limericks not after Lear...

in which WOR mentions such subjects as: It: area's percent
of the nation's food sales; number of farms in its
territory compared with the state of Indiana, and other
things both pertinent and delightful

a young lady named Ella MacLeary,
who's timebuyer for Decker & Deary,
was rather amazed
when the gay fact was raised,
that our food sales are 3-billion yearly.

a tall man who came from Peru
called us to ask what was new.
said we, in a manner,
"Now, take Indiana—
we have half that state's farms for you."

there was a young man of Leonia
who collected the flower begonia
said he, "The real pretties
are in your 16 great cities,
and that's not a fact to bemoania."

an indolent lady of Arrel,
who wrote to us on an old barrel,
asked, "Is it quite true
that your listeners do
buy one-quarter
the nation's apparel?"

WOR—that power-full station
at 1440 Broadway, in New York
executive committee
Burdette Graham, President
F. E. Stagg, Executive Committee
W. A. Engle, Vice-President
R. E. Stang, Secretary
G. L. S卧, Vice-President
M. S. Stand, Vice-President
G. Lee, Secretary
R. E. Erwin, Manager

WLS CULTIVATES THE MOST IMPORTANT CROP...OUR RURAL YOUTH

I wish to express the appreciation of our teachers of agriculture for the fine support you have given us, especially the recognition given the Future Farmers of America. We recognize the great importance of the work you have been doing with the rural schools, as we are very close to the entire rural picture, and can see the results of your efforts.

Yours very truly,
Burdette Graham
Instruct. of Vocational Agriculture
Neuqua High School

*One of many similar letters in our WLS service files, this one from Burdette Graham, President, Executive Committee, Illinois Association of Vocational Agriculture Teachers.

WLS serves the people of midwest America

A Clear Channel Station

50,000 watts, 890 KC, American Affiliate. Represented by JOHN BLAIR & COMPANY. Affiliated in Management with KOC Phoenix, and the ARIZONA NETWORK - KOT Phoenix KTUC Tucson KUSN Bisbee-Lowell-Douglas
When they're flying over with a mighty whir of wings, you want a pump-gun. An old-fashioned single-barrelled, single-shot gun just isn't adequate.

Yet many a newscaster has only one shot. He faces his microphone with a newscast which may or may not hit his audience.

When INS puts a news pumpgun in your hands, you are ready for anything. You have the power of selection from the most brilliant and complete news coverage of the entire world. Take what is most suitable to your audience. Arrange it in accordance with your own ideas of its importance and appeal. Give your newscast individuality. You get all the news there is, all written so that it may be read easily, with all the human interest that builds a great radio audience.
BECAUSE FCC hasn't yet turned down station transfer on price factor alone, approval of sale of WFTIL Philadelphia by Lit Bros., dept. store, to Triangle Broadcasting Co., which publishes Philadelphia Inquirer, for record figure (for regional) of $1,900,000, can be expected forthwith. Roger W. Clipp remains as general manager.

FROM CLOSED CIRCUIT Nov. 19, 1945: "If Ex-Senator D. Worth Clark, of Idaho, is appointed Secretary of the Interior early next year (and prospects are better than even), radio for first time will have ownership voice on Cabinet. Sen. Clark, close friend of President Truman, owns 10% of KJBS San Francisco." Events last week may still bring this result.

AND WHAT about old Curmudgeon's future? He turns a phrase as neatly as anyone in public life and at least two networks have eyes on him as possible commentator. It is known that Ikees will take bid if money is right. One talent agent has offered $1,000 a week for 15-minute show as option proposition.

MUTUAL HOPES to obtain first exclusive broadcast rights to famed Memorial Day auto races at Indianapolis Speedway. A. A. Scheeter, MBS special events director, is negotiating for air rights to races which resume after being discontinued during war. Nationally-known advertiser reported interested in sponsorship.

ALTHOUGH no new appointment is expected to fill new OPA Administrator Paul Porter's post, there likely will be FCC reappointment soon. It's practically certain (if anything political ever is) that Commissioner Paul A. Walker, only charter member (since 1934) will be reappointed for seven-year term when his present tenure expires June 30.

AMONG unfinished business at FCC is that pondersome report on station programming in connection with license renewals. Chairman Porter had been spending his spare moments redrafting document. It can come anytime now and probably will take healthy whack at purported paucity of "public service" programs unsponsored.

NEWCOMERS to radio may wonder about gimmick in revived crusade of B. H. Haggerty's printing unions for a franchise tax for all radio (see this issue). Before the war this was a perennial, with all shades of interpretation possible. Chairman Porter would likely be FCC receptive to proposal soon after his term expires. Roger W. Clipp remains as general manager.

CONFERENCES between officials of NABET and National Federation of Telephone Workers, looking toward "cooperation" in strikes, were reported Friday. NABET has 1200 members in radio engineering field—and about 15 of estimated 51 NFTW member organizations, according to Labor Dept., have filed strike notices expiring by March 1. Joseph A. Beirne, head of NFTW, and A. T. Powley, head of NABET, among principals in conferences between two independent unions.

PREDICTION that labor unions will establish radio stations "in every large industrial section of the country" was made Friday by Len De Caux, public relations director of CIO, following issuance by FCC of three FM grants to unions (see story page 101).

THREE FM APPLICATIONS

THREE FM applications accepted for filing Friday by the FCC were: Lewiston Broadcasting Co., Lewiston, Pa.; Charleston Broadcasting Co., Clarksburg, W. Va.; and Eastern Carolina Broadcasting Co., Inc., Goldsboro, N. C. Tendered for filing were three standard applications from Twin City Broadcasting Co., Augusta, Me., for 1540 kc, 250 w, unlimited; Oneida Broadcasting Co., Rhinelander, Wls., for 1240 kc, 250 w, unlimited; and Radio Television Corp., Medford, Ore., for 1270 kc, 5 kw, directional antenna unlimited.

URGES UNO STATIONS HERE

PROPOSAL that UNO establish in the United States mediumwave radio stations which observers felt might well compete with U. S. commercial stations was made last week to United Nations assembly in London by Brittan's Attorney General, Sir Hartley Shawcross. Arthur Feldman, ABC correspondent in London, reported that Sir Hartley based his proposal on supposition that radio in any nation, whether state-controlled or free, tended inevitably to inject national viewpoint into broadcasts. Sir Hartley urged UNO Assembly to establish shortwave stations in U. S. to broadcast UNO news to foreign points and mediumwave stations to keep America informed of UNO progress.
More power to US . . .
(MORE OPPORTUNITY TO YOU!)

Our Voice is changing. Last week the FCC authorized The Voice of Washington to construct a new transmitter at a new location and to increase power to 5000 watts. Construction of our new ultra-modern transmitter has already begun, and within an estimated sixty days WOL will be on the air with its new 5 kw voice. Speaking, of course, not only to the 1,250,000 persons within the Washington metropolitan area but to many thousands of new listeners in a new primary area extending way out into prosperous populous areas of Maryland and Virginia.

What the new transmitter, the new location and the power increase mean to us is clear: the opportunity to make new friends and consolidate old friendships . . . to beam our improved programs (already setting the pace in metropolitan Washington!) to many more listeners who spend many market dollars on radio-advertised products.

What the new power means to YOU should be equally clear. When you consider Washington, consider the unique sixty-day opportunity only WOL can offer: program sponsorship with 5000-watt coverage at protected 1000-watt rates. Better check with Katz immediately.

A Cowles Station
WOL
"THE VOICE OF WASHINGTON"

Represented nationally by
The Katz Agency, Inc.
Yes, there are more people—more people in the four counties in the immediate Omaha-Council Bluffs area than in three times as many counties in any other section of Nebraska or western Iowa.

That makes this first big Nebraska metropolitan market a "must" and you can blanket it most effectively by using KOIL.

Why? Because KOIL is programmed directly for this metropolitan market alone—not half city, half farm. ABC programs plus top flight local news and special programs make for solid listening and solid results per advertising dollar.
Meet Freckles—“best friend” of a friend of ours. On December 7th Freckles got lost in a neighboring town about 30 miles east of Shreveport.

If you’ve ever known the unwavering devotion of a faithful dog you can understand how his owner felt. He was completely upset about it and asked if we would help him locate the pup. We told him we’d try.

We put on one spot, at 10:25 AM. Twenty minutes later we received a long distance call telling us Freckles was in friendly hands.

Now, finding lost dogs is not a major part of our business, but... this is a good example of the kind of results our friends and clients have learned to expect from KWKH.

This 50,000 watt “whistle,” heard throughout the rich Ark-La-Tex area, is blowing twenty hours a day. It finds lost pets, but it finds buyers equally as well. Include KWKH in this year’s budget and let us “whistle” up customers for your clients.
is pleasure!

WABC is in the radio business—not the gift, the book, or the Christmas card business. But it could be. Because...

1. MARGARET ARLEN'S listeners have just sent her half-a-million gifts for returning servicemen and women!

2. PHIL COOK'S listeners have just sent him 60,000 books for New York's hospitals!

3. ARTHUR GODFREY'S listeners have just sent him three million Christmas cards for rural school children!

WABC knows radio's business. Knows how to make radio work—for its community, as well as its sponsors.

Represented by Radio Sales, The SPOT Broadcasting Division of CBS: New York, Chicago, Los Angeles, St. Louis, San Francisco, Atlanta
You mean 787 1/2 in the Tampa trade area?

Yes! And most of them listen to WFLA

Living within 100 miles of Tampa—in Florida’s richest and most heavily populated trade area—are 787,112 people.

These people are citrus growers, packers, processors and canners, farmers, industrial workers, cattle raisers, business men and women with steady jobs. They represent a current and potential buying power which is just beginning to be understood and appreciated. WFLA covers the heart of this expanding, year-round market. Day and night WFLA is the most-listened to station in the Tampa-St. Petersburg area.

5000 WATTS DAY AND NIGHT

WFLA
The Tampa Tribune Station
TAMPA
NATIONAL REPRESENTATIVE
JOHN BLAIR & CO

Feature of the Week

The idea for an international Peace Day is growing into a major project for KQV Pittsburgh. When Ben Edson, account executive, read Maj. George Fielding Eliot’s column advocating support of an international holiday when all the nations would re-pledge themselves to peace, he suggested that KQV promote the plan.

C. W. (Pete) Wasser, KQV vice president, okayed the idea and agreed to give $200 in prizes. That $200 has now become $1,000.

Mr. Edson has received complete cooperation from the Boston organization sponsoring the movement, the “Committee for Peace Day in the United Nations.” Through its secretary, Dwight Strong, the committee appointed KQV as a test station in the development of radio plans that may be offered other stations.

The station offers $1,000 in 44 awards for the best letters of 100 words or less, completing the thought, “I advocate an International Peace Day because . . . .” After judging, all letters will be forwarded to the United Nations Council for its April meeting. Judges include the Mayor of Pittsburgh, three college presidents, the heads of the city and county school systems, prominent business and labor executives and Maj. George Fielding Eliot.

Dr. Robert C. Gregg, president of the Pittsburgh branch of the National Peace Day because of the Pittsburgh branch of the Foreign Policy Assn., joined hands with the KQV staff in supporting the plan. All schools in Allegheny County are participating in the contest. Schools are promoting special lesson plans and studies built around “Peace Day.” The best letter from each classroom will receive a certificate of merit.

Competition begins on Feb. 22, appropriately Washington’s Birthday, and ends March 3. Expression of opinions by congressmen and returning members of United Nations Council are being transcribed and will be used throughout the period. Awards will be made March 26 at Soldiers and Sailors Memorial Hall, with Maj. Eliot as guest speaker.

Sellers of Sales

At 32, Edna Zimmerman, a calm, unflustered brunette who buys time for Raymond Spector Co., New York, looks less like a hard-bargaining Manhattan executive than a patient, if unusually pretty, midwestern school teacher.

This impression can be shockingly misleading, as many a New York radio salesman has belatedly learned.

Miss Zimmerman’s placid, yet attractive, exterior conceals a remarkably determined core, a quality of character amply demonstrated by her ascension to the position of time and space buyer for a leading agency a year ago when she was all of 31.

Her arrival at Raymond Spector Co. was well calculated beforehand, although the route she followed to get there is not commonly prescribed for earnest young people whose objective is agency time-buying. For 12 years she sold talent and package shows to agencies, but in the course of that experience it occurred to her that “the other side of the fence was the place to be.”

Miss Zimmerman, who is not one to be kept from a greener pasture by a fence of any dimensions, was browsing happily at the Spector agency by April 1, 1943. Her first assignment was assistant time and space buyer the “assistant” was removed from her title in February 1945.

A native of Manhattan, she was born Oct. 2, 1914). Miss Zimmerman has found her fortune in her own backyard. Except for occasional excursions into the hinterlands for vacations, she has lived, attended school and worked in New York exclusively.

She was graduated from New York’s Julia Richman High School for Girls in 1929. While attending high school she developed an interest in theatricals which persists, with slightly lessened intensity, to this day. Her fascination for the theatre, however, did not commonly precede her entry into the world of radio.

(Continued on page 85)

Our listeners wash their own clothes

Our listeners are the little people who are typical of those who’ve made America great. They have big families. No maid buys their soap chips or beads or flax. Mother buys them. And Mother handles the family wash and she wants a washing machine.

If you have laundry soaps...or washing machines to sell...tell it to the families who listen to WWDC...the sales result station in Washington.

53,000 washing machines needed in D. C.

The Planning Committee of the Washington Board of Trade and the Opinion Research Corporation of Princeton, N. J., say this about peacetime prospects for Washington, D. C.—“Consumer demand for washing machines is reported at 53,000 in the first postwar year...an increase from 10,300 (300%) over the average annual sales between 1929 and 1931.”

You’ll reach them with WWDC!

WWDC
the big sales result station in Washington, D. C.

represented nationally by

WEED & COMPANY

BROADCASTING • Telecasting
"Wake Up New York" is a carefully planned show that rates high among early morning programs. From 7:00 to 8:30 every weekday morning, it is doing a great job for participating sponsors. A few spots are available.
Louis G. Cowan, in association with
Alfred L. Hollender, John Lewellen and Joseph W. Bailey

announces the formation of

Louis G. Cowan, Inc.

Radio Production
Transcriptions
16mm. Films

New York
Chicago
All of us at the New WJJD are deeply honored that the War Department has cited Randy Blake, our Program Director, with the Certificate of Appreciation, the highest award it can confer upon a civilian! During the war years, Randy Blake has built more than 35 individual programs heard originally over the New WJJD and later, upon the War Department’s request, rebroadcast widely throughout the nation. Though the war is over, the need for such public interest programs is not ended. The New WJJD renews its pledge to live up to the policy that consistently, year in and year out, makes Public Interest a Feature.
Despite that unseamed face and youthful manner, our own Pete Peters has jammed more experience into his years than almost anyone we know. From cub salesman to President of F&P is just one example, for instance — and still left time to become Manager of OWI Activities in the Pacific and Far East, for fifteen months during the War, with personal missions to London, Cairo, Naples, Paris and Athens, as well as to the India-Burma and Chinese theatres of operations! What's more, as one of our earliest associates, Pete is one of the oldest men in radio-station representation — a significant fact, but no more significant, we think, than the age of our associations with the leading stations we represent.

For, after all, much of the help any representative can give you agencies and advertisers depends upon how long he has served the stations he represents — how well he knows them and their markets. Nor can this sort of knowledge be acquired overnight.

F&P is proud that sixteen of our stations have been with us eleven years or more — that we still represent the first five stations that signed up with us, back in 1932 — WHO, WOC, WMBD, WGR, and WKBW. . . . But we are still prouder that these virtually permanent partnerships have enabled us to bring greater values to you. And that’s the way we shall continue to work, in this pioneer group of radio-station representatives.
Denny New Chairman as Porter Heads OPA

President Drafts FCC Head in Top Level Shift to Become Price Administrator

By SOL TAISHOFF

FOR THE second time in 14 months, chairmanship of the FCC changes hands as President Truman last week called upon Paul A. Porter to take over the OPA helm to help stem the tide against inflation, and then in turn delegated the vacancy will be filled. The FCC administratorship is confirmed by the Senate. This was a reversal of the previous day's understanding that Mr. Porter simply would be on leave for about six months and then return to the Commission.

Mr. Porter announced late Friday at a news conference that he will resign as soon as he succeeds, met with about 300 representatives of radio and the press, was held at 6 p.m. Friday in the cafeteria of OPA headquarters under glaring newsreel lights. A reporter suggested that Mr. Porter was only assured of his OPA job for 20 weeks, since the appropriation for OPA could be denied by Congress in June. Mr. Porter, however, expressed confidence that the agency would be continued another year.

The new OPA administrator-designate said he didn't know whether he would continue the weekly network broadcasts of his predecessor on OPA problems. Mr. Bowles expressed high pleasure over Mr. Porter's appointment, calling his “well-rounded experience” in the stabilization program. He was confident that OPA people—including thousands of volunteers—would give him vigorous support.

Conference For 10 Days

There were conferences at the White House both announced and unheralded for the 10 days preceding President Truman's announcement Thursday night of the top-level resignation. Mr. Porter technically is to be on leave from the FCC after completion of his OPA assignment, if the vacancy still existed. "I have no plans in that direction, however", he said.

The news conference, in which Mr. Porter and Chester Bowles, new Stabilization Director, whom he succeeded, met with about 300 representatives of radio and the press, was held at 6 p.m. Friday in the cafeteria of OPA headquarters under glaring newsreel lights. A reporter suggested that Mr. Porter was only assured of his OPA job for 20 weeks, since the appropriation for OPA could be denied by Congress in June. Mr. Porter, however, expressed confidence that the agency would be continued another year.

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(Additional Porter-Denny coverage on pages 16, 88, 89.)

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State Dept. Plan
Gets New Setback
House Committee Postpones
Action on Bloom Measure

PLANS of the State Dept. to set up a worldwide international information agency, in line with Congressional authority to go into the radio, newspaper and motion picture business [BROADCASTING, Dec. 24] were given another setback last week when the House Rules Committee for the second time postponed action on the Bloom bill (HR-4982) which would give such authority to the State Dept.

Chairman Sol Bloom (D-N.Y.) of the House Foreign Affairs Committee, who introduced the bill at State Dept.'s request, urged the Rules Committee to send the measure to the floor "and then tear it apart if you want." He declared the legislation is necessary to promote goodwill between nations. It would authorize the State Dept. to purchase or lease broadcasting stations, newspapers and to make motion pictures. It would give State Dept. broad powers.

Rep. Clarence J. Brown (R-Ohio), a publisher, described it as: "Is this the same thing the United Press and the Associated Press withdrew their support from?" Mr. Bloom said it wasn't. The two press associations withdrew their wire services from State Dept., charging that news was being used for international shortwave propaganda broadcasts. Rep. Brown said State Dept. is spending $85,000 daily on its information service.

Rules Committee took no action and failed to set a date for further consideration of the bill.

Two Young Men of Destiny

TWO YOUNG men of radio stride forward again. Paul A. Porter, at the behest of President Truman, becomes OPA Administrator in the last-ditch drive to hold the line against inflation. Charles R. Denny Jr., at Mr. Porter's behest and with the concurrence of the President, becomes acting FCC chairman to hold the radio line.

In the 14 months that Paul Porter has served as FCC chairman, that agency has handled its greatest work load of all time. This has been accomplished with an appalling shortage of professional personnel. The job is less than half done. The month ahead will tax the Commission to an even greater extent. The job requires organization, diligence, stamina, wisdom and follow-through.

Mr. Porter feels that 33-year-old Charlie Denny is the man for the job. Charlie Denny is a Porter disciple. This wiry, energetic, fast-thinking and fast-talking 125-lb. lawyer has come up from assistant general counsel to acting chairman in just four years. No rise in government has been more meteoric—unless it be that of 41-year-old Paul Porter himself.

Glancing back over the past 14 months, certain things stand out. Paul Porter came from the publicity chairmanship of the Democratic Party—a personal selection of Mr. Roosevelt. Yet politically, he has been the cleanest administration since radio regulation began nearly 20 years ago. We are not aware of a single action of the Commission in which Mr. Porter concluded action if it was required by the Supreme Court to prepare the FCC brief on the question of jurisdiction. He argued and won the case when it was remanded by the Supreme Court to the District Court, New York Southern District.

On Oct. 6, 1942, at the age of 30, he was elevated to general counsel, succeeding Telford Taylor, who had resigned to enter the Army and who is now a Colonel with the General Staff Corps, serving as associate justice of the War Crimes Trials at Nuremberg.

As assistant general counsel and general counsel, Mr. Denny carried a large share of the responsibility of defending the FCC from attacks by the House Select Committee investigation. Although denied opportunity to answer charges, he repeatedly rose to challenge the testimony or procedure of the Committee.

(Continued on page 99)

Biow Has Option

BIOW Co., New York, has taken an option on CBS for 10:30-11 p.m. Monday night time. It's reported time will be used to promote Schick magazine repeating razor.

New Product Test

GENERAL FOODS Corp., New York, is using announcements on stations in Atlanta and Philadelphia in a test campaign for Arice, a new product, Agency is Young & Rubicam, New York.

House Firm Buys

ADIRONDAck Log Cabin Co., New York, manufacturer of prefabricated houses, will use radio for the first time when it sponsors last fifteen minutes of half-hour broadcast description of the Sportsman's Exposition from Madison Square Garden on WINS New York. Show runs Feb. 17-24, program 8:30-9 p.m. Contract was through Lester Harrison, N. Y.

Sponsor Yankee Games

PABST SALES Co., Chicago (Pabst Blue Ribbon beer), and General Cigar Co., New York (White Owl cigars), will jointly sponsor New York Yankee baseball games, including home and away games, night and double-headers for 1946 season starting March 9 on WINS New York. Play-by-play will be given by Mel Allen and Russ Hodges. Out-of-town games will be reconstructed by ticker. Agency for General Cigar is J. Walter Thompson agency for Pabst is Warwick & Legler, New York.

Fiery FCC Acting Chairman
Well-Equipped for New Tasks

BORN in Baltimore April 11, 1915, Charles Ruthven Denny Jr., has lived practically all his life in Washington. He took his A.B. at Amherst in 1933 and his LL. B. from Harvard in 1936 and immediately afterward joined the Wash-

ington law firm of Covington, Burling, Rublee, Archeson & Shorb.

In 1938 he accepted an appointment as attorney in the condemnation section of the Lands Division, Dept. of Justice. The 26-year-old lawyer, was promoted to assistant chief of the appellate section of the Supreme Court of the United States in 1939 and later became chief of the section. He also served as a special assistant to the Attorney General. While with Justice he had charge of a staff of 15 to 20 attorneys and he traveled throughout the country arguing cases before various Federal courts. It was then that he faced the Supreme Court for the first time.

In February 1942 Mr. Denny moved over to the FCC as assistant general counsel in charge of the Division of Litigation and Administration. The network regulations had just been argued in the lower court and Mr. Denny helped prepare the FCC brief on the question of Jurisdiction. He argued and won the case when it was remanded by the Supreme Court to the District Court, New York Southern District.

On Oct. 6, 1942, at the age of 30, he was elevated to general counsel, succeeding Telford Taylor, who had resigned to enter the Army and who is now a colonel with the General Staff Corps, serving as associate justice of the War Crimes Trials at Nuremberg.

As assistant general counsel and general counsel, Mr. Denny carried a large share of the responsibility of defending the FCC from attacks by the House Select Committee investigation. Although denied opportunity to answer charges, he repeatedly rose to challenge the testimony or procedure of the Committee.

(Continued on page 99)

An Editorial

We have felt, and still feel, that certain of Mr. Denny's ideas are inimical to the best interests of a private, competitive system. We have condemned his plan for a cost accounting system for broadcasting as inevitably leading to rate regulation. Unlike Mr. Porter, he has no practical radio background and is just 10 years out of law school. But he is wise beyond his years.

As we see the months ahead, the big job is to clean up the tremendous backlog of applications for AM, FM and television and to get the dockets current. That is a six-month or longer job. Mr. Denny has borne a big part of that load as ex-officio chief administrative aide to the chairman. He unquestionably is best equipped to carry it through in the Porter vein. There should be no detours in that clean-up job. We hope excursions into ethereal “policy” realms will be avoided. We feel that young, talented, aggressive Charlie Denny, despite his tremendous capacity for work, will have his hands full in getting the Commission current and keeping it there. We wish him well.

Mr. Porter leaves the FCC with the respect and gratitude of radio. Of course, some disagreed with him sometimes, because in radio what pleases one usually displeases several others. Mr. Porter by Presidential mandate, takes on one of the biggest and toughest jobs in government. If it can be handled successfully, Paul Porter will do it.
Seeking 12 Clears, Cuba Firm, attend further meetings of technical conferences to go into a third week as BROAD-North American Regional Broadcasting Conference (NARBA) at earliest date possible. Cuba refuses to sign any multilateral agreement "which involves Cuba in the future willingness of that nation to make concessions by rendering this service dependent on the future willingness of other signatories to make concessions by bilateral agreements." Mr. Jett submitted on behalf of the U.S. a resolution to designate as Class II-S stations those outlets permitted to operate on regional channels with power in excess of 5 kw. Mr. Jett proposed protection regulations governing II-S stations for incorporation in the international agreement.

Although Cuba's refusal to attend technical subcommittee meetings (Continued on page 81)

Campaign for Tax on Stations Is Renewed by Printing Trades

The revival of the oft attempted drive of the International Allied Radio Trades Assn. to saddle the U.S. radio industry with a confiscatory franchise tax designed to limit station net profits to 15% of actual investment was undertaken last week by President John B. Haggerty, in a letter to the association's membership.

More extreme than the last campaign undertaken in 1941, the new effort nevertheless follows the identical pattern of previous efforts. The association claims a membership of 190,000 craftsmen in the United States and Canada. Mr. Haggerty openly urges the membership and "friends" to contact their representatives in Congress to support the franchise tax.

Failed Before

Previous efforts flopped, although House passage once was forced, and a number of members of Congress used the crusade as a sounding board against commercial radio. The Senate would have none of the class legislation. As in the previous campaigns, Mr. Haggerty, in his Feb. 12 letter, cited what he called "the unfair competition" of radio against the "letterpress printing industry." Enumerated were gains in broadcast advertising revenue, percentage-wise, as against losses by newspapers. The four-page printed letter also quoted "expressions of influential members, both branches of the Congress, favoring the levying of a franchise tax..." Among these were statements by Chairman Gannon (D-Mo.), of the House Appropriations Committee, who recently came out for the British system of broadcasting; Sen. Keil (D-Iowa), who chairs the Senate; Rep. Taber (R-N.Y.), and Rep. Wigglesworth (R-Mass.). Most of the quotations related to cross-financing, of FCC Commissioner E. K. Jett, to the "Second North American Regional Broadcasting Conference." Mr. Haggerty openly urges the House Ways and Means Committee "within the next few months" will consider writing a new tax law. With a national debt of 500 billion dollars expected, he suggested that the Government should collect the radio franchise tax as a means of reducing the public debt. "The suggested legislation would provide that all net profits in excess of 15% on the actual investment, with a limitation of not more than $25,000 for salary, bonuses, etc., to any one executive" be siphoned off. These monies, he said, would be used "exclusively for the reduction of the public debt."

Haggerty Plan

The 1941 Haggerty plan was for legislation to limit commercial time sold to 25% of station time; a Federal franchise tax of 10% of gross receipts in the $25,000 to $100,000 bracket, 15% of gross on incomes of $100,000 to $500,000; banning of multiple ownership of stations in all categories; banning of absentee ownership, whether by network or individual. In the 1941 crusade Michael J. (Continued on page 90)
'B & B'—Intoxicating, but it Ain't Likker

Benton & Bowles Are Back Together
Having Capital Fun

By ROBERT K. RICHARDS

THERE WAS a time, and broadcasting pioneers will remember it, when William Benton and Chester Bowles were separated by nothing but a conjunction.

The separation is wider now, but the kinship remains, for the B-Boys have landed in Washington.

The order of their coming changeth, it is true. Bill Benton led Chet Bowles into the advertising world. But Mr. Bowles enticed his former partner into public office.

It was in July 1929, that these two merchandisers together moved in on the advertising whirl and radio. It was in the 30s, only a decade ago, that Mr. Bowles flew the Yale fledglings was to distribute consuming State for Public Affairs.

at like goals-flanking the White broadcasters.

It was in February 1946 Benton & Bowles Are Back Together Benton-at the BENTON

Born to Tradition

Chester Bowles was born in April 1901... on a day designated in the biographical sketch issued by the OPA. He was born to tradition, the grandson of Samuel Bowles, founder and editor of the Springfield Republican and a militant Civil War newspaperman.

Mr. Bowles matriculated at Yale in 1920, one year before Mr. Benton's graduation from the same institution. Winning a degree there, he became a reporter on the Republican, a job he held from 1924 through 1926. During the latter part of 1926, he struck out for New York. He took an eight months' rest. In truth Mr. Bowles, during this period, receded into the relative seclusion of running an advertising agency as his former pal gained national prominence when he was appointed vice president of the $120,000,000 U. of Chicago. The Yale boys were sticking together. His appointment came

through the good offices of the University's president, Robert M. Hutchins, a former Benton classmate. Mr. Benton joined the staff at five percent of his former annual income and didn't flicker an eye. His job was to be adapting radio to education, or vice versa.

Metamorphosis

There were indications at this point that the New-Era Benton was emerging from the cocoon of commercialism which still enshranced Chet Bowles. He announced immediately to the University dons that he wasn't going to "sell" the U. of Chicago.

"It needs no selling," he observed. "It's more of a challenge to sell soap." Peddler Benton was becoming Savant Benton. The metamorphosis had set in.

Actually during his eight years at Chicago, Mr. Benton became what could best be described as a vice president in charge of acquisition. He acquired all sorts of

with a fervent mission—to make this a better world in which to live, even for advertisers and broadcasters.

Although they pursued different paths, the B-Boys arrived in time at like goals—flanking the White House.

Mr. Bowles—first as Administrator of the Office of Price Administra
tion, now as Economic Stabilization Administrator.

Mr. Benton—Assistant Secretary of State for Public Affairs.

From Soap to Culture

Gone are the days when the consuming desire of these two Yale fledglings was to distribute soap and cereal through the commercial whirl, only avocationally.

It was in the 30s, only a decade ago, that Benton& Bowles formed their partnership and opened for business. They hit hard. Both were still in their twenties. Both had expansive ideas about the use of radio, a relatively untired medium even in those days. Soon they were representing agencies as General Foods, Procter & Gamble and the Prudential Insurance Co. Scriptwriter, Too

They placed on the air such programs as The Palomitive Beauty Showboat. The first 13 episodes of the latter, in fact, were written by Mr. Bowles who had been inexperience

Mr. Benton could buy his own now—occurred until 1936. In that year, Mr. Benton—at the age of 36—casually announced that he was going to retire. At the time he was chairman of the Benton & Bowles board. There's a popular legend he told a New York luncheon group upon that occasion that he had "made his million." He denies having made such a statement, but does not deny he made a million. Probably it was not that much, but it was near enough, one gathers, to carry the difference in his vest pocket.

Mr. Bowles stayed on with the agency while his comrade turned from the paths of bartering, got his financial affairs in order and receding into the relative seclusion of running an advertising agency as his former pal gained national prominence when he was appointed vice president of the $120,000,000 U. of Chicago. The Yale boys were sticking together. His appointment came

(Continued on page 48)
There's a gang of skaters on that ice ... but the light is focused on the star. It's always been that way with champs.

Accustomed as we are to spotlights ... we still feel pretty good every time smart time buyers ask, "How about that independent station down there in Baltimore?"

They could only be talking about W-I-T-H, the successful independent in this big five-station town. And the reason could only be that W-I-T-H produces more listeners-per-dollar-spent than any other station in town.

That's a big fact to keep in mind at budget time.

W-I-T-H

and the FM Station W3XMB

Baltimore, Md.

Tom Tinsley, President

Represented Nationally by Headley-Reed

February 18, 1946
Preliminary Gathering
To Name Group for
Negotiations

INDUSTRY Music Committee and an AFM committee will meet to
together April 8 in the AFM’s own back yard to arrange method of
doing business.

Both groups will be involved when NAB President Justin Miller and
AFM President James C. Petrillo bring together a group of 40 or so representatives of both sides in
what will likely turn out to be a preliminary skirmish. The stakes:
How many networks and stations will have to hire how many music-
cians, and on what basis.

Small Groups

The first meeting is expected to consist mostly of usual confer-
ence procedures followed by reading

of statements by the two pres-
idents. Conference will then ap-
point a smaller group that will do
the actual negotiating.

In a corresponding meeting the
amed Feb. 6 to Mr. Miller, who was on the NAB
district meeting circuit at the time, Mr. Petrillo said he had scheduled

a meeting of the AFM officers, board and assistants for a broad-
cast committee for 2:30 p.m. April 8 at the AFM headquarters, 570
Lexington Ave., New York.

Mr. Miller answered Feb. 14 with

equal conditions, suggesting that

that meetings be continued April 10 if
desirable. He pointed out that he
would bring one or two members of the NAB staff along with the

Industry Music Committee and the Employee-Employer Relations Com-

mittee—some 26 or 27 in all.

Exchange of letters between the two presidents introduced the music
scene last week as broadcasters awaited consideration by the

House of the Lea bill (HR-5117), which amends the Communications

Act to permit broadcasters to hire musicians’ union from persecuting the broad-
casting industry. The bill was ex-

pected to come up this week under

a special Rules Committee priority,

but definite date had not been se-

lected by the House leadership (see separate story, page 90).

‘Sound Out’

When the industry-music get-to-
gether gets under way April 8, it
will mark the first time in nearly a
deadline that committees repre-
senting both sides on a nationwide
basis have gathered in the same
room. It will be the culmination of a program developed last fall by the broadcasters’ committee in
meetings with Mr. Miller.

Convinced shortly after assuming the NAB presidency that the

music problem was approaching an acute stage, he sound out all
industry elements. Conclusion was reached that letter on a nationwide

length negotiating had failed it
might be better strategy to seek

a solution on a man-to-man basis. NAB board at its Jan. 3-5 meeting
gave Mr. Miller go-ahead signal.

Meantime, he has contacted hun-
dreds of broadcasters at the eight
district meetings held since that
time. While his message was not unambiguous in supporting this

new tack in music strategy, a

large majority have agreed that
the move was an essential whirled and

for the first time in years broad-
casters are acting as a unit in
dealing with AFM.

