicago, St. Louis, Boston, New Orleans, Indianapolis, and a number of other cities where demand for stations is less than the allotted channels.

The Commission has now taken some action on nearly two-thirds of the television applications pending. Of the original total of 146 applications filed, 78 have been set for hearing or heard, and eight have been dismissed upon motion of the applicants.

Proceedings Grouped
Consolidated proceedings were designated by the Commission for applicants for stations in New York, Los Angeles, Philadelphia, Detroit, San Francisco—Oakland, Pittsburgh, Cleveland, Baltimore, Providence, Hartford, and Lancaster. In the first three cities named, an aggregate of 36 applicants are competing for 14 available frequencies, with the scramble greatest in New York where 13 companies seek the four unoccupied channels. In each of the seven other areas, applicants exceed frequencies by one.

Keen interest of the motion-picture industry in television was evidenced in the applications for stations in several of the cities. In Los Angeles, applicants include Walt Disney Productions, Fox West Coast Theatres, Metro-Goldwyn-Mayer Studios Inc., and Warner Bros. Broadcasting Corp. In New York, Marcus Loew Booking Agency, an affiliate of M-G-M, and Twentieth Century Fox are applicants.

In view of the experience with the Washington cases, it is expected there will be a sizable number of withdrawals. There are only 13 cities as New York, Los Angeles and Philadelphia. Three applicants for stations in the Capital dropped out before hearings were held. One of the six which were heard, Hamberger Broadcasting Service, testified it would not pursue its application in Philadelphia.

While hearings probably will not be scheduled for several weeks, it was understood the Commission plans to hold proceedings on some group of applications in the latter part of March or during April. In conformity with its efforts toward early development of the art, first consideration would be given to cities where there are no commercial stations. It was thought doubtful that cases in New York, which has three stations, would be heard before May.

Pursuing a policy announced in scheduling proceedings on Boston FM cases, the Commission probably will set deadlines for receiving new applications for television stations when the calendar is announced.

With the probable exception of Baltimore, all of the television hearings likely will be held in the field unless engineering problems in connection with the applications necessitate proceedings in Washington. Especially where qualifications of applicants are comparable, the Commission is known to feel that proceedings held locally provide better opportunity to bring out full information.

A departure in procedure on field hearings, it was learned, may be instituted by assigning members of the staff to conduct proceedings. Principal purpose of such a plan, it was understood, would be to enable commissioners to be in Washington to handle the huge volume of work ahead. Several hundred standard broadcast cases, already heard or scheduled for hearing during the next six weeks, will have to be decided. Proceedings will have to be set on more than 100 FM applications and initial action taken on hundreds of other FM applications still unprocessed.

Further proceedings on allocation problems involving clear channels are also scheduled to begin April 15.

Designations
Meanwhile, television circles awaited the Commission's decision on the Washington television applications. Selection of the four licenses from the six applicants is expected to furnish a guide to applicants in other cities on the considerations determining Commission policy. The decision should provide a basis on which applicants may elect to pursue or withdraw from contested fields.

Commission's announcement on the hearing designations follows:

The Commission en banc on February 1 set for hearing the following applications: Seattle, the number of applicants exceeded the channels allocated under the Commission's Report of November 21, 1945:

- Seattle
- Portland
- Spokane
- Yakima
LOCAL OWNERSHIP and a disposition against possible concentration of control were listed by FCC as factors leading to its proposed decision, issued last Monday, approving assignment of license of WPRP Ponce, P. R., from Julio M. Conesa to Voice of Porto Rico Inc., for $30,000. Mr. Conesa is 25% stockholder in Voice of Porto Rico.

In moving to approve the assignment and deny an application of Consolidated Broadcasting Co. for WPRP, Chief Engineer of KFXJ, the Commission asserted that Voice of Porto Rico "is composed primarily of residents of Ponce" whereas Ralph Perez Perry, president and principal stockholder of Consolidated and 49% owner of WKVM Areco, P. R., "has never been identified with Ponce business matters" and "has no intention of moving to the community."

The FCC also saw "latent possibilities" of concentration of control if the Consolidated application were granted, since Mr. Perry is chief engineer of WPRA Mayaguez, P. R., in addition to his holdings in WKVM. There are only seven stations in Puerto Rico, it was pointed out, except for WPAB Ponce, Francisco Susoni, formerly a minority stockholder in Voice of Porto Rico, it was pointed out, except for WPAB Ponce, Francisco Susoni, formerly a minority stockholder in Voice of Porto Rico, it was pointed out, except for WPRP's 1420 kc night, and to move transmitter site were dismissed for lack of evidence to support them.

Both Consolidated and the Voice of Porto Rico, it was pointed out, claimed contracts to buy WPRP from Mr. Conesa for $30,000. After Puerto Rico District Court upheld Mr. Conesa in his refusal to fulfill the contract with Consolidated because Mrs. Conesa had not signed the agreement, Consolidated requested WPRP's frequency, and Mr. Perry signed a contract to pay Mr. and Mrs. Conesa $40,000 for WPRP's facilities if the $30,000 transaction with Voice of Porto Rico were not completed. Voice of Porto Rico meanwhile indicated that if Mr. Conesa's license for WPRP were not renewed, making assignment impossible, it would apply for a construction permit and pay Mr. Conesa $80,000 for equipment.

With assignment of license to Voice of Porto Rico, the Commission asserted, Mr. Conesa "will be relieved of the active supervision of the station but will have the opportunity of participating in its affairs as a stockholder. Other stockholders are Andres Grillasca, mayor of Ponce; Felipe Segarra, owner of a dry-goods chain and formerly a minority stockholder in WPAB Ponce; Francisco Susoni, lawyer. Stock is distributed equally among them and Mr. Conesa.

MBS, in cooperation with U. S. Army Recruiting Service, is devoting new show "Men of Vision," featuring star guests and 37th AAF Band, Sat., 3-30-4, for month of February to Army Recruiting.
RAYMOND KATZ, released from the Navy after three years' service and prior to that day-time program supervisor of WHN New York, has been named program director of the station. Mr. Katz takes over added duties temporarily held during the war period by FRANK ROEHRENRECK, general manager.

TOM SEVERIN, veteran with service in Italy, France and Germany, has re-joined the announcing staff of WCBM Baltimore.

LAURA LEE, movie commentator of WPEN Philadelphia, has resigned.

HUBERT BUTTON, librarian at CKCG Moncton, N. B., has been named chairman of the newly formed committee of Moncton Junior Chamber of Commerce which is cooperating with the station in sponsoring Civic Improvement Assn.

LAURENCE SCHWAB Jr., assistant director in the production department of Young & Rubicam, has been appointed assistant program director of WIOD Miami, Fla.

RICH HAYES returned to WKY St. Louis last week to resume his organ program after two years' service in the Navy.


MARTIN BURGEN, elder brother of new WBYX receiver, has resigned.

NICHOLAS KATZ, former TV announcer at WABC New York City, has been appointed program director of WTTG Washington, D. C., succeeding S. L. Lott, who resigned in November to become TV programmer for NBC New York.

HUBERT SANDERS, overseas from Canada, has rejoined the staff of WHN New York, after serving in the Army.
War End Halted Nazi Wired Radio Coup

By J. FRANK BEATTY

NAZI Germany was installing the most powerful propaganda weapon of all time when the Allied vise closed in last May.

The weapon was a simple one—the wired wireless that promoters have been trying to put over in the U. S. for two decades.

Just turned up by an Army intelligence crew and removed from the classified list is a report that tells how the Nazi dictator government planned to decide what the ears of Germany and the occupied countries should hear.

The limit in its effort to provide the only news and entertainment that could enter the home, the Nazi rulers were preparing to eliminate radio reception completely wherever the swastika prevailed.

Thus the government would have absolute control over the transmitted voice. A propaganda weapon it already had learned to use skillfully in subjugating its own people as well as the people of other nations.

All Other Listening Banned

Only illicit listening, with horrible penalties attached, could dilute the off-take voice that would provide Nazi territory with its communications and entertainment.

The documented details of this fraud that Germany planned to foist on its citizens and subjects are printed in a report received by the Department of Commerce. It is titled "Report on Drahtfunk System (Wired Wireless)."

Facts were gathered in Germany by the Enemy Equipment Intelligence Service No. 9, Signal Section, Headquarters Ninth Army.

Told in the jargon of the intelligence investigator, the document gives the story of what can happen to a country when the government takes over control of communications and broadcasting.

The technical details are not startling. Similar equipment has long been known in this country. It is the ingenious application of this equipment that provides the "it can happen here" lesson. Intelligence operatives first

GROWING! GROWING!
LOS ANGELES
LONG BEACH
Market

Keeping pace are KGER's alert programming and public service

* 5000 WATTS—Full Time

KGER

Represented Nationally by

JOSEPH HERSHEY McDILL, INC.
New York Chicago San Francisco

BROADCASTING • Telecasting

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NATIVES BROADCAST
Marshall Islanders Conduct
Own Programs on WXG

NATIVES of the Marshall Islands have their own radio show on WXG, Armed Forces station on Kwajalein Atoll. The experiment, said to be the first in that area, was described by Lt. (jg) Sid Dimond, USNR, in a letter to Broadcasting: "Under the auspices of American Civil Affairs officers, an outstanding student in the English language school presides as narrator . . . Each Saturday a group of Marshall Islanders go on the air. They sing their own songs—Christian hymns, songs based on legends and customs, and adopted American airs. Their harmony resembles that of a glorified barber shop quartet . . . The natives are especially fond of hillbilly music, and it is a shock to hear them break out with 'You Are My Sunshine' or 'Beer Barrel Polka.' They sing the words in Marshallese, but the tune is unchanged."

The show, Music for the Marshallese is "meeting with unusual success," said Lt. Dimond. "One man, used by our Navy for manual labor, puts it this way: 'The Japanese beat us and made us work hard. The Americans give us nice music and pay us for our hard work. We love Americans.'"

BROADCASTING, Telecasting

KLUGE ELECTRONICS

We Can Ship New 1 KW Transmitters IMMEDIATELY!

PRICE COMPLETE ONLY $4,425.00
F.O.B. LOS ANGELES
WIRE AT ONCE FOR FULL INFORMATION

WINNERS in Kroger Grocery & Baking Co. promotion contest for Linda's First Love were guests of Ralph H. Jones Co. in Cincinnati. Plaques were presented WBNS Columbus; WCHS Charleston; WOOD Grand Rapids, whose promotion directors received Gruen watches. In photo (l to r), John Sinclair, WCHS; Lenore Little, WOOD; Jerome R. Reeves, promotion director, and William I. Orr, sales director, WBNS.

Duopoly Rule Upheld Despite Evansville Claim of Benefits

Benefits arising from joint economies and flexibility of programming in the operation of two stations in the same city under a single management do not justify an exception to the FCC's multiple ownership rule, the Commission declared last Monday in proposing that Evansville on the Air Inc. dispose of one of its Evansville stations, WGBF or WEOA.

Announcing its proposed findings and conclusions, the Commission extended the WGBF license for six months from Feb. 1 but stipulated that renewal would be denied at the end of that time if the owner has not contracted for the sale of one of the stations and applied for assignment of license "or made other provision to comply with Sec. 3.35 [multiple ownership rule]."

Asked for 'Exception'

The Commission pointed out that the licensee contended "that its situation should be made an exception . . . because of the benefits (such as standard of program quality, number and amount of community and philanthropic gifts, sums expended for radio experimentation and research) made possible by economies of joint operation and flexible programming." The owner also contends, it was explained, that "all profits of the stations except for about 2% per annum on the investment have been left in the business . . . and have been used in improvement of programming and in experimental work." Several Evansville residents testified in behalf of the present system, at the hearing.

But, the FCC concluded, "the applicant has shown no substantial reason why Rules 3.35 should not apply to its multiple ownership situation. It is licensed to use two standard broadcast frequencies in the same city. One station's service contours completely overlap those of the other station, both day and night . . . Under the circumstances of dual operation, it is not unusual for the single owner to effect substantial savings by joint use of studios, facilities, operating staffs, news and transcription services and record libraries. Carried to its ultimate conclusion, applicant's argument would mean that it would be in the public interest to license all stations in a given city, irrespective of their number, to the same group."

The present WGBF-WEOA sit-

uation, the Commission asserted, is "indicative of the effects of non-competition so far as community service is concerned. The applicant's program policies are such that there is no competition for listeners at a given time, in view of the fact that programs appealing to the same type of listeners are not broadcast at the same time. Programs being broadcast over one station are at times shifted to the other station in order to take care of network commitments, despite the fact that the program being replaced may be of greater local interest. Local advertisers are charged the same rates despite the fact that one station (WGBF) has a much greater coverage than the other station. Frequency discounts are offered to local advertisers using both stations . . ."

"In order to provide a truly competitive stimulus in Evansville under the present circumstances, an entirely new station would have to be constructed, which, in turn, would suffer competitively in attempting to compete with the two stations under the applicant's control," the FCC declared.

On 1280 kc Band

WGBF operates on 1280 kc with 1 kw night, 5 kw day, and has applied for an increase in nighttime power to 5 kw. WEOA operates on 1400 kc with 250 w unlimited time. The two stations have separate transmitter houses and transmitter staffs, but use the same studios and business offices. WGBF is affiliated with NBC; WEOA with CBS. "As far as possible," programs for regional or rural listeners are placed on WGBF; those of particularly local interest, on WEOA. They have separate network and national rate cards, while rates for local advertisers are the same on both stations.

Evansville on the Air, also licensee of FM station WMML Evansville, is owned by Curtis Radiocasting Corp., also owner of WBOY Terre Haute. Clarence Leich, one of the principal stockholders of Curtis, is secretary-treasurer of Evansville on the Air and general manager of WGBF and WEOA. Other principal stockholders include Mrs. Leich and Mr. and Mrs. Henry Walker.

"His blood pressure is high and his advertising schedule on WFDF Flint runs out."
New Dunlap Book Discusses Radar
Director of RCA Advertising
Writes in Laymen's Terms
ALREADY author of ten radio books, Orrin E. Dunlap Jr., director of Advertising & Publicity Dept. RCA, is writer of a book on radar, appropriately titled "Radar (Harper & Bros.). First popularly written story of this new phase of electron...
CAMPBELL SOUP Co., Camden, N. J., has announced Roy D. Sutcliffe Inc., New York, as its new advertising agency effective March 1. Company is currently spending approximately $170,000 annually for radio. Programs now on the air under its sponsorship include Dan Gardner's newscasts five times weekly on ABC; "A. L. Alexander's Bedtime Stories," Sunday evening half-hour on Mutual; Victor N. Lindlahr's health talks five times a week on Mutual; Richard Maxwell's "Bolero," five quarter-hours a week also on Mutual, and newscasts on WENJ and WENJ-FM.

PMAC For 1946

HARTFORD BULB Co., Hartford, Mich., has continued its advertising campaign on a number of Canadian radio stations through McKim Adv., Toronto. Jack Murray Ltd., Toronto, handles account.

SPRINGHILL NURSERY Co., Tipp City, Ohio, has continued its advertising campaign on a number of radio stations through Charlie Dorsey Co., Cincinnati. The company has added WHEB Portsmouth, N. H., to list of stations.

DIAPERWITE, New York (Laundry powder), has started using 14 transcribed announcements five times weekly on KCOMJ Palm Springs, Calif. Agency is Robert F. Dennis Inc., Los Angeles.

Diaperwite, New York (Laundry powder), has appointed Joseph A. Schulte, drazer advertising manager of Bulova Watch Co., New York, has been appointed assistant advertising manager of Colgate-Palmolive Co., New York, has been appointed assistant advertising manager of Colgate-Palmolive Co., New York.

DOROTHY PHILLIPS, Los Angeles (Domestic-dress designer), new to radio, in a 2-week test on Feb. 19 started using 14 transcribed announcements weekly on KOMJ Palm Springs, Calif. Agency is Robert F. Dennis Inc., Los Angeles.

ROBERT H. BENNETT, associate advertising and merchandising manager of General Foods Sales Co., New York, has been appointed assistant advertising manager of the company's Gaines Dog Food division. He will have direct supervision over all Gaines advertising.

R. H. BENNETT, associate advertising and merchandising manager of General Foods Sales Co., New York, has been appointed assistant advertising manager of the company's Gaines Dog Food division. He will have direct supervision over all Gaines advertising.

C. A. WIGGINS, with General Foods Corp. in various advertising positions since 1917, has been named associate advertising manager of the company's Gaines Dog Food division. He will have direct supervision over all Gaines advertising.

J. B. SINGLETON, associate advertising manager of Genentú's account, Las Vegas, Nev., has been named assistant advertising manager of the company's Gaines Dog Food division. He will have direct supervision over all Gaines advertising.


GROCERY STORE PRODUCTS SALES Co., Chicago, Illinois, a division of the Retail Grocer's Association of America, has added WHEB Portsmouth, N. H., to list of stations.

M. F. CREIGHTON, Executive VP of the station, has started using 14 transcribed announcements five times weekly on KCOMJ Palm Springs, Calif. Agency is Robert F. Dennis Inc., Los Angeles.

Radio plans are included.

Vacation

C. W. HEIM, western representative of the L. B. Smith Company, has returned to New York City from a vacation at the Smith's Park Hotel, San Francisco.

LT. COMDR. JOE SCHULL, former advertising manager of Robin Hood Flour Mills, Montreal, is in charge of Royal Canadian Navy public relations in Great Britain. He has written a play now in production for the English stage and he wrote a number of radio plays for BBC before joining RCM.

BENJAMIN MOORE PAINT Co., Toronto (paints), Sunday evening start of "Better Home Decorating Talks" on CFRB Toronto Oct. 15-17. 1-10 p.m. Account placed direct.


AMERICAN MARINE PAINT Co., San Francisco, through its new advertising agency, Young & Rubicam, New York, has started twice-weekly five-minute participation in home economics program on KODON Montreal, Canada. Contract is for 52 weeks. Richard Jorgensen Adv., San Francisco, has account.

WEISSBORG BAKING CO., San Francisco, has started using 14 transcribed announcements five times weekly on KOMJ Palm Springs, Calif. Agency is Robert F. Dennis Inc., Los Angeles.

NEW Network Accounts

New Business

COLOMATIC-PALMOLIVE CO., PT, Co., Toronto (Cashmere Bouquet products), has started participating in 250 Canadian radio network stations on Feb. 4 started using 14 transcribed announcements five times weekly on KCOMJ Palm Springs, Calif. Agency is Robert F. Dennis Inc., Los Angeles.

AMERICAN WINE Co., St. Louis (Cook's Champagne), has appointed Milson Weinberg Adv., Los Angeles, to handle advertising.

SEARS ROEBUCK & Co., Los Angeles, extending its advertising program, has renewed for 52 weeks its spot schedule on stations in Los Angeles... other stations in the Pacific Coast will also be included. Agency is Robert F. Dennis Inc., Los Angeles.

MUTUAL ORANGE DISTRIBUTORS, Redlands, Calif., has started participating in ABC Orange network program. Agent is Duane Jones Co., New York.


RENEWAL Account

GENERAL ELECTRIC Co., Bridgeport, Conn., has extended its advertising campaign. The company has extended its agreement with special advertising account on CBS network. Agency is Spiteri & Mills, Toronto.

Net Change

BRISTOL-MYERS Co., New York, has extended its advertising campaign through its advertising department. Agency is J. Walter Thompson Co., Toronto.

SPONSORS

Network Accounts

New Business

COLOMATIC-PALMOLIVE Co., PT, Co., Toronto (Cashmere Bouquet products), has started participating in 250 Canadian radio network stations on Feb. 4 started using 14 transcribed announcements five times weekly on KCOMJ Palm Springs, Calif. Agency is Robert F. Dennis Inc., Los Angeles.

AMERICAN WINE Co., St. Louis (Cook's Champagne), has appointed Milson Weinberg Adv., Los Angeles, to handle advertising.

SEARS ROEBUCK & Co., Los Angeles, extending its advertising program, has renewed for 52 weeks its spot schedule on stations in Los Angeles... other stations in the Pacific Coast will also be included. Agency is Robert F. Dennis Inc., Los Angeles.

MUTUAL ORANGE DISTRIBUTORS, Redlands, Calif., has started participating in ABC Orange network program. Agent is Duane Jones Co., New York.


RENEWAL Account

GENERAL ELECTRIC Co., Bridgeport, Conn., has extended its advertising campaign. The company has extended its agreement with special advertising account on CBS network. Agency is Spiteri & Mills, Toronto.

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TEXANS turned out in force to greet FCC Commissioner Paul A. Walker and NAB President Justin Miller at NAB 13th District meeting. Front row (l to r), Harold Hough, KGKO-WBAP; Mr. Miller; Mr. Walker; Martin Campbell, WFAA District Director; back row, Hugh A. L. Half, WOAI; O. L. (Ted) Taylor, KGN; Taylor-Howe-Snowden; Gene Cagle, KFJZ; Charles Jordan, WRH; Kern Tips, KPRC.

Network station relations executives (Sheldon Hickox, NBC, and Ralph Hatcher, CBS) meet Texans at Dallas NAB gathering. Front row (l to r), Mr. Hickox; Lewis Seibert, KGKL; Mr. Hatcher; James Turner, KRGB. Back row, Howard Barrett, KRBC; Clyde Pemberton, KFJZ; R. B. Lee Glasgow, WACO; James P. Curtis, KPRO.

Texas Stations' Membership in NAB Is Described as 'Almost Unanimous'

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Harlow Roberts, vice president of Goodkind, Joice & Morgan, Chicago, praised work of Broadcast Measurement Bureau, as did A. H. Caperton, advertising manager of Dr. Pepper Co., Dallas. Hugh Felts, BMB president, reported on progress of the work.

Registrants at the meeting:

Sheldon Hickox, NBC; Frank Pellegrin, NAB; Howard Barrett, KRBC; Jack Walkers, KFNT; Jim Crocker, KGKL; Jim Douglas, General Electric Co.; King H. Roberton, KTVF; Ms. W. F. Hobby, KPRC; George W. Johnson, KTSF; Dick Cook, JNS; Burton Bishop, KTEM; Frank Mayhorn, KTEM; R. G. Cannon, new station; W. F. Wright, new station; Jim Turner, KTEB.

Royd Kelley, KPLT; Justin Anderson, AP; Charlie Jordan, WRH; Archie Taylor, KROY; George Johnaston, SESAC; Ralph Maddox, WFAA/KGKO; Eugene Roth, KONO; A. L. Pierce, KFPT; Joseph Carignan, KCPU; Lee Chung, KFJZ; Martin Campbell, WFAA/KGKO; Justin Miller, NAB; C. E. Arney, Jr., NAB; Hugh Feltis, BMB; Carl Haverlin, Mutual; Ralph Wentworth, BMI; Pierre Webb, KXKO; Albert Damphier; C. E. Beaver, WOOI; Hugh Half, WOAI; Kern Tips, KPRC; Frank Smith, KXYZ; Bill Barrett, KXYZ; Bob Bush, KXRS; Ike Ekker, KXKL; Roy Suber, KVAA; O. C. Borden, WTAW; Jack Kessler, Taylor-Howe-Snowden; Radio Sales; R. C. Dilmbury, KGMC; Guy C. Hutchinson, consulting engineer; Karl Lambert, WFAA/KGKO; Ward Dorrell, C. E. Hooper; M. H. Christopher, WACO.

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WILL H. VOELLER, active in radio for 14 years and most recently civilian consultant to AFRTS Los Angeles and civilian assistant to Col. Thomas H. A. Lewis, commanding general of Universal Recorders as manager of Hollywood radio facilities for Universal Radio Productions. Recording firm is a
Army and associate manager of Southern California Symphony Aesec. Rate, once Chicago bureau manager of BROADCASTING and recently released from Navy service, has been appointed radio editor of The Hollywood (Cal.) Reporter.

SUPERIOR RECORDING Co., Los Angeles recording firm, has been formed jointly by JACOB ROSEN and JOSEF ZIMANICH. Jack Rosen will be in charge of construction and all in-directing of sales, recording and pressing and plate producing. Sam Zimanich is in charge of sales and distribution. Mr. Zimanich was formerly manager of ABC Records Inc., Beverly Hills, Cal., and prior to that held a position of research and sound for eastern divisions of National Screen Service. He will be in charge of talent, sound recording and advertising for Superior Recording Co.

Mr. Voeller and Mr. Francis

division of Universal Broadcasting Co. (KKLA KSFO). ROBERT REICHENBERG, former AFRTS Los Angeles producer, has joined Universal as manager of Universal Network's San Francisco. Since release from AAF, he has been appointed head of transcription department. He will continue to collaborate with Mr. Voeller in production of live and transcribed programs. VINCENT A. BACH, who headed recording division, has started production activities is devoting more time to network expansion of transcription firm's markets reportedly to be established.

Lewis, commandant, has joined Universal Network's San Francisco division. Prior to his appointment he was with KGK San Francisco, KROW Oakland, Cal., Music Craft Los Angeles and West Coast Radio Features. Universal Recorders already has started production of syndicated features and sales offices in eastern markets reportedly to be established.

GENE SHERFIN and JACK OLKEIN, both released from the armed forces, have joined the staff of Fred Stengel, New York, public relations firm.

HAROLD S. BARNES, former vice president and director of Compton Advt., New York, has been named sales director of the Bureau of Advertising of American Newspaper Publishers Assn. He will work with advertisers and agencies to help them employ new research being done by the bureau.

NORA STIRLING, former NBC writer and commentator just returned from World War II, has taken an extended vacation and FRED STORER, owner of radio rights to the Dorothy Lewis, NAB, has opened a publicity and sales agency under his own name. Temporary headquarters is at 1154 N. Western Ave., Hollywood, has been extended to KFMB KMPC KWFC KUOM KODG WLOL. Agreements for additional periods have been extended to KFMB KMPC KWFC WDRC WFBM WHKK WHO WIP WKAQ WBBB WCAE WKBW WDDC WFBM WWIP WHO WIP WKAQ WLB WMBN WNOC WOC WSBT WBGW WCTN WTOL.

ROBERT W. LANG, released from the Army, has joined the sales staff of Charles Michelson Inc., New York, to cover upstate New York and New England territory. In 1943 he managed camp radio system of Camp Lee, Va.

HERB GORDON, former radio agent with Wallis McBeth Agency, New York, has joined World Broadcasting System, New York, as executive in charge of production.

JOHN CRAIG, former assistant to JOHN MCNEILL, WJZ New York manager, has joined Amaili Personnel, New York, employment agency, as assistant director handling advertising personnel assignments.

HOWARD T. HORWICH has been named advertising manager of Scenic Sound, Inc., Chicago, maker of microphones and accessories.

ROBERT WEISS, publicity director of Capitol Records, Hollywood record manufacturer, has resigned that post to join Musicraft Records, Los Angeles, as talent and recording manager. He was formerly manager of Music Corp. of America West Coast concert office, Chicago, as field sales manager for C.A. M., and as assoc. manager of Radio Metro.

"Guess those WGAC 'spots' sure did the trick... eh Joe?"

NAB WOMEN TO HOLD MEETING IN MARCH
LINNEA NELSON, chief time buyer at J. Walter Thompson Co., New York, and Frank Paliegrin, NAB director of broadcast advertising, will be among conference speakers at the March 15 sessions of the Association of Women Directors of the NAB to be held March 15-17 at the Waldorf- Astoria in New York.

Speakers so far announced at the March 16 luncheon are Walter Lippman, syndicate columnist, and Dorothy Lewis, NAB.

Other features are a home economics session at the Good Housekeeping Institute conducted by Katherine Fisher, radio director; a fashion show presented by the New York Dress Institute on March 15; a chair men brid fashion sequence presented by N. W. Ayer & Son at a cocktail party to be held at Park Lane Hotel, followed by a dinner given by the National Needlecraft Bureau and the Fan American Coffee Bureau.

Saturday morning (March 16) opens with a millinery fashion breakfast given by the Millinery Bureau. J. Walter Thompson Co. will be host at a cocktail party that afternoon. Sunday (March 17) will be devoted to workshop and business meetings.

venture shows as well as other types of commercial films. Programs are available in color or black and white for Anamatic 35 mm or 35 mm sound projector, DICK MOORES, syndicated multiple-film comic strip artist, is president of The Anamatic Corp., Los Angeles attorney, as secretary, HAROLD HIGGINS, former Chicago representative of WOR New York, is sales manager.

PAUL BARON, formerly with NBC and since 1943 with General Electric Co., auxiliary services division of Canadian Army, has formed a production company in Canada, Paul Baron Ltd., 108 Bloor St. W., Toronto. Arrangements are being made to produce a program for networks in U. S. and Canada of material appearing in Magazine Digest.

L. T. COL. GORDON WRIGHT, for three years radio consultant of the Rochester Agricultural College of the University of Rochester, N. Y., ordinance district and prior to that assistant to general manager and sales manager, Aeolian American Corp., East Rochester, has been appointed field sales manager of MCA Victor home instruments department.

F. EUGEN MILLER, discharged from the Army, has opened a publicity agency under his own name. Temporary headquarters are in the office of U. S. Television Manufacturing Corp., 106 Seventh Avenue, New York.