Possible Conflict

AFM-industry negotiations will open on a friendly basis. Once the

negotiating committee is named and the members get down to such

fundamental problems as hiring of

musicians by network affiliates, FMs’ status, television, amateur

musicians, rights of independents, recording of secondary extensions—

all in a whirlwind of secondary balloting and similar is-

sues, judicial dispositions of the
dickers may be badly ruffled.

So important to both sides are

the decisions—that they can be

merely statements of policy and

specification of rules for future in-
dividual contracts to be negotiated

by stations and networks with lo-
cal unions—that the conversations might run into weeks or months.

Should a policy declaration be

reached it may be submitted to the

NAB convention scheduled to be

held Oct. 21-24 in Chicago for

ratification. A job of selling the

policy to the industry may be a

major undertaking if its terms

really hurt in pockets.

At present the AFM president is understood to want musicians

employed at every station that carries

a network affiliation, in pro-

portion to the size of the station.

Contention has been made in the

past that the AFM can’t produce performers of radio caliber in a

large number of cities, but Mr. Petrillo said that he planned to

firmly enforce the rule at a meeting with Judge Miller

(BROADCASTING, Jan. 21), that he

would provide the performers even

if he had to bring them from large
cities.

In return, the AFM president might be willing to back down on

his order banning pickups of mu-

sical programs from abroad, an

action that has been none too popular.

Actual negotiation of local con-

tracts has taken place in a number

of cities. At Philadelphia broad-
casters have concluded new one-

year pacts with wage increases

from 35 to 45%, but no additional musicians were hired (see separate

story, page 38).

Mr. Petrillo’s letter to President

Kelley, executive vice president, in

payment for their back salary

claims of $34,000. Terms of the loan

also provided that if Atlas wanted

more time to consider, it could

extend the option an additional 60
days for $50,000 payment.

This extension was not needed.

By Dec. 20 Atlas President Floyd
B. Odlum had received the reports

of a number of independent investi-
gators (one of them was M. H.
Aylesworth, first president of NBC)

on the chances of a fifth network

in establishing itself and on ABS’

chances in particular. Those re-
ports were said to agree that a

fifth network could be established,

but that to do so would require the

investment of several million

dollars instead of the $350,000 re-
quested by Mr. Versluis, and would
require also the services of a group

of top network operating execu-
tives.

Mr. Odlum and his associates
decided this undertaking wasn’t

for them and on Dec. 26 neither

exercised the option to secure con-
trol of ABS nor asked for its ex-
tension.

Since that date Atlas Corp. has been merely another
creditor of ABS, its $150,000 loan

standing on the company’s books with a bank loan of $70,000 and

the $64,000 salary claims of Messrs.

(Continued on page 80)

ABS Stops Permanent Lines
Still Looking For New Capital

WHEN Associated Broadcasting
System shut down its permanent lines
except on the Pacific Coast and
discontinued all sustaining program

service at midnight last Mon-
day, industry consensus was that

the actual negotiating.

Most of the network’s commercial

programs were continuing for the
time being, using special sta-

tions. But the Adam Hat Monday night

fights switched to Mutual (see sep-

arate story, this page).

W. G. Henderson, vice president

for who the last month or more

had done what he could in New

York to bolster ABS operations, on

Monday reported he had secured a

day option from AT&T for re-

instatement of the permanent lines.

On Tuesday he left for Grand

Rapids, network’s operating head-

quarters, to try to raise enough

money for another $50,000.

Atlas Advance

Atlas Corp. on Nov. 26 had ad-
vanced $150,000 to ABS as a 120-
day loan without interest, but

allowing Atlas a 30-day option to

purchase two-thirds of ABS stock

for a total of $600,000, remaining

third to be retained by ABS Presi-
dent Leonard Versluis and Roy C.

Miller, Feb. 6, follows: “Dear Mr. Miller: “Meeting in Chicago I

have been endeavoring to make ar-

rangements for the International

Executive Board of the AFM to

meet with the Music Committee of

the NAB, and other groups wish-

ing to transact business with our

Executive Board.

“Plans are now being made to

hold this meeting in our headquarters

at 570 Lexington Ave., New York,

beginning April 8, 1946. I have

scheduled the Music Committee of

the NAB for Monday, April 8, at

which time I will present the plans

for the remainder of the session.

“While other matters of business

are scheduled for Tuesday, April 9,

making it impossible to meet with

your group that day, we can, no

doubt, arrange for additional time

at some later period in the week, if

necessary.

“Our committee will consist of ap-

(Continued on page 92)
Have You Received Your Bonus?

189 KFAB advertisers have received theirs! Since November 1, 1945, advertisers on the BIG FARMER STATION have profited by a BONUS AUDIENCE of over 3½ million people!

On November 1... in addition to its regular coverage... KFAB became the exclusive CBS outlet for the entire Metropolitan Area of Omaha and Council Bluffs.

There's a bonus audience in this wealthy market for you, too. Today get in touch with a Paul H. Raymer man... New York... Chicago... Detroit... San Francisco... Los Angeles; or, contact Harry Burke of KFAB, 620 Farnam Building, Omaha.

HARRY BURKE, General Manager

Represented by PAUL H. RAYMER CO.
American Business Up, Eager For Expansion, Says Woods

AMERICAN Broadcasting Co. has hit its stride and is going ahead under full steam, Mark Woods, ABC president, told Broadcasting last week. Reporting that the network had signed $360,000 worth of business during the preceding week, Mr. Woods said that "ABC is already $1,350,000 over its budget, which was drawn up Dec. 15."

The company's gross income, net income and net profits are all well ahead of last year, Mr. Woods stated. He added that almost all of the profits are being put back into the network's operations, chiefly in strengthening the program structure. Pointing to the recent Monday night change, with four new programs put into the 8:30-10:30 period, Mr. Woods said that those of the four were already attracting the attention of advertisers as well as listeners and would probably become a part of ABC's commercial schedule before long.

With a strong Sunday afternoon and evening schedule and a strong Friday evening program sequence, and with Saturday nights being revamped to feature a two-hour crime detection sequence from 7:30-9:30, ABC program executives are starting work on raising midweek evening programming—and listening—to a higher level, Mr. Woods said. One of the new programs to start shortly, he reported, will be a new comedy show starring Bill Thompson, well known to listeners as "Wallace Wimple" and "The Old Timer" on the Fibeer McGee & Molly program.

Lauds Programming

Since last fall's reorganization the ABC program department has been functioning extremely well, Mr. Woods stated. "Contrary to all the rumors at that time, Adrian Samish and Bud Barry are working together beautifully as an executive team at the top of an efficiently organized department," he added. Mr. Woods also lauded the work of the sales department under the leadership of Fred Thrower.

Asked about plans for physical expansion of the network's facilities, Mr. Woods said that about a hundred improvements in powers, frequencies and equipment are in progress at ABC affiliate stations. The network's own plans for new studios in key cities are necessarily in abeyance, he said, until the building situation clears up. At the moment, he declared, it is impossible to get quotations on construction. Pointing out that ABC is applying for FM and radio stations in New York, Chicago and on the Pacific Coast, he said that the network will push these projects ahead as rapidly as possible, once construction permits have been granted.

ABC is anxious to get into its own quarters and free from the present sharing of studios and control rooms with NBC, he asserted, but he pointed out that even the manufacturers of radio equipment can't say whether they will be able to deliver the necessary apparatus within nine, or twelve or eighteen months.

ABC's leases from NBC run until two years after the end of the war (which he pointed out has not yet been officially declared and may not be for some time) or until two years after the needed materials are available (which also has not yet happened), so the network is in no danger of immediate eviction, he stated.

Financing

Asked how these projects would be financed, Mr. Woods said that this question had been informally discussed but that no definite decision had been reached. There are three possible methods, he said: internal financing by the network itself or by Edward J. Noble, chairman of the board and owner of most of the ABC stock, by bank loans, or by issuing stock for public sale. Asked whether in the last event network personnel and affiliated stations would be given preferential treatment, Mr. Woods repeated that no decisions had as yet been arrived at regarding the method of financing, let alone the details of any particular method.

Department Stores Hit High in Radio Budgets

EXPENDITURES for radio advertising for department stores with sales volume exceeding five million dollars averaged .14% of total sales in 1944, double the .07% average for 1943, according to an analysis of department store publicity expenses published by the National Retail Dry Goods Assn. Inter-quartile range was from .07-.20% in 1944, compared with .04-.11% in 1943. Radio expenditures for stores with sales volume between five and ten million have risen from .04% of total sales in 1938 to .12% in 1944; for stores selling more than ten million, the increase is from .00% in 1938 to .15% in 1944. Stores with volume of less than five million were omitted, NRDGA says, because radio figures were not reported in enough cases to warrant the selection of medians.

Mackay Radio & Telegraph Co. last week announced reopening of direct high-speed radiotelegraph communications between New York and Vienna, closed since America's entry into the war in Dec. 1941.

Meet Mrs. Milwaukee

It's Frieda Krieg—who knows Mrs. Milwaukee intimately and who will be happy to introduce you and your product to Mrs. Milwaukee. It will be a pleasant association.

Frieda's program is on daily, 11:30-12:00 Noon. Mrs. Milwaukee listens, and you will like Mrs. Milwaukee.
Here's Why—For Farm Coverage It's

KFNF

“The Friendly Farmer Station”

The Recent “Federal Bureau of Agricultural Economics” Survey* Shows That—

Farm Women Prefer—1. News  2. Religious Music
    3. Old Time Music  4. Religious Programs

Farm Men Prefer—1. News  2. Old Time Music

A Survey of KFNF’S Logs for January, 1946 Shows That—

KFNF devoted More than 74% of its Total Program

Time to Broadcasts of the Above Mentioned Types.

Remarkable? Not At All. It only proves that KFNF is Expertly Programed to serve one specific audience, the Farm Audience around Shenandoah, Iowa—AND REMEMBER, KFNF is the ONLY 100% Farm Station in its AREA.

So—To Reach a 100% Farm MARKET—Use the 100% INDEPENDENT Farm STATION.

1000 WATTS

KFNF

Shenandoah, Iowa

For Availabilities, Wire or Phone, FRANK STUBBS, Shenandoah, Iowa

* As Reported by AP on February 2, 1946
NAB Tackles Time, Music Problems

Districts Give Support To Administration of Miller, Willard

NAB last week tackled two knotty problems found at the series of eight district meetings to be top worries of the nation's broadcasters. The problems: How to avoid the spring-fall time shifts caused by metropolitan daylight saving; how to cope with a simpering musician problem that threatens to erupt into a crisis.

Miller and Executive Vice President A. D. Willard, Jr. were solidly behind President Truman in their administration of the trade association since they took over last October.

Two of the NAB districts—12th (Kan., Okla.) and 6th (Ark., La., Miss., Tenn.)—suggested that Mr. Miller contact President Truman to seek use of wartime Presidential powers to keep the nation on uniform time. This use of emergency authority would be an interim step pending efforts to obtain action by Congress to legislate uniform time for the nation.

Swing of the NAB headquarters staff around the country found broadcasters interested in the presentation by Frank E. Pellegrin, Jr., Director of Broadcast Advertising, of media-cost figures along with progress in movements to bring about improvement in rates, contracts and agency recognition. Stations voiced appreciation of new small market station activities and promotional aids being developed.

Of the eight that held meetings, four even-numbered districts re-elected directors and one district elected a new director. Odd-numbered districts elect directors next year.

Directors re-elected were: 16th (Ariz., So. Cal., N. M.), William E. Ryan, KFI Los Angeles; 10th (Iowa, Mo., Neb.), John J. Gillin Jr., WOW Omaha; 14th (Col., Idaho, Utah, Wyo., Mont., S. D. in part), Hugh B. Terry, KLZ Denver; 12th (Kan., Okla.), William B. Way, KVOO Tulsa. The 6th District (Ark., La., Miss., Tenn.) elected Wiley P. Harris, WJDX Jackson, Miss., as director, succeeding Hoyt B. Wooten, WREC Memphis.

Nine Meetings to Be Held
Nine district meetings remain to be held (see separate list), starting with the 11th district session March 18-19 at the Radisson Hotel, Minneapolis, and closing May 16-17 at the Bellevue Stratford Hotel, Philadelphia, where the 3d District meets.

Interest was shown at the first eight meetings in the progress of Broadcast Measurement Bureau. Hugh Feltis, BMB president, attended all meetings and explained purpose of the coverage survey project. Sponsor and agency executives appeared at the meetings to endorse BMB.

At the 6th District meeting Feb. 7-8 at Memphis [BROADCASTING, Feb. 11], Otto Stadelman, media director of Needham, Louis & Brorby, Chicago, pointed out that with BMB, broadcasters will have a sound coverage yardstick comparable to those of other media. With the rapid progress of media copy and programming evaluation, he said, broadcasters should keep pace by supporting BMB.

Mr. Stadelman said broadcasters have a "costly medium" from the listeners' standpoint, figuring the cost of two radio sets in each home (33,000,000 radio homes, 59,000,000 sets) plus the power to operate and repair costs. He described this as a healthy situation from advertisers' viewpoint. T.H.S. is proud to offer YOU the facilities and experience of this fine station.

RADIO COVERAGE discussers at NAB 6th District meeting in Memphis included this quartet (1 to r): Robert Elrick, media director, Pepsodent Co.; A. D. Willard Jr., executive v-p, NAB; Otto Stadelman, media director; Needham, Louis & Brorby, Chicago; Hugh Feltis, BMB president.
radio waves reach up and down and across
the nation, superimposing their informative
value on its far-stretching surface.

Wherever Americans live, wherever they
work, wherever they travel... radio keeps them
in touch. In touch with news, at the moment it
happens. In touch with entertainment, bringing
pleasure and solace to hours of leisure. In
touch with education, markets, civic affairs.

Under the call letters of Westinghouse
stations, radio reaches a potential audience of
18 million eager listeners in America's busiest
markets. Markets like Boston and Springfield,
Mass.; Fort Wayne and Philadelphia; Portland,
Ore., and Pittsburgh.

Sponsors who have charted important
sales-upswings in these fat markets know how
Westinghouse programs and Westinghouse
service have won a continuing loyalty in the
areas they cover. The results are in the record.
Radio Ads Feeling Impact of Strikes, Shortages; Six Net Programs Cancel

CURRENT nation-wide strikes, material shortages, and Government controls are making a slight dent in radio's advertising. However, cancellations are really limited, compared to the overall picture. Most advertisers have stayed through the wartime restriction period and seem to be weathering current events.

About six network shows are being cancelled.

Lear Radio drops sponsorship of Orson Welles, Sundays 1:15-30 p.m. on ABC effective March 17 because they cannot get material to make sets for sale. Agency is Arthur Kudner, New York.

Recent OPA rule regarding tobacco prices has had a direct effect on H. Fendrich Inc., Evansville, Ind. (La Fendrich), who as a result are dropping Smoke Dreams, Sundays 2:23 p.m. on ABC, as of March 3, through Ruthrauff & Ryan, Chicago.

L. D. Clark Co., due to distribution problems, is cancelling the Mary Small Show, Sundays 4:30-5 p.m. on ABC, through BBDO, New York.

Wesson Oil & Snowdrift, New Orleans (Southern Cotton Oil Co.), will no longer sponsor Try and Find Me, Monday through Friday 3:30 p.m. on CBS effective Feb. 22.

Bennie Watches, New York, through Weiss & Geller on March 13 will drop The Bennie Auction Show, Wednesdays 10-10:30 p.m. on Mutual.

Textron Fabrics drops the Helen Hayes show, Saturday 7 p.m. on CBS, because of the OPA price ceiling and production problems, effective March 2. Time period, however, has been bought by E. R. Squibb & Sons, New York. Format of show has not been revealed.

Close Bet

PAT WILLIAMS, general manager of WING Dayton, Ohio, met Walter Kessler, general manager of WROK Rockford, Ill. in New York three weeks prior to the Chelsea promotion contest finals and bet him that WING would beat WROK in the contest. He won the bet ($10) when WING came in second, with WROK taking third place.

AIEE Names Ticket

J. ELMER HOUSLEY, district power manager, Aluminum Co. of America, Alcoa, Tenn., heads the official ticket of candidates as nominee for president of the American Institute of Electrical Engineers named by the AIEE nominating committee. Other candidates of the official ticket for offices becoming vacant Aug. 1, are: for vice presidents: Ernest W. Davis, Simplex Wire & Cable Co.; O. E. Buckley, Bell Telephone Labs; T. G. LeClair, Commonwealth Edison Co.; R. F. Danter, Oklahoma Gas & Electric Co.; Charles F. Terrell, Puget Sound Power & Light Co. For directors: J. F. Fairman, Consolidated Edison Co.; Raymond T. Henry, Buffalo, Niagara & Eastern Power Corp.; E. P. Yerkes, Bell Telephone Co. of Pennsylvania; for treasurer: W. I. Slichter, Columbia U.

Silencer

A GADGET to turn off radio commercials was reported at Alhambra, Calif., last week by Morris A. Kay, safety engineer and part-time inventor, who said he had applied for a patent on the device. He said it could be carried to any room of the house; the operator turns off the radio at the start of the commercial, and the gadget automatically turns it back on at the end.

Radio Success Stories Are Assembled by NAB

BARRAGE of success stories recounting sales power of broadcasting is being released by the NAB Department of Broadcast Advertising under direction of Hugh M. Higgins, assistant director. Daily mimeographed stories are being distributed to stations.

Titled "Radio Gets Results", the series covers all branches of business and industry. When enough have been issued the department will develop a classified file of success stories. Material is being submitted by stations.

Another series, "Results From Radio", with monthly printed pieces, each an outstanding success story, is in preparation and the first release is expected in about a month.

SHOES

are made in NASHVILLE

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 is 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.
is vital in high goal polo. Just as vital in the selling of radio time is the "follow through" after the initial sales impact. When it comes to servicing clients' accounts, Weed and Company follows through consistently all year long.
TWELVE YEARS AGO when fiery Fiorello H. LaGuardia sought to straighten the laces of a New York police department, he drafted a tough man with a disarming soft name to pull the tight strings.

Lewis J. Valentine, as Mayor LaGuardia's police commissioner, began jerking up the laces at once. Within a month after he took office, the suicide rate in the police department rose to record levels.

Last week, twelve years later, Mr. Valentine, now a radio commentator, prepared to return to his first bitter love, this time in a land where suicide is not the exception, but the rule. He had been drafted by Gen. Douglas MacArthur to reorganize Japan's Keisatsu, or civilian police. If in his new job Mr. Valentine runs true to form, ceremonial daggers and white kimonos are likely to be in sudden demand throughout the Keisatsu.

In his new job, Mr. Valentine hoped to devote himself to a combination of his first love, police work, and his newer one, radio. ABC which carries Gang Busters, the program on which he appears as commentator, announced that it would try to arrange for shortwave broadcasts by Mr. Valentine from Japan.

The program’s sponsor, L. E. Waterman Fountain Pen Co., will continue to pay Mr. Valentine his usual fee. At times when atmospheres prevent Mr. Valentine from broadcasting, other prominent police officers will substitute on the show.

With his new career in radio virtually uninterrupted and his old one as a month after he took office, the suicide rate in the police department rose to record levels.

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HAVING A WONDERFUL TIME

Headlining St. Louis’ favorite sports program is a pleasant assignment, and J. Roy Stockton and Harold Grams enjoy it to the utmost. The name of their show is “NEWS AND SPORTS,” and it’s on the air at six o’clock each evening, Monday through Saturday. The first five minutes are devoted to Grams’ summary of the news; the remainder of the quarter-hour to a discussion of sports topics between Stockton, Grams and their special guests.

Stockton is recognized as one of America’s leading sports writers. His column, “Extra Innings,” which appears daily in the Post-Dispatch, is widely read throughout the St. Louis area. His articles about baseball stars have appeared in the Saturday Evening Post and other national magazines. His record as a radio sports commentator dates back to 1934.

Grams is one of the best known special events and news announcers in the St. Louis area. He has an impressive background as a play-by-play sports announcer, and is familiar with the rules, regulations and records of all major sports activities. He was the only announcer on any St. Louis station to broadcast play-by-play collegiate football during the 1945 season. (Eight games divided between the Universities of Missouri and Illinois, all sponsored.)

Special guests who have appeared with Stockton and Grams on the “News and Sports” show include Southworth, Frisch, Stuhl Dreher, Sewell, Boudreau, Conzelman, Dempsey, Farout, etc. Current sponsor has had the program since May, 1944.

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

KSD
ST. LOUIS • 550 KC
Owned and Operated by the
ST. LOUIS POST-DISPATCH
National Advertising Representatives
FREE & PETERS, INC.

February 18, 1946 • Page 29
AUDITORIUM CALLED HELP TO PRESIDENT

PROPOSED auditorium in the West Wing of the White House, blocked by action of the Senate Appropriations Committee [Broadcasting, Feb. 11], would be a convenience to the President as well as to broadcasting and newsreel companies, the Committee learned in testimony taken Feb. 6 and just made public.

Lorenzo S. Winslow, architect of the White House, pointed out that the technical arrangements for broadcasts, television, newsreels and still photographers are tremendous. In the case of a broadcast, he said, it takes 15 or 20 men three or four days to arrange their wires, and they are strung all over floors.

Like Senator Maybank (D-S.C.), committee chairman, agreed this was burdensome but didn't want a committee chairman, agreed this and they are strung all over floors. or four days to arrange their wires, he said, it takes 15 or 20 men three dous. In the case of a broadcast, broadcasts, the White House, pointed out that made public.

Mr. Winslow felt the installation of permanent wiring in the proposed room would save many man-hours of labor which otherwise might be devoted to installation of phones in homes.

Mr. Winslow said there is not a department head in the Government who works under the same inconveniences as the President.

TRANSMITTER TUNING at new KCMJ Palm Springs, Cal., which formally opens Feb. 20, is watched by Comr. Clifford J. Durr (1) on western hearing tour. Others are (1 to r): William Murtough, KCMJ chief engineer; John P. Hearne, FCC Pacific Coast regional attorney; Clinton Jones, general manager.

everybody knows

WBIG

means good broadcasting

columbia affiliate
greensboro, n. c.
represented by hollingbery

Jack Benny Leads Pacific Coast Poll

Hooper Report Places Skelton Second, Hope Third

JACK BENNY, with a rating of 33.7, was the favorite with Pacific Coast listeners during January, according to the report of C. E. Hooper Inc., which showed Red Skelton second with 29.9 and Bob Hope third with 26.1.

Others of the first 15 were: Walter Winchell, 26.1; Fred Allen, 25.4; Charlie McCarthy Show, 23.6; Great Gildersleeve, 22.9; Abbott and Costello, 22.4; Radio Theatre, 20.9; Fibber McGee and Molly, 20.8; Aldrich Family, 20.7; The Whittler, 20.6; Screen Guild Players, 19.5; Can You Top This, 18.5; Truth or Consequences, 17.5.

Report shows average evening audience of 9.4, an increase of 0.4 from the December report but down 0.3 from January 1945. Average evening sets-in-use was 34.3, 2.0 more than December, 1.4 less than a year ago. Average evening available audience was 78.6, up 1.8 since December, no change from a year ago.

Average daytime rating was 3.8, up 0.1 from December, down 0.4 from a year ago. Average daytime sets-in-use was 16.0, down 0.3 from December, up 0.4 from a year ago. Average daytime available audience was 69.8, up 0.9 from December, up 1.7 from a year ago.

CAB Ratings

Most popular daytime program is Breakfast in Hollywood, with a rating of 7.2 for the first 15 minutes and of 7.5 for the second 15 minutes, according to the Feb. 6 report of the Cooperative Analysis of Broadcasting, which has rated this program as the daytime toT for the last four reports.

Other leading daytime shows are: Stella Dallas, 6.8; Pepper Young's Family, 6.7; Ma Perkins (CBS), 6.7; Portia Faces Life, 6.6; Kate Smith Speaks, 6.5; When a Girl Marries, 6.5; Young Wider Brown, 6.5; Right to Happiness, 6.3; Our Gal Sunday, 6.3; Big Sister, 6.3; Ma Perkins (NBC), 6.1; Lorenzo Jones, 6.0; Romance of Helen Trent, 6.0.

Top weekend daytime programs were: One Man's Family, 8.6; Westinghouse Program, 8.4; Skaeffer Parade, 7.9; Electric Hour, 7.8; Prudential Family Hour, 7.6.

Average popularity rating of daytime programs was 4.4, a decrease of 0.2 from the last report and of 0.4 from a year ago. Average sets-in-use in afternoons was 15.2, up 0.1 from the last report and up 0.6 from a year ago. Morning sets-in-use was 14.2, up 0.1 from the last report, up 0.1 from a year ago.

McCLATCHY BROADCASTING Co. stations KFBK KWG KJM KERN again will air official frost warning bulletins during March and April.

KECA Hollywood has added midnight to its broadcast day, seven days a week.
ABRAHAM LINCOLN SAID . . .
"I want every man to have the chance
... in which he can better his condition.
... And freedom of press will maintain it."

PRESIDENT TRUMAN SAID . . .
... Radio "must be maintained as free as
the press."

"MICHIGAN'S GREATEST ADVERTISING MEDIUM!"
Columbia Broadcasting System Basic Station
Fisher Building, Detroit
The world's largest non-ferrous smelting operations are centered within 50 miles of Salt Lake City. These smelters treat ores from Utah and many other states, and even from some foreign countries. Utah's mining, milling and smelting industries assure dependable buying power in this state.

Local Advertisers Know KDYL Brings Results

Smelter workers along with all other Utahans turn naturally to KDYL for radio entertainment — for the brilliant NBC Parade of Stars and for always-interesting local features. KDYL's twenty-three years of "know-how" assures results for local and national advertisers.

Foreign Newscasts Vital, Says Evans

Westinghouse Believes State Dept. Should Supervise

WESTINGHOUSE believes there should be continued transmission of news to foreign nations via short-wave facilities — and that the State Dept. should supervise preparation of all news commentaries broadcast on such facilities.

This was the observation of Walter Evans, vice president and general manager, Westinghouse Radio Stations Inc. when asked in a

MUSICASTING

MELODIC newscasting is now being thrust upon Chicago listeners. Bob Atcher, WBBM Chicago folk singer, is bringing radio its news in verse combined with old time folk melodies. Exemplifying how news in ancient times was set to music and sung in the streets by the towncriers and troubadours, Mr. Atcher concludes each program (2:15-2:30 p.m. CST, Mon. thru Fri.) with a summary of the present day's events in melody. "Lyrics" are supplied by Frank Barton, WBBM news staff; music by Mr. Atcher.

BBC's Telecasting to Resume Shortly

BRITISH Broadcasting Corp. television broadcasting suspended since the outbreak of the war, will be resumed soon, a BBC spokesman announced in London a fortnight ago that operations would begin in the near future.

RCA Tube Div. Expands; Gets 14 New Field Reps

EXPANSION of the renewal sales department of the RCA tube division and appointment of fourteen new field sales representatives have been announced by David J. Finn, manager of the department.

The representatives were appointed in the New York districts, Ted Martin, Boston; Wendell H. Allen and George E. Dittman, New York City; Joseph J. Kearney, Syracuse; and Victor W. Williams, Baltimore.

In the Chicago district, representatives are Stanley H. Byquist, Kansas City; W. L. Garrett, Chicago. In the Cleveland district are Frank Gallagher, Cleveland, and Kenneth B. Shaffer, Cincinnati. The Dallas district has Lyde O. Shanafelt, Atlanta, Ga.; Joseph R. Fleming, Memphis; and William J. Wright, Dallas.

Appointed to the California district were Edwin L. Simon, San Francisco, and Hal F. Bersche, Los Angeles.

Soapine Plans

KENDALL Mfg. Co., Lawrence, Mass. (Soapine), has appointed Henry A. Louden Co., New York, as agency. Spot announcements, regional and participating shows will be used starting April 1.
JUST by the simple expedient of putting a ruler to a recording disc, you can, in one sense, "measure" recording quality. The disc must reflect a true image. Any imperfection in the reflection means that you can expect corresponding imperfection in recording characteristics. That's just A-B-C.

But a better recording disc must possess many other in-built qualities in addition to a flat, smooth, mirror-like surface:

For recording, it must have (a) split-hair accuracy in thickness of coating (b) easy cutting characteristics (c) positive thread-throw with no annoying static and (d) these qualities must not change — regardless of the age of the disc.

For playback, it must have (a) brilliant high frequency response (b) no audible background scratch, even after many playings (c) no increase in surface noise from the time of recording to playback or processing.

— And finally, these qualities must last as long as the recording is needed. There must be no deterioration with the years.

* * *

You cannot discover these qualities in a recording disc, by any yardstick we know of — except one:

Just look for the name Audiodisc — because it assures you all the qualities named above — a combination you will not find in any other recording disc.

Audiodiscs are manufactured by a patented, precision-machine process which is uniquely theirs, and the Audiodisc recording lacquer is produced from a formula developed by our research engineers. Thus, Audiodisc quality is consistently dependable. It is fully controlled — straight through from raw materials to finished disc.

There is an Audiodisc designed and priced for every recording need. No matter what the purpose, the name Audiodisc is, and will remain, the measure of a better recording disc.

**AUDIO DEVICES, INC., 444 Madison Avenue, New York 22, N. Y.**

Audiodiscs manufactured in U.S.A. under Exclusive License from La Societe Des Vernis Pyrolac — France.

they speak for themselves audiodiscs
THE SUPER TURNTSTILE—
RCA's New, Wide-band, High-gain

- Extremely broad frequency characteristics
- High gain (approximate power gain: 1.25, 2.5 and 4 for one-, two- or three-section antennas)
- Lower transmitter power for a given coverage
- One size operates at any frequency from 88 to 108 mc
- Handles up to 20 kw—which can be increased very simply by substitution of larger feed line
- Easy and inexpensive to install—single-pole mounting
- Fewer feed points and end seals
- Pre-tuned at factory
- No field adjustments required
- A standardized, "packaged" item—comes complete
- Entire structure can be grounded
- Circular field pattern (easily modified for FM to "figure-8" or in-between patterns)
- Withstands high-wind conditions and ice
- Two FM transmitters can be diplexed into a single antenna
- Both sound and picture television transmitters can be diplexed into a single antenna

RCA'S NEW LINE OF FM

-The 250-watt FM exciter featuring new circuits, new tubes, and a new type of construction.

The 1-kw FM transmitter. Note how RCA's "add-an-amplifier" design results in "single-unit" appearance for any power size.
Antenna for FM and Television Stations

This new RCA antenna, we believe, is a real step forward in the art of FM and Television Broadcasting.

Its most notable feature is the use of bat-wing shaped "current-sheet" radiators in place of the dipole arms of prewar turnstiles.

The chief effect of the "current-sheets" is to broaden the antenna's operating characteristic so that the impedance reflected on the transmission line is almost equal to that of the line itself over a frequency range of 20 per cent—nearly twice the entire FM band! Hence, there are no tricky field adjustments to worry about.

Write today for a copy of our new leaflet which fully explains how this unique antenna works, and why it assures you the long list of advantages summarized at the left. Radio Corporation of America, Dept. 18-B, Broadcast Equipment Section, Camden, N. J.

The West-East "current sheets" showing the transmission-line connections. The sheets are fed in push-pull. For television, the connections are made as shown here, i.e., the outer conductor of the coaxial line is attached to the one sheet and the inner conductor to the other sheet. For FM, separate coaxial lines feed the two sheets of each dipole. The North-South radiators (not shown) are fed in a similar manner, but with a 90-degree phase displacement.

RADIO CORPORATION OF AMERICA
ENGINEERING PRODUCTS DIVISION, CAMDEN, N. J.

TRANSMITTERS FEATURING “DIRECT FM” AND “GROUNDED GRID”

The 3-kw FM transmitter. A new, hollow base frame on all ratings provides space for inter-unit wiring. No under-floor conduits required.

The 10-kw FM transmitter. Controls for all ratings centralized on flush-mounted strips accessible through centers of doors. (25- and 50-kw ratings will also be available.)

BROADCAST AND TELEVISION EQUIPMENT
**Forty-Odd Station Licensees Are Denied Tax Relief Under Provisions of Code**

TAX RELIEF for some 40 corporate licensees of radio broadcast stations who are not now eligible to apply for it under provisions of the Internal Revenue Code is a possibility under a change in the Code proposed by F. Cleveland Hedrick Jr. of the Washington law firm of Pierson & Ball & Mr. Hedrick, appearing for WLOL Minneapolis, recommended the change in section 722 (c) of the Code at a recent meeting of a Congressional Joint Committee on Internal Revenue Taxation.

The amendment recommended would put all corporations commencing business after Dec. 31, 1939, on the same footing. Mr. Hedrick said a check of FCC records had revealed that approximately 40 licensees are in the same predicament as the Minneapolis Outlet.

As the Code now provides, a licensee corporation may be inadverantly penalized by the date on which it was organized, he explained. Thus, if a corporation commenced business during or immediately before a base period designated as 1938-1939, or if it was incorporated after this period it is eligible to apply for relief.

But a corporation such as The Independent Merchants Broadcasting Co., licensee of WLOL, which was organized during the base period (1936-1939) but did not actually commence business until after 1939 is not entitled to apply for relief under section 722 of the Code.

Independent Merchants Broadcasting Co. was incorporated in 1938, but the construction permit for which it applied in May 1939 was not granted by the FCC until Jan. 17, 1940. Under the meaning of the Code as interpreted by the Internal Revenue Bureau, said Mr. Hedrick, the licensee of WLOL did not "commence business" until after 1939 and is not therefore entitled to apply for tax relief under section 722. (c).

Mr. Hedrick emphasized in his statement to the committee that reports both House and Senate committees on the Internal Revenue Act of 1942 made references clearly indicating the intent of the Act to apply to corporations commencing business after Jan. 1, 1940.

"In view of the (above) legislative history and in principle there does not appear to be any basis for distinguishing between a corporation which commenced business after Dec. 31, 1939, although it came into existence prior to Jan. 1, 1940, and a corporation which both came into existence and commenced business after Dec. 31, 1939," said Mr. Hedrick.

**Awards to Radio Given By Brotherhood Group**

NATIONAL Conference of Christians and Jews has selected seven radio programs and personalities to receive the annual Brotherhood Week awards for outstanding contributions to national unity and collaboration of all faiths.