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CONTEST JUDGES in the search for the "Best Teacher of 1946" conducted by ABC's Quiz Kids are three of the nation's top educators. They are: The Rev. Dr. D. R. Moore, U. of Notre Dame; Dr. Ralph W. Tyler, U. of Chicago and Dr. Paul Witty, Northwestern U. Contest will present $1,000 in cash, and a one-year scholarship for the teacher selected by a student as the nation's best. Child writing the best letter wins $100 and $10 will go to the next best 10 letters. Program originates from ABC's Chicago studios and is sponsored by Miles Labs. (Alka-Seltzer).
KOIN
PORTLAND, OREGON
CBS Affiliate

FOUR TOP MARKETS!
Central Kentucky
WAIP Lexington, Ky.
Amarillo
KFOA Amarillo, Tex.

The Tri-State
WCMI Ashland, Ky.
WABD Huntington, W. Va.

Knoxville
WBIR Knoxville, Tenn.

If you station is covered and operated by
Glenda H. Nunn and J. Lindsey Nunn
Reprinted by The John E. Pearson Co.

"In the
People's Cause"

You ,

Quaker Oats Co., Chicago, announced new contest on Feb. 8
"Those Webster" show on CBS.

The six new Nash Ambassador automobiles and $2,500 in victory bonds and $8,500 in cash prizes were given to winners who completed most effectively the sentence: "Quaker Oats (Oats) is America's
Best loved cereal because . . ." To build up as fast possible, contest entry blanks for contest are available only at stores where those stores may be accompanied by a Quaker or Mother's Oats trademark. Contest closes midnight, Feb. 8.

Washington Mystery

MYSTERY package was received last week by 500 business executives in Washington. D. C. Only one is correct. "A record that speaks for itself." Contained in package was photograph record holder, playing instructions and initial "I.T.C." On record was story by Spalding's Russ Hodges, about a young man who had been fighting in ETO and was now fighting in Korea. The story was reprinted in advertising agency, the J. C. Penney Adv. Firm had been established in Washington for 18 years be-

Four state-wide events will be held by Farm Bureau to develop facilities and improve rural and urban communities. Fourteen flying farmers, representing 2,500 farmers in the South, are expected to participate in the contests.

The Tri-State

WLAP Knoxville, Tenn.

WFBM Chicago "National Barn Dance" contest winner of Feb. 2, and noted new Flying Farmer's Club presented by agricultural agencies.

Scholarship Contest

WKY Oklahoma City, through its farm department, is conducting a statewide farm scholarship contest for accomplishing in farming and farm management. Two prizes are $500 scholarships to Oklahoma A. & M. Col-

Second Summer School

WACD Tournament

First annual WACD Akron, O. has been announced by Western Electric. Northeastern Ohio is scheduled March 2-10 at local bowling center. Grand prize of $1,000 is offered along with 20 cash prize winners. Tournament is under supervision of Benny Cole, national bowling champion.

City Promotion

IN CONNECTION with "Man on the Street" program every afternoon on WCBS New York, the City Department of Publicity is taking photos of 10 downtowners who have been interviewed, to be sent to hometown papers.

Doctor's Orders

ADVICE of doctor pictured on promotion poster of EDDO's Comedex Co., Ore., to mother of a sick little boy is "Plenty of sleep, good food and let him listen to KOIN." February calendars in upper corner of bottomler.

Window Promotion

CJOR Vancouver has begun daily promotion of feature programs in a large window of the Hotel Granville, Vancouver. Window display features six shows daily with specially prepared color cards for each show.

Radar Booklet

MULTI-COLORED spiral bound folder has been prepared by Western Electric Co., Radio Division, New York, to tell the story of radar and its peace-time applications. War production figures of firm are presented. Relation to telephone communications progress is explained by folder.

Ad Preview

PREVIEW of advertisement to be used by WMIA Chicago in 1946 as a weekly feature in Chicago Daily News, will be printed in color.

Tobacco Net Folder

FILE-size promotion folder has been prepared by Tobacco Network, North Carolina regional group, presenting market data of area and coverage fig-

Promotion Personnel

LEON TAYLOR, Army as captain, has been appointed promotion manager for KENT D. Mohlen. He entered service in March 1941, served a year and a half in the Infantry and later transferred to AAF becoming PBO as Honda Field, Tex. He previously had been production manager of KDFM Beaumont, Tex.

ROBERT GENTLES, president of the Quaker Oats Company, is to speak at local high school and at noon Tuesday in a public address at WLS. Grand prize of $1,000.

Mr. Taylor

ALF PARKES, director of public relations of CKOW Moncton, N. B., has been appointed publicity director of Cancer Relief Society, Moncton Branch.

Ralph H. McPherson, director of publicity and promotion for WGR and WKBW Buffalo, has been named recipient of 1946 Distinguished Service Award for the Village of Kenmore and surrounding areas. Award was for his civic service and work in Erie County March of Dimes campaign.

GERALDINE B. SHELDON, secretary to GRANT F. AHBING, president of KWKZ Muskegon, Mich., has been named station publicity manager.

WALTER ZAHARY, for six years manager of sales promotion and publicity with KWKZ Buffalo, has been transferred to AAF WACD Buffalo. His new address is Elk Point, S. Dak.

EARL C. NIGHTINGALE, released from Western Electric Co., is to be guest speaker at WNYC New York beginning Feb. 12 and continuing through Feb. 22. In addition, there will be five broadcasts of public concerts highlighting contemporary composers, recitalists and young artists.

Music Festival on WNYC

Special Shows

OVER 150 special broadcasts will be aired during the Seventh Annual Musical Festival of WNYC New York beginning Feb. 12 and continuing through Feb. 22. In addition, there will be five broadcasts of public concerts highlighting American composers and Conductors concert, New York City, Symphonic with Leonard Bernstein conducting, Columbia U. Band, American festival closing concert, etc. The Metropolitan Opera Assn., New York Opera Co., Columbia U. Thea-

features for the Boy Scout Finance cam-

KFCW Portland, Ore.

KOOS Portland, Ore.

KOIN Portland, Ore.

KOUS Portland, Ore.

KOUP Portland, Ore.

KOIN Portland, Ore.

KOIN Portland, Ore.

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Journalists Notice Writing Patterned

SPREAD of the movement for simple and direct news writing, following the pattern developed by broadcasters, was noted at the series of one-day meetings held in Columbus, O., by the Council on Radio Journalism, American Assn.

Thompson Is To Handle Radio for Atomic Test

COMDR. DON THOMPSON, USNR, has returned to active duty with the Navy to take charge of radio coverage of the atomic bomb test scheduled for the Marshall Islands this spring. He will be in charge of facilities and radio correspondents assigned to the experiment. Comdr. Thompson was with NBC before entering the Navy and returned to the network as night program supervisor for NBC West Coast operations last December. At the Navy's request, he is again being granted a leave of absence. While in service, he was in charge of the Navy's radio station on Guam.

WMCA All-Night Show

WMCA New York is starting Feb. 11 around-the-clock broadcasting, with addition of a daily six-hour series called All Through the Night, 1-7 a.m., conducted by John Wright. Series includes entertainment, hourly news, weather reports, time-checks, and guest interviews. Sections of show were said to have been sold to Pabst Blue Ribbon Beer, Straus Stores, Warner Bros., Sachs Furniture Co., and Simoniz Co.

WSAI Move

FULL-HOUR dedicatory broadcast Feb. 11 featuring local talent and with Mark Woods, ABC president, and Marshall Field, head of Field Enterprises, as guest, marked move of WSAI Cincinnati to new studio facilities which include polycylindrical walled studio theatre and four smaller studios.

Readability Is Keynote

Pace-setter was recent conclusion reached by Seymour Berkson, general manager of International News Service, that readability is the keynote of successful news writing for both radio and publications [BROADCASTING, Jan. 7]. Mr. Berkson's theme was based on extensive research by INS and the Readability Laboratory of the American Assn. for Adult Education.

At its Columbus meeting Jan. 24 the Council on Radio Journalism appointed four persons to three year terms. They were: John W. Brooks, NBC director of news and special events; Paul White, CBS director of public affairs and news broadcasts; Fred S. Seibert, director, School of Journalism, U. of Illinois; Kenneth Bartlett, director, Radio Workshop, and professor of journalism, Syracuse U.

The Council voted to stage two half-day work sessions May 4-5 at the Institute for Education by Radio to be held under auspices of Ohio State U. It disposed of preliminary matters involved in incorporation of the Council, a step approved last September by the NAB Radio News Committee as well as educator members of the Council.

Officers elected were: Chairman, Mr. Seibert; vice chairman, Wilbur Schramm, director, School of Journalism, U. of Iowa; secretary-treasurer, Arthur C. Stringer, NAB director of promotion.

Roundtable discussion on “Instruction in Radio” was held at the Jan. 26 meeting of the American Assn. of Teachers of Journalism. Chairman was Paul H. Wagner, Ohio U., Athens, O. Participating were: Everett Holles, CBS Chicago; Frank Schooley, U. of Illinois; Mr. Stringer; Mr. White; Ralph Worden, news director of WQAR Cleveland.

Elected president of the American Assn. of Schools and Depts. of Journalism at its Jan. 19 meeting was Paul Thompson, U. of Texas.
Survey Shows Over 300 New Products Aired Since 1939

The February 1 issue of Printers’ Ink contains a survey prepared exclusively for the publication by Barbour Walker Lyndon, revealing that more than 300 products, not on networks for 10 years prior to 1939, have taken to the airwaves since that time. Prompted by the reception of a previous study on new products earlier than the ten-year period prior to 1939.

This is a first-rate example of the type of material published for the Radio Industry in the service of advertising. It is typical of the helpful and timely publishing aims of Printers’ Ink that make it an outstanding value to its readers and to its advertisers.

Reprints of the study of new network advertisers will be gladly furnished on request.

Printers’ Ink
Success in Advertising
205 EAST 42nd STREET, NEW YORK 17, N. Y.
Long Island Store Video Test Ends Well, Despite Bad Start

LAST week, in Jamaica, L.I., a small but aggressive store started bravely in a television race in which it was the only entry. Gertz Department Store showed a week-long intra-store television display with equipment which had been constructed by a hometown boy.

Despite the lack of pressing competition, Gertz limped badly at the start; for the first two days technical Charley-horses kept Gertz's show at no better than a halting walk. By midweek, however, Gertz had hit its stride. Observers agreed at the finish that Gertz had run a game, and probably good, race.

To build the equipment for its show, Gertz engaged William B. Still, television engineer and operator of experimental television station W2XJT Jamaica. Mindful that Gimbels' experiments which had been organized at Mr. Still's W2XJT, Still, television engineer and operator of experimental television station W2XJT Jamaica, Mindful that Gimbels' experiments which had been organized at Mr. Still's W2XJT.

At a special showing for the press Monday night, the images still were cloudy. To find the source of transmission trouble, Mr. Still worked overtime, finally had his system in order by Wednesday.

Public service shows were also featured, including programs for the benefit of the Red Cross and the Boy Scouts; "Mrs. Fixit," showing new uses for outworn household items; and quizzes showing how to solve problems in child care.

Survey of customer reactions to Gertz's teleshows was taken during the week. At week's end, the store promised a detailed report.

_Sellers_
(Continued from page 10)

Lapels glistening with the honorable discharge button . . . you see them in increasing numbers these days . . . and all radio-minded people are hearing more and more of the nation's newest network . . . Associated Broadcasting System . . .

And it is little wonder that Associated is surging to the forefront in the radio world . . . its streamlined, major-market structure it offers advertisers the ultimate in low-cost, coast-to-coast broadcasting . . .

On what other national network for the same coverage can you purchase 1,000 listeners for 10.8 cents . . . Answer: There is none.

Associated blankets twenty-three major markets that pack a buying power in food products alone of well over two billion and a half dollars . . .

Associate with Associated and watch your sales soar . . .

Associated Broadcasting System
EXECUTIVE OFFICES • KELLER BUILDING • GRAND RAPIDS, MICHIGAN
NEW YORK • CHICAGO
HOLLYWOOD
1750 SUNSET BOULEVARD, HOLLYWOOD 6204

February 11, 1946 • Page 69
tent upon the location of the stations and of the dominant stations on the channel.

There are now roughly 30 applications pending for daytime or limited-time operation on some 16 or 18 U. S. I-A clear channels.

A majority of these—about 18—are for daytime assignments only. Operating hours of limited-time stations are based on local sunset of the dominant station on the channel, while daytime stations operate to their own local sunset. In dismissing the 26 applications involving direct conflicts with existing FCC clear channel rules, the Commission made it clear that the action was taken without prejudice to the right of the applicants to petition for reinstatement of their requests at the conclusion of the clear channel and allocations proceedings.

"In the event the Commission's rules are subsequently modified," the public notice asserted, "suitable notice will be afforded all interested persons and a period will be provided in which to file competing applications. In the interest of orderly administration it is desired to emphasize that pending applications inconsistent with the Commission's Rules do not afford parties any equities or priority on the frequency.

The applications thus dismissed are divided into four categories:

1. Those involving conflict with Section 3.25(a) in that they request duplicate nighttime operation on channels reserved for the exclusive nighttime use of one station only;
2. Applications involving conflict with Section 3.25(e) since nighttime operation is requested on a channel available for daytime operation only, in the United States;
3. Applications involving conflict with Section 3.25(d) since nighttime operation is requested on a channel available for daytime operation only, in the United States; and
4. Applications requesting the use of frequencies which are not presently included in the frequencies allocated for that service.

Applications dismissed as contrary to present rules because of requests for unlimited time use of particular applications in the hearings.

Applications dismissed as contrary to present rules because of requests for unlimited time use of channels available for only I-A stations were those filed by WOIT KSBB WKKO KWII KPLS BB KWY KMPM KYG KXOIN KKL WWAT KDLY KKG and the following applicants for new stations: E. L. Kick and Roger B. Payne, doing business as Far West Broadcasting Co., Bellingham, Wash.; and Valley Broadcasters Inc., St. Vernon, Wash.; and West Central Broadcasting Co., Tulsa.

WD&G: Washington's application for unlimited time with 50 kw on 730 kc, Mexican clear, available only for daytime use in the U. S., was dismissed as inconsistent with the FCC and the Northern American Regional Broadcasting Agreement (NARBA).

Excessive power application dismissed was that of WQAI San Antonio, which sought 750 kw on its present 1200-ke I-A channel.

Applications dismissed for conflict with existing applications for requests for assignment on 540 ke were those of KMBJ Kansas City, seeking 50 kw; WTLR Toledo, asking 5,000 kw, and WIBW Topeka. WIBW's request and permission to operate on the still unassignable frequency with 500 watts [Broadcasting, Feb 4].

Peterson Joins NAB

Ivar H. Peterson, assistant general counsel of the National Labor Relations Board in charge of Review Section, last week joined the NAB Employe-Employer Relations Dept. as assistant general counsel. He joined Milton J. Kibler, also assistant director, who has been assembling information on employe relations and contracts.

FCC Sets Aside

(Continued from page 18)

Text of Dismissal

Test of Public Notice 8973, as released Feb. 5 by the FCC, covering dismissal without prejudice of the station applications in conflict with Sections 3.22, 3.25(a), 3.25(d) of the Commission's Rules and applications for frequencies not presently allocated for standard broadcast stations.

On Feb. 1, 1946, the FCC adopted four orders dismissing without prejudice a number of applications which were within Sections 3.22, 3.25(a), 3.25(d) of the Commission's Rules. The orders, however, provide procedures for reinstatement of the dismissed applications at the conclusion of legislative proceedings now pending before the Commission. In the event the Commission rules at an unusually modified, suitable notice will be afforded to the applicants for consideration in connection with the Clear Channel and General Allocation Hearings. However, parties will not be permitted to offer evidence in those hearings on the merits or particulars of applications.

With respect to applications proposing operating in accordance with present rules on the frequencies listed under Section 3.25(a) (i.e., those requesting limited time or daytime only assignments), the Commission has been concerned with the possibility that a grant of a large number of such applications would further complicate the problems that are involved in the Clear Channel Hearing. Further study of this matter has resulted in the conclusion that in many instances additional applications for stations on the U. S. I-A channels may not unduly complicate the problems, and accordingly all such applications will be considered on their merits. There is no conflict with a resolution of the general problems that are at issue in the Clear Channel hearing can be foreseen, additional applications associated with the channels in question will be considered on their merits. Additional applications for stations on the U. S. I-A channels may not unduly complicate the problems, and accordingly all such applications will be considered on their merits. There is no conflict with a resolution of the general problems that are at issue in the Clear Channel hearing can be foreseen, additional applications associated with the channels in question will be considered on their merits. Additional applications for stations on the U. S. I-A channels may not unduly complicate the problems, and accordingly all such applications will be considered on their merits. There is no conflict with a resolution of the general problems that are at issue in the Clear Channel hearing can be foreseen, additional applications associated with the channels in question will be considered on their merits.

Applications dismissed as contrary to present rules because of requests for unlimited time use of channels available for only I-A stations were those filed by WOIT KSBB WKKO KWII KPLS BB KWY KMPM KYG KXOIN KKL WWAT KDLY KKG and the following applicants for new stations: E. L. Kick and Roger B. Payne, doing business as Far West Broadcasting Co., Bellingham, Wash.; and Valley Broadcasters Inc., St. Vernon, Wash.; and West Central Broadcasting Co., Tulsa.

Applications dismissed for conflict with existing applications for requests for assignment on 540 ke were those of KMBJ Kansas City, seeking 50 kw; WTLR Toledo, asking 5,000 kw, and WIBW Topeka. WIBW's request and permission to operate on the still unassignable frequency with 500 watts [Broadcasting, Feb 4].

Peterson Joins NAB

Ivar H. Peterson, assistant general counsel of the National Labor Relations Board in charge of Review Section, last week joined the NAB Employe-Employer Relations Dept. as assistant general counsel. He joined Milton J. Kibler, also assistant director, who has been assembling information on employe relations and contracts.

NBC Video Capital

To Be Hollywood

Hollywood will be the television motion picture capital insofar as NBC is concerned, according to John F. Royal, Northeastern vice president of the network, in charge of television.

Mr. Royal stated that NBC plans to concentrate production in Hollywood with lesser portion of video filming allotted to eastern studios.

"Picture-making is not our business. We'll order films made and buy the Hollywood product if it suits our needs and the price is right," he said. "Hollywood has noticed that something is happening. As a result, it will be a boom and more firmly establish it as the world's production center for all forms of transportation.

Implying that radio and television have little in common, Mr. Royal said that film and stage directors will make the most competent video directors, with radio producers a not-so-close third.

O. B. Hanson, NBC vice president in charge of engineering who is accompanying Mr. Royal, said that if network's Hollywood television application is accepted, approximately $750,000 will be allotted for the project.

Siegel Coordinates

NEW YORK radio stations last week extended themselves to carry swift word of latest developments in the city's fuel and coal famine, arising out of the tugboat strike. Seymour Siegel, program manager of WNYC, city-owned station, acted as Mayor William J. O'Dwyer's coordinating agent to enlist local stations' aid in disseminating the Mayor's numerous proclamations which severely rationed coal and fuel, reduced the city's famed bright lights to a dim glow, and shut the heat off in many a building.

COME AND GET IT... SAYS MR. REDDY CASH

"Treasure Chest" awaits your safe in the heart of the world's largest gold city.

-KFRO influences buying habits of 500,000 people.

American Mutual
House Action Good Omen for Lea Bill

Supporters Encouraged By Case Measure's Approval

DECISIVE action by the House last Thursday in passing the Case bill (HR -5117), to clip the wings of high-flying labor leaders portends favorable action on the Lea bill (HR-5117), custom-designed to shear the feathers off James C. Petrillo and the American Federation of Musicians.

Already agreed with a high-priority resolution voted out of the House Rules Committee [BROADCASTING, Feb. 4], the Lea bill is likely to come before the House itself in a week or 10 days, according to best information available around the Capitol.

At weekend only a half-dozen bills enjoyed precedence over the measure introduced by Chairman Clarence Lea of the House Interstate Commerce Committee and approved by the committee. Had not the Rules Committee granted priority status, the Lea bill might have nestled in a pigeonhole for six months or more.

Interest in the nationwide music situation centered last week around these two legislative measures. Mr. Petrillo has not yet notified the NAB of his intention to decide with a similar broadcasting committee on national policy to be followed in forthcoming music negotiations.

Though prompt appointment of the committee had been promised by the AFM head after his Jan. 18 meeting with NAB President Justin Miller [BROADCASTING, Jan. 21], no word had been received by the NAB at the weekend. AFM quarters had indicated the committee had been appointed but that approval of Joseph A. Padway, AFM counsel, who has been attending AFL executive council sessions, was awaited.

AFRA last week entered the Lea bill scene by sending to every member of the House of Representatives a letter of protest on behalf of its 20,000 members. The letter states that if passed the bill will impair the AFRA shop provisions and in general void agreements in existence over seven years.

The Case bill, which passed the House by a 258-155 vote, offers stringent strike-control provisions. In the Senate it is expected to face the stiffest opposition from the friends of labor who can muster.

Its provisions affect all labor whereas the Lea bill amends the Communications Act and primarily affects the AFM.

Though the Case bill was amended in some respects, it was not weakened, according to Rep. Francis Case (R-S. D.). It would create a Federal mediation board having power to forbid strikes or lockouts for 30 days while trying to solve them; permit civil suits against labor or management in broken contracts; allow use of injunctions to enforce the cooling-off period, prevent violence and provide for movement of perishables; forbid violence by either side in picketing, with violators subject to injunctions and loss of bargaining power; forbid boycotts; deny employee rank to supervisory workers unless they do manual labor.

British Tele Set

CONVICTING is growing in England that British television should start operating with the latest equipment—the new type receiver which transmits both sound and sight on a single beam. Sound impulses are flashed in the rapidly repeated fraction of a second when the scanning arm sweeps back to pick up a new “line” of visual matter. Trend toward use of the equipment is one result of recent secret conferences between the official government Television Advisory Committee and a television manufacturers trade organization. Pye Television Corp., Cambridge, demonstrated the new type set before television engineers in London Jan. 30.

SAINT JOHN, NEW BRUNSWICK

Cleve G. Stillwell

PROGRAM DIRECTOR

After announcing the appointment of Mr. Stillwell to the position of the station's general manager, George A. Cromwell, station manager, said: "Mr. Stillwell's background is well suited for the responsible position he now holds. "

Mr. Stillwell, who comes to this position with experience not only in radio, but in all phases of public relations, is the ideal person to fill this position. "

He was assistant general manager of a successful network station and was later a producer and program director. "

The Voice of the Palm Beaches

February 11, 1946 • Page 71
Tribute to Jett

Mr. deWolf paid tribute to Chairman Jett as a "truly great figure in radio and telecommunications."

Mr. deWolf, in the response on behalf of all delegates, pointed to the spirit of friendliness that has existed in the North American capacity. While those meeting in 1946 may not be the same persons who in 1937 drafted the first NARBA, "what is and shall always be the same as in 1946 as well as in 1937," he said, "is the fine spirit of mutual respect, of mutual understanding, of the mutual desire to be fair and just amongst ourselves which preceded over the Havana Conference and which we know will preside over the Washington Conference."

He expressed confidence that when the Conference is over the delegates would return to their respective countries "happy, our duty fulfilled, for once again the American problems shall be solved by the American methods of international cooperation, without which there can be no permanent and fair solutions to human problems."

Commissioner Jett was nominated by Dr. Machado to be permanent chairman. His nomination was seconded by Mr. Soward and Sr. Ca-

HOPE TO HATCH ANYTHING FROM EGGS (Ky.)?

You may be able to fry, scramble or soft-boil Eggs (Ky.), but if you think you could cook up any sales omelets there — the yokes on you! In Kentucky, the hen that lays the golden eggs is the Louisville Trading Area — where WAVE is settin' on more indus-

Thursday afternoon, Cuba insisted that the conference be a treaty-making session, but at the juridical subcommittee meeting Dr. Machado said the Cuban delegates were prepared to negotiate a new treaty or to agree to an interim proposal.

Compromise Seen

A proposal by Cuba to elimi-

OFFICIAL WELCOME to dele-

that no country shall assign a Class II station for night operation on a channel cleared for a I-A station, unless the Class II station be at least 650 miles from the nearest border of the country in which the Class I-A station is located, was referred to a technical subcommittee. Although no action had been taken as BROADCASTING went to press, general feeling was that the 650-

apply in all cases and it appeared likely that the delegates would work out some compromise.

Mexico's proposal that problems existing between signatory countries be solved by bilateral agreements was referred to a sub-

Cuba pressed hard in the Techni-

(Continued from page 17)

CANADIAN DELEGATION MEMBERS showed keen interest in discussion of agenda at opening plenary session of NARBA Engineering Conference in Wash-

Outlines Principles

He outlined the broad principles of NARBA, said the overall improve-

(Continued on page 74)
BUSY MAN at NARBA Engineering Conference was Harvey Otterman, assistant chairman, State Dept. Telecommunications Division, and vice chairman of U. S. delegation. He presided when Commissioner E. K. Jett was nominated permanent chairman.

"NAVAR" IS NEW AIR POLICEMAN

NAVAR, a new air traffic and navigation control system developed by the Federal Telephone & Radio Corp., was proposed to the Army Air Forces Thursday at a meeting in Washington. Coupled with this presentation by Dr. Luis Machado, director of the laboratories of FTRC, was "naviglobe," a proposed world-wide network of long-range airlift radio beacons.

"naviglobe" includes three ground scopes capable of disclosing the location of every plane aloft within 80 miles of any airport. The naviglobe-equipped plane will show its pilot all other aircraft near his location.

As explained, "navar" includes the location of every plane aloft within 80 miles of any airport. The naviglobe-equipped plane will show its pilot all other aircraft near his location.

Navaglobe would consist of 58 radio beacons to cover the earth. Operating on a 3-kW bandwidth of less than 10 kilocycles, this technique would provide extremely high power beacons.

Cancel Commentators

WQXR New York is dropping all news commentators, both sustaining and commercial, effective April 5, Elliott M. Sanger, executive vice president, announced last week. After WQXR handles controversial issues through forum discussions in which conflicting points of view will be aired, with news being covered each hour on the hour as in the past. The move is in line with policy of the New York Times, owner of WQXR, not to use syndicated columnists in the paper.

State Dept. Expansion

APPROXIMATELY a third of the additional budget requested by President Truman for the State Dept. last week is to go for an informational program abroad, with funds amounting to about $10,000,000. The request asked for "An information program designed to dis- seminate abroad through . . . radio and other media, information about the United States, its people and its policies."

Sidelights at NARBA Conference

MOST colorful figure at the conference is Dr. Luis Machado, international lawyer, Cuban State Department, and vice chairman of the delegation. He submitted Cuba's entire official proposals, reading them in Spanish and then supplying his own English translation, Oxfordian style. After Machado, after expiating at opening plenary conference on Cuba's proposals to break down clear channels and to give his country additional assignments, returned with his delegation to his hotel. In his mail box he found an anonymous epistle headed, "A Cuban Suggestion for NARBA." Pasted on the page was a newspaper ad of one of Washington's leading undertakers, displaying an open-couch casket at $398, which was exploited as "An Outstanding Funeral Value."

AT THE opening plenary session, United Kingdom had the biggest official delegation and observers—with 58 members. Line up were representatives of Canadian Dept. of Marine and of Canadian Broadcasting Corporations. They were flanked by representatives from the Bahamas, plus an observer from BBC. (See registration list on page 74.)

COMMISSIONER E. K. Jett, chairman of U. S. delegation, just managed to squeeze through as chairman of the conference by a unanimous vote, with no opposition. Nominations began and ended with the name Jett.

IT WAS Cuba against the field from the start. When Cuba proposed that the conference be a full-dress NARBA treaty session, Chairman Jett pointed out that the U. S. delegation called for an engineering rather than a political treaty conference. Cuban spokesmen pointed out they were appointed by Cuba's president to attend a treaty conference and that it might be easier for the U. S. delegation to have credentials changed on the spot in Washington than for Cubans to travel all the way to Havana.

STATE DEPT.'s "Good Neighbor" policy was thrown for a loss at Tuesday morning's technical committee session. House at Pan American Union auditorium, only one available, delegates were irritated by: A battery of typewriters clacking away in rear of the room; clerks opening and shutting file cases about 10 feet from conference table; Pan American employees, striding in and out, and the raucous cry of a macaw in nearby Pan American tropical garden. Afternoon session was more quickly the macaw's cry and an occasional telephone ring disturbing the meeting.

FLANKING Rosel R. Hyde, FCC general counsel and legal adviser to American delegation, was Mrs. Fanney Neyman Litvin, FCC Law Dept. broadcast division attorney, who was especially assigned for the conference. A veteran senior staff attorney, Mrs. Litvin recently returned to FCC from a lengthy recuperation following an operation.

Said the delegate: "As explained, "navar" includes the location of every plane aloft within 80 miles of any airport. The naviglobe-equipped plane will show its pilot all other aircraft near his location.