Awards were made to: Arch Oboler, as the individual in radio who has consistently fought hate and prejudice; Helen Hayes and Textron Theatre for the best single program, "My Little Boy"; Jewish Theological Seminary of America and NBC for the best network religious series, The Eternal Light; Bristol-Myers Co. and Edward Byron for the outstanding network series, Mr. District Attorney; and to WFiL Philadelphia, the local radio station with the best record of promoting inter-faith and inter-racial goodwill in 1945.

Two special awards were made to best single religious broadcasts, "Letter From Paul" on the Catholic Hour, produced by National Council of Catholic Men and NBC; and to the best regional network series, CBS's Pacific network's My Brother's Blood.

**Wyoming Net Starts**

FORMATION of the Wyoming Network, linking KDFN Casper, KWYO Sheridan and KVR5 Rock Springs, became effective Friday (Feb. 18). New net will air Mutual programs and will be affiliated with the Intermountain Regional Network, according to H. L. McCraken, general manager of KVR5, which has been a Mutual affiliate the past two years. KJF5, Miles City, Mont., becomes affiliated with Mutual and Intermountain.
"PORTLAND'S BOOMIN' AND NO FOOLIN.' INDUSTRIES PLAN TO SPEND $32½ MILLION HERE THIS YEAR FOR NEW CONSTRUCTION INCIDENTAL TO EXPANSION AND NEW ENTERPRISES. 1946 WILL BE THE KGW AREA'S BIGGEST YEAR."

"THE LUMBER INDUSTRY IS THE STATE'S NO. 1 EMPLOYER. OREGON IS THE NATION'S MAINSTAY IN PROVIDING CONSTRUCTION MATERIALS. LUMBER REPRESENTS 40% OF THE PORT OF PORTLAND'S OUTBOUND CARGO."

"PEOPLE ARE REALLY RUSHING TO THE KGW MARKET AREA. NO LARGE DECREASE IN POPULATION THREATENS. IN FACT, FIGURES SHOW A 31.3% INCREASE OVER 1940 CENSUS TOTALS."

"AND YOU MIGHT TELL THE RADIO ADVERTISERS THAT KGW SERVES THE NORTHWEST'S RICHEST FARMING AREA, HAS A PROVEN AUDIENCE OF 25 YEARS STANDING AND ACCORDING TO HOOPER SURVEYS IS THE OREGON MARKET'S NO.1 RADIO MEDIUM."

"REAL ESTATE SALES EXCEEDED $88½ MILLION IN '45, MORE THAN $21 MILLION ABOVE '44. THERE'S PLENTY OF MONEY FOR EXPANSION AND NEW BUSINESSES IN PORTLAND."

"REAL ESTATE"
Show Helps Till
Program Origination Boon
— To Cincy Cafeteria

What Do Audience Participation Shows Mean to Owners of Establishments? Margaret M. Pressler, proprietor of the Cincinnati cafeteria wherein WCKY’s Birthday Club originates reports:

(1) Total business up 400 customers per day.
(2) Additional Birthday Club members have necessitated a stepped-up in service—now at a high of five guests per minute.
(3) Restaurant last week set all-time crowd record.
(4) However, 250 women patrons on an average will remain in restaurant throughout 30 minutes of broadcast.
(5) An increase in business at times other than program time.

Pay Increases Averaging 33 to 45% for Musicians

Pay raises averaging from 33 to 45% for approximately 68 musicians employed by five Philadelphia stations are provided in new contracts with Philadelphia Musician Federation, Local 77, American Federation of Musicians, union officials said last week.

The contracts are with WCAU KYW WFIL WIP WPEN [Broadcasting, Feb. 11], and cover a one-year period. Officials of the union said none of the stations was required to employ additional musicians. They declined to give figures on the wage provisions except in percentage terms. Largest increase, they said, was a 56% raise for one musician. KYW and WCAU, each with 17 each, employ the largest number of musicians.

KMPC Hollywood will broadcast play-by-play broadcasts of local professional football games starting Sept. 6.

Caramba! What These Latinos Won’t Do for a Gag!

The Mexicans are leaving their inhibitions in the hacienda to throng to Albricias y Sorpresas (Prizes and Surprises) on XEW Mexico City.

To do such things as remove and press their trousers in full view of the howling audience, to eat—without spoons or hands—through a ten pound bowl of gelatine to unearth a 50 peso gold piece at the bottom of the bowl. And one senorita took a bath in a tub on the stage.

High spot of this virile Latin version of Truth or Consequences came when Joaquin Grajales, m.c., ordered stage hands to string up Announcer Luis Caceres by his ankles who explained that the transcription sent a letter from Mr. Coy, general manager of WINX, sent to 52 selected stations throughout the Nation pressings of a 15-minute show which was broadcast Feb. 7.

The program was an interview with Fred Vinson, Secretary of the Treasury, and Will Clayton, Assistant Secretary of State, on the proposed U.S. loan to Great Britain. Herbert Elliston, associate editor of the Post, conducted the interview.

WINX Sends Out Public Service Disc

A New Departure in Public Service Broadcasting has been undertaken by WINX, 250 w independent in the Nation’s Capital, which is owned by the Washington Post. Wayne Coy, general manager of WINX, admits to being the agency, and describes the show, quaintly, as “unconventional.”

Jacques Brazy, radio director for Y & R’s Mexico City office and producer-director of the program, promises even “funnier gags in the future.” He is probably planning a scheme to string the audience up by its feet any Tuesday now. Quien Sabe?

WINX, Topeka
BROADCASTING • Telecasting
February 18, 1946
Page 38

Announcer Luis Caceres

For 20 years, WIBW has been an active, constructive force in American Agriculture. If it’s a new, tested method ... an improved machine ... a better disease control ... or a more productive crop, farmers in Kansas and adjoining states usually hear of it first over WIBW.

As a result, WIBW has a huge farm and rural community audience whose listening loyalty and quick buying response is second to none. If your product is used by such families, you can reach and sell them faster by using WIBW.

WINX • Topera
BROADCASTING • Telecasting
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Page 38
Des Moines...

focal point of a two billion dollar market*

*KSO gives you Des Moines and Central Iowa at the lowest-cost-per-listener... for pleasant, profitable sales promotion

Reach the rich Des Moines and Central Iowa market at a lower cost per listener over KSO. KSO's concentrated coverage, moderate rate structure, make it the best buy in Central Iowa.

Alert advertisers have been quick to embrace KSO's resultful coverage. Last year 147 Des Moines advertisers told their sales story over KSO... which shows that folks in our own backyard, who know what's going on in Central Iowa, prefer KSO.

*Des Moines' total business last year exceeded $2,425,000,000 (total check transactions). Since this amount is almost exactly equal to the spendable income of Iowa ($2,350,000,000), Des Moines' place in Iowa business is clearly indicated. Source: Des Moines Chamber of Commerce.
Pittsburgh, Philly Stations Give Top Coverage in Strikes

Radio in Philadelphia and Pittsburgh during the transportation tie-up and power strike was a potent factor. It fed essential information and public notices to populations hungry for any scrap of information which would ease the difficulty of going about daily business or give a ray of hope that the crisis was ending.

In Philadelphia where nearly 10,000 members of the Transport Worker’s Union (CIO) walked out in a strike which paralyzed transportation facilities serving 3,000,000 people in the metropolitan area, stations gave around-the-clock spot coverage of developments, frequently interrupting scheduled programs to insert a flash on latest developments. Programs were rescheduled in several instances to allow broadcast of important strike news and special events.

Pittsburgh’s power strike, involving some 3,400 power company workers belonging to an independent union, affected homes and hospitals, as well as industrial plants and transportation. In addition to 18 regular daily newscasts, KDKA News Editors Francis Fitzsimmon, Charles Mailey and Jack Swift prepared numerous additional announcements from reports of staff members at conferences which continued in the Mayor’s offices for more than 48 hours.

Auxiliary Power

Previous far-sighted action by WWSW, WCAC, KDKA, and KVX in Pittsburgh found the stations ready with auxiliary equipment in event of a complete power failure.

All Pittsburgh stations cooperated with school, police, and other municipal authorities in keeping the public informed on matters vital to their interests and safety.

In Philadelphia, WFIL News Editor Dick Koster and Promotion Director John Scheuer, bent on a special broadcast, were caught in a jam of 10,000 persons crowding the Terminal area trying to take this alternate route home. “Women who fainted couldn’t even fall down,” they reported.

Anxiety with which Philadelphia awaited news of a break in the situation was reflected in the super efforts of reporters to break the news first. When the break finally came, Bob Gross got on WFIL’s wire to the studio from the police radio room in the City Hall and barked a single code word to Special Events Director Bill Fenn, whose announcement, WFIL claims, scored a clean beat. WIP, counter-claimed a scoop in going on the air from the Mayor’s office at conclusion of the final meeting there with news of the settlement.

Traffic Bulletins

WPEN collaborated with city officials in a comprehensive plan to ease transportation problems by broadcasting traffic information relayed to the police radio room by police radio cars at strategic points throughout the city.

WCAU, in addition to numerous public announcements and features, also cooperated in broadcasts of traffic information, such as news about routes of private bus lines established by various governmental and industrial organizations. News concerning schools and

(Continued on page 42)
AT 9:30 every Thursday evening Chicago is carefully and expertly examined... no detail is overlooked... for at that hour the Chicago Story, written, directed and produced by local talent, is beamed to middle western listeners.

This authentic, entertaining treatment of different phases of Chicago... its buildings, districts, accomplishments, people... is already widely acclaimed by WGN’s great audience. Of its premier show, on November 7, Variety had this to say: “You can put this down as one of the most impressive public service shows to come out of the Midwest... a scck job.”

Keep listening for future Chicago Story broadcasts... and remember, this is but one of a series of distinctive public service shows WGN offers its listeners.

THE CHICAGO STORY

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

CHICAGO 11 ILLINOIS
50,000 Watts
72 On Your Dial

MUTUAL BROADCASTING SYSTEM

Eastern Sales Office: 220 East 42nd Street, New York 17, N. Y.
There’s a Place for YOU on the—

Fulton Lewis, Jr.
Brandwagon!

McKESSON & ROBBINS, INC.
SEVEN-UP BOTTLING CO.
SAFETY IN STORES
PLOUGH INC.
J. MORRELL & CO.
RED TOP BREWING CO.
WILDROOT
WALGREEN
TIDEWATER OIL

America’s No. 1
Cooperative Program

There must be a reason why Fulton Lewis, Jr., leads the cooperative field, with more than 180 sponsors on local stations from coast to coast. Why not place your clients on this proved program that insures results? Contact us at once for the few availabilitys now open. Wire, phone or write.

Curmudgeon Scoop
WOL Washington and Mutual scored a beat on all stations and newspapers last Wednesday when they broadcast a wire recording of Secretary of Interior Ickes’ preceding shattering news conference announcing his resignation in blistering words. Albert Warner, WOL news chief, and Jack Paiger, head of special events and publicity, did the recorders and had it on the entire network by 12:45 p.m., canceling a commercial. Following the program, the self-styled curmudgeon called the station and requested a copy of the recording. “I’m pretty good,” he joked. And the two top commentators from rival networks called WOL to ask what time the recording would be rebroadcast. WOL put it on again locally at 6 p.m. At 10 p.m. Wednesday, WMAL Washington put Mr. Ickes on ABC network.

Contrad Kirbly Contest
Continued to Feb. 27
EXTENSION of its “Durwood Kirby” contest to Feb. 27 and addition of 50 prizes were announced last week by NBC which airs Honeymoon in New York. Original closing date was last Tuesday. First prize of $500 and 25 other awards of $10 each will be awarded in two categories: one for the most original and imaginative description in 50 words or less of a Durwood Kirby and the other for the most original and imaginative sketch, design, carving or painting of a Durwood Kirby.

A Durwood Kirby in the image of a man is the real-life m.e. of the show. NBC also announced that beginning today Honeymoon in New York would be heard 9-9:30 a.m. Mondays through Fridays. Show had been 9:05-9:30 a.m.

Pittsburgh
(Continued from page 40)
hospitals were important items, while WFIL included announcements concerning meetings of various clubs and societies.

WIBG assigned Fred Wieting and Paul Collins of its news staff to cover all angles of the strike and they phoned their bulletins to the studio staff. WIBG’s final stories were carried on the nightly 11-12 Newsreel of the Air.

G. S. Wasser, KQV general manager, reported station news analyst Louis L. Kaufman in constant touch with the union president for more than seven hours before bringing him to KQV studio for first official announcement of the strike settlement.

Media To Advise
On Atom Coverage
Suggestion sought on news handling of Marshall Test
RADIO and other news media were asked by the Army and Navy last week, to help solve problems connected with coverage of the forthcoming Marshall Islands atom bomb test by forming a media advisory committee in Washington with which they could work closely. Fox Case, assistant director of CBS Washington, was designated by broadcasters to represent radio and television on the committee, which also includes representatives of press associations, newreels, magazines, and still photographers.

Members of the advisory committee last week handed to the joint Army-Navy Group being set up to handle information on the atom bomb experiment their recommendations for the number of men to be allowed each medium. A meeting of the two groups is scheduled for early this week to grapple with this question of burning interest to the news media.

The Army-Navy committee, not yet fully set up, is under the direction of Brig. Gen. T. J. Betts, Asst. Chief of Staff for Intelligence. Other members of the committee so far designated were Capt. Fitz Hugh Lee (Navy), Commr. L. V. Julihan, Col. William Westlake, Col. H. E. Smith, and Lieut. Col. J. F. Mohnahan. Commr. Don Thompson, returning to active duty to take charge of radio coverage of the experiment, is expected to serve on this group, though he is presently assigned to the Navy Public Information, headed by Adm. H. B. Miller.

Industry representatives invited by the Army and Navy last week’s meeting, out of which grew the media advisory committee, were Paul White, CBS; William Brooks, NBC; Thomas Velotta, ABC; Thomas Slater, Mutual; Leon Goldstein, ABS; Allen Brown, NAB, representing independent stations; Theodore Cott, WNEW New York, also representing independent stations; and Mr. Case.

Leaders of other news services designated one representative each to the advisory committee.


Radio Station Spots Fire
WCSR Charleston, S.C., not only broadcast an on-the-spot account of how a quarter of a million dollars worth of sulphuric acid leaks and smokes when it goes up in flames, but it was first to alert the fire from its 12th floor studio.
Cookin' Down South

“Bless yo’ heart, honey! Ain’t no fancy tricks to it. Yo’ jest uses de best vittles an’ den puts yo' heart in it.”

There is nothing esoteric about WAGA’s recipe for satisfying Southern tastes in entertainment, because WAGA’s timely programming includes the best in local and network shows. Backed by aggressive audience building promotion, that’s the reason WAGA has made more progress in the past two years than any other Atlanta station.

With popular WAGA on your list you are really “cooking on the front burner” in the South’s number one market—Atlanta.

WAGA
ATLANTA
5000 Watts on 590 Kc American Broadcasting Company.
Represented by Headley-Read.
**New Yorkers Listen to Radios In 18-Hour Fuel Emergency**

WITH MOST New Yorkers staying at home for lack of anywhere else to go during last week's 18-hour fuel emergency, observers guessed that Feb. 12 was a day of near-record radio listening.

But no one knew for certain. Recognized audience research firms, like most other businesses in the city, were locked out of official offices and unable to assemble staffs to assess radio audience size.

Since other forms of amusement were inoperative (Mayor William J. O'Dwyer closed theatres, bars, night clubs, and all places of assembly), it was a sure bet that New Yorkers turned in what may have been unprecedented numbers to their radios for entertainment. Radio also served as a chief means of distributing information about the city's emergency.

Supporting the unofficial guess that the New York radio audience was one of the biggest ever was an incident reported by Michael Todd, theatrical producer.

**Ended Closure**

The mayor's announcement ending the 18-hour closure of the city came at 6 p.m. Feb. 12. An hour before, Mr. Todd had advised the approximately 450 actors and theatre personnel employed in his four current Broadway productions that the plays would not go on. On announcement of termination of the emergency, Mr. Todd decided to round up his casts and employees, who by then were scattered to all parts of the city.

Over five New York stations—WMCA WEF A WJZ WOR and WAAT—he sponsored spot announcements requesting employes to report to theatres.

That New Yorkers were listening to radio was clearly demonstrated when all but six of Mr. Todd's 450 employees appeared by curtain time, hardly more than two hours after the first radio request for their return to work.

Among the few businesses exempted from the Mayor's sweeping directive was radio. But radio was at least mildly affected by sections of the official directive prohibiting public assemblies. All networks and stations cancelled audiences for shows during the 18-hour enforcement of the directive.

NBC canceled studio tours in Radio City. CBS, taking more drastic action, canceled all television broadcasts, including the Lincoln Day pickup from Washington, D. C. and its UHF full color demonstration. Although the order was rescinded at 6 p.m. Feb. 12, CBS did not broadcast any television throughout the day.

ABC moved Ladies Be Seated (3:45-4 p.m.), an audience participation show, from its New York studios to the Adams Theater, Newark, N. J.

Mutual made several last-minut
NOW IN PRODUCTION

DESIGNED by Bell Telephone Laboratories—built by Western Electric—this 1 KW assures you of a radiated signal truly representative of FM at its best!

The 1 KW will be followed in production by the 250 Watt, 3 KW, 10 KW and 50 KW transmitters.

Get in touch with your nearest Graybar Broadcast Equipment Specialist for assistance in planning your entire FM plant. Enter your order now at existing firm prices!

Western Electric

The Frequency Watchman holds your transmitter precisely on frequency.

Foremost among the operating problems of Frequency Modulation is control of the mean carrier frequency. The Watchman does it for you—constantly and accurately. How he does it is explained in a booklet—"The Frequency Watchman." A copy is being held for you. Write to Graybar Electric Company, 420 Lexington Ave., New York 17, N. Y.
PRIME Minister Eamon de Valera’s Eire—Southern Ireland—is, technically speaking, a near-perfect springboard for commercial radio in the British Isles. But it is not to be—certainly not while de Valera is in power.

The east coast of Eire, near Dublin, is less than 300 miles from the rich London market and a powerful medium wave transmitter in Eire, beamed toward Britain, could soon put to shame the all-powerful BBC.

However, de Valera’s Minister of Posts and Telegraphs, pointed out that if such a commercial station were authorized, BBC could quickly retaliate with its own station in Britain that would “put him out of business.”

Little also pointed out other reasons against commercial radio in Irish Free State, one being that the Church, all-powerful in country politics, would frown on Eire being used as a base for sponsored programs American style. Then again, the de Valera policy is to keep Ireland “a green and pleasant land, a haven of quietude in the midst of the welter of contemporary civilization.”

According to Little, the Irish government has received from time to time lucrative offers from “foreign” sources to build and operate commercial transmitters there. He further admits the most lucrative of these came from U. S. interests.

Right now, the three-station equivalent of BBC, Radio Eireann, is a hookup of transmitters in Dublin (2500 watts), Cork (1500 watts) and Athlone (100 kw). There is no reason to believe Athlone operates with less than 100 kw efficiency.

Unlike BBC, it is a direct organ of the Irish government—lock, stock and barrel under the thumb of the Minister of Posts and Telegraphs.

There are no “local” shows. All programs originate from Dublin on a limited schedule: 1 to 2:30 p.m., and 6 to 11:30 p.m. local time. Radio Eireann provides coverage for only the 26 counties of Southern Ireland and is not heard generally in Britain across the Irish Sea. However, BBC transmitters in Northern Ireland and the Isle of Man take care of the Free State.

Radio Eireann does accept some British programs—but there’s a catch. The rate card specifies that advertisers be restricted to companies and organizations registered in Ireland and engaged in manufacture, production and services in Ireland. Catch No. 2 is “Advertisements shall not exceed 100 words per 15-minute program.”

There is no rush to jump on this commercial bandwagon.

Radio Eireann’s quarter-hour broadcast radio sweep over the British Isles from Eire? Lots of talk about it but no facts, so we asked able Arthur Feldman, ABC director in London, to look in on it. So far it’s rather definite that portions of Europe will get “American Plan” radio from Luxembourg, Andorra, Monte Carlo and possibly the Duchy of Lichtenstein. Mr. Feldman points out the contention of Irish Free State’s ranking government radio man that if Eire did beam commercial programs over the Islands that BBC retaliation would be inevitable—with commercial programs.

According to Mr. Feldman, “There are no local shows, but they prefer: Complete, Reliable News Coverage. They indicate that over a million dollars give in parentheses:

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<th>Time</th>
<th>Sundays</th>
<th>Weekdays</th>
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<td>12 wks</td>
<td>£55 ($220)</td>
<td>£23 ($84)</td>
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<td>52 wks</td>
<td>£60 ($240)</td>
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WHIO is the local station with the largest, listening audience... because WHIO offers the programs they prefer:

COMPLETE, RELIABLE NEWS COVERAGE

UP — INS — PA — CBS’ BEST SHOWS

5000 WATTS

BASIC CBS

Plus Complete Local Coverage

G. P. Hollinger Co. Representatives

Joins the Circle

THROUGH THE DAYTON, OHIO

Your name, your product, your sales message can become part of the daily lives of WHIO listeners in Dayton and the Miami Valley... if you join up with WHIO.

WHIO is the local station with the largest, listening audience... because WHIO offers the programs they prefer:

CHICAGO SRO

Million Persons in 1945

Studio Audiences

THE SRO SIGN was out in Chicago radioland during 1945.

Figures compiled by Broadcasting indicate that over a million persons attended Chicago originated programs during the year.

Of these WLS topped both network and station audience presentations with total of 618,717 persons requesting tickets.

WLS—Arabesque Woodchopper drew 177,850 guests and of the total, 493,815 persons attended 585 individual shows other than the National Barn Dance.

WGN played host to 270,702 people, an increase of 31,149 over previous year. Most tickets were for Chicago Theatre of the Air.

Of the networks originating in Windy City, ABC issued 150,000 tickets in 1945, 78,677 for Breakfast Club and 14,497 for Quiz Kids. NBC’s only audience presentation there, The Carnation Hour, drew 106,651.

Radio is heard well in Southern Ireland.

Radio Eireann does accept commercial programs—but there’s a catch. The rate card specifies that advertisers be restricted to companies and organizations registered in Ireland and engaged in manufacture, production and services in Ireland. Catch No. 2 is “Advertisements shall not exceed 100 words per 15-minute program.” There is no rush to jump on this commercial bandwagon.

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Irish radio circles look upon BBC in the same “big brother” fashion as many BBC people look upon our system of broadcasting. The Irish are impressed by BBC’s battery of shortwave transmitters. Little revealed that negotiations are under way for the purchase of a 100 kw shortwave transmitter so that his country’s voice can be heard overseas—particularly in the United States.

He expects such shortwaveing to become a reality in the next 18 months. No commercials will be accepted on this proposed transmitter, says Little—it will be a “culture spreader.”

Criticism of BBC

CRITICISM of BBC’s inadequate coverage of the London UNO conference is being voiced by the London Daily Worker. Jack Oliver, radio columnist for the paper wrote recently, “My main criticism of the regular foreign affairs talks (of BBC) is that we always hear our own countries talking about other people and never the people themselves... Those with a good radio set in good repair... may care to go overseas for their foreign affairs.” He also says that the BBC has not taken any advantage of the fact that “the most interesting and significant collection of international personalities were all available within a mile or so of Broadcasting House.”
Names they wanted...

Names they got...

30,000 Strong

Shortly before last Christmas, one of Indianapolis' largest stores set out to compile a mailing list of children.

A WIBC live talent show was decided upon, with Joe Edison—WIBC's amazing master of dialect—doing Santa Claus and the two other roles called for in the script.

The returns?

Came Christmas and the sponsor had on file the names and addresses of 30,000 Hoosier youngsters... all gained through the simple, inexpensive expedient of a WIBC live talent show.*

*No matter whether you're after names, sales or good will, WIBC's versatile, well directed talent staff—always alive to your commercial objective—can build just the kind of show you're looking for in Indianapolis. And when it's beamed over WIBC's clear channel and lower frequency (1070 kilocycles) you are assured of the greatest area and population coverage offered by any Indianapolis station.

The wide variety of programs conceived and carried out by the WIBC talent staff may give you an idea for just the kind of program you want in Indiana. Your John Blair man will be glad to discuss it with you.

JOHN BLAIR & COMPANY * Nat'l Representatives

OWNED AND OPERATED BY  WIBC
THE INDIANAPOLIS NEWS  MUTUAL OUTLET IN INDIANAPOLIS
Benton & Bowles

(Continued from page 18)

cated Music Publishers, which owns the copyrights on a high percentage of the classical, chamber and operatic music in this country, including most European music. It owns a radio library service sold to broadcasters. It owns Muzak, the so-called "wired radio" which provides soft music to soothe the drin-laden nerves of factory workers, diners-out and bar habitués.

Pockets in His Gown

This slightly pranksish detour from the staid path of the educator, proved one point if no other: Benton had pockets in his academic gown and, students, he still knew how to fill them. This is no idi-71 noted talent. When he was at Yale, Mr. Benton edited that school's magazine, to whose art-ists, to whose cartoons he appended gag-lines, was Reginald Marsh. Mr. Benton encountered Reginald Marsh on the streets of Washington in 1940 and asked him what he was doing.

Mr. Marsh replied, "I'm offered a job with the WPA artists' pro-ject for $100 a month—to produce one canvas a month."

Mr. Benton said, "Hell, I'll give you $125 a month."

He did. Mr. Benton says that he has now about 60 original Reginald Marshes. And, meantime, Mr. Benton has become one of America's outstanding artists, represented in our leading galleries, winner of numerous awards. Mr. Benton's collection, to say the least, is priceless.

Marsh paints pictures about New York—street vendors, park scenes, burlesque goings-on and the like. In Mr. Benton's State Dept. dungeon hangs a vividly colored Marsh portrait of Gypsy Rose Lee doing a strip tease.

After acquiring AMP and sub-sidiaries, Mr. Benton decided there was a nucleus for a successful radio less. Consequently he formed, with former FCC Chairman James Lawrence Fly and others, a new company with the express purpose of obtaining FM frequencies upon which music and news could be broadcast without commercials. Subscribers were to pay a fee for enjoying the service. This enterprise was about as far away from the usual Benton jet-propulsive promotion when the call came.

Good Word from Bowles

The call was from Washington. Mr. Benton was being considered for Assistant Secretary of State. Among others, he had been recom-mended by Chester Bowles, by then an old timer on the Capitol scene.

And what had brought Mr. Bowles to Washington? Under what impulse had he forsaken the advertising business? When the war broke out, he tried to enlist in the Navy but was rejected because of his bad ear. This by the way, is the same one he turned to

MUGS ALOFT, even if loaded with phoney brew, mark signing of contract by Wm. Filene's Sons Co., world's largest specialty store, for The Mius Goa G'Shopping on WEEI Boston, Monday through Friday, 5:45-6 p.m. Toasters, using mugs fashioned by John C. Dowd Inc., head of agency by that name, are (1 to r): Mr. Dowd; Betty Robinson, Filene's radio director; Bill Mezger, m. c.; Roy Marks, WEEI sales executive.

U. S. Steel. He volunteered for OPA work in his home state of Connecticut. And eventually he became state OPA director. He did a remarkably good job, inaugurating—among other things—a regularly scheduled radio report to the people. He spoke without oratorical flourish, for he had none of that talent with which his former partner was endowed. He spoke in idioms, mixing metaphors, split infinitives and common sense into a verbal porridge which the people found palatable. He made people in Connecticut believe there was some sense to the OPA.

His record was sufficiently outstanding that he was called to Washington in July, 1945. He was made general manager of the national organization. His job was to rescue the tottering administration of Prentiss Brown. He pulled it off apparently, for in November of that year he succeeded Mr. Brown as administrator.

Charts and Cartoons

Mr. Bowles is the only Federal government administrator who uses radio regularly. At the last count, he was heard on 365 stations. He is earthy and sincere, and his phrases like a neophyte. He skips high-sounding phrases. Re-cently, describing a Senate hearing, he said:

"If you'd been to this hearing you'd probably say that it wasn't much different from meetings you have attended. It's a good deal like being down at the Grange or your club or some association."

People seem to like that.

In his office, one wall is covered with original cartoons, most of them based on incidents in which he is a participant. Another wall is filled with price movement charts from both world wars.

He, too, displays a strange "oh-that" attitude in dismissing his advertising career. He no longer is an owner in Benton & Bowles. Nor is Mr. Benton, who sold the last share of his preferred stock in 1942.

Both of the B-Boys are having their problems. The manufacturers are urging the Administration to relax price controls. Strongest among the organizations which condemn Mr. Bowles, as one might expect, is the Natl. Assn. of Manu-facturers. It is little wonder, then, that Washington rang with merry laughter recently when it was reported that NAM had placed its advertising account with Bent.on & Bowles, New York.

Mr. Benton's troublesome days in the State Dept. are a matter of equally prominent record. AP has canceled its news service to Mr. Benton's overseas shortwave stations. So has UP. INS has the matter under consideration. Mr. Benton doesn't know whether Congress will give him the $5,000,000 per quarter he needs for his international information program. In fact, Mr. Benton must find Government administration ponderous and unresponsive to a touch as magic as his.

Lamenta Secrecy

One thing he considers annoying is the great secrecy which attends the diplomatic shadow-boxing of our Government. He believes those red rubber-stamped "CONFIDENTIALS" which appear on the face of so many State Dept. documents are ridiculous..

Recently he called into his office his confidential assistant, John Howe—who was with him at the U. of Chicago. He had before him such a document.

"Why," thundered Benton, "is this thing labeled 'CONFIDENTI-

AL'?"

Mr. Howe, equally nonplussed by bureaucracy, shrugged his shoulders.

"I read this same thing in the New York Times yesterday," he

(Continued on page 50)

Page 48 • February 18, 1946

BROADCASTING • Telecasting
New NBC Recorded Production that poses the question: where does fantasy end and life begin?

The unique appeal of this NBC Recorded program... its hard-driving dramatic style that keeps listener interest... the unusual talent of Mercer McLeod... plus the assurance of audience acceptance, proved on the CBC coast-to-coast network... combine to make it one of the most commercially desirable syndicated features available to local, regional and national spot advertisers.

Mercer McLeod, world traveler, actor, writer has every qualification for being a great storyteller. His strange tales... many from his own pen... follow a time-tested pattern for entertainment... recreate experiences of adventure, suspense, mystery... bring to life a world of legendary fantasy. Portraying all male characters in each program, his astounding voice changes and keen sense of pacing give his stories a reality that is inescapable. Reta McLeod, his talented wife, plays all feminine parts.

Audience acceptance for this unusual show is an established fact. Listeners to the coast-to-coast Canadian network voted Mercer McLeod... The Man With The Story one of their favorite dramatic programs.

NBC PRODUCED for better programming—NBC SYNDICATED for low cost—MERCER McLEOD... THE MAN WITH THE STORY is the ideal choice for any advertiser who wants one of the best syndicated shows his program-dollar will buy.

Audition records and complete pictorial presentation await your request.

exciting...
dramatic...
unusual...

MERGER McLEOD
...the man with the story
KBNC Wire Recorder
Prejudiced Judge, Is Charge
By PHIL HOFFMAN

The station was the same station which won Billboard Magazine's 1945 overall promotion award. The station you must use to control

Winner

was the same station whose pop-ular night club in Des Moines, Ia., rated feature pic-torial treatment by a nationally-circulated weekly magazine, was convicted of contempt of court in a hearing before Municipal Judge Harry B. Grund.

Mr. Bisignano has now petitioned the Iowa supreme court to in-tercise his conviction, claiming that a radio broadcast of the proceedings by KRNT, the Cowles station in Des Moines, was prejudicial to his case.

Judge Radio-Conscious

The nightclub proprietor charged in his petition that the presiding judge "became so prejudiced and so self-conscious of the fact that he was on the air" that the judge imposed "excessive punishment and the maximum penalty, far in ex-cess of the usual practice."

Coverage of the court hearing was a sound news project, pre-sented without bias. The industry would do well to watch closely the development of this case because of what it might mean to the future of radio in the world of news.

During the war the industry set a high standard of factual news-casting, gained worldwide recognition for its effectiveness and public service in this field. Now that the war is over, radio people cannot be expected to cease search-ing for news formats that are fresh, original, authoritative, and therefore listenable."

Although the pros and cons of the night club operator's contempt case itself are of no concern to radio management, it will definitely become of topflight concern to the industry should the Iowa supreme court look favorably upon the Bi-signano petition. Such an attitude would imply that factual radio re-porting of a frontpage news event can serve to prejudice a court of law and that radio newsmen, there-fore, have no business airing the proceedings of a public trial.

Many radio special events and newsmen will recall that they in the past have encountered difficulty in seeking repportorial access for their equipment at public trials because some court officials felt that the presence of radio facili-ties would serve as a distraction and therefore damage the sanctity of the court.

The KRNT courtroom broad-cast, objected to by the petitioner, was obtained through use of a wire recording equipment, and personnel were in chambers adjacent to the courtroom, and the microphone was installed where it might quietly pick up the proceed-ings from a place of semi-secret.

The simplicity of the wire re-corder has solved many such prob-lems for the industry. Since the war's end, newsmen of local sta-tions throughout the country have intelligently employed the wire re-corder to secure "live" statements and interviews from prominent in-dividuals and to effect on-the-spot coverage of many special events which otherwise would have had to go by the board.

These feature items later may be tied into station programming with remarkably effective production results.

In the case of the Bisignano trial broadcast, nothing pertinent to fair treatment of the matter as a news item was deleted from the original recording.

The resulting 45-minute broad-cast was presented factually to the radio audience with a brief and ade-quate explanation of these selec-tions. The station announcer in cluded in his introduction a state-ment to the effect that the broad-cast was presented without editorial bias on the part of the station.

Geared for Action

The cessation of hostilities found the nation's radio stations geared for news production in a highly professional sense. The coming of peace naturally sees the industry returning to the public service which wartime pioneering in service by reverting to prosaic, imagina-tive broadcasts of news from rout-line sources.

An industry that a few months ago voiced brilliant and historical accounts of such events as the Nor-mandy invasion and the B-29 raids on Tokyo will certainly have diffi-culty perceiving the sense of any objection to radio's coverage in our country of public happenings which the American people are privileged under the Constitution to inspect minutely.