Hardest Working: "Dr. Soward of Canada. Dr. Camacho of Mexico, Dr. Otterman of the United States," and himself comprise a four-man committee to draft a resolution. "I'm the only one of the four not a doctor," said Harold B. Otterman, assistant chief, Telecommunications Division, State Dept. "Then I confer upon you, sir, the title of doctor," replied Dr. Machado.

TOURISTS visiting the Pan American Union building halted outside the NARBA conference. Said the guide: "And in here an international conference is going on. They are making the North American treaty."

Cuban delegates are versatile folk. Sr. Nicolas G. Mendoza, Director of Radio, Ministry of Communications, Cuba, for his part, had his own translations in perfect American English with the ease of a midwestern American.

Snow in September...

Cotton is the 16-county WSPA-Piedmont's largest money crop. Over 27,500,000 baled-weights each year are produced in Spartanburg County alone.
said he believed “something could be worked out that might provide for an improved service in Cuba on the basis of that particular article in the treaty.” He asked why Cuba wasn’t using its I-A clear channel, 1540 kc, with 50 kw power.

Dr. Nicolas G. Mendoza, Director of the Ministry of Communications, Cuban Government, replied that “the gentlemen here know that the primary service that can be rendered by a station on this ‘jewel’ of the channel of 1540 kc, is equivalent to the service that you may render with an FM station.” He said Cuba requested another I-A channel at the Havana Convention and had been unable to obtain it.

“Cuba has made use of the channel 1540 in a useful manner to Cuba but it has not made a useless use of that channel to be able to say that we have used it,” he quipped. He suggested that Canada or the western U. S. could better use 1540 for secondary service than Cuba could for primary service.

Dr. Mendoza expressed the view that the 650-mile limitation applied only to Cuba. Subcommittee named to consider Cuba’s request to change the 650-mile limitation provision is comprised of Sr. Lazaro Barajas, Mexico, chairman; George P. Adair, Rosel H. Hyde, FCC, U. S.; W. W. Richardson, W. S. Smith, Canada; W. F. Calguy, Newfoundland; A. D. Hodgson, Bahamas; Juan Buchanan, Miguel Espejel, Mexico; Dr. Mendoza, Alfonso Hernandez Cato, Cuba; Sr. Rodriguez, Dominican Republic.

During discussions Wednesday before the Juridical Subcommittee considering extension of NARBA service, Mr. Adair said the State Dept. had requested President Truman for powers to negotiate a new treaty which would become necessary. A canvass of various delegates showed that Mexico could negotiate a new treaty or sign a modus vivendi.

Mr. Adair said Canada was not instructed and not free to negotiate a new treaty or sign a modus vivendi; that Mexico could negotiate a new treaty, while Canada could enter into an improved service in Cuba on the basis of the existing treaty for INS and will also transcribe the ceremonies in English and Italian for WOV. Mr. Morgan is said to be the only newsman ever granted a private interview by Pope Pius XI.

LISTENING INTENTLY at opening plenary session of NARBA Engineering Conference are these representatives of U. S., 1 to r: George P. Adair, FCC Chief Engineer; Rosel H. Hyde, FCC General Counsel; Panney Neyman Litvin, FCC Law Dept. Broadcast Division, special assistant to Mr. Hyde at NARBA National, Secretary, NAB; T. A. M. Craven, vice president, Cowles Broadcasting Co., NAB observer and the U. S. delegate who signed NARBA in Havana in 1937.

Registrants at NARBA Meet

BANAMA ISLANDS
Alan D. Hodgson, Director, Bahaman Telecommunications Dept.
CUBA
Delegates --
F. H. Soward, Chp, Special Assistant, Undersecretary of State for Foreign Affairs
G. C. W. Browne, Assistant Controller of Radio, Dept. of Transport
Dr. Augustin Frigon, gen. mgr., CBC
Cuba Government
Dr. Miguel Amezaga, secy. to Minister of Communications

DOMINICAN REPUBLIC
Delegates --
Jose Bamon Rodriguez, Minister, Dominican Republic
Miguel Guerra, 1st secy. Dominican Embassy, alternate
JAMAICA
Delegates --
Donald Malcolm Glick, manager, Govt. Broadcasting Stations, Caribbean Comm.

MEXICO
Delegates --
Carlos Avila Camacho, president, sub-secretary of Communications and Public Works
Lazaro Barajas Gutierres, Engineer, Ministry of Communications and Public Works
Dr. Jose E. Lazaro, Chief, Dept. of Communications and Public Works
Dr. Miguel Espejel, Engineer, Mexican delegation
Dr. Miguel Espejel, Engineer, Mexican delegation

NEWFOUNDLAND
Delegates --
H. J. Clarke, assistant secretary, Posts and Telegraphs
W. P. Gailey, general manager, Newfoundland Broadcasting Corp.

PANAMA
Observer --
J. E. Heurtematte, Communications Counselor, Panama Embassy

UNITED KINGDOM
Observer --
Brigadier J. G. Deedes, Attaché, British Embassy

UNITED STATES
Delegates --
E. R. Jett, chm. of delegation, Commissioner, FCC
H. R. Otterman, asst. to chm., FCC

INTERESTED OBSERVERS at NARBA Engineering Conference were (1 to r): Earl H. Gammons, CBS Washington director; Frank M. (Scoop) Russell, NBC Washington vice president; T. A. M. Craven, vice president, Cowles Broadcasting Co., NAB observer and the U. S. delegate who signed NARBA in Havana in 1937.

Morgan to Rome
THOMAS B. MORGAN, long-time U. S. correspondent at Vatican City and City of Rome correspondent for both events at WOV New York, will accompany Cardinals-elect Spellman and Glennon to Rome for the cardinals’ consistory. He will cover the event for INS and will also transcribe the ceremonies in English and Italian for WOV. Mr. Morgan is said to be the only newsman ever granted a private interview by Pope Pius XI.
KEY FIGURES at NARBA Engineering Conference are these Latin American representatives, (1 to r): Dr. Luis Machado, Cuban Dept. of State, vice chairman of Cuban delegation and elected chairman of Juridical Committee; Sr. Nicolas G. Mendoza, Director of Radio, Ministry of Communications, Cuba; Dr. Luis de la Rosa, adviser to Mexican delegation; Col. Rafael Avila Camacho, president of Mexican delegation and sub-secretary of Communications and Public Works, Mexico; Sr. Lazaro Barajas, engineer, Ministry of Communications and Public Works, Mexico, and vice chairman of Mexican delegation.

FIRST D. C. TO N. Y. VIDEO SHOW FEB. 12

LINCOLN DAY ceremonies in Washington, D. C., will provide the program material for the first regularly scheduled television transmission between the Nation's Capital and New York, starting at noon, Feb. 12, it was announced last week, confirming the story first published by BROADCASTING, Feb. 4. It will be a joint venture of NBC, CBS, Du Mont and AT&T.

Opening in New York, the program will switch to Washington, D. C., for interviews with Paul Porter, FCC chairman; Senators Kenneth McKeller (D-Tenn.), Burton K. Wheeler (D-Mont.) and Wallace H. Bennett Jr. (R-N. Mex.), and Rep. Sam Rayburn (D-Tex.) following panoramic views of Washington. The scene will shift to the Lincoln Memorial, where cameras will pick up the laying of wreaths at the shrine. Gen. of the Army Dwight D. Eisenhower will be seen as he lays a wreath at the feet of the Lincoln statue.

Pictures will travel by specially equipped telephone lines to the Washington terminal of the coaxial cable, extending 225 miles to New York, as one of the first links in what will eventually be a nationwide cable network constructed by AT&T. Program will be fed directly to the Du Mont experimental video station in Washington, W3XWT, for broadcasting to Washingtonians. It will travel through the cable to the Long Lines Building in New York and thence over special wire lines to the transmitters of WCBW (CBS) and WNBK (NBC) for broadcasting to the New York video audience.

Following the Lincoln Day telecast, each of the three video broadcasters will have use of the cable two nights a week.

DR. MADDY DECRES AFM CONSTITUTION

DR. JOSEPH E. MADDY, president and co-founder of the National Music Camp, at Interlochen, Mich., who was recently ousted from membership in the American Federation of Musicians, last week charged James C. Petrillo, AFM president, of attempting to shift responsibility for the ouster on the union's executive board.

Speaking before the Illinois Music Educators' Association convention at Northwestern U, Dr. Maddy said the board denied any "personal feelings" between Petrillo and himself were responsible for the ouster, resulting from his refusal to abide by the union's ban of NBC broadcasts by the Interlochen student symphony orchestra several years ago.

"But Petrillo," Dr. Maddy charged, "is just hiding behind the board's skirts and tries to give the impression that he isn't the absolute monarch of music in the country. . . . No more comprehensive portrayal of despotic dictatorship" is to be found than the constitutions and bylaws of the AFM which give Petrillo absolute power to change the bylaws and to make his own laws without consulting anyone," he added.

Kreental Joints Branch

KENNETH A. KRENTAL, former director of market research for Day & Zimmerman, Philadelphia management engineering firm, and market research manager for CBS Detroit, has joined the new advertising agency, Branch Inc., New York [BROADCASTING, Feb. 4] as vice president and general manager.

W.R. Ennell SAYS...

Here's why RICHMOND is the Test City...

Because Richmond encompasses an area where the elements of stability do not fluctuate, manufacturers who seek to find out the acceptance of their products choose Richmond as the key testing city. WRNLW with its wide listening public in this area can do a selling job for you. Sound programming, consistently good, will keep your public tuned in, and listening.

The only New Orleans Station using all these means to build Listenership continuously

- 24-Sheet Posters
- Newspaper Advertising
- Street Car Dash Signs
- Point-of-Sale Displays

Folks turn first to WWL

THE GREATEST SELLING POWER IN THE SOUTH'S GREATEST CITY

50,000 Watts Clear Channel CBS Affiliate Represented Nationally by The Katz Agency, Inc.
geographic protection for clear channels, replacing it with “other regulations of good engineering that will offer adequate protection to the effective zone of service of the dominant stations.”

NARBA Proposals

(Continued from page 16)

A. L. ALEXANDER, whose Seru-tan-sponsored Mediation Board has given gratis advice to the domesti- cally harried on Sunday nights over MBS, last week might well have looked for better counsel to hide itself out of a place.

New York’s District Attorney be-latedly but earnestly became inter- ested in Mr. Alexander’s broadcast of Sept. 9. Reason for the D. A.’s interest: Two women who were interviewed on the show may have had knowledge of a curious death of an infant, a circumstance with which Mr. Alexander’s board of experts dealt without reference to law authorities who are under- standably interested in such mat- ters.

Although the District Attorney’s office issued a blurt “no comment” on the case, it was reliably report- ed that the investigation of the program had reached New York’s Office, Havana, no later than Sept. 1, 1946; (2) a NARBA Engineering Committee composed of one ex- pert from each government met in Havana Sept. 1 to review pro- posals from standpoint of interfer- ence and prepare a joint report on the subject to interference, comments concerning proposed use of directional antenna installations; in addition each government may appoint one representative to pass upon questions of non-engineering character; (3) that NARBA Com- mittee be instructed to complete its work by Dec. 1, 1946, when Inter- American Office shall forward com- complete set of proposals, with com- mittee’s joint reports, to all parties to NARBA; (4) between Dec. 1, 1946 and March 1, 1947, each govern- ment shall make independent study of proposals and submit comment- s to Inter-American Radio Of- fice; (5) between March 1 and April 1, 1947 each government shall submit final proposals to be placed on agenda of conference called to revise NARBA; (6) Plenipoten- tiary Conference be held begin- ning about July 15, 1947; (7) in event time does not permit ratifi- cation governments may arrange through exchange of notes for furt- her extension of time during which they will abide by provisions of existing NARBA.

Successful IDEAS are always at a PREMIUM

and the Robbins Company has an outstanding* promotion plan for introduc- ing ideas that result in resound- ingly successful premium promotions. Before that, Robbins had ex- tended its promotion planning to plans for moving America’s largest users of pre- miums based on long years of knowing what will succeed and know- ing how to make them succeed. Today the ingenuity and skill of Robbins craftsmen are serving the gov- ernment’s needs for military emblems —to the extent that Robbins is the country’s largest manufacturer of dis- tinctive insignia for the Army, Navy, and Marine Corps.

Tomorrow, Robbins ideas in metal will spark your premium programs to new highs, with timely, interesting, appealing promotions designed for success! We'll be glad to discuss your postwar requirements with you now. Estimates and designs submitted without obligation. Send for the new Robbins catalogue.

The Robbins Co.

Ideas in Metal

ATTLEBORO, MASSACHUSETTS

MR. ALEXANDER’S OWN PROBLEM

District Attorney Has a Tough Question for Board

-Of Experts to Solve

Grand Jury. It was known that a recording of the Sept. 9 broadcast had been subpoenaed by the D. A.

Details of the broadcast remained vague but a Mutual spokesman re- called that two women whose iden- tities were withheld from the pub- lic appeared on Mr. Alexander’s program (Sun. 8:8-3:00 p.m.) to tell that the sister of one had a child who died after an illness. What worried the women was that the child’s death had never been reported to authorities. Mr. Alex- ander’s board, weighing the ques- tion, advised the women to forget it, it was reported.

When the District Attorney be- gan investigating the show—only four weeks ago—it was discovered that the women apparently had given Mr. Alexander false names and addresses since neither could be located.

Problem was: Had some degree of infanticide been committed or was Mr. Alexander the victim of a hoax?

Three Added to Blair

THREE MEN have been added to the staff of John Blair & Co., sta- tion representative. Wells Bar- nett, former sales service manager of WLS Chicago and recently re- leased from AAP, has been ap- pointed manager of the Blair Co. promotion department. William H. Weldon returns to Blair New York office as account executive after Naval service as LST torilla com- mander. Holly Moyer, former com- mercial manager and assistant sta- tion director of KPEL Denver, will be associated with Carlton Conroy, manager of Blair Los Angeles office.

Mine Safety Series

BUREAU OF MINES is planning a transcribed radio series on mine safety for the first time, according to Willett Kempton, director of the Radio Section of the Dept. of the Interior, handling the series. It is felt that the recent mine dis- asters indicate the need for better understanding of safety measures.

APPLICATION for the transfer of WDSM Superior, St. Paul, for $150,000 plus cash assets was reported by the FCC last Thursday.

The Commission, advertising the proposed transfer in the Federal Register in compliance with the “Aevo plan” inviting competitive bids, said Robert Ridder, Duluth, Minn., should deal with the present owners Dec. 13 and as- signed it to Ridson Inc. Dec. 14. A majority of the selling stockhold- ers may cancel the contract if the purchase is not approved by FCC within six months from Dec. 13.