Should the Iowa supreme court uphold the Des Moines nightclub proprietor, it may be the first peacetime step in blocking radio's honest demands for full status as an authoritative news gathering and disseminating medium.

Should the court, however, look with disfavor on the contention that the KRNT courtroom broad-cast lent a prejudicial flavor to the proceedings, then the radio indus-try must assume that amateur pio-neering milestone has been passed-

North Carolina's third largest city in population, second top city in retail and drug sales, home of Duke Univ., maker of 25% of nation's cigarettes.

Benton & Bowles
(Continued from page 48)

assistant secretary added, "And it was better written."

Well, it goes about that way with Brother Bowles, too. The other day, entering the White House after a conference with the President, a reporter asked him: "How do you like your job now, Mr. Bowles?"

He replied, "The pay's good but the working conditions are bad."

Where now for the B-Boys? No one can predict with accuracy. But there are little signs that point the way.

Mr. Benton has been embroiled with the networks since he joined the State Dept. The issue has been network exclusivity rules on broadcast pickups of the Secretary of State, James Byrnes. Networks hire scores of men to write their public statements on such contro-ver-sial matters as these. But Mr. Benton, practically single-handed, has smothered them with verbosity. He has a marked talent and liking for public statements, and there's no place like a Government job for making part. Mr. Benton feels that his duty include administering inter-national cultural relations, and Bill Benton savors that word "cultural."

Remember, too, that he has not lost his acquisitive nature. This, as much as anything, probably ac-counts for the great alarm dis-played by the brass hats of AP and UP.

It's a good bet that Assistant Secretary Benton will stay in pub-lic life.

Partner Bowles? Anyone who would serve as administrator of the OPA either is hard up for cash or loves life. Mr. Benton's life.

He can be expected to continue in the paths of public administration, even if there are periods of escape from that thankless pursuit.

For there is one thing in com-mon shared by the uncommon B-Boys. That light in their eyes, that burning urgency. The escutcheons that were emblazoned with a gift-ering 15% now bear the challenge, "Excelsior!"
The GATES Model 1-E Transmitter is the most modern installation for the 1-Kilowatt broadcasting station. It combines modern circuit developments, which are the results of strict laboratory tests, with other mechanical improvements that will make your Station outstanding in operating efficiency and showmanship. All parts are accessibly located for simple operation. The streamlined pressure-type cabinet assures dustless, cool performance. Investigate the 1-E Transmitter before considering any other.

**Condensed Specifications**

- **Frequency Range**: 530 to 1600 K.C.
- **Frequency Stability**: Plus or minus 10 cycles maximum.
- **Power Output**: 1000 Watts. May be operated as 500 Watt Transmitter. Power reduction for night operation may be incorporated to suit requirements.
- **Power Supply**: 230 Volts, 60 cycles, single phase. Regulation not to exceed plus or minus 5%.
- **Frequency Response**: Within 1½ Db. from 30 to 10,000 cycles.
- **Distortion**: Less than 3% from 50 to 7500 cycles. 0–95% modulation.
- **Noise Level**: 60 Db. below 100% modulation.

**Write for Complete Specifications**
Now First
WITH LOCAL NEWS
FOR RADIO

ALREADY IN

NEW YORK

PHILADELPHIA

UNITED PRESS
It's U. P. first again to meet a big radio news need in a big way—with local coverage of the kind that only newspapers hitherto have had. . . . It's already going over a special circuit to New York's WOR, WEAF, WABC, WJZ and their metropolitan stations 18 hours a day, six days a week. . . . Operating . . . in such cities as Philadelphia, Washington, Cleveland, Chicago, St. Louis, Detroit on a corresponding scale . . . and ready to go in other localities requiring it. . . . U. P.'s local coverage is its second big service-scoop—regional coverage was a fast first—since the war's end swung the news spotlight back home. . . . It's another example of why U. P. is foremost in radio news—because it offers most.
Editorial

Cuba Maneuver

THE NARBA conference in Washington, as this is being written, is down to the short strokes. Cuba alone is holding out. She wants assignments of substantial power on some 30 of our standard broadcast channels below 1000 kc including four or five on our Class I-A clear. Cubans illustrated their uncompromising attitude by "walking out" of a technical subcommittee session Thursday.

Cuba's demands are excessive. She hasn't utilized the facilities accorded her under the 1937 NARBA agreement in keeping with the terms of that treaty. She now has more facilities per capita, by land area or by any other yardstick, than any other signatory nation. She has caused more grief to operations in the U. S., Canada and Mexico than other countries due to bad engineering, bad equipment and in some cases, extra-treaty "squatting" on frequencies. No few U. S. station operators have found it necessary to go to Cuba and, at their expense, provide directional equipment (and the associated engineering costs) to prevent ruinous interference, only to have the station hop to another frequency where some other operator was forced to the same expensive ends.

During the last two weeks of discussion, Cuba has held out against an extension of the NARBA treaty for two years, as proposed by Canada and supported by Mexico and ourselves. She says she must have concessions. There is no economic, territorial or service justification for her demands.

The alternative, the Cuban spokesmen say informally, is a radio war when the NARBA treaty expires March 28. Then Cuban transmitters will operate indiscriminately on channels assigned to the other signatory nations. Such a war, of course, is undesirable, and should be avoided if at all possible. FCC Commissioner E. K. Jett and Harvey Otterman of the State Dept., chairman and vice chairman, respectively, of the American delegation, are bending every effort to bring about an amicable solution. But Cuba, when this was written, was holding fast.

Cuba could operate four networks completely saturating its island area with competitive service if it utilized its present facilities as modern practices permit. But it isn't interested. It turns a deaf ear to FM because it feels the receivers would be too expensive. Yet FM would be an ideal solution to its problem—if any problem really exists.

Cuba, obviously, is asking for more than its settling figure. Unless she agrees to a reasonable compromise— one that won't destroy service for many regional and clear channel stations—there might as well be no agreement.

Cuba has more to lose than to gain in open radio warfare. Commissioner Jett, as chairman of the conference, has demonstrated repeatedly his desire for a reasonable accord.

We hope Cuba sees the light.

The Parable of Pooh

ONCE UPON A TIME there was a little word calling itself "Pooh".

Little Pooh got into the mouths of big men.

For example, some people said, "There are individuals in the United States Government who would like to control the voice of American broadcasting."

Out of the mouths of some big men came, "Pooh. Them guys is crazy."

There were publishers, staunch defenders of freedom of expression, who said, "Encroachments on radio freedom? What's that have to do with freedom of press?"

Nobody said, "Did you ever hear of facsimile, Publisher?" Because, had anybody said that, the publisher would have retorted, "Oh, pooh."

Then there was television. Lots of people looked at it. Little men liked it. But many big men preferred that jingle-jangle in their jeans when they walked, and said: "Television? Pooh. It won't work."

That was long ago, back in 1946. Poor little Pooh really gave lip service, and quite exhausted himself. He died during the time that Government was moving in on radio, newspaper voices were getting weaker and weaker in the corridors of progress, television was springing up in every home and the big men who uttered "Pooh" were withering on the vine ... wondering would they need a standby when they got the harp?

Pooh is in heaven now, but unhappy. Nobody—literally nobody—has a good word for poor Pooh.

Cheerio & Carry On!

THE BRITISH are jolly well getting excited about their wireless.

It seems that the British Government has decided to double the license fee paid by receiver owners, increasing the annual income from this source to £10,000,000.

A number of the listeners do not like the idea. Some M. P.'s are fussy about it. And the British press makes remarks such as: "How Will BBC Spend That £1? Double Dullness or Better Radio?"

"Figures Behind the £1 Wireless Mystery."

The first is from the Sunday Graphic and is written by Howard Thomas, himself a former BBC executive. Mr. Thomas says there is "plenty of room for improvement in British programmes."

"There is little doubt about what the average listener wants," he observes. "Few would begrudge the extra ten shillings a year if it meant better entertainment."

It is not seemly for us to inject our own derogation of the British, for their problems are their own, but in testimony to the excellence of America's free system of broadcasting, we hereby publish an excerpt from the London Times:

"The British are right in their assumption that it takes money to improve broadcasting in our present economy. We believe they are wrong in assuming that any amount of money, however, can assure the finest broadcast entertainment as long as radio control is vested in the Government. We make this point not in derogation of the British, for their problems are their own, but in testimony to the excellence of America's free system of broadcasting."

Our Respects To—

FRANK BOURNE RUTHRAUFF

TO DISPEL any ideas that he joined Ruthrauff & Ryan as a vice president because his father was a partner in the agency, Bourne Ruthrauff enjoys telling the story of how he took a salary cut even before he started work—as third assistant office boy.

His salary was to be $15 a week. "But that was March 1933 at the time the banks were closing down," he explains, "so just before I started, my salary was cut to $12.50."

In the old tradition, though, he worked hard and today is vice president and director. He plans to leave his present position as director of American Red Cross publicity sometime in April and return to R & R.

The story of Bourne Ruthrauff's career runs about as straight and clean cut—and as fast—as the route of the Superchief.

His hometown is Red Bank, N. J. After he was graduated from Lawrenceville, N. J. School he toured Europe with a friend "at the time people were doing such things—around Europe." When he returned he joined the agency, at the $12.50 salary. He was then 18.

Doing the usual rounds of the agency in all departments, an R & R tradition, he finally was assigned to the Ken Murray show. After a few years he was made junior account executive and was assistant producer of Big Sister and Aunt Jenny serials for Lever Bros.

For two years he was big brother to Big Sister, until the agency revived The Shadow with a revised format, and assigned him to take over. Orson Welles was the first Shadow of the new format, and Mr. Ruthrauff recalls proudly a 19 Crossley rating on that Mutual show.

He supervised the first Professor Quiz program, too, and worked with the Major Bowes Hour and the Ben Bernie series were others he had a hand in, also.

His real chance for expression came when he was made account executive for Bromo Seltzer. Vox Pop had been on for a while for Kentucky Club when R & R bought it for Bromo Seltzer.

"That was around 1940," Mr. Ruthrauff says.

"We began touring service camps all around the country, and doing GI interviews, even went to Canada, which was then at war. One show originated from "Little Norway," a Canadian settlement of refugees from Norway. Some of them had come across Siberia, Japan and the Pacific, and others across the Atlantic.

(Continued on page 56)
24 YEARS OF PUBLIC SERVICE...

23 YEARS OF AGRICULTURAL PROGRAMS

24 YEARS OF NEW YORK STATE PUBLIC HEALTH FEATURES

THE LARGEST LISTENING AUDIENCE FOR ANY ONE STATION IN THE GREAT NORTHEAST

50,000 WATTS...NBC...

REPRESENTED NATIONALLY BY NBC SPOT SALES

WGY

GENERAL ELECTRIC
SCHENECTADY, N.Y.
Respects

(Continued from page 54)
just to escape the Nazi occupation forces."

That was the first direct contact Bourne Ruthrauff had had with the results of war. It impressed him deeply.

Vox Pop and Mr. Ruthrauff did several other shows after that and introduced ideas still in effect. At Annapolis the boys were not allowed to accept the cash that had been given as prizes. So they were given gifts. Gifts proved so popular that they have replaced the cash prizes since then. When doing a spot on the way war freight was handled by the New York, New Haven & Hartford Railroad, the idea of the Sonovox “Bromo Seltzer” train was born. It stuck, too.

Perhaps Bourne Ruthrauff should be given more personal credit for some of the ideas introduced in shows he has worked with. But he is so vitally interested in the program itself, and the people involved that the conversation is continually turned away from him and toward the idea and the others working with him.

Then, too, he is such an old hand at radio ideas that they seem a natural part of his mental process. He has been married for five years to the former Nancy Ewing. With their two boys, Wilbur Bourne (Ruff) 4, and John Ewing, 2, they will make their postwar home in Little Silver, N. J.

A member of the Racquet Club of New York and the Rumson Country Club of N. J., he plays golf, rides horseback and used to play on his school polo team.

Bells, Bells, Bells
“BELL-HAPPY” is the term John Edwards, WMAL Washington Town Crier has for himself. Since he announced his search for an old bell to ring in and ring out his 12:05 a.m. news feature program, he has been deluged with bells from interested listeners, many of them prominent Washingtonians. Digging into family trunks, officials of the State Dept., OPA, owners of antique shops and a well-known social leader, are among contributors. Most are real New England colonial town crier bells, others old school bells, all have a pedigree. The search for “bells for Edwards” has spread so far as Massachusetts. He is taking turns using them on the air, and has become so interested he is going to start a bell collection of his own.
To keep up with all sides of the news

Listen to

ABC

AMERICAN BROADCASTING COMPANY

"America's Town Meeting of the Air"—This provocative radio forum has become an American institution. Every Thursday evening qualified persons say what they think about subjects vital to all of us. "America's Town Meeting of the Air" is another example of the ABC policy of presenting all sides of every important political, social, and economic problem.

Because one of the American Broadcasting Company's services to the nation is to keep its listeners fully informed, ABC goes all-out to give you all sides of every major issue—a complete unbiased picture of local, national and world events.

Tune in on Headline Edition, featuring the men who make the news; the hard-hitting dynamic interpretations of Walter Winchell, Drew Pearson and F. H. LaGuardia; the down-to-earth simplification of the news by Earl Godwin; the penetrating, hard-headed analysis of Elmer Davis. In fact, to be fully informed on what's going on, you'll want to listen to all the famous reporters and commentators pictured on this page—and remember, they're all on ABC.

Today twenty-two million families from coast to coast are setting their dials on American Broadcasting Company stations because they are finding that the easy way to get and stay out of their radios is to get set and stay set on ABC!

Why more leading companies are advertising on ABC today

Advertisers who want a nation-wide audience during good time periods at low cost are buying time on ABC today. One network costs 43.7% more per evening half-hour than ABC; another costs 28.7% more. Yet ABC's 195 stations reach 22 million families who have 93% of the nation's spendable income. If you are an advertiser, remember that a good ABC time period bought today can mean a valuable franchise for years to come.

Time Buyers--note well!
RICHMOND BANK CLEARINGS
FOR 1945 WERE
$4,518,252,000.00
AN INCREASE OF 12%
OVER 1944

In this Major Market
USE WMBG
NBC IN RICHMOND, VA.
5000 WATTS

BUYING POWER
ABOVE AVERAGE
in WLAW-Land!
Sales per Family
Food $669.88
Retail $1,878.31
Drug $83.90

WLAW - Land expenditures, as estimated by Sales Management, exceed the U. S. average in food and drug sales.

WLAW sells to three New England states—a Utopia for sales with nearly two million potential buyers of your product. Send for coverage data today.
5000 WATTS 680 KC.
Basic Station
American Broadcasting Co.

WLAW
LAWRENCE, MASS.

NATIONAL REPRESENTATIVES: WEED & CO.

MANAGEMENT

E. M. (Gene) HALLIDAY has been ap-
pointed general manager of KID
Idaho Falls, Idaho. Entering radio in
1929 as a newsman for KID-OGden, Utah, he
joined KSL Salt Lake City in 1934, serv-
ing as sales director, sales account
executive, production manager and
program director. He left KSL in Nov. 1945
to continue there.

SIDNEY J. FLAMM, vice president and
executive director of WPAT Paterson,
N. J., has been elected president of the Paterson Sav-
ings Institution, the city's Community
Savings account made to WPAT for "Out-
standing service and management
endeavors" on behalf of the last drive.

EDWARD B. MURROW, CBS vice pres-
ident and director of sales has left New York Feb. 15 by plane for Lon-
don to reassess CBS foreign correspond-
ents and wind up personal affairs. Mr. Murrow, who spent nine years in Lon-
don as American news director for CBS, expects to return to New York about the first of March 1946, back
with him his wife and their three-
month old son.

WILF WOODILL, recently returned from overseas with OWI and USIS, has rel-
ected duties as district manager
present KSOS Sudbury, Ont. He joined CKSO in 1936, switched from Radio
Art and from the regular studio operator to station manager in 1939, opened a national sales office for CKSO at Toronto and in 1944 was given leave of absence to join OWI service with ARB London where he designed studio equipment and in-
cluded the Rosebud Studio, for DON McGILL, acting manager, has been appointed program director of
CKSO.

E. A. ALBURY, manager of WDBQ
Memphis, Tenn., has left that post to
direct WDBQ Memphis International Center.

DON SEARLE, ABC Western Division vice president, following stop-overs in Kan-
sas City and Omaha, is currently in
New York for home office confer-
ences. He returns to Hollywood Feb. 28.

IBA DILWORTH, CBC regional repre-
sentative in British Columbia, has pub-
lished a weekly column under the
titled "Twentieth Century Verse" (Clarke Irwin Co., Toronto).

CHARLIE A. BOWMAN, editor of the
daily Ottawa Citizen and a member of the Radio Advisory Con-
ference, has been appointed president of the newly formed Canadian Broadcasting Association. The group
is currently being planned.

TAMS BIXBY Jr., operator of KBIX
Memphis, has been elected president of the Oklahoma Network regional group. Recen-
tly stationed at Louisville, J.R. BIXBY,
owner of KYSO Ardmore, was re-
elected vice president and JAMES M. GRIFFITH, general manager of KADA Ardmore, was elected secretary-treas-
urer of the group. Elected directors are: MAZINE EDDY, RALPH L. HENRY,
ROBERT ALBER, and HARRY BLUMENTHAL.

Sign WNBT
BULOVA WATCH Co., New York,
and Botany Worsted Mills, New
York, have both purchased time on
WNBT New York, NBC video station
at 76.5. Bullowa has extended pres-
tent sponsorship of time signals on
station to include three time sig-
als on Saturday nights if net-
work televises a h a t t h e c t i c
events, two signals for any other
local sponsored program. Signals include both film
and animation. Contract for 22
weeks as of Feb. 8 was placed through Brown Co., New York. Bulowa will sponsor weekly reports Friday nights for 26 weeks. Reports will be cartoons on sound films. Agency is Alfred J. Silber-

KOFF Shawnee; ROBERT ENOCH, manufacturer, Rgence
GARBER, KCMC Enid, and HAROLD GRIMES, Rhomes Tulce. Mr. Koff
returned to the general management of KADA after more than half years’ service in the Navy. He was communications officer in Aleutians and was with KNN returned
inactive status.

Ben GRIBB is president of WPIT
Philadelphia, will preside over the program committee of the 19th Education Week
for Blind, scheduled for April 25.

COMMDR. PAUL Oury, former general manager of WPGC Pawtucket, R. I., is
being named program director for
WIXE Metuchen, N. J. He was a business representative for
WIXE before being named program director. Mr. Oury is
currently employed by the National Broadcasting Company as
program director.

BEN GRIBB Jr., owner of KGFF
Shawnee, has turned to inactive status.

Mr. Johnstone

JOHNSON TO HEAD
NAM RADIO SECTION
G. W. (Johnny) JOHNSON, former director of news and special
features of ABC and for the
past few months a member of
David E. Green Asso., New York, pub-
lic relations organization,
has been ap-
pointed director of the radio de-
partment, National Assn. of Manufacturers.

NAM's reor-
organized radio section will be a new department of the association’s
public relations division. William
S. Rainey, who has been respon-
sible for NAM's radio activities for
the past year, will be associated with Mr. Johnstone. Mr. Rainey
will continue to supervise all radio programming and an enlarged
program is currently being planned.

NAM radio department will be located at 44 Madison Ave., New
York.

Johnstone to Head
NAM Radio Section

JOSKE GROUP PLANS
REPORT ON CLINIC
TWELVE-MONTH clinical test of radio as an advertising medium for
department stores left the labora-
tory last week after the suc-
cess story stage as NAB started
work compiling actual sales ex-
periences of Joske's of Texas, San
Antonio, largest store in the
State.

Plan-drafting meeting was held
last week at NAB headquarters
in Washington by the Joske Radio
Advisory Committee. The group
drew up a format, discussed avail-
able data and general policies to
be followed.

The procedure in telling the sales
story will be considered in March at
a meeting of retail specialists
including representatives of the
Joske store. Ideas developed at that
time will be incorporated in the
radio announcement campaigns.

Joske sales figures, which will provide
fundamental material for the
success story, are being audited by
Ernst & Ernst, accountants.
San Antonio consumer research
studies have been conducted and
are being continued.

Attending the Washington meet-
ing were Cecil Beaver, WOAI San
Antonio, advertising committee chair-
man; Lewis H. Avery, head of the
representative firm bearing his
name; Walter Johnston, WTC
Hartford; Frank E. Pellegrin Jr.,
NAB director of broadcast adver-
sising, and his three assistants,
Hugh M. Higgins, J. Allen Brown
and Lee Hart. Miss Hart, former
Joske radio director, will prepare the report.

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Hugh M. Higgins, J. Allen Brown
and Lee Hart. Miss Hart, former
Joske radio director, will prepare the report.
Time Buyers!

CALL ON "Spot" TO MULTIPLY CUSTOMERS

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

- With clients demanding their share of postwar customers and profits ... isn’t it just plain simple arithmetic to buy time in America’s most influential markets? NBC’s 11 key stations dominate these markets—umbrella more than one-half of the nation’s radio families ... families with incomes more than one-third higher than the nation’s average.

Call on “Spot” today to multiply customers on one or all of NBC’s 11 key stations. Perhaps “Spot” won’t be able to offer the exact buy you’re after—NBC spots are in too great a demand for that. But you can figure on it that he will come up with a good solution for you as he has for many a time buyer who knows what he wants and where to get it.

NBC SPOT SALES

New York, Circle 7-8300 ... Chicago, Superior 8300 ... San Francisco, Graystone 8700  
Washington, Republic 4000 ... Cleveland, Cherry 0942 ... Hollywood, Hollywood 6161  
Denver, Maine 6211 ... Boston, Hancock 4239

Broadcasting • Telecasting  
February 18, 1946 • Page 59
Wills Lauds Radio As Unifying Force

FCC Commissioner Sees Wider Public Service in Future

WITH power of American broadcasters to entertain and to enlighten the nation’s people “it is hard to believe that any force can ever arise sufficiently to challenge or weaken their allegiance to the same basic principles upon which our society rests,” FCC Commissioner William H. Wills declared last Tuesday in an address over WIOD Miami.

In Florida to conduct hearings on standard broadcast applications, Comr. Wills said that “radio can hardly be exaggerated.” His address was made to a capacity audience.

For the future, Comr. Wills saw revolutionizing possibilities of public service through developments in FM, noncommercial educational FM stations, television, and facsimile. The increased number of stations that FM can provide, he said, offers possibilities which “can hardly be exaggerated.”

Referring to the important role played by radio in the daily life of the people, Comr. Wills cited the findings of the recent rural attitudes survey by the Dept. of Agriculture. The results, he asserted, were “overwhelmingly in favor of the credit of radio broadcasting.”

Pointing to news coverage as one of the features which make radio indispensable to many people, he said that during the war the American people “came to rely on radio not merely for prompt news, but for unbiased presentation.” He believed news broadcasts are likely to remain of major interest to listeners.

He said that perhaps much more can be done in utilizing the artistic talents of the country on the radio “but certain broadcasting has already shown the extent to which its entertainment function can be a part of the artistic life of the nation.”

Comr. Wills regarded the function of radio as a public forum as equally important with news and entertainment. While radio “suffers from the disadvantage that inevitably a few must talk and many must only listen,” he said that nevertheless techniques can be and have been devised for public participation and tremendous audiences.

“Certainly,” he added, “without radio’s contribution to a wider understanding of local, state, national, and international issues, our country would be the poorer.”

WJJD Daytime Schedule Features Program Blocks

WJJD Chicago revised its entire daytime broadcast schedule last week to enter into a 100% block-programming format, according to Art Harre, station manager. New schedule, beginning at 9 a.m. CST, opens with one hour of semiclessical music. Programs for women are heard from 10-11 a.m., followed by popular music until 12:15 p.m. Afternoon programs concentrate on western ballads, popular music and public service features. Station also eliminated quarter-hour and minie-hour newscasts in favor of five-minute newscasts before each hour.

Bulova Packet

BULOVA WATCH Co., New York, has released a new series of station breaks and one minute transcripts, titled Masterpieces In Miniature, for use by local jewelers. Spots are musical, semi-classical type, and open-end for local cut-ins. Scripts are furnished with each disc. Station managers who have not received material by March 1 and have local jewelry accounts can obtain same by writing to Radio Department, Bulova Watch Co., 600 Fifth Ave., New York City.

FCC Commissioner William H. Wills lauded radio as a unifying force to the nation’s people. He noted the vital role radio played in entertainment and news during World War II, and expressed optimism for its future in providing public service and entertainment. Wills emphasized the importance of public participation in radio programming and the potential for artistic expression in radio broadcasting.

WJJD Chicago's daytime schedule was revised to enter into a 100% block-programming format, opening with one hour of semi-classical music. The schedule includes popular music until 12:15 p.m., with afternoon programs focusing on western ballads, popular music, and public service features. The station also eliminated quarter-hour and minie-hour newscasts in favor of five-minute newscasts before each hour.

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YOU MAY BE ABLE TO ICE-BOAT
145 MILES PER HOUR*

BUT—WKZO-WJEF WILL GET YOU
INTO WESTERN MICHIGAN—FASTER!

WKZO-WJEF is the ideal combination for reaching Western Michigan because:

In Kalamazoo and 18 surrounding counties, WKZO is FIRST with 5000 Watts at 590 KC—CBS—top local programming—reaches 630,717 people, daytime (including actually 40% of all the farms in Michigan!).

In Grand Rapids and Kent County, WJEF is FIRST, with the city’s best frequency, CBS, the city’s best public service activities (more than fifty regular public service categories, representing most of our top local service organizations).

But are WKZO and WJEF really high-balling in these big markets? Well, write for the results as shown by Columbia’s audience measurement. It’s the toughest yard-stick we know, and most stations won’t boast about it. But ask us (or Lewis H. Avery, Inc.) for what Columbia says about WKZO-WJEF!

* Official speed record for ice-boats, set in 1938
Arms entered Army in 1941, served over-
nouncing staff of WCOL Columbus, O., GEORGE ARMS, DAVID SCOTT and SHELDON.

BOYD LAWLER, production manager VARNER PAULSEN returns
nouncer.

JOHN GALBRAITH, released from AFRS HILIP I. MERRYMAN, NBC direc-
rector of KROW Oakland, Cal., is con-
largely in CBI theatre, is to return Feb.

FRANK SINATRA, CBS singing star. He
has been added to the 1945 Honor Roll
for his entry "Eleven O'Clock Blues In
a half hour," which tied with "American Popular Music" and "Found-
ations for World Peace."

TED TETLEY, who portrays Leroy in NBC "The Great Gildersleeve," has
joined KMPC Los Angeles.

NORMAN YOUNG, announcer at WAYS
in Charlotte, N. C., has been promoted to
assistant manager.

ALLEN VAN HORN HUNDLEY Jr., for-
chief announcer at KTBS Shreveport.

JOHN REYNOLDS, formerly with KDWS
in Dallas, has been added to the 1945 Honor Roll.

JERRY COLONNA, comedian on NBC
"Bob Hope Show," has lost his position on WTAG Worcester. While
in Boston, he has been attending
the radio show, "The Mill Street Band," which is known as a "typical" half hour of Chi-
cago radio entertainment. "If this
is entertainment, they should have
taken Marconi out and shot him," he
completed.

CHIAPPA who resigned to be married.

BOB HORN, disc jockey of WIP Phila-
delphia, has resigned.

GORDON WALTZ, producer, has
returned to WLW Cincinnati after three
months' service as aviation radioman in
Pacific with the Army Medical Corps.

JOHN GIBSON, announcer, has returned
from armed forces, has returned to KJX sound effects department.

DE LANCY (Tony) PROVOST, formerly director of NBC's research department.

JOHN BAIRD, announcer at WKRC Cincin-
ati, was awarded second prize, $1000,
for his entry "Eleven O'Clock Blues In
a half hour," which tied with "American Popular Music" and "Found-
ations for World Peace."

HAROLD ARTHUR also has returned to
Chicago after a business trip.

AL LARSON, office manager of WOW
in Denver, Colo., has been given the
 assigning to WLS Chicago.

ALAN COURTNEY, WOR New York
producer, has been named assistant to the
director of WOR.

JOHNNY REZNOR has returned to the
management of WNOX after a business trip.

JOEY "DA BISH" has been added to the 1945 Honor Roll.

FRANK SLEATOR, former announcer with
CBS Hollywood, has returned from the Navy
base at Pearl Harbor.

ALLEN VAN HORN HUNDLEY Jr., for-
chief announcer at KASB Portland, Ore., has
been placed in a half hour program.

JOHN KIRK, former announcer with WMAK
in St. Louis, has been added to the 1945 Honor Roll.
Announcing a NEW FM Phase-Modulation Tube

Revolutionary in design and performance

Achieves modulation by providing a rotating "wheel" of electrons, which is advanced or retarded in speed by magnetic fields produced by audio-frequency currents.

DIRECT CRYSTAL FREQUENCY CONTROL WITH ONLY ONE CRYSTAL. NO MOTORS OR REACTANCE-TUBE TUNING.

Pioneered by Zenith — developed, designed, and built by General Electric—the new PHASITRON tube offers sensational advantages to manufacturers and users of FM transmitters.

Several tuned circuits, with their tubes and other components, are eliminated by Type GL-2H21. Greater frequency stability—less distortion—a lower noise level—these are important improvements in FM transmitters made possible by the PHASITRON.

Use of Type GL-2H21 produces a straightforward FM transmitter design, one which is easier to tune—also it means less maintenance for the transmitter operator, as well as a simpler, more reliable product in the 88 to 106-megacycle band.

Fast service by G-E tube engineers is available to manufacturers who wish to consider the PHASITRON for their new FM transmitter circuits. Phone your nearest G-E office, or communicate direct with Electronics Department, General Electric Company, Schenectady 5, N. Y.

GENERAL ELECTRIC

TRANSMITTING, RECEIVING, INDUSTRIAL, SPECIAL PURPOSE TUBES • VACUUM SWITCHES AND CAPACITORS
Mr. Swenson

AMERICAN ASSOCIATION OF ADVERTISING AGENCIES, New York, has added three members to its executive staff. They are LIEUT. COMMANDR. RICHARD L. SCHRICKER, now on terminal leave from the Navy as former vice president and New Orleans manager of Antiferon Adv., San Luis, who will be in charge of creative and promotional activities; WILLIAM G. RICH, released from the Coast Guard and previously with Merritt-Chapman & Scott Corp., New York, who joins AAAA media and research department; and JAMES F. RIX, who has returned to executive headquarters after three years in the European theatre with AAF. He will handle activities of Export Information Bureau.

JOHN L. RIGG, in TO as special investigator for Provoi Marsh's office, has been appointed to staff of Sherman & Marquette, Chicago. He will assist in copy and service work on commercial feed account of The Quaker Oats Co.

ALFRED EICHLER, copy chief of Dancer-Fitzgerald-Sample, New York, is author of new mystery novel titled "Death at the Moon" to be published this month by Lantern Press, New York.

PECK ADV., New York, plans to open an office in Los Angeles. SEYMOUR HESSE, vice president and treasurer of the agency, is on the West Coast organizing office.

CAPT. THOMAS D. RITCHER, upon termination of his service as Army public relations head in Philadelphia, joins Al Paul LeFon Co., Philadelphia.

CARROLL K. O'ROURKE and WAYNE BAGLEY, both formerly with 29th Army Engineers, have joined MacWillkins, Cole & Weber, Portland, Ore., following release from armed forces. Mr. O'Rourke becomes production supervisor. Mr. Bagley returns to agency as art director.

ROSS PORTER, formerly in the research department of J. Walter Thompson Co., New York, left for Mexico City last week where he will be director of research for the Thompson office.

TED KOBAT, recently discharged from the Army, has joined the radio department of Vickers & Benson, Toronto. Before joining Army he had been a freelance script writer and CBC actor.

STANLEY JOSEPH, radio production manager of Blow Co., New York, left Feb. 14 for a three-week business trip to the West Coast.

DAVIS-HOOD & ASSOC., Los Angeles, has moved to 311 W. Ninth St. Telephone is Trinity 7777. ROBERT BARROW, manager of the agency, and HARRIS GILBERT, released from armed forces as agency director and assistant, respectively, have joined JEAN KIRKENDALL, formerly of California Stylux, Los Angeles publications, as associate agency as assistant account executive.

DAN WHEELAN, formerly copy chief of Sherwood & Sons, Minneapolis, has returned to that copy writer of Garfield & Guild Adv., has joined N. Ayers & Co., Los Angeles, and has been assigned to Hollywood radio commercial copy execution.

BRONSON TWEEDY, three years in the Navy, and JOHN DOHERTY, four years with Army Air Forces, are back at Bowles, New York, and radio department.

RAYMOND RUBICAM, co-founder of Young & Rubicam, is manager of Telecasting agency, and who recently retired T&G board chairman, has been elected director of the agency.

RICHARD SEWELL, formerly with Boeing, aircraft Co., has joined Ross Adv. Portland, Ore.

CRANE HAUSMANN, former copy supervisor of Compton Adv. New York, has been appointed Vice president in charge of copy for LaRoche & Ellis, New York, upon the retirement of Mr. W. H. Haussamen as copy chief. Mr. Hausmann's responsibilities include coordination of copy development and final approval of printed output.

KIRKENDALL, EICHLER, and NIGHT is on the West Coast or other American cities as account executive for McGraw-Hill Publications, New York, following release as major. STANLEY A. WELL, both recently discharged from the Navy as radio operations officer, has joined the creative staff of Newell-Emmett Co., Chicago, radio department.

JOHN L. McQUIGG, formerly with Blaine-Thompson Co., Chicago, has joined the copy staff of Brown & Weir, New York.

ESTY STOWELL, released from the Marine Corps after two years of service, has returned to Benton & Bowles, New York, as account executive on the Maxwell House Coffee account.

P. WESLEY COMBS, vice president and account executive of Grant Adv., New York, New York, in 1942, has been established as account executive.

BETTY FREAR, formerly with Internationales Pictures, has joined Reiss Adv., New York, as assistant director of media and promotions for Guidance Council Inc.

JOHN L. McQuigg, for three and a half years with AAF, has been appointed as lieutenant colonel, has returned to George Cope & Newell, New York, as vice president.

ALBERT NERONI, former assistant advertising manager of Baldwin-Westinghouse Wire & Cable Co., joins Ben Sackheim Inc., New York, as director.

WALTER M. ERSICKSON, formerly associated with the J. G. Lamb Co., has joined the radio department of Gray & Rogers, New York.

COL. H. R. ROBBS, vice president and manager of Virginia Cedar & Co., Norfolk, Va., was awarded Legion of Merit for services during war at War Dept. ceremony Feb. 12 in Chicago.

RUTH MARCHESI, former promotion director of Radio Music Publications, New York, has joined the copy staff of Radio City, New York.

JAMES E. GOLDSMITH, formerly with KMOX, St. Louis, has joined Ollan Adv., St. Louis.

GEORGE P. RICHARDSON Jr., released from active duty with commanding officer and formerly account representative of T. W. McQuigg, San Francisco, has returned to the Detroit office of the agency.

ADAM MONCURE and ALAN ROCKWELL, both recently discharged from the armed forces, joined Benton & Bowles, New York, as research and traffic department, respectively.
THIRTEEN MILLION PAIRS OF NYLONS
WILL BE WANTED IN 1946 IN THE MARKET
COVERED BY WSM

WILL THEY BE YOUR BRAND?

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

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

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

Edward Petry and Company • National Representatives

50,000 Watts—650 Kilocycles
Clear Channel—NBC Affiliate
EDWIN NORMAN CLARK, former Director of Domestic Chief of Staff for Supply of SHARP, and prior to this a member of the law firm Hoth, Clark & Benitt, has been appointed managing director of the BCA International Division.

FLETCHER WILEY, whose production firm operates the "Sunup, "Protective League" and "Sunrise Balut," participated programs on WIBR MWB KXNO KXKX, has returned to Los Angeles after two weeks of discussion with station operators for expansion of these programs into other markets. KEVIN SWEENEY, who has been making presentations on the Wiley programs to agency timebuyers in New York, will remain in the East for another six weeks.

CROSSLEY Inc., New York, research organization, was host at a reception in the Murray Hill Hotel, New York, Feb. 15 on occasion of its twentieth anniversary. HENRY M. PEASE, president from Spain where he served as managing director of the RCA International Division, was host at a reception in the Waldorf-Astoria Hotel, New York, for the occasion of its twentieth anniversary. HENRY M. PEASE, president of the RCA International Division, was host at a reception in the Waldorf-Astoria Hotel, New York, for the occasion of its twentieth anniversary.

ARTHUR POPPENBERG, formerly with NBC and ABC spot sales department, has joined the sales staff of Arthur B. Church Productions, with headquarters at 2435 North Michigan Ave., Chicago. FRED B. CLAUSEN Jr., for ten years with Zenith Radio Corp., engaged in television and FM station construction and recently in charge of Deerfield, Ill., monitoring stations, has been appointed FM sales engineer with the Equipment Sales, Chicago, Midwest division of Radio Equipment Labs., Long Island City, N. Y.

DON OTIS, former program director of KMPC Hollywood, has been named program director of the transcription division of Capitol Records Inc. effective Feb. 25.

FRED S. CRAWSHAW, released from the Navy and former associate executive of KFRC San Francisco, has been named sales promotion manager of Photo & Sound Inc., San Francisco.

WILLIAM EWING, former commercial manager of WENT Gloversville, N. Y., and more recently with Bow Co., New York, has joined United Press as business representative.

EDWIN BIRD WILSON has been named president of Edwin Bird Wilson Inc., New York, and has been elected chairman of the board. JOHN C. MADDEN, executive vice president, succeeds him as president. Other officers reelected as vice presidents are WILLIAM T. GRAY, EDITH MACARTHUR, and JOHN F. DONLON, and H. G. McNEEME.

EDITH MACARTHUR also was reelected executive vice president, succeeds him as president of Edwin Bird Wilson Inc., New York, and has joined United Press as business representative.

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JACK SLOCOM, former Marine combat correspondent and convicted police radio editor with Carl Bloor Assoc., New York, has been named public relations manager for the New York Yankees (baseball). He will be in charge of the Yankees' public relations and will handle the line up of sponsors and negotiate the endorsements of individual club players as well as handle experiential and other promotion. H. A. SHERMAN, brother of BILL SLOCOM, CBS special events director, has joined the promotion staff of the Yankees.

LIO R. PAMBURIN, marine veteran and former assistant advertising manager of Crosley Radio Corp., has been named assistant advertising manager in charge of his division of Stewart-Warner Corp., Chicago.

Unlicensed Sets in U. K.

BECAUSE of wartime laxity in enforcement, unlicensed radio sets now in use in Great Britain number "roughly one million," according to an official estimate by the British General Post Office. Thousands of sets owned by Unarmed Services troops stationed in England have found their way into British homes, it was disclosed. A proposed increase in the yearly license fee from $24 to $4 may be debated in the House of Commons when the BBC charter comes up for renewal in a few months, a Treasury spokesman indicated.

Strong words have been spoken by many set owners to the effect that this is a "moral evil" that should be stopped immediately. This is the first time the BBC has been subjected to wholesale revision when the charter expires. A proposal to increase the license fee from $24 to $4 may be debated in the House of Commons when the BBC charter comes up for renewal in a few months, a Treasury spokesman indicated.

Fawcett Aviation Award presented annually by Fawcett Publications was made on "We the People" broadcast of Feb. 17 on CBS to the person making greatest contribution towards advancement of aviation. Award was $1,000 plus Fawcett trophy. Five additional honor awards were presented.

STAFF of WPAT Paterson, N. J., has advertised a new Europe advertisement with formula for adoption-sponsored by the Foster Parents Plan for War Children. Each member of staff contributed a monthly sum toward maintaining and providing for the younger.

FRANK FLETCHER Opening Own Washington Offices

FRANK U. FLETCHER, formerly with the FCC and recently associated with the law offices of Frank D. Scott, has opened his own office in Washington, specializing in radio communications. His quarters are at Suite 737, Woodward Bldg., Telephone National 5098.

Mr. Fletcher was with the FCC Law Dept. for five years, leaving in 1939 to engage in private practice. He joined the staff of the Allen Property Custodian in 1942 and entered the Army the same year to serve in a legal capacity with the Ordnance Dept. in Washington and San Francisco. Mr. Fletcher is a graduate of Wake Forest College, N. C., where he received his LL.B. in 1932.

Good Neighbor

CO-WINNERS of title "Good Neighbor of 1946," selected by nation's radio editors and aired in a Chicago originated of ABC Broadcast in Hollywood, were Mrs. Sarah Murphy, Chicago, and Mrs. Mary Milne, Chicago, school teacher who established a home for underprivileged Negro children in her community, and Mrs. Henry Milner, Fairlawn, N. J., organizer of a boys club to curb juvenile delinquency. Previous day, program m.c. Tom Breene, former fifteen-year-old Rosa Ranch, Chicago, winner of 400 month-long "goofiest hat" contest for chapeau that included barking fox terrier. Awards were $1000 bonds.

Mr. Fletcher was with the FCC Law Dept. for five years, leaving in 1939 to engage in private practice. He joined the staff of the Allen Property Custodian in 1942 and entered the Army the same year to serve in a legal capacity with the Ordnance Dept. in Washington and San Francisco. Mr. Fletcher is a graduate of Wake Forest College, N. C., where he received his LL.B. in 1932.

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Fingerprinting by Radio

SCOTLAND YARD has developed the practicability of sending fingerprints by radio. A test of radiographic equipment using an international police code, produced a single fingerprint image of great visibility in Melbourne, Australia, seven minutes after it was dispatched from London.

"Better have WFDF Flint broadcast a general alarm—Light-Fingered Louie is loose again."

No Change Seen in BBC

WRWF (1000 WATTS) BROADCASTING

WASHINGTON

In Case you didn't know!

This Washington, in the heart of Eastern North Carolina, is a bright leaf tobacco belt.

In Case you didn't know!
GET ALL THREE

STARS
Get the big names that make big audiences. World Library gives you many of the nation's most famous orchestras, vocalists and novelty groups.

Talent like this is working for you when you subscribe to World:
ANDREWS SISTERS  LES BROWN
JIMMY DORSEY  DICK HAYMES
JOHNNY LONG  DAVID ROSE
CHARLES SPIVAK
ALFRED WALLENSTEIN
MILT HERTH TRIO

PROGRAMS
Here's what better programs are made of—4,000 basic selections in the World Library, everything you need from fanfare to mood music—50 new units added each month, including up-to-the-minute hits. You get an expertly written continuity service, 78 scripts each week—ready for the air as a sustaining or sponsored program.

REALISM
Clear, lifelike reproduction is the hallmark of all World recordings. It is obtained by expert engineering personnel employing a highly developed recording technique. World's superb studio facilities...the unsurpassed Western Electric Vertical Wide Range recording equipment...close control of every phase of recording, processing, and pressing give you on World vinylite discs the truest reproduction possible.

Get the facts today. Write World Broadcasting System, Inc., 711 Fifth Ave., New York 22, N.Y.
DEANE BANTA, commentator with ABc San Francisco, winner for the recent years with McClatchy Broadcasting Co. stations, was named by the station for the most outstanding performance. Mr. Banta, who joined the station in 1946, has been with McClatchy Broadcasting Co. stations since 1937.

J. B. CLARK, sports announcer at WAYS Charlotte, N. C., has been named to the director of sports and special events position for the station.

KABC San Antonio, Texas, has completed arrangements with the San Antonio Light for access to paper's local news coverage. Broadcasts are made each day from the station's Newsroom.

BILL LEWIN, Jr., principal of the school in Lakewood, Ohio, has been named as the station's chief news analyst. Mr. Lewis, who has been with the station since 1945, will continue as news editor of the station's radio department.

DON KELLETT, sports director of WFIL, New York, has been named to the position of sports director for the station.

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space-saving switchgear
for broadcasting stations
that equals the finest transmitters in operating convenience and appearance

No longer need broadcasting stations locate switchgear in some remote place... causing operators lost time during emergencies or routine inspection.

This space-saving Westinghouse Switchgear, with safety and appearance equaling the finest transmitters, may be installed right in the main operating room. It concentrates station control in minimum space, as convenient to the operator as his transmitter control boards. It simplifies the ever-increasing duties of operators... facilitates the addition of new services in FM, Facsimile and Television.

Interlocks and thorough dead-front construction provide maximum safety. Draw-out breakers, as easy to remove and replace as tubes, greatly simplify maintenance. Investigate the many other proved advantages of this new Westinghouse Switchgear now.

Typical specifications and details may be obtained from your nearest Westinghouse Office.

Electronic Air Cleaning
Hand-wiping of transmitter parts requires additional man-hours, may result in broken connections and misaligned contacts. To avoid this, why not cool with air cleaned by PRECIPITRON, the Westinghouse electronic air cleaner that traps tiny dust and smoke particles?

An example of Westinghouse engineering
for the Communications Industry
S'HELPUS, JUDGE, WE AIN'T HAD A SIP (Ky.)!

Honest to goodness, judge, there is a Sip (Ky.), but we didn't take it. Hic. We just shad a couple beers.

Ship—pam—us—Sip is just too small for guys that been havin' the Louisville Trading Area for years n years. We got more money in more buyin' power n more everything around Louisville than all the rest of the State combined. So if you think th' bottle talkin' all you have to do is jush you look it up in your Market Data Book for the Louisville Trading Area. Pam us, judge—gotta cigarette, or a light?

LOUISVILLE'S WAVE
FREE & UNIQUE, INC., National Representatives

3000 WATTS—910 KBC.

CITY'S BIGGEST WAVE TO JAPAN.

Mr. Houston

ROBERT J. ROTH Jr., for five years with AAF and released as captain, has been appointed sales promotion director of radio and promotions for Byer-Holnck Co., Garland, Tex. (hats for men). Before Army service was head of his own advertising firm in Dallas, and has been producer and writer of "Gangsters" program and program director of Texas State Network.

FOSTER MILBURN Co., New York (Dodge pups), has started sponsorship of five-weekly quarter-hour newscast on KGO San Francisco. Agency is Street & Needle, New York.

J. E. SEEMAN TOBACCO Co., Los Angeles (Seemann's tobacco), adding to its California coverage, in early February started transcribed spot announcements on KNX Hollywood. Contract is for 13 weeks. Firm uses similar announcements on EXKO KROA KFSO KGO. Agency is Davis & Beaven Adv., Los Angeles.

MICHAEL TODD Productions, New York, has started sponsorship of participation show "Harry Grays Varities" seven weeks weekly on WOR New York. Effective Feb. 6, contract to run for five weeks. Has been handled by Robert Feldman Agency, New York.

ROBIN HOOD FLOUR MILLS, Toronto, has added CKER Regina, Sask., to thirteen-week CBO Trans-Canada Network program. "They Tell Me," Agency is Young & Rubicam, Toronto.

UNITED DRUG Co., Toronto (chain stores), has started three-week six-minute programs on a number of stations. Agency is Ronalds Adv., Toronto.

BEN BRODY, Los Angeles (maker leather bags), has appointed Robert P. Dennin Inc., Los Angeles, to handle advertising.

VERMEX MFG. Co., Glendale, Cal. (coat conditioner for pets), has appointed Frank Oszkayt of Los Angeles, to handle advertising.


WHITE BOWL RESTAURANTS, Los Angeles (Southern California chain), has appointed The Tullis Co., New York, to handle advertising. Firm started on Feb. 4, 1946, six-week quarter-hour "Lend A Hand At Five" on CBS Los Angeles. Network promotion for Southern California radio is planned.

PHILADELPHIA PRETZEL Co., Los Angeles (Royal Queen Pretzel street sticks), has appointed Hirscher, Van Norden & Stall, Los Angeles, to handle advertising. Radio will be used.

Sponsors

Lawrence C. Ives, released from the Guthrie Corp as major, has ben named sales promotion manager of Ives & Co., New York. Prior to entering service Mr. Ives was assistant sales manager of Dorothy Gray, a subsidiary of Lehn & Fink.

Hermon A. High, a director of Vix Products Division of Vix Chemical Co., Chicago's finest butcher, has been appointed assistant manager of division, in charge of sales and advertising.

Frank Link, formerly of Packard Motor Car Co., has been appointed sales promotions and advertising manager for Kaela-Frazer Corp. and Graham-Paige Motors Corp.

Bryan Houston, former vice president of Young & Rubicam, and for three years in the clothing business, has been appointed assistant to the director, Bureau of Public Relations, for the State of Illinois.

J. C. Carter, publisher of the Kentucky Kernel, has been appointed assistant counsel ofipes, general counsel and chairman of the management board of Pepsi-Cola Co., New York.

National Mattress Co., Huntsville, Ala., has placed its account with The Tullis Co., Chicago, radio.

B. G. Howard, Long Beach, Calif., has been appointed to handle advertising for Howard's Best.

GEORGE H. HARRISBERGER, for approximately three years a Southwestern newspaper, has ben named as the new advertising director for U. S. Treasury Dept. and prior to that, both for United-Relax Drug Co., Los Angeles.

DETERRE PROPRIETIES Ltd., Toronto, has appointed McKim Adv., Toronto, as agency. The Co. deals in table water.

Fry-Caddbury Ltd., Montreal (chocolate), has placed account with Young & Rubicam, Montreal.

Canadian National Carbon Co., Toronto's leading carbon dioxide producers, has authorized a "test campaign with noontime transcribed spot announcements 'This Day in History,' to be expanded later to about 25 Canadian, English-language stations. Agency is Locke, Johnson & Co., Toronto.

The Squire Co., Toronto (grapefruit drink), has appointed Locke, Johnson & Co., Toronto, as agency. Radio spot schedule in conjunction with local bottlers is a new preparation.

American Home Products Corp., Jersey City, N. J. (George Washington coffee), has appointed Routhads, Hynan, Toronto, as agency.

Pharma-Craft Corp., New York (Fresh deodorant), has appointed J. Walker Thompson Co., Montreal, as agency.

W. H. Comstock Co., Brockville, Ont. (petroleum), has started a half-hour quiz show "Lucky Listening." This show is broadcast on Toronto television and possible extension to other Canadian stations. Agency: Jack Murray Ltd., Toronto.

Mother Parker's Tea Co., Toronto, has started "Musical Mysteries," quiz show, 7-8:30 p.m., CBC Toronto. Agency is J. J. Denne & Co., Toronto.

Network Accounts

New Business


Net Renewals

Gulf Oil Corp., New York (motor oils and gasoline), Feb. 19 renews "We the People" for 52 weeks on 106 WABC stations, Sun. 10:30-11 p.m. Agency: Young & Rubicam, N. Y.


Eli Lilly & Co., New York (Leviton), has placed account with D'Arcy, Masius, Burnat & Bussche.

Net Change

Bristol-Myers Ltd., Montreal (Ipana, Trusay and Vitavia), Feb. 15 added 3 CBC Dominion network stations (GJLS GPX CPIC) to "Alco Young Show."" Total number of CBC Dominion network stations, Fri. 9-9:30 p.m. Agency: Ronalds Adv., Montreal.

Homesick, That's All

TWO INDIAN GIs from Oklahoma were homesick to hear their native Kiowa tongue; one—Frank Jones—was in Berlin, the other—Cornelius Spotted Horse—was in Newfoundland. They wrote their mothers, who got together via Woman's World, a WYK Oklahoma city service program sponsored by Oklahoma Natural Gas Co. and featuring Julie Benell, producer. Miss Benell made records of the women speaking to their sons in Kiowa, and sent them to the homesick GIs, who aren't quite so homesick now.

Co-op Show Sales

Reporting a continued increase in sales volume of mutual cooperative programs, B. J. Hauser, director of the MCR co-op department, said that on Feb. 1 there were 608 sales of these programs by Mutual affiliates, as against 344 on July 12, 395 on Sept. 1 and 589 on Dec. 1. Mutual has the third most widely sold co-op shows on any network, Mr. Hauser stated: Fulton Lewis Jr., sold on 176 stations; Erskine Johnson on 129, and Cedric Foster on 106.

UOPWA to Meet

APPROXIMATELY 400 delegates of the United Office and Professional Workers of America, CIO, representing organized white collar workers in insurance, radio, social service, advertising, motion pictures, etc., will attend the UOPWA sixth Constitutional convention to be held at the Hotel Hollender, New York, Feb. 18-22. Jerry Sullivan, Secretary of Commerce, will speak Feb. 19.

Fifth Anniversary

ORCHID from Tom Berneen, conductor of ABC "Breakfast in Hollywood," was again heard to Bob Parker, blind conductor of weekly "News for the Blind" program on WLAB Lawrence, Mass., in observance of the fifth anniversary of the WLAB program. Special presentation broadcast was given.

Covering Ohio's 3rd Market

At less cost with WFMJ—American Network

Ask HEADLEY-REED

WEMJ

YOUNGSTOWN, OHIO

Broadcasting • Teletacing
GRAPES bring growers an annual income of more than $148,299,000

The Beeline Market grows three fourths of all America's grapes. And income from grapes is just ONE reason why this area is prosperous, important to advertisers. Here in California's fertile central valleys—plus rich Reno and her surrounding area—live 1,518,000 people.

Five of the seven U. S. counties highest in gross farm income are part of this market. Retail sales exceed San Francisco's.

The Beeline Market is a close-knit geographic and economic unit, almost completely surrounded by mountain ranges 6,000 to 8,000 feet high. So radio stations located WITHIN the market are needed for effective coverage.

Here the Beeline Stations, individually and as a group, give DEEP, LOCAL PENETRATION. Combination rates permit the choice of best availabilities on each station without the cost of lines or clearance problems. In selling Inland California . . . YOUR BEST BET'S THE BEELINE!

McCLATCHY BROADCASTING COMPANY
Sacramento, California
Paul H. Raymer Co., National Representative

Remember these 5 Beeline Stations
... each a dominant HOME station, powered for a top notch selling job in its own market area. NOT a regional network, Beeline stations blanket California's mountain ringed central valleys, including Reno and wealthy western Nevada:

**KMJ**
Fresno. Established 1922. NBC. Primary area coverage of 12 counties with population of 749,300. 5,000 watts — 580 kilocycles.

**KWG**
Stockton (American) Established 1921

**KFBK**
Sacramento (American) Established 1922

**KERN**
Bakersfield (CBS) Established 1932

**KOH**
Reno (NBC) Established 1928
Executive of the four major networks met informally at a luncheon in New York last Friday with heads of Army public relations to discuss the use of radio by the peace-time Army. The forthcoming Army Day, April 6, was also discussed.

Representing the networks were: Dr. Frank Stanton, president, Davidson Taylor, vice president and director of programs, Paul White, director of news and special events; for WOR, Frank E. Mullen, president and general manager; Clarence L. Menser, vice president in charge of programs, William Brooks, director of news and special events; for MBS, Robert D. Sweeney, vice president and assistant general manager, Philip Currin, vice president in charge of programs, Tom Slater, director of special features and sports; for ABC, Mark Woods, president, Robert Kintner, vice president, Adrian Samish, vice president in charge of programs.


GI's Quiz General

To keep troops in Europe informed of the new redeployment schedules and the effect on personal plans, American Forces Network is broadcasting a quarter-hour twice-a-week series, "Let's Talk It Over." Maj. Gen. J. M. Bevans and Brig. Gen. George S. Eyster answer questions of six enlisted men on redeployment, shipping space and replacements.

Radio-American Style

There are 70 million Japanese getting a taste of radio in the American tempo - and liking it. Capt. Jack Wormser, formerly of NBC, introduced and still recently produced the series, "New It Can Be Told" on Radio Tokyo. It is a history of the war, done in a modified March of Time style, half-hour four times weekly, on 80 stations. Program is done in Japanese with Japanese actors, but with considerably faster pace than has been the rule in Japanese radio.

At a dinner given for Capt. Wormser by the Dramatic Club of the Broadcasting Corp. of Japan, on the eve of his return to the U. S. for release from the Army, spokesmen for the actors said that Capt. Wormser had brought to Japanese radio the technique that has made American broadcasting the best in the world. "By his patience and ability to teach, he has started a new trend in radio drama in Japan," the spokesman said. The series will continue.

Staff at Army headquarters, radio section in Tokyo now includes Capt. Lansing B. Lindquist, radio and communications officer, formerly of WSYR Syracuse; Capt. Dina Carlson, ex-NBC producer; Sgt. Rad Hall, of NBC; Corp. Mike Dutton, ex-producer of Philco Hall of Fame and Corp. Jim Fleming. CBS correspondent in Moscow.

Capt. Horn Retires

Capt. Charles W. Horn, USNR, special assistant to the Director of Navil Communications, went on inactive duty last Friday. Capt. Horn pioneered in early radio work and especially in NBC television development. When he left the network he was assistant to the vice president and director of research and development. He plans to go to Mexico to work with several firms there as technical consultant in electronics and other lines. He may also act as representative for several Latin American companies.

Col. Kent Returns

Col. Harold W. Kent, for last five years on leave to the Army from position as director, Radio Council, WBEZ, Chicago public schools, will assume his former duties effective March 1. George Jennings, who has acted as director during Col. Kent's absence, has been made assistant director and will continue with the Council in that position.

New Tokyo Mose

Sgt. Walt Kaner, director of publicity and special events for WLDB and WWRL New York before entering the Army July 1943, has succeeded Sgt. Hy Averback as "Tokyo Mose," conductor of a daily program of recorded music on the Armed Forces Radio Network in Japan and Korea.

Petrus Removed

Army authorities removed Sergeant Kenneth J. Petrus, a former NBC Chicago news editor, as managing editor of the Pacific edition of the Stars and Stripes, because he "did not fulfill the qualifications" for the special work he was doing, according to a story appearing in the New York Herald Tribune last week. Petrus and another staff member dismissed at the same time interpreted their removal as "direct retaliation" for...
"One Man's Destiny"

"Unusual package of e. t.'s" . . . "can take a bow for writing" . . . "well thesping" . . . "withal accuracy never sacrificed for dramatic point" . . . "neat presentation" . . . "they're all tops in the field"—says Mike in this recent Variety review of U. P.'s transcribed dramatizations of the careers of the men who are making the biggest news of today—and tomorrow. Your nearest U. P. bureau will gladly send audition samples, full details.

United Press
**1,000,000 EARS**

will get a BANG-UP wallop from this little guy

on your dial

Want to call on 500,000 listeners in Northeastern Wisconsin and Upper Michigan? You can with WWMAM, The Voice of NBC in the North! It's your chance at a new audience because all outside stations "are in the sponge" when they hit the fortress wall of fading created by iron and other geographic barriers. Located in the heart of this important Great Lakes buying area and on the dial at 570 (time buyers please note), WWMAM will be on a week by week basis to cover at 250 watt rates. Let our Hooper survey prove this story, write for details.

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**WMBM Adds Five**

BROADCAST MEASUREMENT BUREAU has added five more stations to its membership, bringing the total to 360 stations and the four networks. Latest subscribers are KELD El Dorado, Ark.; WHBU Cookeville, Tenn.; KFPF Fort Smith, Ark.; WPOR Rattlesnake, Miss., and KTHS Hot Springs.

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**Tomlinson Honored**

EDWARD TOMLINSON, NBC commentator and Inter-American advisor, last Thursday was awarded Brazil's highest decoration to foreigners, the National Order of the Southern Cross (Cruzio de Sul) for "his part in promoting Inter-American friendship." Ceremonies took place at the Brazilian Embassy in Washington. Mr. Tomlinson left for Mexico last Saturday to cover political campaigns there. In April he will again return to South America.

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**CBS Signs Pact**

TWO-YEAR agreement covering wage increase for CBS Hollywood employees was signed by Donald W. Thornburgh, network Pacific Coast vice-president, and Milton Gottlieb, business manager of Screen Publicists Guild, in early February. Terms call for 20% salary increase for scale publicists and 15% increase for those staff members already receiving over scale. Other provisions include two weeks vacation with pay for one year of service and one week vacation for six months service, as well as four weeks severance pay. ABC's Hollywood recently signed agreement with SAG calling for 20% wage increase.

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**SWEDISH residents' contributions to the life of an American city are being related to radio listeners in Sweden via a series of transcriptions made by WROK Rockford, Ill. Eight transcriptions were made last fall for Sven-Olof Sandberg, Swedish composer and opera singer, who spent a month in Rockford for preparation of the programs. The city was chosen because a large percentage of its residents are of Swedish descent.

Mr. Sandberg, who took the transcriptions with him and arranged for their broadcast on stations throughout Sweden, has written that the programs are given wide publicity in Sweden's radio magazine "Rotter & Radio. He added: "The broadcasts are a tribute to all Swedes in America."

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**CBS Broadcasts**

IN A BROADCAST of "first press com- ment on first demonstration of ultra high frequency full color television" CBS has reprinted newspaper and press association comment on its UHF color television demonstration.
You get **plus** values from RCA in Mercury-Vapor Rectifier Tubes

- You get a complete line... including such types as RCA 857-B, 869-B, 872-A/872, 8008, 866-A/866, 816, 575-A, and 673.

- You get improved design... resulting in longer tube life, more efficient service, greater operating economy. For example, design changes made several years ago in the 872-A/872 and the 866-A/866 have resulted in greater freedom from arc-back, lower voltage drop, and cathode coatings with higher thermal efficiency. In the 575-A and 673, a new zirconium anode coating gives greater heat dissipation; special anode construction confines glow discharge to minimize bulb bombardment.

- You get the most for your money... for RCA has led the way, year in and year out, in lowering tube prices... by increasing production... by more efficient manufacturing methods... by improving design... by applying new materials and methods.

- To get these plus values for your station, remember this... when tubes are needed for your transmitter, specify RCA... not only rectifier types but any other renewal tube. For technical data on any RCA type, write RCA, Commercial Engineering Department, Section B-2B, Harrison, N. J.

**THE FOUNTAINHEAD OF MODERN TUBE DEVELOPMENT IS RCA**

**TUBE DIVISION**

**RADIO CORPORATION of AMERICA**

HARRISON, N. J.
Service Front
(Continued from page 72)
charges by the editorial staff of the Stars and Stripes that open pressure had been put on them to distort and play down news to serve the personal interests of the Army hierarchy.

Matthews to VA
W. KENNETH MATTHEWS, former business manager of WJHL Johnson City, Tenn., has been made Chief of the radio section, public relations division, of the Veterans Administration, Atlanta, Ga. Mr. Matthews, now a major in the Air Corps Reserve, was recently discharged from the Army after three and a half years’ service, over two of which were spent in the ETO.

Dyke Returning
BRIG. GEN. KENNETH R. DYKE, Director of Information & Education in Japan, is slated for return to the States by about March 1. He is recruiting technicians and other workers for Japan. It is not yet known whether he will return to Tokyo. Gen. Dyke is on leave from NBC as director of advertising and promotion.

Now Commander Gaunt
LIEUT. COMMANDER J. H. GAUNT, former NBC New York producer, now with Navy administration, Armed Forces Radio Service, Los Angeles, has been promoted to Full Commander.

Work on Way
MAJ. MARTIN H. WORK, Commandant of Armed Forces Radio Service, Los Angeles, will be released from active duty in March.

From Radio to Inventions
LIEUT (jg) LAMAR A. NEWCOMB, USNR, formerly with the FCC and now radar officer in the Navy, has been transferred from Harvard Radio Research Lab. to newly formed Office of Research and Inventions.

Squares Off With Sara
CPL. ROBERT WARRNE ROBERTS, known to audiences of KYW Philadelphia as Bob Warren during his announcing days, appeared opposite Sara Churchill, daughter of Britain’s former Prime Minister, in the leading male role in a Royal Air Force Play—“Squaring the Triangle.”

Boyle Switches
JIMMY BOYLE, recently with American Forces Network newsroom in London, has joined the publicity department of USO Camp Shows, headquartered in New York.

Tillman Release Expected
JOHN TILLMAN, for five years with CBS New York announcing staff, now chief announcer and non-com in charge of operations of AFRS San Francisco, expects to be released from active duty soon. “It’s radio . . . and it’s been a good Army assignment,” he writes, “but I’m looking forward to getting back to those commercials!”

Radio at Texas School

Supervised by KTSM
UNDER SUPERVISION of Virgil Hicks, KTSM El Paso, Tex., director of extension service, the Texas College of Mines and Metallurgy now offers a major in radio. The school, a branch of the University of Texas, has installed complete control room, studios and other equipment on the campus to be used by students in conjunction with KTSM.

Idea was first conceived several years ago by J. F. Williams, dean of student life and journalist department head, who enlisted the aid of Karl Wyler, vice president and general manager of KTSM, Mr. Wyler, with Dr. D. M. Wiggins, president of the college, and Joseph Bennis, El Paso attorney, conferred in New York with Dr. James Angell, public service counselor for NBC, and other officials of that network.

Mr. Hicks was named to lay the groundwork of the college’s radio department. Reciprocal gesture to KTSM was later afforded when the wartime draft precipitated a serious station personnel and qualified radio students were able to fill in KTSM positions.

New Technical Unit
NEW DIVISION in the Dept of Commerce has been created to initiate and conduct research and development work on materials, processes and inventions which will advance technological productivity of the nation. The unit will arrange for development of promising inventions and ideas and will coordinate and use technical knowledge. It will cooperate with educational, Federal and other agencies. Title is Production Research & Development Division.
CALL LETTERS
of a Great Station!

**C**areful planning!

This station's broadcasting schedule is designed to provide a daily pattern of radio entertainment that suits every taste... top Canadian productions, plus the best from Columbia.

**F**avourite programmes!

This policy has built CFRB's reputation as the station supplying most of the shows most of the people want to hear. Listenership ratings have proved this, time after time.

**R**icher markets!

With its ever-growing popularity, CFRB is in a position to influence more sales in Ontario. And this province represents more than 40% of Canada's total buying power.

**B**roader coverage!

Reports from the Bureau of Broadcast Measurement show this station as having the largest primary coverage of any in the Province.

This is the first of a series of advertisements which will reveal startling information about Ontario's listening habits. Watch for the facts and figures!

860 kc.  
CFRB  
TORONTO

First for INFORMATION!  First for ENTERTAINMENT!  First for INSPIRATION!
PRESENTING New England Senators and Representatives in discussions of pertinent topics and pending legislation, new public service program, "New England in Congress," started Feb. 16 on Yankee Network in all time zone periods. Interviews are conducted by Francis I. Du Pont of Washington Reporters. Yankee representative in national capital.

WMCA Plans UNO Series

WMCA New York, which each Sunday afternoon broadcasts a half-hour "Halls of Congress" highlight program reconstructed from the Congressional Record, plans to do the same for the United Nations Organization. Nathan Straus, WMCA vice-president, and Secretary of State James F. Byrnes plan for a regular series to start when the general UNO assembly convenes in September. Broadcasts, Mr. Straus' letter says, are intended to "publicize the processes of worldwide democratic selection and contribute to understanding of the common aspirations of all people.

WAAB Forum

PRESENTING members of the faculty and students of Holy Cross College, Worcester, Mass., new Thursday evening series has started on WAAB Worcester under title "The Holy Cross Forum." Industrial and civic leaders also participate. Purpose is to indicate responsibility of higher education in meeting the challenges of current problems.

Speeches Sponsored

CCKK Regina, Sask., has started broadcasting important speeches of the provincial legislature with the provincial government sponsoring the programs on a commercial basis. A total hour has been contracted for and it is expected that one hour speeches or descriptions of legislative action will be broadcast at any one time.

Mutual Airs Finals

ANNUAL Golden Gloves semi-final rounds on March 6 and March 29 will be broadcast by Mutual. Stan Lomax will handle blow-by-blow description of the contest and Tom Salter will do commentary. Both broadcasts will start at 11:15 a.m. and run to completion.

Home Program

TITLED "Deep Purple," new series of programs started by WHTD Hartford, Conn., originates from home of Mrs. Frank Fineman. Manager Ralph D. Kanna with Mrs. Fineman will do the program. The program will be broadcast at 8:30-9 p.m. on WAAB.

Human Nature Studies

SERIES of psychological dramas, "Dark Venture," started Feb. 19 on ABC in Tues. 8:30-9 p.m. spot.

Real Life Serial

REAL LIFE drama of Mary Kennedy is unfolding without benefit of script writers or sound effects, other than the lovely notes of her own voice. Self-appointed directors of the current chapter of the story are Sidney J. Flamm, executive director of WAAT Paterson, N. J., and Hon. Milton Schmack, justice in the Paterson District Court. Hearing her sing before a local group, the two were so impressed with her voice that they persuaded her to join them in engaging a voice teacher for Miss Kennedy. A group including Donald Flamm, former owner of WMCA New York, James V. Cosman, AT&T executive and Ben Konner, president of North Jersey Apparel Center. They also interested Helena Rubenstein, of the cosmetic firm, in advising Miss Kennedy on make-up and clothes. She will make her New York debut at Town Hall.