The contract stipulates that James J. Conroy, Roland C. Buck, and George W. Welles Jr., three of the five present stockholders, will not for three years after the trans- fer engage or invest “in radio or television broadcasting from any station owned or operated by the bidder.” Among programs of the American Broad- cast Co. and located at Duluth or Superior or within 50 miles thereof.

Victoria B. Conroy and Joseph H. Weisberg are the other stock- holders.

Associated with Mr. Ridder in Ridson Inc. are several other mem- bers of the Ridder family. They are not now engaged in radio activities. FCC said action on the application would be withheld for 60 days from Jan. 30, after the Commission was informed the applicants were advertising the proposed sale in a Superior newspaper, for submis- sion of competing applications. The station operates on 1200 kc with 250 w.

Films Used in 40%

PAUL ALLEY, producer in charge of NBC film programs, told an American Television Society lunche- on in New York last Tuesday that 40% of NBC’s video programs are films. They include feature films, short specials as individual pro- gram units, film spots forming part of studio dramatic presentations and newscast material. Live re- mote pickups make up another 40%, he said, with the remaining 20% live studio shows.
N. Y. Trial Opens On Flamm Charge
Noble First Witness Called In Conspiracy Trial
NEARLY $3,000,000 and a man's reputation were the high stakes for which attorneys contested last week in New York State Supreme Court as the trial of a $2,925,000 damage suit brought against Edward J. Noble, chairman of the board of ABC, by Donald Flamm, sometime owner of WMCA New York, began.

By the end of the first day of testimony before Judge Denis O'Leary Cohalan, the tactics of both plaintiff and defendant became plain. Mr. Flamm would try to prove that he was forced to sell WMCA to Mr. Noble by threats of political pressure which might relieve him of WMCA's wavelength if he refused to sell.

Mr. Noble would claim that his purchase of the station for $850,000 had been a straight business deal.

Philip Handelman, attorney for Mr. Flamm, called Mr. Noble as his first witness. He attempted to link Mr. Noble's name with that of Thomas Corcoran, behind the scenes figure of the Roosevelt Administration. He elicited that Mr. Noble had talked with Mr. Corcoran on the advisability of retaining William J. Dempsey and William C. Koplowitz as attorneys. Mr. Noble testified that at that time he was unfamil iar with radio and wanted to engage persons who were to negotiate the purchase of WMCA for his.

Finder's Fee
Questioning revealed that Mr. Noble first heard that WMCA might be put up for sale by Mr. Flamm through E. H. Rollins & Co., New York investment house, to which he paid a $24,500 finder's fee for the tip. Negotiations were conducted by Dempsey and Koplowitz.

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Mr. Handelman attempted to show that Mr. Flamm had advised Mr. Noble that he objected to sale of WMCA. Questioning brought out that three nights before Mr. Flamm and Mr. Noble finally signed the contract of sale (Dec. 2, 1940) "Mr. Flamm made certain insinuations. "I didn't tell you that you were taking the station away from him," Mr. Flamm said.

"He made several accusations," said Mr. Noble, "including that the President of the United States, the Secretary of Commerce and other persons who I was trying to gang up on him. Thats when I tore up the contract."

While Mr. Noble was on route home, Mr. Flamm had a sense of heart, Mr. Noble said. He telephoned Mr. Noble and "said he was sorry we had torn up the contract and that he wanted to go on with the deal," said Mr. Noble.

"I told him that if he would withdraw his accusations, we would go through with it." Mr. Noble has filed a counterclaim, charging Mr. Flamm with libel and asking damages of $1,000,000. Originally a part of the suit, the claim was severed into a separate action by Judge Cohalan at the outset of the trial. It will be set for trial after April 1.

To H. A. Louden Co.
L. C. DeFOREST, former advertising and sales promotion manager of Hills Bros Co., Dromedary food products, has joined Henry A. Louden Co. as account executive specializing in food and grocery accounts.

Well, Welles
BACK in 1938 an invasion of Earth by spacemen from Mars—as created by Orson Welles for a broadcast on CBS Mercury Theatre of the Air—threw listeners into panic and called forth editorial comment from all over the nation. Mr. Welles continued his spectacular rise in the entertainment world. Last week when the French national radio broadcast a show depicting the atomic disintegration of the world which caused panic among French listeners the matter was settled quite simply. Claude Bourdet, general director of the French national radio, was fired.

Duplicate Surveys Rapped by Harper
MARION HARPER Jr., vice president in charge of research, McCann-Erickson, last Thursday asked the Radio Executive Club of New York, "Why should there be two services measuring program audiences by the same method?"

Mr. Harper had an answer as well as a question: There should not be. He suggested two immediate steps:

1. Cooperative Analysis of Broadcasting and C. E. Bureau should immediately agree upon a technical advisory committee to establish standards and to begin experimental work to clarify the problems in this field.

2. "CAB should withdraw from the coincidental rating service business. It should become a fact-finding, standard-setting body, pushing research knowledge about business further and further ahead."

Scatter diagram of CAB and Hooper ratings will indicate three general conclusions, he said: the ratings of one service are roughly 20% higher than those of the other. Aside from this difference, the similarity is surprisingly great. In spite of general discrepancy between the two rating services for some programs is great enough to discount those interested in that particular program.

COMMITTEE SLICES WHITE HOUSE PLAN
PLAN to provide an addition to the White House West Wing, with an auditorium carrying broadcast and television pickup facilities, was knocked out of an appropriation bill Thursday by the Senate Appropriations Committee. The independent offices supplied $870,000 for White House expansion, along with improvements to present facilities.

Paul Hollister Leaves CBS for RKO Position
PAUL HOLLISTER, who resigned as CBS vice president in charge of sales promotion and advertising, and been named studio representative in New York of RKO-Radio Pictures Inc. Possibility of a reorganization of the department has been mentioned.

Mr. Hollister, who joined CBS in 1942, had been vice president of BBDO, later executive vice president of R. H. Macy & Co.

Elder Refuses Offer
ROBERT ELDER, assistant to the president of Lever Bros. Co., has turned down an offer to become head of the Radio Council of the Assn. of National Advertisers, at a reported salary of $40,000. Despite his refusal to accept this full-time ANA post, it is considered probable that Mr. Elder may agree to serve as chairman of the ANA committee governing the council.
AN ALL-TIME FAVORITE

FRESNEI

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BROADCAST MUSIC INC.

585 Fifth Ave., New York 1, N. Y.

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Hearings Next Week

MONTDAY, FEBRUARY 11

Concluded: Consolidated Hearing

Federal Bldg., Dallas, Tex.

Grantee: Consolidated Broadcasting Co.

NEW Perman Basin Broadcast-
ing Corp., 1900 N. Post Highway, New-

town, Colo. — CP new station f1450 kc 250 kw unlimited.

NEW Southwestern Broadcasting Corp., 1900 N. Post Highway, New-
town, Colo. — CP new station f1450 kc 250 kw unlimited.

Consolidated Hearing. 10 a.m.

Federal Bldg., Miami, Fla.

NEW Atlantic Shore Broad-
ing Corp., 640 Virginia Ave., Norfolk, Va.

Grantee: Radio Corporation of

Cedar Rapids, Iowa. — CP new station 1450 kc 250 kw unlimited.

NEW Radio Corporation of

Cedar Rapids, Iowa. — CP new station 1450 kc 250 kw unlimited.


NEW Moline Dispatch Pub-
lishing Co., Moline, Ill. — CP new station 1470 kc 250 kw unlimited.

Wednesday, February 13

Consolidated Hearing, 10 a.m.

NEW A. C. Neff, Savannah, Ga.

Grantee: CP new station 1400 kc 250 kw unlimited.


THURSDAY, FEBRUARY 14

Consolidated Hearing, 10 a.m.

NEW Futon Broadcasting Corp., Coral Gables, Fla.—CP new station 1450 kc 250 kw unlimited.

NEW Southern Media Corp., Coral Gables, Fla. — CP new station 1450 kc 250 kw unlimited.

NEW Russell E. Kalb, Beni-
di, Orange Co., N. Y. — CP new station 1450 kc 250 kw unlimited.

NEW Air Time Inc., Jolita, Mo.

Grantee: CP new station to operate on 1230 kc 250 kw.


NEW Radiocore Concepts, Inc. — CP new station 1450 kc 250 kw unlimited.

NEW KGH Little Rock, Ark. — Granted CP new station to operate on 600 kc 10 kw.

NEW Natrona County Tribune, Cas-

sino, Wyo. — Granted CP new station to operate on 1230 kc 250 kw.

NEW Natrona County Trib-
une, Casper, Wyo. — Granted CP new station to operate on 1230 kc 250 kw.

NEW Water Meter Co., St. Louis, Mo. — Granted CP new station to operate on 1230 kc 250 kw.

NEW New York, N. Y. — Granted CP new station to operate on 1230 kc 250 kw.

NEW Metropolitan Broadcast-
ing Corp., Burlington, Vt. — Granted

CP new station 1320 kc 250 kw unlimited.


NEW Fairview Television Corp., 60 Fairview Rd., St. Louis, Mo. — Granted CP new station to operate on 1320 kc 250 kw.

NEW Network, Inc., 60 Fairview Rd., St. Louis, Mo. — Granted CP new station to operate on 1320 kc 250 kw.
FEBRUARY 7

NEW San Bernardino Broadcasting Co. Inc., San Bernardino, Cal.—Granted motion to dismiss on motion of Petitioner tert, 19.0 kw. Insofar as Petitioner requests that the condition of the station be assigned to the frequency presently assigned to the said station by the Federal Communications Commission, it is hereby granted. (See KQV, WOL story on page 24.)

NEW United Broadcasting Co., Ogden, Utah—Annul application of N. S. V. P. & Co. to take station off the air, and discontinue operations due to lack of capital, with the discretion of the Commission to assign the frequency to another station presently assigned to the ... 1260 kc, unlimited time; directional power of Station WGAR from 5 kw to 95 kw unlimited, and ordered that said application as amended be designated for hearing in a consolidated proceeding re application of The WGAR Broadcasting Co. as previously served.

NEW Marshall Broadcasting Co., Marshall, Tex.—Granted CP new FM station on frequency to be specified, coverage of 9,260 kw unlimited, and ordered that said application as amended be designated for hearing in a consolidated proceeding re application of the AscherBrock Radio Corp. for a construction permit which would better serve the public interest than the grant of the application of Petzer Broadcasting Co.

NEW WOL Washington, D. C.—Granted CP new FM station on frequency to be specified, contained insofar as it requests enlargement of issue in case.

Applications...

FEBRUARY 4


NEW The Capital Broadcasting Co., Annapolis, Md.—CP new metropolitan FM station on Channel 32 (which authorized change in frequency from 1400 kc to 1590 kc), unlimited time; directional power of station at 5 kw unlimited, DA day and night.

NEW Trent Broadcast Corp., Trenton, N. J.—CP new FM station on frequency to be specified, coverage of 9290 kw unlimited.

WXDK Brooklyn—Modification of CP new metropolitan FM station to change from 44.7 mc in Channel 1 to 44.9 mc in Channel 3, and to extend completion date for non-commercial use of said station.

WGBO Newark, N. J.—Modification of CP new metropolitan FM station for extension of completion date for non-commercial educational use of said station.

NEW Broadcasters Inc.—Amend application for CP new metropolitan FM station to change from 1400 kc to 1590 kc, unlimited time; directional power of station at 5 kw unlimited, DA day and night.

NEW Tidewater Broadcasting Corp., Newport News, Va.—CP new station 100 w unlimited.

WXEK, Louisville, Ky.—Modification of CP new FM station 10 kw to 1 kw.

KQV, WOL story on page 24.

REMOTE - POWER AMPLIFIERS

By Comr. Denny

WKY Oklahoma City, Okla.—Granted motion to dismiss as it requests enlargement of issues in case.

Applications...

FEBRUARY 5

NEW Belvedere Broadcasting Co., Baltimore—CP new metropolitan FM station on frequency to be assigned and coverage to be determined by FCC.

NEW WOL Washington, D. C.—CP new metropolitan FM station, frequency and coverage to be assigned by FCC ("WPAW" call reserved).

NEW KQV, WOL story on page 24.

NEW KCGB Great Bend, Kan.—CP shift frequency from 1400 kc to 1590 kc, increase 250 kw to 1 kw.

NEW Midwest Broadcast Co., Milwaukee—Granted CP new metropolitan FM station, frequency and coverage to be assigned by FCC.

NEW KVGB Inc., Great Bend, Kan.—CP shift frequency from 1400 kc to 1590 kc, increase 250 kw to 1 kw.

NEW Marshall Broadcasting Co., Marshall, Tex.—Granted motion to amend application to specify new DA 5 kw, 1 kw day, unlimited.

NEW Nashville Broadcasting Co., Nashville, Tenn.—Granted motion to discontinue application without prejudice.

NEW J. O. Emmerich, Bogalusa, La.—Application to take depositions in re application.

NEW WAMM Washington, D. C.—Granted motion to reject as inadmissible.

NEW Capital City Broadcasting Corp., Des Moines, Ia.—CP new station 1490 kc 250 w unlimited to 75 kw unlimited.

NEW Channel 6 Broadcasting Co., Brockton, Mass.—Voluntary assignment of condition granted for new metropolitan FM station to Western Massachusetts Broadcasting Co.

NEW Capital City Broadcasting Corp., Baton Rouge, La.—CP new station 1 kw unlimited.

NEW Tidewater Broadcasting Corp., Newport News, Va.—CP new station 100 w unlimited.

NEW Broadcasting Co., Ogden, Utah—Annul application of N. S. V. P. & Co. to take station off the air, and discontinue operations due to lack of capital, with the discretion of the Commission to assign the frequency to another station presently assigned to the said station by the Federal Communications Commission, it is hereby granted.

NEW WRQX Washington, D. C.—CP new station 1490 kc 1 kw unlimited.

NEW United Broadcasting Co., Ogden, Utah—Annul application of N. S. V. P. & Co. to take station off the air, and discontinue operations due to lack of capital, with the discretion of the Commission to assign the frequency to another station presently assigned to the said station by the Federal Communications Commission, it is hereby granted.

NEW Channel 6 Broadcasting Co., Brockton, Mass.—Voluntary assignment of condition granted for new metropolitan FM station to Western Massachusetts Broadcasting Co.

NEW Capital City Broadcasting Corp., Baton Rouge, La.—CP new station 1 kw unlimited.

NEW Tidewater Broadcasting Corp., Newport News, Va.—CP new station 100 w unlimited.