Duffy's Cited

‘DUFFY’S TAVERN’ (NBC Fri. 8:30-9 p.m.) has been selected on the Honor Roll of Race Relations for 1945 by the Schomburg Collections, New York Public Library. The show, the only radio program named on the 1945 honor roll, was cited for demonstrating that Negro actors may be featured openly without the use of jokes that are offensive to any racial group. Eddie Green, who plays role of "Archie," was the featured actor to whom the citation was directed.

More or Less FM

Engineer, Set Maker Discuss—Wager on Trend

SARKES TARZIAN, Bloomington, Ind., consulting engineer, and Dale Pollack, vice president in charge of engineering, Templeton Radio Mfg. Corp., New London, Conn., are contemplating a $1,000 wager that whether more radio sets will be made with FM than without it.

Mr. Pollack has stated the proposition in a letter to Mr. Tarzian, as follows:

"I shall be willing to take your proposal on the following terms:

"If for any calendar year between 1945 and 1961, inclusive, the total dollar volume of home receivers incorporating FM reception exceeds the total dollar volume of receivers which do not provide for FM reception, you will pay to a charity of my choosing the sum of $1,000.

"However, if for each of the calendar years from 1946 to 1951, inclusive, the converse is true, viz, the total dollar volume of home receivers without FM exceeds the total dollar volume of receivers with FM, then I will pay to a charity or choose a like sum of $1,000.

"Dollar volume shall be based on RMA figures for complete receivers, as shipped, at manufacturers’ prices.”

Mr. Tarzian in reply said:

"My original offer, made at the November 1944 IRE meeting in Rochester in the presence of about 500 radio engineers still stands.

"I will bet $1,000 with any one that during the five-year period after the war, in any one year one more AM receivers will be manufactured and sold than AM-FM or FM sets."

New Intercom System

ELECTRONIX, an intercommunication system using electric lighting wires for connections, has units at each point in the home or office or factory and is being designed by piping them into the nearest light socket, is being introduced by the creators, Dr. J. Levy and J. Lawrence Cassell, president and vice president of Monmouth Laboratories.
We have a saying here at WAPI that “People listen to old friends most.” And WAPI talent has been making it come true for more than 22 years. The popularity these personalities enjoy during their “off-the-air” hours enhances the widespread popularity of WAPI itself throughout the Alabama we serve.

Take Dr. Henry Edmonds. When he isn’t discussing world events over WAPI, he lectures around the South and still finds time to meet deadlines for his daily column in the Birmingham Post. And Henry Vance, WAPI’s top sports broadcaster, has written “The Coal Bin” daily for a local paper for some 15 years.

WAPI personalities make friends everywhere. Organist Stan Malotte’s listeners visit Birmingham’s largest theatre for more of his humorous cut-ups on the keyboard. Jimmie Willson—who brings both public events and songs to WAPI audiences—regularly steps from the studio to emcee assignments at charity affairs and business banquets. Lionel Baxter, newscaster, presides at a luncheon club. And you’ll find Maury Farrell at almost every sports event.

More times than not, Mrs. Leo Copeland is on her way to address some women’s group or cooking school after she broadcasts WAPI’s Model Kitchen. Delmar Bradley is an ex-officio member of nearly every women’s group. Script-writer Roy Flynn has been going straight home from work to finish his first novel—for which publishers Farrar & Rinehart have already given a $1,000 advance. Joe Rumore sings in the Church of the Advent choir. Burtt McKee has been Director of Birmingham’s Little Theatre.

There’s more to WAPI talent than any printed page could possibly tell. They’re the kind of people WAPI listeners not only like to hear but to meet—and often. You’d enjoy meeting them—and having them work for you. You can do both by calling us or Radio Sales.
COLUMBIA
NETWORK

NIGHT OR DAY...
IT'S THE ONLY WAY...

TO GET
INTENSIVE COVERAGE HERE!

Every Hooper report, since the Hooper continuing study began, shows overwhelming preference for WSBT in the South Bend market area—a greater audience, most of the day, than all Chicago and local stations combined can claim.

WSBT serves an area of 1,024,851 population in 278,130 radio homes of 27 Indiana-Michigan counties. It is undisputed 1st choice of Indiana’s 2nd market!

The South Bend, Indiana Market
(7 Indiana-Michigan Counties)
Population ........... 464,000
Retail Sales ........ 842,556,000.00
Effective Buying Income ...... $435,293,000.00

Chicago Radio Newsmen Complete Organization PERMANENT organization of the Chicago Radio Correspondents Association and adoption of a constitution were completed last week in Chicago.

Constitution provides for active membership, associate non-resident membership and honorary membership. Each active member will have full privileges of the organization and voting quotas by station and press associations were abolished.

Executive council of the CRCA was enlarged to six members by splitting the office of secretary and treasurer. Everett Holles, new director of WBBM, was elected secretary. Officers previously elected are William Ray, WMAQ-NBC, president; Robert F. Hurliegh, WGN, vice-president; Robert Ward, WJJD, treasurer; Julian Bentley, WLS, and Cornelius O’Dens, WENR-ABC, members of the executive committee.

Olympia Reports

First Transcription

First transcription in the Olympia Report series of weekly newscasts from the Washington state capital, prepared by the cooperative, non-profit Washington State Radio News Bureau organized by Washington State Broadcasters’ Association. [Broadcasting, Feb. 11], is presented to Gov. Mon C. Wallgren. Here are (to r): Tom Olson, owner-manager of KGY Olympia and president of the broadcasters association; Jack Gerrie, executive assistant to the Governor; Gov. Wallgren; Cari Down- ing, executive manager of the news bureau and m.c. of Olympia Reports.

FIRST TRANSCRIPTION in the Olympia Report series of weekly newscasts from the Washington state capital, prepared by the cooperative, non-profit Washington State Radio News Bureau organized by Washington State Broadcasters’ Association. [Broadcasting, Feb. 11], is presented to Gov. Mon C. Wallgren. Here are (to r): Tom Olson, owner-manager of KGY Olympia and president of the broadcasters association; Jack Gerrie, executive assistant to the Governor; Gov. Wallgren; Cari Downing, executive manager of the news bureau and m.c. of Olympia Reports.

FCC Reports 61 More AM’s

U. S. STANDARD broadcast stations numbered 1,004 on Jan. 1, an increase of 161 from the 843 reported as of Jan. 1, 1945.

FCC released these figures in making available a new “List of Radio Broadcast Stations by Frequency.” Officials said the comparative totals include both CPs and operating stations.

The booklet shows, as of Jan. 1, call letters, main studio locations, transmitter sites where they differ from main studio locations, operating power, operating time and use of directional antennas.

Schreier Re-elected

GEORGE SCHEIER, director of information of the Scholastic Sports Institute and national secretary of Sports Broadcasters Assn., has been re-elected treasurer of the International League Baseball Writers Assn.

Scene Designs

TELEVISION art directors of New York’s three video stations—Bob Bright of WARD, Jim McNaughton of WCBS and Bob Wade of WNET—will discuss their work March 5 at an American Television Society luncheon meeting on scenic design to be held at Hotel Shera- ton, New York.

Worthy of an Engineer’s Careful Consideration

Type 111-A Amplifier

The 111-A Amplifier consists of two individual pre-amplifiers on a single chassis for use in high quality speech input equipment. Its compact unified construction saves space. Input impedances of 50, 250 and 600 ohms; output impedance 600 ohms. It is quiet and has excellent frequency characteristics and ample power output with low distortion products.

COLUMBIA
NETWORK

WSBT
SOUTH BEND

960 KC
1000 WATTS

Paul H. Raymer Co., National Representatives

Page 80 • February 18, 1946
Scott, Packard, Searle Form Electronics Firm
ORGANIZATION of a new company, Technology Instrument Corp., to develop and manufacture electronic and laboratory equipment has been announced by its directors, H. H. Scott, R. W. Searle and L. E. Packard, all formerly of General Radio Co., Chicago. The new firm is located at Waltham, Mass.

Mr. Scott, serving as president, will have charge of technical development. He was General Radio Co.'s executive engineer, responsible for development of sound and vibration measuring equipment, FM and broadcast station monitoring equipment, and other R-F and audio measuring instruments.

Mr. Packard, treasurer and in charge of sales, was successively district manager of General Radio's New York and Chicago engineering offices. Mr. Searle, secretary and production manager of the company, was in the production department of General Radio in a supervisory capacity.

1,000 KDKA Air School Handbooks Distributed
TEACHER'S HANDBOOKS, more than a thousand of them, dealing with the program content of the "KDKA School of the Air", series were distributed last week to Pittsburgh and Allegheny County schools. The handbooks contain information correlative with the broadcasts and supply inserts for each school day. The program, on the air 9:45-10:00 a.m. Monday through Friday, is intended to enrich the regular course of study.

School teachers and officials develop the educational content of the broadcasts. Scripts and production are handled by the KDKA staff under supervision of educational director Robert E. White. Each series is aimed at a specific group, though the content is expected to appeal to pupils of other grades as well.

Thanks to WEAN
THANKS for its sports broadcasts were extended to WEAN Providence, Yankee Network station, in a resolution submitted to the Providence City Council last week by one of the Council members. Rhode Island Gov. John O. Pastore previously complimented the station for its sports coverage. Warren Walden is WEAN sports director.

New ABC Catalog
ABC program information catalog listing ABC programs and credits on all broadcasts has been revised in its entirety to accommodate a number of new commercial programs. Current catalog replaces original sent out Nov. 1 and has been corrected up to Feb. 1.

HIGHLIGHTS OF KFWB'S
19 Hours for the "MARCH OF DIMES"

Robert Alda
George Allen
Edgar Bergen
M. W. "Doc" Bishop
Manchester Boddy
Rev. Benjamin Bowling
Hon. Fletcher Bowron
Jerry Collona
Norman Corwin
Joan Crawford
Bette Davis
Brian Donlevy
Tommy Dorsey
James Dunn
Dr. Clarence Dykstra
Roy Files
George Fisher
Hon. John Anson Ford
John Garfield
Alexander Graham
Sidney Greenstreet
Dr. W. L. Halverson
Bob Hope
Harold Ickes
Hon. Robert Kenny
Dr. John F. Kessell
Andre Kostelanetz
Fiorella H. LaGuardia
J. David Larson
Roddy McDowall
Ted Madison
Rabbi Edgar Magnus
Balvand Mannon
Peter Morenbloom
Junior Symphony
North Hollywood High School Chorus
Arch Oboler
Hon. J. F. T. O'Conner
Drew Pearson
Mrs. Edward W. Raliff
Dr. Burrell Rawlston
Quentin Reynolds
Will Rogers, Jr.
Franklin D. Roosevelt, Jr.
James Roosevelt
Santa Monica Symphony Orchestra
Hon. Roy E. Schafer
Dinah Shore
Frank Sinatra
Miss Mary Workman

KFWB remembe the command of a great American...
"Fight On"

19 Consecutive hours of non-commercial broadcasting on Wednesday, January 30th was devoted entirely to the "March of Dimes". That was KFWB's answer to humanity's command to "Fight On".

In Peace, as in War, KFWB has the confidence and esteem of Southern California's great radio audience—through continuous community service.

WARNER BROS.

HOLLYWOOD
Reedy Named by CBS To New Technical Post

PAUL H. REEDY last week was appointed chief engineer of the CBS Engineering Research and Development Dept. Mr. Reedy will supervise all service sections of the department and certain engineering projects in the network's laboratories.

Mr. Reedy joined CBS as manager of laboratory operations in January 1944, after his return from England where he assisted in the organization of American-British Laboratories, a section of the Office of Scientific Research and Development. He was formerly a research associate at the Radio Research Laboratories, Harvard University.

Third CBC FM Station

CBC plans to build and put into operation before end of the year a 250 k w FM station at Vancouver, CBC Chairman Davidson Dunton has announced. This would be Canada's third FM transmitter, experimental stations now being in operation at Montreal and Toronto. All three will be boosted in power later.

Radar Device to Combat Air Collision Dangers

A NEW RADAR system for planes to reduce dangers of aerial collision was recently described by its developers, Hazeltine Electronics Corp., Little Neck, L. I., N. Y., at Washington, D. C., hearings of the Air Navigation Service Command.

The system, named LANAC (Laminar Air Navigation and Anti-Collision), was said to use electronic devices developed during the war. Airplanes would be equipped with a "challenger" and a "replier" — radar-sending and receiving sets controlled by barometric devices so as to transmit signals only at altitudes and for which set the transmitter would send out a series of challenges which would be picked up by repliers on other aircraft or ground objects.

Hazeltine Corp. proposed that repliers could be permanently placed on high buildings or mountains, thus the navigational control could also be by coordination of repliers placed on ground beacons.

Magazine Tests

TEST spot announcement campaign during past week has been conducted by The New Republic in three markets, Los Angeles, Washington and New York. Agency is Blaine Thompson Co., New York.

EASY DOES IT

And So Do His Brothers

In the Philco Family

EASY, G. E., Dog - One, Mickey, Rebecca and Loran might be the names of the children of whimsical parents. To the Axis their names were not funny at all. They were a radar family reared by Philco Corp., and each was an important instrument in the U. S. scientific battle array.

EASY was the first American search radar built by Philco from a British pattern. George, Easy's successor, was the first micro-wave radar. Manufactured in quantity, the first to present a complete map on its scope, Philco says proudly that it was probably responsible for 100 U-boat kills.

Then a lightweight companion to heavy George was needed for lighter planes. Scientists of Philco with Mass. Inst. of Technology, Radiation Lab., came up with Dog-One. Its family now enlarged to three, Philco undertook a fourth progeny, Mickey, the radar bomb-sight which made possible the almost round-the-clock bombings by the U. S. Air Force. Rebecca was the sister of the family, a lightweight aircraft transmitter-receiver used with ground radar beacons to guide paratroop transport planes and gliders.

Loran, the electronic navigational device, guided Superforts on their missions from the Marinas to Japan. From $250,000,000 wartime family, Philco expects some peacetime babies which will really change the broadcasting formula.
NAB

(Continued from page 24) are going, "They will be able to know in what counties and cities their programs are heard," he said, "and in turn will know where to effectively merchandise the radio program. Without this knowledge they might be completely unaware that the show is getting into certain cities and towns and might fail to hook up the program with adequate merchandising and selling effort.

"With BMB’s precise measurement of radio station audiences it will be possible to allocate radio time, production and talent costs by manufacturers’ sales territories. This information is vital in determining which sales territories are showing profit and which sales territories are actually operating at a loss.

Network Coverage Shown

"With the BMB information on network audiences it will be possible for national advertisers to determine which network or network combination supplies the most adequate coverage for their own particular selling problems."

Like other districts, the 6th endorsed Broadcast Music Inc. and will support the incursion into the music market.

Registered at the 6th District meeting were:

ARIZONA—Hillard McKeeven, Leon Super, KELD; Bill Bates, Pat Garner, KBFW; Larry Anderson, KSLA; Bill Tappan, KFFA; Roy Judge, Harris County; Bob Sullinger, KXIL; Libby Sheeler, KARK; Ken Keeland, Edward Appley.

Webster License

A NON-EXCLUSIVE license to manufacture Armour magnetic wire sound recorders was granted last week to the Webster Electric Co., Racine, Wis., by the Armour Research Foundation of Illinois Institute of Technology. The Wire Recorder Development Corp., Chicago, an Armour subsidiary, handled all licensing negotiations on behalf of the Foundation.

New WCOL Tower

WCOL Columbus, Ohio, plans to erect a new four hundred foot International Derrick and Equipment Co. tower within the next six weeks, according to Lloyd A. Paxley, station president. The tower will provide for both AM and FM service. Plans also include construction of a new transmitter building and three-story building to house WCOL studios and offices.

Raytheon Expands

RAYTHEON MANUFACTURING Co., Waltham, Mass., last week announced organization of a Broadcast Equipment Division, with offices and factory at Chicago. Raytheon also announced its new division’s first model, a 250-watt AM transmitter, first of a line which will include AM and FM transmitters, studio equipment and remote pickup amplifiers.

Bob Crosby Shift

CBS March 6 switches "Bob Crosby Show" sponsored by Ford Co. through J. Walter Thompson Co., to Tuesday, 9-9:30 p.m. instead of moving Fri., 10-11 p.m. as previously announced. "Makeover" sponsored by Electrolux, which in Wednesday night period, moves to Friday night time originally set for Crosby show. Latter program is handled by The Biow Co., New York.

STRICTLY MEMPHIS and New Orleans was this NAB 6th District meeting in Memphis (1 to r): Harold Wheelahan, WSMR; Joe Eggleston, WMC; Fred Weber, WDSU; Henry Slavick, WMC; W. H. Summerville, WTL.

WASHINGTON—Justice Miller, A. D. Willard Jr., Frank Pellegrin, NAB; Maury Long, BROADCASTING Magazine.

GEORGIA—Stanley Whittaker, Clifford Marshall, United Press.


Mission Schedule

MISSION APPLIANCE Corp., Los Angeles (water heaters, etc.), is due to radio, Feb. 11 started sponsoring thrice-weekly quarter-hour transcribed musical feature, Three Saxes and a Staret, of KOA KCMO KOMA WFFA-WBAP, with a twice per week 15-minute newscast on WOAI. Contracts are for 26 weeks. Firm will expand coverage to include other markets. Agency is Jordan & Lo Buono Adv., Los Angeles.

The Voice of Baltimore

WATTS 5000, 600 K.C.

WASHINGTON—Justice Miller, A. D. Willard Jr., Frank Pellegrin, NAB; Maury Long, BROADCASTING Magazine.

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Ted Granik Files For FM Station

THEODORE GRANIK, founder and producer of the American Forum of the Air (Mutual), filed with the FCC last week for an FM station in Washington. His application brought to 14 the number of applicants for the 11 metropolitan channels available in the capital.

Simultaneously, the Commission announced that Washington applications will be heard March 11. It is probable that Commissioner E. K. Jett will preside. No deadline was set for receiving additional applications but it was understood that others planning to enter the field will be given to about March 1 to file.

SURVEY OF CHURCH SHOWS RELEASED

SMALL MARKET stations in NAB 2d District (N. Y., N. J.) carry an average of 2 hours and 51 minutes of commercial religious programs a week, according to a survey conducted by A. E. Spokes, chairman of the district's Small Market Station Committee and program director of WJTN James town, N. Y.

Of 11 stations contacted, nine answered the questionnaire, with only one stating that it accepted no commercial religious time. High station figure was 7 hours and 15 minutes of commercial religious time a week, a low figure, 1 1/2 hours.

The stations carry an average of 2 hours and 11 minutes sustaining time, the survey showed. High stations had 4 hours and 45 minutes, low station 1 1/2 hours.

Matchabelli Resumes

PRINCE MATCHABELLI, New York (perfumes), starts weekly series of the 15-minute Stradivari Orchestra, conducted by Paul La-

FCC Authorizes 19 More FM Stations, Bringing Total of Conditionals to 323

AN ADDITIONAL 19 FM stations were authorized by the FCC last Thursday, bringing total conditional grants to 323. The Commission also designated four applications for hearing, swelling hearing cases to approximately 125.

Of the grants issued, seven are to newcomers in radio, including three to labor unions (see story page 101). The remaining four went to newspaper interests. Three of the grants were for Detroit, two for Oakland, and one each for San Francisco, Buffalo, Rochester and Des Moines.

Grantees will receive frequency assignments following further examination of engineering data required by the Commission. Grantees and applicants in a number of cities will soon be called to Washington for informal conferences with FCC engineers to expedite issuance of construction permits [Broadcasting, Feb. 11].

Designated for hearing were applications of Theodore Granik, to be consolidated with Washington cases to be heard March 11 (see story on this page); and Roanoke Broadcasting Corp., Times-World Corp., both of Roanoke, Va., and Piedmont Broadcasting Corp., Danville, Va.

Following is a list of the grantees:

<table>
<thead>
<tr>
<th>City</th>
<th>Grantee</th>
<th>Type of FM Station</th>
</tr>
</thead>
<tbody>
<tr>
<td>ALABAMA</td>
<td></td>
<td>Metropolitan, possibly rural</td>
</tr>
<tr>
<td>Aniston</td>
<td>Harry M. Ayers (WHMA)</td>
<td>Metropolitan</td>
</tr>
<tr>
<td>CALIFORNIA</td>
<td></td>
<td>Metropolitan</td>
</tr>
<tr>
<td>Alameda</td>
<td>Abraham and Sara Kohnman, d/b a</td>
<td>Metropolitan</td>
</tr>
<tr>
<td></td>
<td>Time-Star Publishing Co.</td>
<td></td>
</tr>
<tr>
<td>Berkeley</td>
<td>Central Calil. Broadcasters, Inc. (KRR)</td>
<td>Metropolitan</td>
</tr>
<tr>
<td>Oakland</td>
<td>Tribune Building Co. (KLA)</td>
<td>Metropolitan</td>
</tr>
<tr>
<td>Oakland</td>
<td>Warner Brothers (KWH)</td>
<td>Metropolitan</td>
</tr>
<tr>
<td>San Francisco</td>
<td>The Associated Broadcasters, Inc. (KSF0)</td>
<td>Metropolitan</td>
</tr>
<tr>
<td>IOWA</td>
<td></td>
<td>Metropolitan, possibly rural</td>
</tr>
<tr>
<td>Des Moines</td>
<td>Cowles Broadcasting Co. (KRTN), etc.</td>
<td>Metropolitan</td>
</tr>
<tr>
<td>MICHIGAN</td>
<td></td>
<td>Metropolitan</td>
</tr>
<tr>
<td>Detroit</td>
<td>WJR, The Goodwill Station, Inc. (WJK)</td>
<td>Metropolitan</td>
</tr>
<tr>
<td>Detroit</td>
<td>UAW-CIG Broadcasting Corp. of Mob.</td>
<td>Metropolitan</td>
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<tr>
<td>Detroit</td>
<td>King-Trendle Broadcasting Corp. (WXZ)</td>
<td>Metropolitan</td>
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<tr>
<td>Pontiac</td>
<td>Pontiac Broadcasting Co. (WCA)</td>
<td>Metropolitan</td>
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<tr>
<td>NEW JERSEY</td>
<td></td>
<td>Metropolitan</td>
</tr>
<tr>
<td>Trenton</td>
<td>Mercer Broadcasting Co.</td>
<td>Metropolitan</td>
</tr>
<tr>
<td>NEW YORK</td>
<td></td>
<td>Metropolitan</td>
</tr>
<tr>
<td>Buffalo</td>
<td>Roy L. Albertson (WBNY)</td>
<td>Metropolitan</td>
</tr>
<tr>
<td>Rochester</td>
<td>Amalgamated Broadcasting System, Inc.</td>
<td>Metropolitan</td>
</tr>
<tr>
<td>FAYETTEVILLE</td>
<td>Cape Fear Broadcasting Co. (WPNC)</td>
<td>Metropolitan</td>
</tr>
<tr>
<td>PENNSYLVANIA</td>
<td></td>
<td>Metropolitan, possibly rural</td>
</tr>
<tr>
<td>Forts Town-</td>
<td>Easton Publishing Co.</td>
<td>Community</td>
</tr>
<tr>
<td>ship, near</td>
<td>Uniontown Uniontown Newspapers, Inc.</td>
<td>Metropolitan</td>
</tr>
<tr>
<td>HARTFORD</td>
<td></td>
<td>Metropolitan</td>
</tr>
<tr>
<td>Chatanooga</td>
<td>Unity Broadcasting Corp. of Ten.</td>
<td>Metropolitan</td>
</tr>
<tr>
<td>Johnson City</td>
<td>WJHL, Inc. (WJHL)</td>
<td>Metropolitan</td>
</tr>
<tr>
<td>TENNESSEE</td>
<td></td>
<td>Metropolitan</td>
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<tr>
<td>Sellers</td>
<td></td>
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<td>Sellers</td>
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<td>Metropolitan</td>
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</tbody>
</table>

You cannot cover the tremendous New York market without using WBNX, because...

WBNX reaches

2,450,000 Jewish speaking persons
1,523,000 Italian speaking persons
1,235,000 German speaking persons
660,000 Polish speaking persons

STRENGTHEN your present New York schedules with WBNX. Our program department will assist you in the translation of your copy.

Sellers

(Continued from page 10)

entertainment world led her, upon graduation from high school, to a job with the New York office of Service Corp. of Chicago, an orchestra booking agency. Broader activities with the Artists Bureau of CBS led her from the orchestra booking firm in 1932.

She was with MCA two years before joining the Spector agency. At Spector's Miss Zimmerman first assisted in campaigns for five accounts for which she is now totally responsible: True Story magazine, Stazo (a denture adhesive), Koral toothpicks, Lord Davenport pipes, and Fiction Book Club.

She likes to read, swim and ice-skate. Summers she plays golf with the same degree of earnestness that marks her attention to other pursuits.

ANA Spring Meet

ASSOCIATION of National Advertisers will hold its spring meeting April 15-18 at Westchester Country Club, Rye, N. Y.
ABS
(Continued from page 20)

Mr. Henderson explained the network's status to the press on Monday afternoon. On a closed circuit call he told ABS affiliate stations of the decision "to discontinue temporarily the permanent line structure of the network," and said the main asset is the balance of an advance of $50,000 to WMCA New York, covering a year's extra operating costs of that station because of its ABS affiliation. Chief item, Mr. Henderson said, is the increased size of the WMCA staff orchestra and the increased pay per man required by the American Federation of Musicians of a network station in New York. He estimated that about $30,000 of this advance would revert to ABS.

Lack of Capital

In a formal statement Mr. Versluis attributed the decision to suspend the 16-hour daily program service it had offered since taking to the air Sept. 16 "in part to the exhorbitant demands of musicians unions which have plagued the infant network before and since its organization." Questioned about this, Mr. Henderson said it was true that AFM demands had kept ABS from securing regular affiliation contracts with stations in Chicago and Los Angeles. But he summed up the reason for the shutdown in four words, "Lack of operating capital.

ABS has been kept going, he said, on the profits from an unpublicized West Coast hookup of 54 stations broadcasting commercial religious programs.

Assuming confidence that with more aggressive management and "a little more capital" ABS could be put on the road to successful operation, Mr. Henderson said he and Clayton W. Kuning, an ABS vice president at the home office in Grand Rapids, were going to try to get both before giving up the network for lost. He said ABS stock at present is held roughly 20% each by Mr. Versluis and Mr. Kelley, 20% by a group of ten Grand Rapids business men, and 40% by the New York law firm of Garey, Desvernine & Kissam, which had represented the network in securing the Atlas loan and in the subsequent negotiations to raise additional working capital. He estimated $100,000 would be enough to secure control of ABS, including settlement of the Atlas loan.

Discussing possible reorganizers of ABS, Mr. Henderson said interest had been expressed by a group of top radio artists including Walter Winchell, Bing Crosby and Kate Smith in taking over ABS to run it as a talent-owned network. He also named Chester J. LaRoche, president of LaRoche & Ellis and former vice chairman of American Broadcasting Co., and Carlos Franco, head of the station relations department of Young & Rubicam, as possible operating teams, stating they could swing enough business to insure its success.

Questioned about this, Mr. Franco told Broadcasting, "I have no interest in Associated." He refused to amplify the statement or to discuss whether he would be interested in a fifth network operation under changed management. Mr. LaRoche had previously denied any plans for acquiring all or a part of the network's stock, stating he was merely an advisor.

Mr. Henderson denied reports that the National Economic Council or the CIO had attempted to gain control of ABS.

Spokesmen of the Chicago AFM local denied that exhorbitant union demands in Chicago were responsible for the ABS action. An AFM official said: "We at no time approached either of the two Chicago affiliates of Associated (WIND, WJJD) to insist on an increase of staff musicians in the event they were to originate any musical programs for the network."

LISTENERS eavesdropped on soldiers' telephone calls home on WLW Cincinnati's Saturday morning 'Flight Line Canteen' series from the Red Cross snack bar at Patterson Field, near Dayton, O. Here Mrs. Marianne (Maggie) West, Red Cross m.c. of the show, cuts the audience in on the conversation won by Sgt. Robert Martin in the program's guessing contest. Series closed early this month.

An All-Time Favorite

"THERE'LL BE SOME CHANGES MADE" Published by EDWARD B. MARKS CORP.

** Performance Rights Licensed Through BMI

BROADCAST MUSIC, INC.
580 Fifth Ave., New York 19, N.Y.
Four Locals Applying for Transfer

KELD Decides to Follow Avco Plan; Question Of 'Gift' Is Raised

FOUR applications asking FCC approval of transfers of control and assignments of station licenses were reported by the Commission last week.

At the same time, applicants' reversal of their decision not to follow the proposed "Avco plan" of open-bidding on sales put another station—KELD El Dorado, Ark.—on the market for public bids.

Applications submitted last week sought Commission approval of a separation of interests in KASA Elk City, Okla. and KTNM Tucumcari, N. M.; sales of J. Newton Thompson's half interest in WMRT Dublin, Ga. to the co-owner, George T. Morris, for $15,500; oral gift of one-third interest in KGBB Tyler, Tex., by Owner-Manager James G. Ulmer to his son, Lt. James G. Ulmer Jr.

Decides to Auction

In the KELD case, the application for approval of the sale of T. H. Barton's 55% interest for $55,000 to Wilfred N. McKinney, former KELD announcer and program director, was placed in the FCC's pending files last December for failure to follow the proposed "auction" plan, by which prospective bidders are given 60 days to match the original offer.

Taken out of the pending files upon decision of the applicant to follow the auction procedure, the application was advertised by FCC in the Federal Register last Wednesday. The notice said competitive bids would be received for 60 days from Feb. 1, the date when the transaction was first advertised in an El Dorado newspaper.

The WMLT application points out that Mr. Morris proposed to buy Mr. Thompson's half interest and become sole owner, because Mr. Morris' home and other business interests are in Augusta, Ga., and "he has been able to devote only a small amount of time and thought to the operation of the station." The sale, involving $16,550, was agreed upon as a means of effecting "more efficient station operation." Transaction is expected to be subject to Avco plan. WMLT is on 1340 kc, 250 w, unlimited.

Oral Gift

In his KGBB application, Mr. Ulmer seeks to put into effect an oral gift of one-third interest in the Tyler station which he said he made to his son in September 1945. Lt. Ulmer is now at Kears, Utah, but is expected to be released from service soon. He would become assistant manager of KGBB, which operates with 250 w on 1400 kc, unlimited time.

In another application before the Commission last week, Martin R. O'Brien, owner-manager of WMRO Aurora, Ill. asked that the station's license be assigned to WMOR Inc., in which he owns all stock. No money is involved. WMRO is daytime station on 1280 kc, 250 w.

FCC Grants Five Locals' CP's; Total Cost Estimated $75,175

CONSTRUCTION PERMITS for five local stations to be built at a total estimated cost of $75,175 were granted by the FCC last Wednesday, bringing to 1,043 the number of standard stations now in operation.

The grants, all for operation with 250 w, unlimited time, went to Eastern Radio Corp. for a station at Reading, Pa. on 1240 kc; Herbert Herr, at Memphis, Tenn. on 1340 kc; Billings Broadcasting Co., at Billings, Mont. on 1240 kc; Southland Broadcasting Co., at Laurel, Miss. on 1490 kc; G. W. Covington Jr., licensee of WCOW Montgomery, Ala., for a station at Selma, Ala., on 1340 kc.

Eastern Corp.

Eastern Radio Corp., which estimated installation costs for the Reading station would be $23,300, is headed by Murray Carpenter (91.1% interest), who also is vice president of Centennial Broadcasting Co., owners of WPOE, new station at Portland, Me. Humboldt Greig, ABC executive and also a vice president of Centennial, has an option to purchase an interest in Eastern.

Principal stockholder is Mrs. Jane Landon Fairchild (36.3% of issued and subscribed stock), with other members of her family also among the 11 subscribers. The CP was authorized subject to waiver of certain engineering requirements and to selection of an approved transmitter site.

Billings Broadcasting Co. is composed of Don C. Foote, a veteran of three years in the Navy and director of advertising and public relations for the State of Montana; John W. Foote, owner of an outdoor advertising firm; Rockwood Browne and Horace S. Davis, attorneys; Robert E. Mul-Mulvaney Motor Co. They estimated and willard Mulvaney, of Mulvaney and Willard Mulvaney, of Mul-Mulvaney Motor Co. They estimated installation costs of the Billings outlet would be $12,000. The grant was made subject to selection of a transmitter site.

Mr. Herr, who estimated his Memphis station would cost $17,300 to install, owns 80% interest in Herr Motor Co., Memphis. The grant was made subject to approval of transmitter site and design.

Mr. Covington's Selma station is expected to cost $10,690. Hugh M. Smith, general manager of WJXN Jackson, Miss., owns the largest block of stock (20%) in Southland Broadcasting Corp. and is secretary-treasurer. Otis Ainsworth, Hatton's merchant and holder of 10% stock in Southland, is president. Installation is expected to cost $12,075.
Denny-Porter
(Continued From page 15)
Friday that he would resign, with the way presumably open for his return via reappointment.

Mr. Denny, reached by phone Friday in Savannah where he is conducting broadcast hearings, told Broadcasting that he and his colleagues at the Commission will look forward to the time of Mr. Porter’s return. “In the meantime,” he declared, “we will endeavor to keep the Commission running as smoothly and as efficiently as when he left it.” He emphasized that Mr. Porter simply is “on leave of absence.” But that was an hour before Mr. Porter’s Friday night statement.

Extolling Mr. Porter as a “competent, hard-working and congenial executive,” Mr. Denny said he felt the country was “fortunate in having him as the head of OPA at this critical juncture. We at the FCC are confident he will do a fine job.” Mr. Denny had planned to return to Washington about Feb. 25, but the turn in events might bring him back this week.

Leaving with Mr. Porter will be his secretary of the last four years, Miss Dorothy Page. It is presumed Mr. Denny will bring over to the chairman’s office as his top secretary Mrs. Thais G. O’Brien, who has been his secretary of the last four years, and the chairman, after having returned to civilian life from Naval service [Broadcasting, Feb. 11], is expected to remain in that post.

A Democrat and a Washingtonian, though born in Baltimore, Mr. Denny is regarded as a New Dealer. It was during the tenure of Mr. Fly that he had operated on all legal and legislative fronts and demonstrated ability in his defense of the Commission during the House Select Committee investigation of the FCC. His grasp of technical aspects of radio, particularly in connection with the spectrum-wide allocation hearings and FM and television activities, won him the respect of members of the FCC and of Chairman Porter.

Fifth Chairman
Mr. Porter has been the most popular and successful chairman the FCC has had in its 12-year history. He was its fifth chairman and the eighth since radio regulation began. An unusually able administrator, possessed with an ever-ready wit, he was particularly adept when presiding over Commission hearings.

Although chairman little more than a year, Mr. Porter saw the agency through its greatest period of expansion. He prepared the Commission for processing the huge backlog of applications for broadcasting and other communication services which had accumulated during the war. From a Commission had started postwar radio effectively toward the FCC, he obtained an appropriation of $5,885,000 for the fiscal year beginning June 30, 1946, to provide for expansion of personnel and facilities to handle its work load. It was the largest peacetime appropriation ever given government agencies, and equaled the largest wartime budget.

Moved Fast
With the end of the war in Aug. 1945, Mr. Porter moved fast to translate some 1,600 applications for AM, FM and television stations into reality. Within a few months a hearing schedule to consider 264 standard, FM and television applications, the heaviest calendar in the Commission’s history, was set up and members of the Commission travelled about the country to preside at consolidated proceedings. By bringing the Commission to the applicants’ home grounds, Mr. Porter established a distinct innovation.

Chairman Porter pitched in to help with the work load. He presided at the first postwar television hearings to consider applications for stations in Washington and, by simply eliminating extraneous testimony, heard all six applicants in the record time of three days. At a pre-hearing conference with counsel for the various applicants, he had requested that there be no “coonskin cap parade of witnesses” telling of their pioneer work in television. There wasn’t and when the hearings ended there was general praise of his fairness and efficiency.

Before he left office, the Commission had started postwar radio well along toward fruition. Applications for AM, FM and television stations had been heard, scheduled or set for hearing. Another 100 standard applications for new stations had been granted. More than 300 conditional grants had been issued for FM stations and another 120 applications scheduled or designated for hearing.

Action on 1,000 Applications
In all, the Commission had taken action on about 1,000 applications for the various services.

Paul Alderman Porter was born Oct. 16, 1904, in Joplin, Mo. His family moved to Winchester, Ky., when he was three months old and his father, a minister, died when Paul was still a child, leaving his mother with eight children. He entered Kentucky Wesleyan College in Winchester in 1921, holding a newspaper job at the same time. His job began at 8 a.m. Classes began at 10. Porter graduated three years later, reportedly on request because of a story he wrote for the papers, and entered the University of Kentucky to study law (Wesleyan recently awarded him an honorary degree).

During law school he became city editor of the Lexington Herald, continuing in this position a year after his graduation in 1927. In 1928 he entered private law practice and in 1929 combined law and journalism when he was appointed general counsel for Oklahoma Newspapers Inc. In 1931 he switched to a similar position with General Newspapers Inc. Both companies were headed by Gene Pulliam, who was managing editor of the Indianapolis Star which owns WIRE.

With the election of FDR in 1932, Mr. Porter was called to Washington by Henry A. Wallace to become special assistant to the Secretary of Agriculture. In 1935 he was made executive assistant to the Agricultural Adjustment Administrator and was largely instrumental in the development of a comprehensive staff to cooperate with the AAA program.

In 1937 he left the Government to become Washington counsel for CIBA, temporarily during 1940 to become legal adviser to Chester C. Davis on the National Defense Advisory Commission.Criterion Expects
CRITERION RADIO FEATURES, Chicago transcription firm, has appointed E. Jerry Walker as radio consultant and Herbert Lewis as business manager and secretary-treasurer in expansion move. Mr. Walker is former educational director of WLS Chicago and independent producer.

Truman Statement
HERE’S how President Truman formally announced the Porter-Denny appointments last Thursday:

“I am issuing an Executive Order re-establishing the Office of Economic Stabilization. The new wage and price policy will place great demands on both the Office of Economic Stabilization and the Office of Price Administration. I plan to appoint as the director of these respective offices two able and experienced men—Chester Bowies and Paul A. Porter.

“I am designating Charles R. Denny, Jr., as Acting Chairman of the FCC.”

250 Watt Transmitters Ready for shipment Now!

Price Complete only $2,500.00
F.0. B. Los Angeles
Wire at once for full information

Kluge Electronics Inc.
1031 North Alvarado Street - Los Angeles 26, California

You Reach the Sales Rich
High Valley on

Easton, Pa.
Phillipsburg, New Jersey

NBC Mutual

Broadcasting - Telecasting

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continued with CBS, Mr. Porter found time during 1941 to conduct a course on administrative law at Catholic U. in Washington.

Left CBS in 1942
Mr. Porter left CBS in 1942 to become Deputy Administrator of OPA in charge of rent control under then Administrator Leon Henderson. He helped write the OPA Act before that. His vigilant regulation of rent ceilings was attacked by a House committee as "arbitrary" and "capricious" but he emerged from the investigation unscathed, with labor organizations supporting his administration.

He resigned from OPA in June 1943, taking the post shortly afterward of associate administrator in the War Food Administration. He resigned a month later, reportedly because of disagreement with food production policies, and became associate director of the Office of Economic Stabilization under Fred M. Vinson (now Secretary of the Treasury).

In February 1944, he resigned at FDR's behest, to become publicity director of the Democratic National Committee, succeeding Charles E. Schelton. Then, shortly following the fourth term election, he was appointed to the Commission to fill the unexpired term of Mr. Fly who had resigned to enter private practice.

Mr. Porter was married to the former Beatrice Ward, whom he has known since childhood. They have two children, Betsy Goodloe and Ann Covington. Mr. Porter's hobbies are football, storytelling, and collecting old baseball rules.

**CBS-NBC Interested?**
A REPORT that CBS and NBC were negotiating with the government of Liechtenstein to build a powerful radio station in the principality was published recently in the London Daily Herald. The Herald said that the two competing companies want to use Radio Liechtenstein mainly for publicity purposes. The tiny country is located between Austria and Switzerland.

Three-Month Hearing Plan March 1

### FCC to Set Up Calendar On FM, AM, Video

**Cases on File**
A NEW three-month schedule of FCC hearings, similar to the unprecedented schedule agreed to last December, is to be completed by about March 1, it was learned last week.

Following the general pattern of the first-quarter calendar, the schedule will provide simultaneous hearings in the field and in Washington on standard, FM and television applications—more than 300 of which already have been designated for hearing but not given definite dates.

The first month of the new calendar—April—will be partially reopened: April 1-15 will be set aside for cases adjourned to Washington for further engineering testimony, and only FCC staff members, not Commissioners, will be assigned to out-of-town hearings in the period starting April 15, date of the resumption of the clear-channel hearings. The rest of the hearings will be scheduled for May and June.

Commission officials said, except for "a few more" applications which will be heard late in March.

About 275 Applications
The second-quarter schedule is expected to call for hearings on approximately the same number of applications as the calendar for the first three months, which included 268 applications.

Meanwhile, 11 more standard broadcast applications were designated last Wednesday for hearing, most of them in consolidated proceedings. At the same time the Commission also granted the application of Virginia-Carolina Broadcasting Corp., Danville, Va., asking severance of its application for a new station on 1250 kc with 5 kw power and night from the consolidated proceeding with applications of Farnsworth Television and Radio Corp. and others. The Commission also denied a petition of Peterkin & Co., Lexington, Ky., to have its application for a new station on 1340 kc with 250 w, unlimited, designated for hearing with the Kentucky Broadcasting Co.'s application for a new station on 1300 kc with 1 kw, unlimited.

The Commission denied a petition of Moline (Ill.) Broadcasting Co. for reconsideration and grant of its application for a new station on 1290 kc with 250 w, unlimited time, and the application remains designated for hearing. The petition of WGR Broadcasting, 690 S. River, doing business as Southeastern Broadcasting System, Sanford, Fla., for grant without hearing of his application for a new station on 1400 kc with 250 w, unlimited, also was denied.

Designations last week included:

- **550 kc**
  - WGR Buffalo, N.Y., submitted an order granting petition of WGR requesting that its application for a CP be increased from 1 kw to 2 kw and to modify its directional antenna, be designated for hearing in a consolidated proceeding with other applications requesting use of 250 kc; ordered that WGR's application be so designated, and further ordered that the bills of particulars heretofore issued in these proceedings be amended to include WGR's application.

- **790 kc**
  - KAEO Eau Claire, Wis.—Designated for hearing with five other applications involving use of frequency 790 kc, the application of WEAU,.. for increase power to 5 kw day and night and make changes in DA.

- **1050 kc**
  - Alvin E. Nelson Inc., San Francisco—Granted petition requesting that application for a new station to operate on 1050 kc 50 kw unlimited, be designated for hearing in a consolidated proceeding with applications of KARH KFRA and KROY, involving frequency 1000 kc.

- **1300 kc**
  - Tidewater Bestg. Corp., Norfolk, Va.—Granted petition requesting that applications of KVAL and Norfolk Broadcasting Co., requesting a new station at 1300 kc 100 w, unlimited. 1290 kc 5 kw unlimited, designated for hearing with five other applications requesting use of the same frequency.

- **1590 kc**
  - Express Publishing Co., San Antonio, Tex.—Designated petition requesting that application for a new station 1490 kc 250 w unlimited, be designated for hearing in a consolidated proceeding heretofore set on applications for use of the same frequency.

- **1950 kc**
  - Empire Newspapers-Radio Inc., Endicott, N. Y.—Granted petition requesting application for a new station to use 1450 kc 250 w unlimited, be designated for hearing in a consolidated proceeding heretofore set on applications for use of the same frequency.

- **2500 kc**
  - WAKR Akron, Ohio—Designated for hearing application for CP for changes in directional antenna for night use and for changes in ground system.

**Power Increase Granted**

**WBRY, KVAL by FCC**

WBRY Waterbury, Conn. was authorized by the FCC last Wednesday to increase power from 1 kw to 5 kw, unlimited time. The station operates on 1590 kc with directional antenna day and night.

The FCC also granted KVAL Brownsville, Tex. (formerly KEEW) modification of license to increase nighttime power from 100 w to 250 w on 1490 kc. KVAL currently operates with 250 w day, 100 w night.

**3900 kc**

WAAB Akron, Ohio—Designated for hearing application for CP for changes in directional antenna for night use and for changes in ground system.

**Meet Martin Alexander**

Everybody has parties... but not every day. So meet a man who does... the genial conductor of Canton’s favorite early-morning funfest. What better way to tell your sales story to Canton’s valuable market... 59th in metropolitan tabulations.

**CANTON • OHIO**

The friendly voice of WHBC goes to more homes in Stark County than any other station. What better way to tell your sales story to Canton’s valuable market... 59th in metropolitan tabulations.

**MARTY’S PARTY**

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Station Tax
(Continued from page 17)
Flynn, prominent Washington labor figure, was Mr. Haggerty’s advisor. It could not be learned whether he was assisting in the new campaign, although all the evidences were there. Mr. Flynn had been identified with other anti-radio projects, including the educators’ drive of more than a decade ago to allocate 25% of broadcast facilities for non-profit purposes. Appended to the new Haggerty letter is a background explanation. It contends that before the war, radio ads had deprived thousands of printing trades workers of “job opportunities” through the transfer of national advertising to the newer medium. Pointing out that in 1941 legislation was reported out by the House Ways & Means Committee and passed by the House, the Haggerty broadside said the franchise tax plan was rejected by the Senate Finance Committee on the plea of the Treasury Dept. and the FCC that a further study was necessary. “A definite promise was made that this study would be made and the results reported to Congress,” said Mr. Haggerty. “This promise has not been made good.”

Decline in Jobs

Pointing to an expected decline in “job opportunities” in the printing field, Haggerty blasted the continued percentage decline of national advertising in newspapers and other letterpress publications, and the similar increase in national advertising in broadcasting, should be of “grave concern” to those trades. He argued that letterpress publications devote at least 50% of their content to educational and educational matters, but are forced to compete with a form of national advertising which, as cited in the case of one 50,000 watt station by an FCC member, devoted “87 1/2% of its time to commercial programs.”

The Printing Trades Assn. is made up of the International Typographic Union, International Printing Pressem and Assistants Union, International Brotherhood of Bookbinders, International Stereotypers and Electrotypers Union, and International Photo-Engravers Union. In the 1941 campaign, anti-radio committees were appointed by the various printing trades. Lobbying of members of Congress under that plan was carried on through various locals. The committee to discuss the campaign then comprised President Haggerty; former Sen. George L. Berry, of West Virginia, president of the pressmen; and Edward J. Vols, president of the photo-engravers. These men are still heads of their respective unions. In that pre-war campaign, 1,600 local unions and councils and some 15,000 publishers of newspapers, magazines and farm periodicals were called upon to support the legislative drive.

Action on Lea Bill Slated This Week
DEFINITE consideration of the Lea bill (HR-5177) to clean up operating methods of James C. Petrillo’s American Federation of Musicians is on the House calendar for Friday.

Rep. Cox (D-Ga.) will present the privileged resolution adopted by the Rules Committee to give the bill right-of-way. After adoption of this procedural measure actual debate will be opened by the author of the bill, Rep. Lea (D-Cal.), chairman of the House Interstate Commerce Committee.

The Rules Committee resolution limits general debate to two hours. Attempts to amend the bill by clipping its penal provisions are anticipated. Should the bill come up early in the day a final vote might be taken the same day.

Squibb Drama Series
E. R. SQUIBB & SONS, New York (dental cream), in a commercial sweep through Hollywood Academy of Motion Picture Arts and Sciences, on March 30 will begin a weekly half-hour dramatic series on 145 CBS stations, Saturdays 7-7:30 p.m. (EST). Programming takes over time now by Television Inc. for Helen Hayes show. Packaged by Famous Artists Corp., Beverly Hills talent service, program carried a reported $15,000 weekly price tag. Academy will clear players and directors for the new series.

Los Angeles Test
A. ARENA & Co., Los Angeles (fresh fruits and vegetables), in a 12-day test campaign ending Feb. 23 is using a total of 63 spot announcements on Los Angeles area stations: KFI KFAC KMPC KKRK KFJ. Beaumont & Homan Adv., Los Angeles, has the account.

Stellman to West Coast
GEORGE STELLMAN, radio supervisor of General Mills shows, Dancer - Fitzgerald - Sample, Chicago, resigned effective Feb. 15 to seek greener pastures on West Coast. Plans are indefinite. No replacement will be named until three of the GM shows, Valhalla, Light of the World and Lone Ranger will hereafter be handled out of DFS, N.Y., and the other two, Crocker and Hymns All Churches will be taken over by Ed Abbott, who joined the agency's Chicago office three months ago.
NARBA
(Continued from page 17)
Thursday led to cancellation of technical discussions Juridical sub-committee No. 3, headed by Harvey B. Otterman, assistant chief, Telecommunications Division, State Dept. and vice chairman of the U. S. Delegation, worked on a pro-
posed interim agreement.
Tentative Preamble
At weekend the committee had tentatively agreed to the title and preamble of the interim agreement or modus vivendi; that the interim agreement shall be in force two years beginning March 29, 1946, unless a new NARBA shall be signed and ratified before March 28, 1948 and shall include all engineering and administrative provisions of present NARBA.
Under the tentative draft which still hasn't been formally adopted by the subcommittee the Third North American Regional Broadcasting Agreement would be held in Canada about Sept. 15, 1947, with technical meetings and exchange of findings and views in the interim. On the subcommittee with Mr. Ot-
terman are Dr. Luis Machado, Cuba; Dr. J. H. Seward, Canada, and Mr. Miguel Espejel, Mexico.
Technical Sub-committee No. 2, considering Cuba's proposal for use of 20 clear channels and 10 regions with powers ranging up to 50 kw, reported that the other govern-
ments indicated no objection to making concessions to Cuba's pro-
posals with respect to increasing power above 5 kw on certain re-
gionals.
The subcommittee adopted a rule of thumb for guidance in consider-
ing the proposals. This provided: "Where a new facility or a change in facility is proposed which in-
volves interference to established stations in another country, the country will not object if the single-
signal limitation from the proposed operation is less than 40% of the normally protected contour of the station receiving interference.
"In case of a proposed change of existing facilities where a pre-
vious notification has been accepted causing calculated limitation higher than 40% of the normally protect-
ed contour, such limitation will continue to be accepted. However, in any case, an effort will be made to provide the maximum possible protection to existing stations from any allocation proposals."
Difficulties came on Wednesday when the subcommittee discussed certain proposals with considerable conversation the majority agreed to consider concessions to Cuba on five clear channels as against her demands for 20. Dr. Mendoza told the committee he would consult his delegation and return Thursday morning with Cuba's choice of five channels. Indications were that two or three channels probably would be U. S. I-A channels.
Reaches Impasse
On Thursday morning when Sr. Barajas convened Technical Sub-
committee No. 1, it was learned that the Cuban members had been invited last week and had not attended previous technical subcommittee meetings. Consequently the Barajas commi-
tee and Technical Sub-committee No. 2, headed by Mr. Adair, re-
cesssed. Both committees agreed, however, to submit reports to the full Technical Committee.
When the Initiatives Committee met last Monday, Chairman Jett expressed confidence that the Con-
ference would be concluded on schedule (by Feb. 15). He an-
ounced appointment of a Drafting Committee to draw up the proposed interim agreement. After the Jurid-
cial Committee reported it was unanimous in its decision to draft an interim agreement or modus vivendi, pending a new NARBA.
Mexico will provide the Drafting Committee chairman. Col. Avila Camacho, chairman of the Mexican Delegation, was out of Wash-
ington last week and had not notified the chairman at press time. Other Drafting Committee mem-
bers are: Alan D. Hodgson, Bah-
amas; G. C. W. Browne, Dr. Au-
guisz, Montreal, Canada; Dr. Luis
Machado, Dr. Jose Ramon Gutier-
rez, Cuba; Jose Ramon Rodriguez, Dominican Republic; H. J. Clarke, F. Galgay, Newfoundland; Brig. J. G. Deedes British High Com-
missioner on behalf of British West Indies; Harvey B. Otterman, Rosel H. Hyde, U. S.
Broad powers were given the Juridical and Technical committees in the proposed draft. Dr. Machado presented, on behalf of Cuba, a new proposal embodying the following points: (1) to agree to continue NARBA with modifications; (2) Cuba to have the right to use channels as specified in Annex 1; (3) stipulated that the 600-mile limita-
tion rule shall not be applied to Cuba; (4) Cuba undertakes to give protection under the technical agreements to be reached; (5) Cuba re-
linquishes to the Bahamas the 154 kc-channel in exchange for the right to use 640 kc; (6) the Ba-
hamas to use 1540 kc under terms of an annex to be written; (7) interim agreement to begin on March 29; (8) procedures for two NARBA Convention; (9) Haiti may adhere to interim agreement.
LOUIS COWAN HEADS NEW PROGRAM FIRM
LOUIS G. COWAN, creator and producer of the Quiz Kids program and until recently chief of the New York offices of the OWI's Overseas Branch, has organized a new production company, Louis G. Cowan, Ltd., with offices at 250 W. 57th St., New York, and S. Michigan Blvd., Chicago.
Officers are: Mr. Cowan, presi-
dent; Joseph W. Bailey, treasurer and general manager; Alfred L. Holland, vice president; John Lewallen, vice president and man-
gager of the Chicago office; John Saidenberg, symphony conductor, is musical director.
Zenith to Manufacture
Color Video Sets Only
STRONGEST SUPPORT for color television yet to come from radio manufacturers was promised last week by Zenith through its presi-
dent, Commdr. E. F. McDonald Jr. when he pledged that Zenith would produce only color television re-
civers to the exclusion of all black-
and-white lower frequency models.
Commdr. McDonald told BROAD-
CASTING that advertisers in other media have been willing to pay high prices for color ads, that even medi-
ocre motion pictures draw big box offices if they are in color, and Kodachrome color film for amateur movies outsells black and white film to one despite its higher price. He drew the conclusion that the public is desirous of color.
Commdr. McDonald's "conver-
sion" followed his viewing of a demonstration of CBS's color tele-
vision in New York. He is owner of WXYZ, Zenith television station in Chicago.
Warren and Associates
Indicted in Fraud Case
ALLEGED attempts to pass $15,000 in worthless checks resulted in ar-
rest of three officials of Federated Broadcasting Co., Chicago, accord-
ing to police, who said the arrests followed exposure of an alleged time selling venture in which the company solicited farmers to buy time on radio stations, reportedly without consent of the stations.
Police said Nathan Warren, Robert Goldstein, and Herbert Bas-
shar were arrested and indicted on charges of conspiracy to fraud, and bond was set at $5,000. Also arrested was Miss Dorothy Rosoff, alias Dorothy Wells, who police said was implicated in the time-
selling venture. Norman L. Longen-
son, a former business associate of Mr. Warren, later was arrested on a charge of giving a bad check and stealing furniture.
Chicago Better Business Bureau sent warnings to several Midwest stations, contending that Warren, "doing business as the "Federated Broadcasting Co."
, was selling time to farmers without con-
sent of stations. Mr. Warren con-
tended that the venture was "ent-
tirely legitimate."

Miller-Petrillo (Continued from page 20) proximately 14, including all of the officers of the Federation, the Executive Board and my assistants. “Will you please confirm this appointment at your convenience?”

President Miller’s letter to Mr. Petrillo, Feb. 14:

“Dear Mr. Petrillo:

Your letter of Feb. 6 awaited me upon my return from a series of NAB district meetings. I am happy to accept your invitation and will meet with you in New York City on April 8 at 2:30 p.m.

In addition to the members of our Special Committee, I shall bring with me one or two members of my staff. We shall also be available for an adjourned meeting with you on April 10, if it seems desirable.

“Our committee is widely representative of the broadcasting industry, including as it does, representatives of the major networks, regional stations, small stations, independent stations and FM stations, as well as the members of the NAB’s standing committee on Employe-Employer Relations. Consequently, the Special Committee which will meet with yours consists of 26 members.

“I am pleased that it will be possible for the full membership of both committees to come together at this first meeting. I assume, however, that because of the many-sided nature of the problem which we must solve, it will be necessary for us to select smaller committees to carry on negotiations at later meetings.”

Confab Participants

Members of the industrywide committee who are to participate in the New York meeting are:


Among those on the AFM committee probably will be: Mr. Petrillo; Joseph Padway, counsel; C. L. Bagley, vice president; Leo Cluesmann, secretary; Thomas F. Gamble, financial secretary-treasurer; Joseph N. Weber, honorary president and general advisor;

PLANS for establishing a public service program consulting organization to assist stations interested in developing or improving their community service were announced last week by Morris Novik, until the end of last year managing director of WNYC, New York City’s municipal station.

Mr. Novik emphasized that his service will be confined to consultation. “We will not produce package programs; we will not act as public relations counsellors; we will not handle publicity,” he asserted. “We will advise station operators on how they can better serve their communities.”

New organization will begin operations as soon as a staff and offices can be secured, Mr. Novik said, stating that he will keep it separate from his activities as producer of the two Sunday broadcasts of Fiorello H. LaGuardia, former Mayor of New York. For this task, Mr. Novik has an office in Mr. LaGuardia’s suite in the RCA Bldg., New York.

In line with his activities in the field of public service broadcast, Mr. Novik is acting as radio consultant to the International Ladies Garment Workers Union, which is planning to finance the construction and initial operations of six FM stations to be erected by as many ILGWU locals, which have filed applications with the FCC for FM stations in New York, Boston, Chattanooga and Philadelphia, with applications for St. Louis and Los Angeles to be filed shortly.

Unlike plans announced by other unions, the ILGWU stations will be owned and operated locally by the local unions, each of which is setting up a board of advisors, comprising leading citizens of each community, to assist in operations. Stations will operate commercially but on a non-profit basis. National union is advancing the necessary funds to get the stations started as five-year loans to the individual locals who are organizing individually broadcasting units such as Unity Broadcasting Corp. of New York, Unity Broadcasting Corp. of Massachusetts, etc.

Novik Plans New Organization to Help Stations Develop Community Services

New RCA Plant

RCA Victor Division of RCA has leased a plant in the southwest section of Chicago to be used exclusively for fabrication and assembly of auto radios. Operation will be transferred from Indianapolis plant where RCA now manufactures radios for automobiles. Chicago plant, at 51st and Menard Sts., was formerly occupied by Diamond Truck Co.

An All-Time Favorite

I DON'T WANT TO SET THE WORLD ON FIRE

Published by
CHERIO MUSIC PUBLISHERS, INC.

Performance Rights Licensed Through
BMI

BROADCAST MUSIC INC.
580 Fifth Ave., New York 19, N.Y.
Higher Frequency Standards Set Up

ORDER in the new radio bands far up the spectrum will be brought about as a result of new frequency standards ranging to 33,000 mc set up by the Bureau of Standards, speeding development of this war-developed field.

Accuracy of one part in ten million is attained by the Bureau in the microwave range. In the ultra-high and super-high bands an accuracy of better than one part in a hundred million is reached. The fixed frequencies of the standards cover the bands at intervals of about 1%, which happens to be the normal separation between stations in the broadcast band.

Bureau experts are approaching the millimeter region (1/25th of an inch) in their research.

The frequency standards work was started in April 1944 at request of the Joint Communications Board with Army and Navy funds.

Technical assistance and equipment were provided by the MIT Radiation Laboratory and a military technical group, Naval Research Laboratory, Bell Telephone Laboratories, RCA, Sperry Gyroscope Co., General Electric Co., Western Electric Co. provided material.

Development of television, radar and other new electronics arts will be speeded by the standards. One manufacturer has started production of frequency meters and other microwave equipment.

Microwave frequency standards come from seven quartz-crystal oscillators, which cover the spectrum through frequency multiplication, conversion and harmonic selection. Average frequency value is based on and agrees precisely with average Naval Observatory time signals.

The bureau provides measurements, tests and information on instruments which in turn are used as standards to test and measure other instruments. The service is given to Federal agencies, but fees are charged for service to others.

Cuba's Bid For More Channels

(See story on page 17)

PROPOSALS by the Cuban delegation ask for the assignment of 7 additional channels to Cuba, making a total of 71 for that country. All of the sought channels are clear. Below are given the 64 channels now assigned to Cuba with the additional frequencies sought by that country shown at right.

### Cuba's Bid For More Channels

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Present Facilities of Cuba</th>
<th>Class</th>
<th>Power</th>
<th>Requests</th>
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<td>CMKJ Camaguey</td>
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<td>CMKU Sancti Spiritus</td>
<td>III-A</td>
<td>5 kw</td>
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Siegel to Stamford

**JACK R. SIEGEL, previously West Coast controller of Millhillitary Radio Corp., has been named vice president in charge of advertising and sales of Stanford Electric Products Co. Firm makes radio transformers.**

Goodlet to Mathes

**GEORGE GOODLET, former partner in Goodlet to Mathes Noyes, advertising agency, has joined J. M. Mathes Inc., New York, as assistant to Hurley Hunt, account executive on the Pan American Coffee Bureau account.**
Decisions . . .

FEBRUARY 8

FEBRUARY 8

ACTIONS ON MOTIONS

WLOF Orlando, Fla.; E. T. Wright, Orlando—Opponents' petitions for reconsideration and grant, ordered applications removed from hearing docket and petitions denied. Amended previous bill of particulars to delete both applications from hearing docket.

By Comr. Wakefield

KSD St. Louis—Denied motion requesting amendment to hearing notice so as to strike the first phrase (dealing with technical, financial and other qualifications of applicants).

Arkansas-Okahoma Bestg. Corp., Ft. Smith, Ark.—Granted petition insofar as it requests opening of record in re applications of petitioner and Donald W. Reynolds; denied insofar as petition requests leave to take depositions of Donald W. Woodward, without prejudice, however, to the presentation by petitioner of the testimony only of Milton W. Woodward at a further hearing Feb. 28, said further hearing to be limited to purposes hereby stated.

By Comr. Wills

Rodger T. Peacock, Sr. to/ as Daytona Beach Bestg. Co., Daytona Beach, Fla.—Granted motion to amend application so as to add Rodger T. Peacock Jr. to partnership and substitute said partners of Rodger T. Peacock Sr. and Rodger T. Peacock Jr. for aforementioned applicant.

FEBRUARY 13

By Administrative Board

WKZ Oil City, Pa.—Granted modification of CP which authorized new station 1250 kc 250 w unlimited; subject to waiver of Secs. 73.350-353 of Commission's rules; conditions.

WHBC Canton, O.—Granted CP installation of new transmitter.

ACTIONS ON MOTIONS

KadiOhio Inc., Springfield, O.—Grant in part and overruled prejudice application for new FM station.

J.D. Martin, Me., to/ as Atlantic Shores Bestg. Corp., Coral Gables, Fla.—Granted petition to amend application to specify site to be determined instead of Coral Gables; amendment approved.

1600 kc

WWOP Inc., Daytona, O.—Granted petition inadmissible; applications removed from 1150 to 1600 kc; removal from hearing docket and other relief. Amendment accepted, application removed.

1590 kc

WBBR Watertown, Conn.—Granted CP to increase 1 to 5 kw unlimited, 1590 kc, DA.

1250 kc

Virginia-Carolina Bestg. Corp., Danville, Va.—Granted petition to move its application for a new station, from the consolidated proceeding involving applications of Farsworth Television and Radio Corp, et al, all requesting 1250 kc with directional antennas, to 1250 kc with directional antennas in separate proceeding.


An application for CP as so to specify the frequency 1490 kc as presently requested; ordered the record to be opened to the master petition of Miners' Broadcasting Service, Pottsboro, Tex.; scheduled said matter for further consolidated hearing on Feb. 22, said motions, as amended.

State of Wisconsin-State Radio Council—Motion for reconsideration of order to amend application for a new station, from the consolidated proceeding involving applications of Marcus Loew Booking Agency, etc.; amendment accepted.

B. Frank Katzentine, as intervenor, KXOK Des Moines, Ia.—Granted motion for leave to amend application for CP so as to specify the frequency 1490 kc instead of 1450 kc as presently requested; amendment accepted.

Destined For Hearing—Applications involving AM frequencies. (See story and list on page 85).

FEBRUARY 14

ACTIONS ON MOTIONS

By Comr. Darr

KSD St. Louis.—Granted motion amended application for CP so as to specify a new station to use 1590 kc, 250 w, unlimited; subject to waiver of Secs. 3.600 of Commission's rules, and to selection of approved transmitter site.

Eastern Radio Corp., Reading, Pa.—Granted CP new station 1250 kc 250 w, unlimited; subject to waiver of Secs. 3.600 of Commission's rules, and to selection of approved transmitter site; site of new station to be determined.

Moline Bestg. Co., Moline, Ill.—Granted order denying petition for reconsideration and grant of application for a new station 1230 kc 250 w, unlimited.

James S. Rivers, d/b as Southeastern Bestg. Corp., Atlanta, Ga.—Denied motion to grant without a hearing application for a new station to use 1400 kc 250 w, unlimited.

Peterson & Co., Lexington, Ky.—Denied motion for severance filed by petitioners' intervenor, WAXL, an Atlanta, Ga.—Denied motion amended application for a new station 1220 kc 250 w, unlimited; site of new station to be determined.

WACO Waco, Tex.—Denied special amendment for increase 1 to 5 kw unlimited, 1590 kc.

KVAL Brownsville, Tex.—Granted modification of license to increase nighttime power from 100 to 250 w on 1490 kc.

1590 kc

WBBR Watertown, Conn.—Granted CP to increase 1 to 5 kw unlimited, 1590 kc, DA.

1250 kc

Virginia-Carolina Bestg. Corp., Danville, Va.—Granted petition to move its application for a new station, from the consolidated proceeding involving applications of Farsworth Television and Radio Corp, et al, all requesting 1250 kc with directional antennas, to 1250 kc with directional antennas in separate proceeding.


An application for CP as so to specify the frequency 1490 kc instead of 1450 kc as presently requested; ordered the record to be opened to the master petition of Miners' Broadcasting Service, Pottsboro, Tex.; scheduled said matter for further consolidated hearing on Feb. 22, said motions, as amended.

State of Wisconsin-State Radio Council—Motion for reconsideration of order to amend application for a new station, from the consolidated proceeding involving applications of Marcus Loew Booking Agency, etc.; amendment accepted.

B. Frank Katzentine, as intervenor, KXOK Des Moines, Ia.—Granted motion for leave to amend application for CP so as to specify the frequency 1490 kc instead of 1450 kc as presently requested; amendment accepted.

Destined For Hearing—Applications involving AM frequencies. (See story and list on page 85).
Applications... FEBRUARY 7
Applications Dismissed: Carl R. Bamford, Ashleyville, N. C.—CP for a new station to be operated on 1450 kc power of 250 w and unlimited hours of operation (request of attorney). The Tower Realty Co., Baltimore—CP for new FM station to be operated on 930 kc power of 1 kw with unlimited hours of operation (request of attorney).

Applications for Standard Broadcast Facilities tendered for filing:

640 kc
WKH Cleveland, O.—Application for standard broadcast facilities for a new station to be operated on 1300 kc power of 250 w and unlimited hours of operation (request of attorney).

Applications for standard broadcast facilities.

FEBRUARY 8

Applications for standard broadcast facilities tendered for filing:

1350 kc
Carroll-Grayson Broadcasting Co., Galax, Va.—Application for standard broadcast facilities for a new station to be operated on 1450 kc power of 250 w and unlimited hours of operation (request of attorney).

Applications for standard broadcast facilities.

FEBRUARY 9
Radio Asheville Inc., Asheville, N. C.—Application for standard broadcast facilities for a new station to be operated on 1550 kc power of 250 w and unlimited hours of operation (request of attorney).

Applications for standard broadcast facilities tendered for filing:

1450 kc
Empire Newspapers-Radio Corp., Endicott, N. Y.—CP new station 1450 kc 5 kw daytime and 1 kw night, change name from Fred B. Wilson & Cope to Wilson & Cope, Atlanta, Ga.—CP for a new station 940 kc power of 1 kw with unlimited hours of operation (request of attorney).