NEW Broadcasting Co., Ogden, Utah—Annul application of N. S. V. P. & Co. to take station off the air, and discontinue operations due to lack of capital, with the discretion of the Commission to assign the frequency to another station presently assigned to the said station by the Federal Communications Commission, it is hereby granted.
Radio Series Outlined at Testimonial Dinner

PREVIEW of a new radio series designed to dramatize the part played by brand names in our daily lives was given last Tuesday at a testimonial dinner of the Brand Names Research Foundation, held at the Hotel Astor, New York. Series, presented by the Foundation in cooperation with NBC, is titled The Name Speaks and will start in March on NBC stations across the country as a weekly quarter-hour series of 13 programs, produced and recorded by NBC’s Radio Recording Division.

Dinner was held in honor of 206 brand names of metropolitan New York, northern New Jersey and southern Connecticut which have been used to identify specific goods for more than 50 years. Twenty-five of these brands have been in continued use for 100 years or more, 63 for at least 75 years, 118 for at least 50 years. Certificates of public service were presented to the companies behind the brands by Henry E. Abt, BNRF secretary and managing director.

System Attacked

Alfred O. Buckingham, vice president, Quitt, Peabody & Co., who was elected chairman of BNRF for 1946, urged that “every manufacturer and advertiser of a branded product join in a program to convince the people of America that their own best interest lies in support of the system of brand identification.”

Sen. Albert W. Hawkes (R-N.J.), in an address that was broadcast by Mutual from the dinner, declared that “at the present moment there are factions in this nation who would destroy the great American system of business which is commonly called our free enterprise system. One of the targets that they have chosen for attack is the brand name system as it is used in the distribution of goods and services in our economy. It has been chosen for attack for an obvious reason.”

Stating that “recently men high in the ranks of certain labor movements have suggested that the four fundamentals cannot be accomplished without the destruction of our free enterprise system,” Sen. Hawkes declared: “That means that we Americans have an issue which must be faced immediately. Are we going to permit those who would destroy our system to succeed in doing it, or are we going to get organized and take the necessary steps to preserve it?”

What BNRF is doing to educate and inform the public was detailed by Mr. Abt, who outlined the organization’s news service for editors, its children’s museum, its complete line of children’s games, its educational film. “Radio,” Mr. Abt asserted, “will do the greatest job of all. Our weekly files reach the commentators who broadcast over stations in every city in the country will pass on our message. But more than that, we have created our own program. Working together in the cooperative spirit which has made American business and advertising great, NBC and BNRF have developed a top-flight radio show.”

New Show Outlined

Program, which was then previewed, features Quentin Reynolds in a human interest brand name story, the music of a name composer, sung by Thomas Hayward of the Metropolitan Opera and played by an orchestra conducted by Norman Cloutier. Ford Bond is the announcer. Series, to start in March, has already been scheduled by 73 NBC stations, it was announced, with more expected. Those already signed include: WFBG KNCG WISE WSB WRDO WBAL WLZB KFZK WHRS WOPI WGBK WAPO WMAQ WBLK WTAM KRIS WTBQ KAOA WTRC KTSM KMJ WFBQ WCBS WKHE KVLQ KPLC WGAL WAML WLQK WIBA KYSM WMAM KMED WMC WIOD WSPA WEAF WATR KODY WOWW KSDK RSEI WCHS WJAR WPTF WBWR KROC WHAM KCRA WSAM KFAM KSD KDYL WOAI KFSD KPO KOMO KEOLO KQHO WSYR WFLA WBOB WTTM

Three Top Executives Advance April 1 in Promotions at NBC

Mr. Kopf, Mr. Shoverman, Mr. Witmer

THREE NBC executives will be raised to new positions April 1 in a series of promotions announced last week by Niles Trammell, NBC president.

Roy C. Witmer, vice president in charge of sales for almost 16 years, becomes staff vice president, a newly created position in which he will report directly to Mr. Trammell, for whom he will handle special assignments. Harry C. Kopf, vice president of NBC’s Central Division, moves to New York to succeed Mr. Witmer as vice president in charge of sales. E. (Chick) Shoverman, Eastern sales manager, goes to Chicago as Central Division manager.

A graduate of Leland Stanford U., Mr. Witmer managed manufacturing plants in New England for 17 years before joining NBC in 1927 as an advertising salesman. In 1929 he was promoted to assistant sales manager; a year later he became sales manager, and in 1930 he was named vice president. Mr. Kopf entered advertising as a salesman for Hecht in Chicago, following his graduation from U. of Illinois in 1925, subsequently selling space for System magazine and Literary Digest. He joined NBC’s Chicago sales staff in 1931. He became sales manager of the Central Division in 1939, manager of the division in 1940 and a vice president in 1941. Mr. Shoverman, also a U. of Illinois graduate, class of 1925, joined NBC’s Chicago sales department in 1928 after five years with newspaper and agency advertising departments. Advanced to sales manager of the Central Division in 1930, he was promoted to assistant Eastern sales manager in 1936 and to Eastern sales manager in 1940.

Wants Investigation

A SENATE resolution was introduced last Tuesday by Sen. Theodore F. Green (D-R.I.) proposing that a special committee of five presidents, Hart, Schaffner & Marx; items, the use of radio time made by all candidates for the U. S. Senate in connection with their campaigns for nomination and election. The resolution (S. Res. 224) was referred to the Committee on Privileges and Elections.

Miss Brown Speaks

DOROTHY BROWN, ABC Western Division continuity acceptance chair, addressed February membership meeting of Hollywood Radio Writers Guild on “Continuity and How It Grew from a Network Standpoint.”

BROADCASTING • Telecasting

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KVOO WRC KGV KANS WDEL WSJS WORK KYUM

OFFICERS of the foundation for Feb. 4, in addition to Chairman Buckingham, include: Howard B. Snader, treasurer, Vanity Fair Mills, eastern vice chairman; Donald B. Douglas, vice president, Quaker Oats, western vice chairman; Henry E. Abt, secretary; Gavin McBain, assistant treasurer, Bristol-Myers Co., treasurer.

Executive committee members are: Thompson, chairman; Julius Kayser & Co., chairman; Emerson Foote, president, Foote, Cone & Belding; George S. McMillan, secretary, Bristol-Myers Co.; George S. Trammell, Jr., president, John B. Stetson Co.; Donovan B. Steter, advertising director, Standard Brands.


Becomes News Staff Member

WILL F. RAGAN, recently with Los Angeles Examiner, has joined news staff of “Alka Seltzer Newspaper of the Air” on Dom Lee Pacific stations.

Peabody Proposes

SPECIAL public service awards to WVO New York and to CBS were proposed by the New York committee of the George Foster Peabody Foundation for WVO for Mr. Colombo Discovers America “because, though a single-shot presentation, it is an example favorably written in acting and production with any dramatic program of the same type heard on any network; because the basic concept of projecting the problems of a minority group with dignity and understanding offers a pattern which may be followed profitably by local stations in all parts of the country where group tensions exist.” The CBS Textron Theatre show, Co. Little Boy, was hailed because “It is unusual for either a topnotch actress or a commercial sponsor to dedicate high-priced radio time to a fair and moving presentation of basic social problems which affect human relationships.” (These recommendations were inadvertently omitted from the list of proposed awards published in Broadcasting for Feb. 4.)
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Washington 4, D.C.

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Consulting Radio Engineers
710 14th St. N.W. ME 4477
Washington, D.C.

ROBERT C. SHAW
CONSULTING RADIO ENGINEERS
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ANDREW CO.
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Triangle 4400

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AND ASSOCIATES
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New Orleans 12, Louisiana

Universal Research Laboratories
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Raleigh, N.C.

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System Engineering Consultants
Washington, D.C.

WELDON & CARR
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WASHINGTON, D.C.

1605 CONNECTICUT AVENUE
PHONE—MICHIGAN 4151

CHAMBERS & GARRISON
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PALESTINE, TEXAS
PHONE—759

H. V. Anderson
AND ASSOCIATES
CONSULTING RADIO ENGINEERS
715 American Bank Bldg. Tel. Raymond 0111
New Orleans 12, Louisiana

System Engineering Consultants
Washington, D.C.
Situations Wanted (Cont’d)

Ex-Ernest girl desists permanent position with small, progressive station east coast, educational and children’s programs. Writing, production, public relations. 3 years small station experience. Box 812, BROADCASTING.

Radio writer, producer, editor. Single. Knowledge German, French and English. Civilian and Army, educational and commercial experience. Seeking employment anywhere in or outside the United States. Box 813, BROADCASTING.

Veteran desires break in announcing. Announced radio shows for Army. Announced first class program. Available upon request. Write Box 814, BROADCASTING.

Engineer, 24, veteran, 3 years broadcast experience, holder of 1st phone. Main-tenance and operating experience of studio, control room and transmitters up to 180 kw. Prefer Midwest. Box 820, BROADCASTING.

Combination, announcer-engineer, 1st class license. Prefer straight announcing experience. Also good background news, sports and general. Have announced on major and minor networks. Want permanent position, good salary. Box 827, BROADCASTING.

Three years entertaining with own show part of Armed Forces, Master Com-panions total eight years. Some radio experience in service. Can ad libbing, audience participation. Prefer small city, educational. Contact Howard “Buddy” Blake, 5110 Richard Avenue, Baltimore 14, Maryland.

OPERATOR-ENGINEER

Studio or transmitter position, permanent. Radiotelephone first, radiotelegraph second licenses. Prefer Midwest, married, age 27. Box 831, BROADCASTING.

Engineer desires permanent position with progressive station who wants an ambitious, reliable, recording, remote and studio man. 9 years experience, also professional musician 9 years, radio amateur 7 years, 26 years old, married. Personality and ability to work with people. Box 832, BROADCASTING.

Three years experimenting with own show part of Armed Forces, Master Com-panions total eight years. Some radio experience in service. Can ad libbing, audience participation. Prefer small city, educational. Contact Howard “Buddy” Blake, 5110 Richard Avenue, Baltimore 14, Maryland.

AN OUTSTANDING RADIO STATION IS OFFERED FOR SALE

This is one of the finest in the South

250 watts

ADDRESS BOX 836, BROADCASTING

Situations Wanted (Cont’d)

Former sports announcer who has just completed three years as a Marine Corps Officer is seeking a baseball contract. Complete details of past experience, audition transcription available upon request. Write Box 799, BROADCASTING.

Former program director recently released from the armed forces is seeking employment. College education, experience with large and small stations, excellent references. Complete details upon request. Write Box 800, BROADCASTING.

Ex-Cast girl desists permanent position with small, progressive station east coast, educational and children’s programs; writing, production; public relations. 3 years small station experience. Box 812, BROADCASTING.

Radio writer, producer, editor. Single. Knowledge German, French and English. Civilian and Army, educational and commercial experience. Seeking employment anywhere in or outside the United States. Box 813, BROADCASTING.

Main engineer seeks position with progresive station, good salary. Box 827, BROADCASTING.

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Four-Point Action Announced in Grand Rapids Controversy

IN A QUADRUPLE action last week the FCC took steps to comply with the Supreme Court decision [BROADCASTING, Dec. 10] in the Ashbacker-Fetzer case.

The Commission, at its Wednesday meeting, (1) revoked the construction permit and subsequent license issued for station WJEF, 1230 kc at Grand Rapids, Mich.; (2) denied application of the Fetzer and Ashbacker Radio Corp., licensees of WKBZ Muskegon, Mich., for special temporary authority to operate on 1230 kc; (3) on its own motion issued special temporary authority (conditionally) to continue operations of 1220 kc; (4) designated the Ashbacker application to change frequency from 1490 to 1230 kc for consolidated hearing on March 12 with application of the Fetzers for a new station on 1230 kc at Grand Rapids.

Action was taken in the absence of a mandate from the U.S. Court of Appeals, second circuit of the 10th judicial district of Colombia, which was reversed by the Supreme Court [BROADCASTING, Feb. 4]. Whether the appellate court will rule favorably upon the party, according to the court, Segal, Smith & Hessney, counsel for Ashbacker, were undecided last week when asked to take note of the action.

In effect the Commission’s action of last week complies with the Supreme Court decision, according to FCC officials. Paul M. Berg of the Washington law firm who argued the case before the Supreme Court, last December that should the Commission grant WJEF’s application for special temporary authority, he would take “proper action.”

Compliance a Question

Inasmuch as the FCC denied the Fetzer application as well as that of Ashbacker for temporary authorization, then on its own motion the Commission decided any temporary authority, conditions, it was pointed out that this question is posed: “Did the Commission, by its denial of both applications, comply with the Supreme Court decision which held that where applications are mutually exclusive the Commission must hold hearings before granting either?” FCC counsel says the Commission did comply.

In the rapid-moving events last week the FCC first adopted an order authorizing sale of WJEF and the subsequent license, issued Feb. 5, 1945. At the same time application was designated for hearing on the construction permit in June 1944 it designated the Ashbacker application for hearing. Ashbacker appealed; the appellate court sustained the FCC’s motion to dismiss on the grounds that Ashbacker had no cause of action since the Commission had not acted on its application. The Supreme Court held, however, that the Commission can designate one for hearing and granting the other when two applications are mutually exclusive.

Radio Supplement

W E E K L Y radio supplement "Weekend Radio Review," was started Jan. 11 of 14 papers in the Daily News. Written and edited by Charles S. Zorhorst, radio relations adviser, of Washington, the supplement includes columns on FM, TV and telephone developments, local and national news, news of the week and special reports. The supplement is available to radio stations.

Washington State News Service Set

CONVINCED that radio could give a more complete account of state capital news than could established wire services and newspapers, the Washington State Broadcasters Assn. has formed a non-profit, cooperative news organization under the name of State Radio News Bureau. Facilities are available to all stations in the state.

Named executive director of the service, and of its new weekly 14-station program, "Olympic Report," is Carl Downing, former state capital manager of UP and for eight years news editor of KQF Wenatchee.

In addition to Olympic Report, which will be increased, news bureau also provides special programs requested by participating stations. Coverage includes spot news developments affecting particular areas.

Committee which organized service is composed of Chairman Tom Olson, dean of KPU, director of news department and owner-manager of KGY; Birt Fisher, owner of KJR Seattle, and Rogen James, owner of KVOS Bellingham and KQF Wenatchee. Other stations now using service are: KJRO KOMO KKA KQV KFPY KPQ KRKO KGX KWKL KELA KVAN KTYY.

Freelancers Out

WGN Chicago shut the door on freelance commentators Feb. 6 with announcement by Robert F. Hurleigh, director of WGN news room, that all future newscasts, sponsored or otherwise, will be handled by members of WGN news staff. Decision was reached in the interest of a cooperative basis with Salerno Cracker Co. (Schwimmer & Scott) on Capt. Michael Fielding, British news analyst, heard Sat. 10-10:15 p.m. EST, Mr. Hurleigh and Spencer Allen of WGN staff.