Applications for standard broadcast facilities.

FEBRUARY 10
State Best, Co., Oklahoma City, Okla.—Application for new station 1750 kc 1 kw daytime.

Applications for standard broadcast facilities.

FEBRUARY 11
Radio Asheville Inc., Asheville, N. C.—Application for new station 1550 kc power of 250 w with unlimited hours of operation (request of attorney).

Applications for standard broadcast facilities tendered for filing:

1450 kc
Empire Newspapers-Radio Corp., Endicott, N. Y.—CP new station 1450 kc 5 kw daytime and 1 kw night, change name from Fred B. Wilson & Cope to Wilson & Cope, Atlanta, Ga.—CP for a new station 940 kc power of 1 kw with unlimited hours of operation (request of attorney).

Applications for standard broadcast facilities.

FEBRUARY 12
Friends of Radio Inc., Zanesville, O.—Application for new station 1470 kc with coverage 44.7 mc with 33 kw power (request of attorney).

Applications for standard broadcast facilities.

FEBRUARY 13
WKRF Cincinnati—CP for new station 1450 kc 250 w unlimited. Amended to change frequency to 1480 kc, increase power from 1 w to 250 w, install new transmitter and change transmitter location.

Applications for standard broadcast facilities.

FEBRUARY 14
John C. Griffith, James H. Lawson, Jr., and T. B. Turner, d/b as the Northern Kentucky Airwaves, Inc., Covington, Ky.—Application for new station 1360 kc 1 kw with unlimited hours of operation (request of attorney).

Applications for standard broadcast facilities.
ON THE WEEK-END of Feb. 9-10 a faint blush of hope spread through the strike-bound electrical and electronics manufacturing industry. One strike (of 8,000 RCA workers) had been settled, another (of 25,000 General Motors electrical division employees) set-tled.

But by last week's end, the hopeful glow was gone. In its place was the red face of anger. Harsh words flow between management and labor as 175,000 other workers at General Electric and Westinghouse remained bitterly on strike.

CIO's giant United Electrical, Radio and Machine Workers of America, after a week's triumph in ne-gotiations with General Motors and RCA, would settle for no less than a triumph in the strike against General Electric and Westinghouse.

But the companies' strategy was plain: hold the line on wages until Washington agreed to higher price ceilings. The labor-management hiatus widened with delay.

Fortnight ago, UE and RCA reached agreement on wage rises for 8,000 employees of RCA's Camden, N. J. plant, thus averting a strike. The new contract provided increase of 17 ½ cents per hour, a 2 cents per hour retroactive bene-fit based on a case which had been pending for over a year before the new fnalboard.

FCC Actions
(Continued from page 55)

1400 kc
D. O. Kinna, Visalia, Calif.—CP for a new metropolitan FM station to be operated on frequency to be assigned by Chief Engineer of FCC.

1500 kc
Tri-Suburban Broadcasting Corporation, Silver Spring, Md.—CP for a new metropolitan FM station.

1500 kc

Lee Best, Camp Hill, Pa.—CP for a new station 1050 kc 1 kw daytime.

1450 kc
Ross & Co., Lawrenceville, Pa.—CP for a new metropolitan FM station.

1340 kc
Edward J. Jansen and Jessica L. Longston, d/b a new television broadcasters, Livingston, Mont.—CP for a new station 1450 kc 250 w unlimited.

1340 kc

Redege Best, Co., Hendersonville, N. C.—CP for a new metropolitan FM station.

February 14
Monroe Best, Co., Rochester, N. Y.—CP for a new metropolitan FM station.

February 15

ISKET Inc., New Castle, Pa.—CP for a new television broadcasting station.

Phone Printing Co., Beaver Falls, Pa.—CP for a new community FM station.

Telecasting Printing Co., Beacon Falls, Pa.—CP for a new television broadcasting station in Beacon Falls, Conn.

GWS Miami, Fla.—CP to increase from 10 to 50 kw, install new transmitting equipment, directional antennas for daytime and nighttime use, and change transmitter location.

WGRS Miami, Fla.—CP to increase from 50 to 500 kw from present site to a new site.

First Session

Mr. Wailes will fill a newly created post, Mr. Storer said. He will become a factor in the executive supervision recently created in Westinghouse. Mr. Storer himself will supervise overall operations of Fort Industry properties, as well as the handling of FM and television expansion plans.

Mr. Wailes will hold a newly created position in the company hierarchy, Mr. Storer said.

Mr. Wailes will work closely with Chief Engineer J. Preston, Chief Engineer of the company, in developing new transmitter circuits. Mr. Wailes will report to Chief Engineer J. Preston, Chief Engineer of the company, in developing new transmitter circuits.

A symposium on television station operation, with A. B. Chamberlain, CBS chief engineer, as speaker. A symposium will be held on recording techniques, directed by Lynn Sweeney, associate director, Operational Research Staff, of the Chief Signal Officer, War Dept. In the afternoon, the conference will consider design of broadcast studios with irregular boundary surfaces.

Third day will open with a symposium on FM antenna and coupling contributions to broadcasting, with George H. Brown, RCA research engineer, as speaker. A symposium will be held on recording techniques, directed by Lynn Sweeney, associate director, Operational Research Staff, Office of the Chief Signal Officer, War Dept. In the afternoon, the conference will consider design of broadcast studios with irregular boundary surfaces.

Fourth day will open with a stratosphere talk by Ralph Harmon, Westinghouse Electric Corp., and representatives of Glenn L. Martin Aircraft Co. Roundtable is planned.
after that, with A. D. Ring, consulting engineer, as chairman, aided by John Willoughby, FCC assistant chief engineer for broadcasting, and station engineers. In the afternoon R. J. Reddines and W. E. Bloecker, AT&T, will discuss interconnecting facilities for FM and television. An evening banquet on FM monitors.

Fifth day will start with discussions on high-power VHF tubes by W. W. Salisbury, Collins Radio Co. Phillip B. Laaser, Milwaukee Journal Co., will conduct a symposium on FM operating problems. Afternoon will be devoted to symposium on FM monitors. Participating will be R. C. Higgy, director, WOSU, Ohio State U., chairman; D. B. Sinclair, General Radio Co.; Frank Gunther, Radio Engineering Labs.; H. R. Summerhayes Jr., General Electric Co.

Final day will include symposium on FM modulation methods conducted by W. L. Everitt, head, Dept. of Electrical Engineering, U. of Illinois, who is director of the engineering conference. Final symposium will cover field experiences in VHF, with Raymond M. Wilmotte, consulting engineer as chairman.

**STRIKES THREATEN TELEPHONE TIE-UP**

LABOR'S HAND last week was toying again with the plugs of the U. S. telephone system. In Memphis this week a little group of men will decide whether to jerk the plugs.

Representatives of the independent National Federation of Telephone Workers and its affiliates are to gather today in Memphis for a strategy meeting. Their tactics: Strikes.

In New York, spokesmen for the Western Electric Employees Assn., an NPTW affiliate which has been on strike for more than a month against 21 WE plants in New York and northern New Jersey, predicted that 75,000 telephone workers would walk out immediately if the strike was called.

SATISFIED SPONSOR is Miles Labs., judging by smiles of Frank Clancy (10), vice president in charge of Miles California Co., Los Angeles, and Lee Coburn, Miles Labs. public relations director from Elyhart, Ind.

**SIDELIGHTS at NARBA Conference**

*(See story on page 17)*

**DELEGATES to NARBA meeting saw variety of weather last week, starting with heavy snow Feb. 10, and switching to 65-degree temperatures Thursday morning. During tour of Mt. Vernon as guests of major networks Feb. 10, cars in which delegates traveled became stuck in snow-covered highway. Delegates piled out and pushed. Commented Dr. Luis Machado, Cuba's versatile "strong man" and international lawyer, "a Cuban State Dept.: "Pushing a taxicab in the snow was a new experience for me." Cubans and Mexicans enjoyed snowfall.**

**WHEN DELEGATES arrived at Mt. Vernon, State Dept. mobile unit was cutting record for George Washington anniversary broadcasts to world. Tributes were paid U. S. first President by Sr. Carlos Movastany, chairman of Cuban delegates; Dr. F. H. Soward, chairman of Canadians, and Sr. Lazaro Barajas of Mexico. FCC Commissioner E. K. Jett, NARBA Conference chairman and head of U. S. delegation, presented speakers. State Dept. plans to beam reportings to all parts of world on Washington's birthday.**

**IN SIDELIGHTS last week BROADCASTING mentioned Canadian delegates as part of United Kingdom party. Comes now Dr. F. H. Soward, head of Canadian delegation, with correction. Canada is not represented at NARBA as part of British Empire; rather as a separate entity and as a signatory to NARBA.**

**CHAIRMAN E. K. Jett of U. S. delegation and chairman of Conference won plaudits at Technical subcommittee meeting Wednesday when he proposed that U. S., Canada, Mexico and Cuba establish a fulltime engineering committee—one outstanding engineer from each country—to study and resolve future interference problems.**

**COMMITTEE WILL STUDY GENERAL POLICIES of CAB**

*ROBERT F. ELDER, assistant to the president of Lever Bros. Co., Thomas D. A. Brophy, president of Kenyon & Eckhardt, and Edgar Kobak, MBS president, have been appointed as an advertiser-agen-cy-broadcaster committee to make a thorough and objective study of the objectives and technical and administrative policies of the Co-operative Analysis of Broadcasting, Inc.*

*By named Bernard C. Duffy, BBDA, vice president and general manager, who is CAB board chairman, the committee includes advertiser and agency men who are not on the CAB board, to insure an objective viewpoint. No deadline was set for the completion of the study, but the committee is expected to make periodic progress reports to the board.**

**INDICATIONS** that the FCC isn't overlooking the possibility of high-powered clear channel stations at some future date was seen last week when contour maps of various Class I-A U. S. channels (on which Cuba wants to operate special Class II stations) prepared for the Technical Committee, contained service areas up to 1,000 kw.

Chairman Paul A. Porter and Commissioner E. K. Jett have predicted that broadcasting of the future might well embrace FM stations for urban areas, replacing local and regional outlets—"superpower" clear channel stations for rural coverage.

**COMMUNICATIONS Division. They're handling hundreds of printed words daily in official records—see that all delegates get copies of documents and otherwise serve as all-around information center for visitors.**

**FLAMM Buys La Salle**

DONALD FLAMM, chairman of the board of WPAT Paterson, N. J., and co-owner of Belasco Theatre in New York, will take title Feb. 15 to The LaSalle, apartment hotel on Connecticut Ave. in Washington (opposite Mayflower Hotel). The LaSalle contains a combination of apartments, hotel rooms, office space and a department store unit. Several television companies are said to be making offers for space. This is Mr. Flamm's first venture in Washington real estate.
Help Wanted

Classified Advertisements

PAYABLE IN ADVANCE—Checks and many orders only—Minimum $1.00. Situation Wanted 10c per word. All others, 15c per word. Count 3 words for blank box number. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington, D. C.

Situations Wanted

Voted—Young, married. Three years experience network station an- nouncer, sale, news, sports. Excellent reference. Box 826, BROADCASTING.

Sports announcer—Sportscasts, play-by-play in hockey, football. Excellent sales ability. Send full details. Box 826, BROADCASTING.

Announcer—city station. Excellent references. Salary to start $200 per week. Box 827, BROADCASTING.

Producer—recent production experience at NBC. Salary to start $200. Box 828, BROADCASTING.

Engineer—Transmitter and or studio. Capable and experienced. Full pay. Box 829, BROADCASTING.

Announcer—recently discharged Army captain, 29, eight years experience. Excellent references. Prefer position with small, progressive station. Prefers small city. Saltry secondary. Box 830, BROADCASTING.

Program director, announcer, salesman and production man. Been with present enterprize three years. Desires change permanent only. Will go anywhere. Ten years experience. Box 831, BROADCASTING.

Hammond organist. Five years radio experience. Lady with real ability in Hammond technique. Available for long or short term. Full pay. Box 832, BROADCASTING.

Newspaper man of NBC past 2½ years. Six years smaller stations. Write, announce, program, supervise, married. Box 831, BROADCASTING.

Newspaper—Announcer. Experienced in all phases of radio station operation, management and installation. Box 832, BROADCASTING.

Top sports announcer available. Ten years experience. Worked major league baseball for ten years, fully experienced in handling football, basketball, track, soccer. Reasonable salaries. Box 833, BROADCASTING.

Experienced newscaster—announces, writes. Three years experience, same station, same sponsors. Licensed for Washington, D.C., Virginia, Maryland. Excellent references. Box 834, BROADCASTING.

Experienced newscaster—salesman. Proven #1 newscaster. Box 835, BROADCASTING.

Refurbished Technician—local station in middle west. Non-union, but pay union scale or better. Box 836, BROADCASTING.

Good announcer. Top pay for man who can do top quality announcing. Must be good with news and will and able to sell copy on the air. No control. Just good announcer. Box 837, BROADCASTING.

Wanted—Chief engineer for local station. Experience: one year with station. Two years station experience desired. Station in northern New York. Please send experience, references and salary demanded to: Box 838, BROADCASTING.

Situations Wanted (Cont'd)

A salesman to work in progressive 250 watt AM and FM network New England station. Must be experienced radio sales man of at least 2 years. Salary to start $400. Write complete history and background. Box 856, BROADCASTING.

Manager, small eastern independent station; able to dominate in community activities as well as secure maximum efficiency from personnel. Box 857, BROADCASTING.

Board of directors—market station, network affiliated, regional for 250 and 2250 kW. Box 859, BROADCASTING.

Wanted—First class operator for day-shift. Time $35.00 a week for 40 hours time and one half time for overtime. For position with progressive station. No experience permanent. Single man preferred. Radio, military, or civilian experience. Box 859, BROADCASTING.

Transmitter engineer wanted. First class license and car required. Starting salary $50.00 per week. $60.00 per week and overtime. Box 860, BROADCASTING.

Want program director-announcer who has what it takes. Can also use another real announcer who can sell himself and product advertised on the air. No writing. Prefer straight announcing. Box 861, BROADCASTING. Must have plenty of experience. Apply by letter or wire. Station WOLS, Flor ence, S. C.

Situations Wanted (Cont'd)

Chief engineer seeks position with progressive station. Experience in all phases of radio station operation, management and installation. Past employers and associates testify to ability as an engineer and an executive in a job done well. Box 844, BROADCASTING.

Ex-Red Cross girl desires permanent position with small, progressive station. Will work any part of the day, night shift. Present experience in programs; writing; production; public relations. References. Box 845, BROADCASTING.

WANTED


Announcer—Experienced on control board. Excellent contacts; dependable licensed men paid higher rate. Great Lakes area. Box 860, BROADCASTING.

Salesman—Middlewest station. Send full history, description, photograph. Experienced men only. Box 860, BROADCASTING.

For sale—New, not used, excellent condition. Two phase HF ganged circuit. For $100.00. Box 861, BROADCASTING.

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Voted—Young, married. Three years experience network station an- nouncer, sale, news, sports. Excellent reference. Box 826, BROADCASTING.

Sports announcer—Sportscasts, play-by-play in hockey, football. Excellent sales ability. Send full details. Box 826, BROADCASTING.

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Ex-Red Cross girl desires permanent position with small, progressive station. Will work any part of the day, night shift. Present experience in programs; writing; production; public relations. References. Box 845, BROADCASTING.

WANTED

Chicago Programs

NBC Revitalizing

program production industry was promised a shot in the arm last week by Clarence L. Menser, NBC’s vice president in charge of programs.

The NBC executive, admitting that Chicago’s importance as a program production center had declined recently, said that NBC was undertaking a Chicago revitalization “to take full advantage of the excellent studio facilities and the competent staff in our Chicago offices.”

Talent Budget

First step in the NBC plan is the budgeting of $100,000 in 1946 for talent development. A “considerable” proportion of that fund will be allocated to Chicago, Mr. Menser said. The fund will be distributed among NBC-managed and owned stations and will be used solely for development of radio talent of all types.

Among shows which will be shifted to Chicago for production is The World’s Greatest Novels, now originating from New York, Fridays 11:30-12 p.m., a dramatization of swindling cases, was broadcast three times during last January from Chicago and then dropped. It will be restored, Nelson Olmstead, who left NBC in 1940 to join the service, will begin a new show originating from Chicago soon. Format is not complete.

Swayze Succeeds Alvin

JOE ALVIN, for a year and a half NBC Western Division director of network operations, resigned that post Feb. 15. He previously had been with the network Hollywood press department for nearly 10 years. John Cameron Swayze, for five years with the news staff of KMBC Kansas City, has been appointed successor to Mr. Alvin. Before his KMBC post, Mr. Swayze for 10 years had been feature editor of Kansas City Journal Post.

Wanted to Buy

Veterans desire 250 or 1000 watt broadcast transmitters and studio equipment. Box 765, BROADCASTING.

Cash for used console for small 250 watt outlet. Also, nice studio equipment. Box 854, BROADCASTING.

Wanted—GR-21 C bridge. Box 260, BROADCASTING.

Dr. Cledo Brunetti and his new wiring circuits: (r) circuit stenciled in silver ink; center, carbon stenciled over silver; (i) completed circuit.

Ad Councilmen Hear U.S. Officials

MEDIA, advertiser and agency representatives met last week in Washington at the office of Director John W. Snyder, Office of War Mobilization and Reconversion, to hear the story of what problems Uncle Sam faces and what can be done about them.

As members of the Advertising Council, the advertising-media men heard talks by a number of key Government officials. In turn they recited their efforts on behalf of the U. S. agencies and from the two sessions, held Tuesday and Wednesday, came a better understanding of press issues of the day, according to some of those who participated.

Among those who addressed the meetings were: James W. Young, J. Walter Thompson Co.; Captain Quackenbush, Peabody & Co.; Frederic R. Gamble, American Assn. of Agency Executives; I. T. Kitttinger, Shell Oil Co.; Buist Peabody, Special Radio Engineer, N. W. Ayer & Son; Paul B. West, Assn. of National Advertisers; Chester J. LaRoche, John C. Denny is at the helm of the FCC presentation at hearings in 1943 on the White-Wheeler bill to revise the Act.

Denny

(Continued from page 10)

mittee, frequently coming into sharp conflict with Committee counsel Eugene Gary and Rep. Eugene Cox (D-Ga.), chairman. Threats by Rep. Cox to have him ejected from the hearings left him undaunted. He fought back fearlessly and vigorously.

General counsel he supervised the work of some 60 attorneys in the law dept., conducted a score of important radio and other communication investigations and hearings, and served as head of the Law Committee of the Board of War Communications. He represented the Commission in hearings in 1942 on the Sanders bill to revise the Communications Act and directed the FCC presentation at hearings in 1943 on the White-Wheeler bill to revise the Act.

In 1944 he was given the assignment of preparing and handling the important Commission hearings on postwar radio frequency allocations, proceedings which required 25 days of testimony by 251 witnesses on technical phases of radio.

On March 30, 1945, Mr. Denny was sworn in as a Commissioner. He was just 12 days short of 33 and the youngest man ever appointed to the post. He succeeded to the commissionership vacated by the retirement of T. A. Craven. Mr. Denny’s term expires June 30, 1951.

Mr. Denny is married to the former Elizabeth Woolsey of New York. The Dennys have two daughters and live in northwest Washington.

WANTED

Regional network salesman for west coast operation. Must have experience in selling either clear channel stations or regional network. Should have marketing and merchandising knowledge. Unlimited opportunity for man with proper sales background. P. O. Box 2209, Station B, San Francisco, Cal.

HELP WANTED

Regional network salesman for west coast operation. Must have experience in selling either clear channel stations or regional network. Should have marketing and merchandising knowledge. Unlimited opportunity for man with proper sales background. P. O. Box 2209, Station B, San Francisco, Cal.
“SUCCESSFUL” was the verdict of both telecaster and viewers after last week’s initial public television transmission between Washington and New York. NBC, CBS, Du Mont and AT&T combined forces for the telecast, presenting Lincoln Day ceremonies in the Capital.

that want to go into the business than we have frequencies available,” he said.

“It is going to carry a reconversion load that is beyond the expectations of many of us who have been studying the problem,” he said. He envisioned in communications, “including television and FM, some six billion dollars in capital expenditures and consumer goods within the next few years…”

In referring to the number of frequencies available, he reiterated a thought he had expressed before, that “there has been great experimentation in higher frequencies and it is the Commission’s view that a truly competitive nationwide system of television is going to have to go way upstairs around 400 and 500 mc.”

Rep. Lea, chairman of the House Committee on Interstate Commerce and author of a bill to curb Petrillo practices in broadcasting, hailed television as a great contribution to the nation, making it possible to see on the other side of the mountain, to the other side of the continent, to the other side of the world, and see our neighbors of the world.”

Coaxials Explained

Sen. Wheeler, Chairman of the Senate Interstate Commerce Committee, said that “it is up to the Congress of the U. S. to see that there is no monopoly in television and that it is used for the benefit of the first time, consumers.”

From the Capitol, the program switched to Washington Du Mont studios in the Hotel Harrington for an explanation, illustrated with charts, of coaxial cables and future television plans linking most of the major cities across the country. Curtis Plummer, chief of television section, broadcast division of FCC, handled the explanation.

At approximately 12:20 the scene shifted to the Lincoln Memorial for a description, audio and visual, of Gen. Eisenhower placing a wreath at the Lincoln statue.

The television images traveled over specially equipped telephone wires to the Washington terminal of the coaxial cable, thence to New York terminal in the Long Lines Building in New York and again on special wires to the New York stations, and also up to WRGB Schenectady via the GE high frequency radio relay link.

Television channel No. 5 was used on 77.25 mc. Sound was transmitted on 81.75 mc. According to Du Mont, the band width used was 2.7 mc. “In a test preceding the actual program,” said Robert Hester, Du Mont operator in Washington,
Labor Unions Get Conditional Grants for Three FM Stations

THREE COMMERCIAL FM stations to be established by labor unions were authorized by the FCC last Thursday when conditional grants were issued to the United Auto Workers (CIO), Amalgamated Clothing Workers (CIO), and International Ladies Garment Workers (AFL) for facilities in Detroit, Rochester and Chattanooga, respectively.

The grants were the first to be made from 17 applications by various labor organizations planning stations. Previously, the Commission had designated 10 other applications to be heard with consolidated cases in New York, Chicago, Boston and Cleveland. Another ILGW application will be heard at Boston proceedings scheduled for March 11.

Six Planned by UAW

UAW has also applied for stations in Los Angeles, Chicago, Flint, Cleveland and Newark. On union authorized an expenditure of $400,000 toward its six proposed stations [BROADCASTING, Nov. 26] and estimated installation costs for its Detroit plant at $110,000. The organization proposed to sell for 4% to 55% of the station's 18-hour broadcast schedule and expected monthly operating costs to be $6,700 and revenue $13,500. It planned to devote at least 25% of its time to educational programs.

Amalgamated proposed to spend $51,900 for its Rochester station and estimated monthly operating costs at $3,800. No estimate was made for income but a ratio of 40% commercial to 60% sustaining was planned to carry the project. Program plans included an interchange of transcribed public service features among its four projected stations. The union has other applications for New York, Chicago and Philadelphia.

ILGW has set aside $250,000 for its Chattanooga and proposed New York, Philadelphia and stations [BROADCASTING, Oct. 15]. Another $200,000 would be borrowed to carry the enterprises until they are self-supporting. The union plans to sell only enough time to enable the stations to operate without subsidies and from that point on to broadcast only social, cultural and spiritual programs. It plans to utilize talent available among its union membership and cites, in its application, success attained in a theatrical production some years ago entitled "Pins and Needles." The Chattanooga application was filed under the name of Unity Broadcasting Corp. of Tennessee.

Applications for FM stations have also been filed by National Maritime Union (CIO) and People Radio Foundation Inc. (United Electrical, Radio & Machine Workers and International Fur & Leather Workers included among stockholders) for facilities in New York, and by Chicago Federation of Labor (WCFL) for Chicago.

HEATED exchanges between Judge Denis Coohan of the New York Supreme Court and Philip Handelman, counsel for Donald Flamm, marked last week's sessions of Mr. Flamm's $2,925,000 damage suit against Edward J. Noble, chairman of the board of ABC. Following persistent effort to inject statement in record after denial of request to have a document marked for identification, Mr. Handelman was ordered to show cause why he should not be cited for contempt of Court.

Mr. Flamm, former owner of WMCA New York, told the Court he had been "scared" when he signed a contract to sell the station to Mr. Noble in 1940. He testified that William J. Dempsey and William C. Koplovitz, Mr. Noble's Washington attorneys, told him they could wrest the wavelength of WMCA from him if he refused to sell the station.

"They said, 'we've had assurances we can take it away from you,"' he testified.

Fisticuffs' Charged

During negotiations which led to his sale of the station, arguments became so heated at one point, he said, that "Mr. Dempsey and I engaged in fisticuffs." The "fisticuffs," he said, occurred at Mr. Noble's Waldorf Towers apartment on Dec. 2.

When Mr. Flamm and Mr. Dempsey began slugging it out, according to Mr. Flamm, Mr. Noble jumped between us and said, "If this weren't my apartment, I'd finish the job myself."

After further assurances by Dempsey and Koplovitz that he would not try to wrest the wavelength, he refused to sell WMCA, Mr. Flamm said, he signed a sale contract on Dec. 2, 1940.

"When you signed the contract, were you scared?" asked Mr. Handelman.

"Yes," said Mr. Flamm.

"And on Jan. 17 (1941) when the deal was closed, were you scared?" asked Mr. Handelman.

"Yes," said Mr. Flamm.

Earlier in the trial, Mr. Handelman sought unsuccessfully to include Thomas Corcoran, Washington mystery man during the Roose-velt administration, as a co-conspirator in the case.

Mr. Handelman, at week's end, had made half a dozen motions for a mistrial, at least two of them on the grounds that Judge Coohan's remarks and attitude were "prejudicial to the plaintiff's case in the eyes of the jury."

TWO EDUCATIONAL STATIONS GET CPS

CONSTRUCTION permits for two noncommercial educational stations, linked in a proposed statewide educational FM network, were granted by the FCC last Thursday to the State of Wisconsin Radio Council.

The stations are to be located at Madison and Delafield, with main studios for both facilities to be established on the U. of Wisconsin campus. The stations were authorized power of 3 kw and 10 kw, special emission for FM. Frequencies are to be assigned later.

The network will eventually include seven FM stations to provide day and night coverage throughout the state. Funds for the first two stations have been appropriated by the legislature [BROADCASTING, Oct. 29].

BEST DEAL IN Cleveland!

The Cleveland Clambake Gets You 38% Of The Tune-In

This long established Monday thru Friday favorite dominates the air from 1:30 P.M. to 2:00 P.M., in Cleveland. It has from 30% to 225% more listeners than all other shows--local and network--in this period.

The Clambake has a greater share of the "sets in use" than that of any other non-network show, mornings and afternoons across the board in Cleveland.

Consult your Hooper for further facts concerning this and other stand-out performers, which prove that WJW has the best deal in Cleveland for spot buyers.
At Deadline...

POPULAR-PRICED VIDEO SETS TO BE PRODUCED FIRST

Five executives of television manufacturing companies gave accounts of their plans for teletext production before Thursday night meeting of American Television Society in New York.

All but one—Ernest Marx, general manager of Television Dept. of Allen B. DuMont Labs—said their firms would concentrate first on "popular-priced" sets. DuMont will build sets for "discriminating" buyers. J. B. Elliot, vice president, RCA Victor, said company would first make table model sight-and-sound receiver retailing for about $200 for sale in 1946. He said RCA had developed new "bright picture" transmission line to connect receivers with antennas, with signal increase of 3 to 1.

Harry Boyd Brown, merchandising manager of Philco Radio Corp., reported Philco expects to market teletext sets by summer, ranging from $150 to $450. Philco is developing a large-screen receiver which screens a picture newspaper page with chart captioning.

Mr. Brown predicted 10 to 20 million teletexts in U. S. homes "in time" and that advertisers would find medium useful beyond any now known. E. Patrick Toal, sales manager, instruments, General Electric Co., said firm believed public would pay $200 and $250 for teletexts.

Phillip Gillig, national instrument manager, Emerson Radio Corp., said his company expected to turn out sets before end of summer in popular price field.

FCC CUT OPPOSED; WHITE HOUSE FUND SLASHED

Attempts of Senate Appropriations Committee, to cut FCC's 1947 fiscal year budget by $300,000 brought vigorous objections from Sen. Robert M. LaFollette (P-Wis.) on floor Friday. Senate delayed action until today. Sen. McKellar, declaring FCC proposed to spend in peacetime twice the amount spent in service, offered amendment to Appropriations Bill reducing Commission funds from $5,560,000 to $5,260,000.

Senate, however, killed hopes of adequate broadcast and press facilities in White House, voting down President Truman's request for $700,000 extension to executive offices. Appropriations Committee earlier had approved elimination of extension fund.

NEW KEYSTONE RATE CARD

ISSUANCE of Rate Card No. 54 was announced last week by Keystone Broadcasting System, Kansas City. (Class A time), one hour, $4.00; half-hour, $2.400; quarter-hour, $1.600; (Class B time), one hour, $3.40; half-hour, $2.040; quarter-hour, $1.360. Rates for five-minute periods are $800, for one minute, $400.

VIDEO SEEN AS ECONOMICAL

George L. Moskovich, commercial manager of WCBW, N. Y., CBS video station, told Chicago Federated Advertising Club television "might develop a sales impact so powerful that, when measured in terms of results per dollar spent, it could prove to be the most economical medium available to sales."

MARCONI AWARDS AT WIRELESS DINNER

Twenty-first anniversary of Veteran Wireless Operators Assn. was to be celebrated at a "Radio Victory Dinner" last Saturday night at Hotel Astor, New York. Featured at dinner was to be presentation of awards as follows:

- Marconi Memorial Service Award Plaques to Institute of Radio Engineers and American Radio Relay League for "magnificent contributions" to prosecution of war; Marconi Memorial Medal of Valor to former Air Corps Sgt. Forrest Voiler, radio operator WSNR Syracuse; Marconi Memorial Medals of Service to Maj. Gen. H. C. Ingles, Chief Signal Officer; Commodore E. M. Webster, Chief Communications Officer, Coast Guard, on leave as assistant chief engineer, FCC; Rear Adm. Joseph R. Redman, former Director of Naval Communications, now vice president, Western Union; Maj. Gen. H. M. McClelland, Air Communications Officer, Army Air Forces; Marconi Memorial Commemorative Medal to Sgt. Irving Strobing, Army radio operator who sent last message from Corregidor.

NBC INTERNATIONAL PLAN

Working in cooperation with U. S. Dept. of State and representatives of information services of various United Nations, NBC is planning a long-term project of international broadcasting and education designed to promote United Nations unity and understanding, according to plans announced by Dr. James Rowland Engell, NBC public service counselor.

Closed Circuit

(Continued from page 1)

50 stations, for whom it also is Mutual contractor.

STYMIED set and parts makers, weary from months of wrestling with OPA over prices for radio parts and receivers, see good omen in nomination of Paul Porter as OPA Administrator. They figure radio-minded leadership at OPA may bring more sympathetic approach to parts and sets stalemate, blamed on agency's failure to allow living margin of profit on electronic items.

FCC COMMISSIONER Jett, nation's foremost allocations expert, probably will head American delegation to upcoming informal preparatory conference in Moscow in latter March or early April. Tentatively scheduled five-power session would deal with broad allocations policies in higher frequencies and also discussion of establishment of international frequency bureau for recording of all allocations, thus preparing for international telecommunication conference likely to be held in latter '46 or '47 "near Washington." Big five, in addition to host Soviet Union, will be U. S., Britain, China, France.

PLANS TO FORM in Canada an organization of advertisers and agencies similar to the Advertising Research Foundation in the U. S. are now under discussion by the Association of Canadian Advertisers, Toronto, and a representative number of advertising agencies.

CBS BUYS N. Y. THEATRE

CBS announced Friday that its subsidiary, The 244-53 West 52nd St. Corp. had bought New York's Alvin Theatre where music comedy hit "Billion Dollar Baby" now is playing. After purchase, CBS leased theater to Alvin Theatre Corp. until next Dec. 1 so show can continue its run.

BATTLE OF CENTURY

FORENSIC treat will be served Mutual listeners if plan goes through for debate on tidewater oil question by Harold L. Ikes, who just left Interior Dept. in a historic huff, and Edwin W. Pauley, oil man nominated as Undersecretary of Navy.Mutual has offered Ikes and Pauley its American Forum of the Air any Tuesday. They are considering.
According to the Nielsen Radio Index for August and September, 1945, 84.9% of the radio homes in this vast four-state area listed to The Nation's Station at least once, for six minutes or longer, during four measured weeks of listening.

And, even more significant, 68.6% tuned to WLW during an average week!

Translated in terms of people, these startling figures mean that, out of 2,708,038 radio homes in 325 counties of seven midwestern states, 2,299,124 homes are reached regularly by WLW, and 1,857,714 are HABITUAL WLW listeners!

That's CIRCULATION!

But wait—that's only half the story!

How deep is this broad coverage... how much listening does it represent?

No listeners were counted who remained tuned to WLW for less than six minutes consecutively. AND THE AVERAGE AMOUNT OF LISTENING PER HOME WAS 321 MINUTES PER WEEK!

That's PENETRATION!

If you have something to sell to the 12,296,337 people who live in WLW-land, we believe we can reach most of them for you and deliver an audience that is both BIG and LOYAL.

In view of the foregoing facts, you'll pardon us for using the word DOMINANT, when we talk about WLW coverage of this important midwestern market.
WKY
HAS EVERYTHING
and more of it!

PUBLIC SERVICE Programs

WKY's attitude toward its obligation to perform a creative, beneficial public service is clearly visible from its record and contributions in many fields. Typical of such contributions is WKY's nationally-acclaimed service to Oklahoma farmers. The longtime effect of WKY's community consciousness and activity has been to implant an attitude of respect and loyalty among Oklahoma listeners which, poll after poll has revealed, makes WKY their favorite station. WKY has everything an advertiser needs to do a selling job in Oklahoma... and the greatest of these is LISTENERS.

WKY, OKLAHOMA CITY
The Oklahoma Publishing Co.: The Daily Oklahoman and Times
The Farmer-Stockman, KYOK Colorado Springs, KLZ Denver, (Affil. Mgmt.)
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