Allen’s FCC Reference

At the Senate Banking Committee hearing Thursday on nomination of George E. Allen, Presidential adviser, to be a director of the Reconstruction Finance Corp., the nominee indicated an FCC appearance in mentioning relations with U. S. agencies. Mr. Allen said he appeared before the FCC in the hearing on the Westashire acquisition of WLW Cincinnati, but doubted if his presence had any influence on the transfer. His nomination was approved by committee Friday.

Close Starts Feb. 19

START of Uptown Close series on Mutual, originally scheduled for Feb. 2 [BROADCASTING, Jan. 28], has been postponed to Feb. 19, 10:15-10:30 p.m. EST, Mutual has deliberated for several weeks before consenting to sign the contract who was released from NBC following the last Presidential election.
Conditional Grant Issued to WGAR

Increase Is Allowed Pending Hearing With WADC

FIRST conditional standard grant under two new rules — outgrowth of the U. S. Supreme Court's decision in the Ashbacker-Fetzer case — was announced by the FCC last Wednesday.

The Commission authorized WGAR Cleveland to increase power from 5 kw to 50 kw on its 1220 kc assignment, but added a proviso that the authorization may be withdrawn and given to WADC Akron, after the applications have been considered in a hearing. Another conditional grant was made in the Ashbacker-Fetzer case itself (see story page 83).

One of the issues in the WGAR-WADC hearing, according to a Commission order released Thursday, is whether the WADC application, seeking WGAR's assignment with 50 kw, was filed for the purpose of "delaying or hindering" WGAR's proposed operation. Another issue, the Commission said, will be to determine whether WGAR's license should be modified to specify that the station is "temporarily assigned to WADC" instead of 1220 kc.

The WGAR-WADC case already has been before the FCC and also the District Court of Appeals, and, in effect, has been involved in favor of WGAR. In Feb. 1941 WGAR applied for 1220 kc with 50 kw; a year later WADC filed a similar application. A short time afterward, WGAR amended its application to ask for only 5 kw. After a hearing the Commission ruled, and was upheld when WADC carried the case to court, that WGAR should be permitted to go on with 5 kw on condition that it increase its power when equipment and materials became available.

WGAR's present application, filed in compliance with this stipulation, is for increase to 50 kw, unlimited time, and for installation of a new transmitter and new directional antenna for day and night use. WADC's application is for change in frequency from 1350 kc to 1220 kc and increase in power from 5 kw to 50 kw.

Conditional grant of WGAR's request and designation of WADC's for hearing, it was explained, follows the Commission's new order regarding conditional standard grants as provided in Amended Rules and Regulations announced Jan. 17 [BROADCASTING, Jan. 21]. One of the instances in which the Commission may make conditional standard grants, under the revised rules, involves mutually exclusive applications of which it appears that one or more may have been filed in good faith but rather "for the purpose of delaying or hindering the grant of another application."

The Commission's order conditions conditional grants by WADC and said it appeared that the applica-

Mr. Way

the great inconvenience and confusion occasioned the radio audience and stations of the country by lack of uniform time."

"Use Wartime Powers"

It was resolved that President Truman to maintain uniform time throughout the country pending efforts to obtain legislation as recommended by the NAB 12th District at its meeting, Feb. 4-5 at the Hotel Tulsa, Tulsa, Okla.

In a resolution passed by the district, Justin Miller, NAB presi,

dent, was asked to bring to the attention of Presi.dent Truman "the great inconvenience and confusion occasioned the radio audience and stations of the country by lack of uniform time."

GATHERED AROUND William B. Way, KVOO, re-elected 12th District director, are NAB cohorts. Front row (1 to r), John Esau, KTUL; Mr. Way; Robert Lindsey, KPHY; Standing, Clark Luther, KPHF; Pat Buford, KHBG; Kenyon Brown, KOMA; Alex Keese, Taylor-Howe.

Snowden Radio Sales. Meeting was held in Tulsa, Feb. 4-5.
Crutchfield Time Plans Acclaimed

Petition Asking Nets to Use Standard Time Gets Voters

ADVOCATING immediate con-sideration by the FCC of a campaign for a standard time for the medium, Charles H. Crutchfield, general manager, WBT Charlotte, has circulated a questionnaire among all licensees suggesting two courses of action.

Plan 1 suggests lobbying in Washington for legislation to provide universal daylight saving time during the summer months. The plan 2 proposes a petition insisting that the networks operate on Standard Time the year round regardless of the time adopted in that particular area.

Plan 2 Preferred

Out of 504 replies received to date, 369 stations prefer Plan No. 2, 95 plan No. 1, and 30 stations want both adopted. Ten stations of the latter group have already submitted signatures.

Mr. Crutchfield first proposed a standard time for broadcasting—a subject that has occupied the attention of radio's leaders for years—in an article appearing in BROADCASTING, Sept. 17.

The latest letter to stations signed by WBT's program director, Larry Walker, and sales manager, Royal Penny, follows:

Several days after the United States returned to Standard Time, BROADCASTING magazine carried a proposal by WBT's general manager—a proposal advocating time standardization by all stations.

Since the publication of this article, we have received innumerable letters from radio stations commenting on the idea, and in recent weeks, some few affiliate groups have undertaken to promote the plan nationally. Thus far, however, no united front has been presented. We propose to act immediately—and we earnestly solicit your cooperation.

We believe there are two ways of accomplishing our objectives:

1. Lobby in Washington for legislation providing universal daylight saving time during the summer months. This will accomplish our purpose, but it may be preferable, even though it may cost us money this spring.

2. Draw up a petition insisting that the networks operate on Standard Time the year round regardless of the time adopted in their particular area. In other words, propose that the networks operate on Standard Time the year round regardless of the time adopted.

Although we respectfully point out that the objectives of the two plans are desirable, we will kindly indicate your preference at the bottom of this letter and return it to us as soon as possible? Maybe you have other suggestions; if so, will you kindly give us to the back of this sheet?

Attached to the letter is a reply coupon, upon which licensees are asked to indicate which of the two approaches is favored, and the network affiliation of the responding station.

Pearson Honored

DREW PEARSON, ABC commentator, addressed General Managers' meetings, Eisenhowen and Gen. Omar Bradley, has been awarded the Army and Navy University's Gold Medal of Honor. Only 12 men have received the medal since the union was organized in 1886. Mr. Pearson received the medal for his "meritorious activities" in behalf of veterans.

Another Alaska Station and Daytime Noncommercial Among Six AM Grants

ANOTHER station for Alaska and a daytime noncommercial facility to be financed by public contributions were among six standard grants issued last Wednesday by the FCC.

The Alaska authorization, establishing the first station in Kodiak, grants to Em. T. Kraft, president of a third station in the territory. Mr. Kraft, president of Northwest Radio Advertising Co. Inc. of Seattle, owns KINY Juneau and KTKN Anchorage. The new station will operate on 1230 kc, 250 w, unlimited.

The noncommercial station was granted to Courier Broadcasting Service Inc., Birmingham, Ala., for operation with 1 kw power, daytime only, on 900 kc, a Class I-A Mexican clear channel. (See story p. 16.)

Another station, WEMP, Seattle, was granted a local station on 1230 kc, 250 w, unlimited, giving the city its second station. Principal owners of the company are: Austin A. Hawn (39%), president of Western Electric Co.; John C. Bailey (26%), vice president of Hollywood, Cal., an engineering company; H. M. Schenck of the system; and Richard E. Cole (21.6%), an Army major of Tulsa, Okla.

A second station for Caspar, Wyo., was authorized by a grant to the Natrona County Tribune to operate on 1230 kc, 250 w, unlimited. Owners are J. E. Hanway, president, Effie Hanway, vice president, and Caspar Hanway, secretary-treasurer, all of Caspar. The Hanways also publish the Caspar Tribune Herald.

Another station also authorized a second station in Burlington, Vt., granting a construction permit to Vermont Broadcasting Corp. to operate on 1230 kc, 250 w, unlimited.

President of the company is David W. Howe (18.7%), business manager of the Free Press Assn. and director of Howard National Bank. Vice president is Levi P. Smith (5.7%), president of the Burlington Savings Bank and a trustee of Bennington College. Hall Park McCullough, president of the First National Bank of Bennington, owns 49.9%. Remainder of stock holdings is scattered among Vermonters and several outsiders.

A second station was also granted for Eugene, Ore., through a construction permit issued to Valley Broadcasting Co. to operate on 1230 kc, 250 w, unlimited. The company's owners are: M. A. Fisher of Portland, president of Tower Sales & ERECTING Co. and R. N. Phillips of Port Angeles, Wash., president of the First National Bank.

It was explained that before frequencies can be assigned for FM stations, the Commission must determine service areas of proposed stations, antenna height, transmitter power, etc., which can be obtained. Most applications were filed before FM rules and standards were formulated under a policy adopted by the Commission to promote FM growth.

The FM standards provide a maximum of 20 kw effective radiated power based on an antenna height of 500 feet above average terrain. Such power, it was explained, is achieved in the case of the Empire State Building, which rises 1,200 feet, with a transmitter employing only 1.5 kw. However, in some localities local zoning regulations or aviation restrictions will not permit erection of 500 ft. tall antennas, so that power levels will not allow more than 20 kw effective power to be used for metropolitan stations.

Wherever a metropolitan channel may be unnecessary or it may be found that coverage reached will not reach beyond the immediate metropolitan district, the conference would endeavor to give applicants in a given area equal treatment.

Examination of applications, the Commission said, has revealed "a number of instances where the proposed service area appears to be inconsistent.

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CUBA ASSURES U. S. DIRECTIONAL GUARANTEES

Cuba definitely assured U. S. broadcasters Friday that in future she would guarantee performance of directional antennas under terms of NARBA, for U. S. stations operating on the same frequencies with Cuban outlets. At meeting of NARBA Conference technical subcommittee, headed by George P. Adair, FCC chief engineer, T. A. M. Craven, vice president, Cowles Broadcasting Co. and NAB observer, passed this question on behalf of U. S. industry: "Does Cuba propose guarantees of performance of directional antennas?" He said broadcasters had been "somewhat concerned by past performances." Sr. Nicolas G. Mendoza, Cuban delegate and Director of Radio, Ministry of Communications, replied: "Cuba will propose guarantees in the future as provided by NARBA's terms of agreement."

AMERICAN LEGION STARTS ET SERIES

AMBITIOUS RADIO public relations campaign was begun by the American Legion last week. A 52-week series of 15-minute recorded shows produced by WOR, Radio-Television Broadcasting Co. was announced by Legion. The shows began last week over more than 450 stations.

Stations were said to be donating the time. Cost of production by NBC was at expense of Legion, M. V. Holden, Legion public relations director, stated.

WEB TOTA Washington as producer-director.

WIN P & G PRIZES

KLZ DENVER, WTOP Washington and WBNS Columbus, will receive Victory Bonds of $1,000, $500 and $100 respectively as winners of Procter & Gamble nighttime show promotion contest, covering four CBS programs advertising Ivory Soap and Oxydol. Most of stations carried half-hour combination of Jack Kirkwood Show and Jack Smith Show; others carried Mommie and the Men and Jack Smith; third group had Mommie and The Men and Vic and Sade. WDWS Champaign, Ill., won special award, $100 bond, open to stations carrying only one program; $25 bonds went to WIBX Utica, KMBC Kansas City, KSL Des Moines, KSL Salt Lake City, WMT Cedar Rapids, WHEC Rochester, KTXA San Antonio, WCHS Charleston, WHP Harrisburg. Contest ran Oct. 15 to Jan. 25.

AAAA APRIL MEETING

ANNUAL meeting of American Assn. of Advertising Agencies will be held at Waldorf-Astoria, Apr. 10-11. Four business sessions for AAAA members only will be held. No representatives of media or advertisers are invited. Meeting is first full-length AAAA convention in two years.

PABST NEW YORK SPORTS

PABST SALES Co., Chicago, sponsor of Friday night Danny Kaye Show on CBS for Blue Ribbon beer, is planning to increase radio expenditures by about $200,000 through sponsorships of football games. The WNBC network will handle this, and the Pabst agency, were said to be completed last week, although contract had not been signed.

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A NEW Measurement FOR WLW ADVERTISERS!

*TOTAL AUDIENCE (A WLW-NRI PLUS)

*TOTAL AUDIENCE is the percentage of total homes in the WLW-NRI area which tuned to any part of the program or broadcast period measured.

Now, for the first time, WLW is able to give its advertisers “program circulation”... not only a “rating” that measures the audience for an average minute, but also the TOTAL audience reached during the broadcast period!

From the second your show goes on the air until it goes off, listeners are tuning in and tuning out. Every one of them is exposed to your advertising messages, product mentions, or sponsor identification. With a very active audience turnover, your program rating may indicate only half the listeners you actually reached with an advertising impression.

This is another way to look at audience measurement... a practical, more accurate way to measure your audience, and to supplement your knowledge from other sources.

And, besides, you get the usual information: Homes Using Radio (sets-in-use), Average Audience (program rating) and Share of Audience... plus HOLDING POWER, another new yardstick... for every quarter-hour of every day, from 6 AM to midnight!

Your WLW representative now has this information. He will be glad to discuss it with you... and to show you a great deal more about how the great Midwest listens to the Nation’s Station.
WANTED: one more sponsor to share Washington's most popular apartment with Frances and Jack Paige. Willing to share hall when available. Apply Katz immediately.

Finding their apartment completely inadequate to accommodate the many thousands of listeners and the full house of sponsors who breakfast with them daily (via WOL), the Paiges are shopping around for a hall. As one Maryland listener suggested: "A HUGE hall would have to be hired to accommodate your many fans."

It wouldn't be the first time the Paiges have played to jam-packed houses. Jack started packing them in at the age of 17, on an Ohio River showboat; Frannie went from a Minnesota stock company to Hollywood and Broadway. Their naturalness on the air stems from gamut-running professional experience capped by 14 years of happy home life together. Frances and Jack hang out the "at home" sign on their apartment door every morning at 8:30, and proceed to a leisurely breakfast before a live microphone. Their chatter covers topics from their fan mail and the morning paper, news of civic events, the usual table patter—and of course the sponsors' pitches deftly laced into the conversational pattern. Invariably Jack (poor husband!) gets out on a limb somehow, and invariably Frances (typical wife!) saws the limb off. Invariably, the resulting 15 minutes is sparkling radio fare. Witty . . . natural . . . typical.

There's room for just one more sponsor in the Paiges' apartment. Ask the Katz boys to wangle an introduction for you.

A Cowles Station

BASIC MUTUAL

WOL

The Voice of Washington

Represented nationally by
The Katz Agency, Inc.