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

Radio can sell soft drinks—or anything else—only to people who listen. On that basis, WHO can sell five times more merchandise than any other station heard in Iowa, because 55.4% of the Iowa daytime audience "listens most" to WHO as compared with 10.7% for the next most popular station! Authority: The 1945 Iowa Radio Audience Survey.

Whatever type of audience you want to reach in Iowa—urban, village or farm—daytime or nighttime—WHO leads by tremendous margins. In none of those six cases is it less than 4.5 to 1. In one it is 6.6 to 1!

WHO has earned this preference, and your business, by giving the people of Iowa the best radio values in the State. We have invested the money, brains and effort to become and remain the best station. Ask us or Free & Peters for the proof—or check the net results with anybody in Iowa!
a market broadcast that is different... three experts with "know-how" in their voices... help make Sioux City

The GROWINGEST livestock market in the Nation!

Competition for a stockman's business is a rugged affair. WNAX entered this rough-and-tumble field. February, 1940, when the Sioux City Central Public Markets began a Monday thru Friday noon broadcast of livestock reports direct from the stockyards. This was the first broadcast ever to be sponsored by all interests, market agencies and stockyards company combined into a market news and educational program. It brought about a revolutionary change in marketing procedure, the FIRST in seventy-five years. In 1941 a morning broadcast was added.

From 8th Place to 6th and Still Growing

In 1940, Sioux City had the eighth biggest stockyards in the nation. For six consecutive years the Sioux City stockyards have shown a consistent gain. No other major livestock market has made such a gain. Today it is third, as a source of stock and feeder cattle, fourth, in total cattle receipts, sixth in total livestock receipts.

Names... the only Gimmick on the Program

What makes this program a "barrow burner"? It's the ability of three marketcasters to personalize the news with names of stockmen who have done their job. The descriptive information on the market that day. The descriptive information and price indicates to the listeners the front of the market and allows them to make an estimation of the value of their stock. It's WNAX's sure-fire coverage of some five-million folks in North and South Dakota, Nebraska, Minnesota and Iowa. It's the close cooperation between the men at the Central Public Market and the WNAX program department... a cooperation that has produced a broadcast which gives a maximum of market news and information. The result is that more of these WNAX listeners bring their livestock to the Sioux City yards.

Then By-Pass Closest Markets for Sioux City

Take it from the men at the Sioux City stockyards. "WNAX has made a lot to do with making Sioux City the 'Growingest market of them all." Mail on important livestock issues, hundreds of stockyard visitors, hundreds of stockmen, hundreds of stockmen, hundreds of stockyard visitors, hundreds of stockman, hundreds of stockmen. The result is that more of these WNAX listeners bring their livestock to the Sioux City yards.

If you are interested in putting some growth into your sales in the WNAX listening area, better see your next Katz man.

One big reason the Sioux City Central Markets livestock report is such a outstanding job. Each is an expert in his own field. Each is a "showman" in the market. Each has the kind of know-how that makes the listener with most "know-how" accept him. Each is a "showman" in the market, and each can personalize his membership in the way the listener feels he is a definite part of the broadcast.
NASHVILLE...
PRINTING center of the South

Books, magazines, religious literature and all forms of print roll from Nashville presses — adding ten million dollars yearly to the value of industrial products made in this area . . . Printing is one of many well-established industries whose skilled workers make this one of the nation's most stable market areas for consumer goods . . . Retail sales, before the war years were more than 35 million dollars annually, out of a spendable income of more than 800 million dollars . . . You will cover this rich sales area economically over WSIX.

WSIX gives you all three; Market, Coverage, Economy

5,000 WATTS
980 KILOCYCLES

Represented Nationally by
THE KATZ AGENCY, INC.

AMERICAN and MUTUAL
WITH SWITCH of Serutan Co., Jersey City, from Grant Adv. to Roy S. Durstine Inc., latter agency is expanding its radio department. Bergie Boe, former assistant radio manager of MacFarland, Aveyard, New York, joins agency, and four additional people being added. Serutan account reported to have $3,000,000 radio appropriation.

WITH WAR’S end, world-renowned Irish Sweepstakes are being reinstated. Its operators are looking to American radio for commercially sponsored programs but probably will be turned down flat because of anti-lottery laws. Some possibility of using Mexican and possibly Canadian stations in hope of reaching American listeners.

NOW THAT Mrs. Dorothy Schiff Thackrey and her husband, Ted Thackrey, have acquired KMTR Los Angeles, as well as KYA San Francisco, new California major market hook-up of two stations is seen. Don Fedderson, bright, aggressive young general manager of KYA and who had doubled in brass on KMTR even before FCC approval of transfer last week (see story this issue), will head both Coast stations. Thackreys, who publish New York Post and operate WLJB Brooklyn, have newspaper expansion plans and companion operations in California cities wouldn’t be too surprising.

UPCOMING soon will be NAB appointments in several key jobs—labor relations head, engineering director and public relations director. Tentative selections have been made but are subject to review and confirmation by President Justin Miller and his Executive Advisory Committee.

NAB MAY not know it but new mail will bring it an important new member—WWJ Detroit. Harry Bannister, WWJ general manager, who walked out of 1941 NAB St. Louis convention when James Lawrence Fly, as FCC chairman, took his famed walk, is forwarding his membership application. WWJ management is satisfied.

(Continued on page 84)

**Parley Seeks to Avert Long Lines Strike**

IN AN EFFORT to avert a suspension of telephone long line operations, which would paralyze network service, conferences were arranged over weekend between Dept. of Labor officials, Federation of Long Line Workers and AT&T.

Most government offices were closed because of Washington’s birthday, but U. S. Conciliation Service officials were on the job Friday to deal with threatened nationwide strike of telephone workers called for March 7. Howard Colvin, assistant conciliation director, told Broadcasting conferences would be held immediately with union officials on general strike situation, with conference on long lines question scheduled to be held in New York.

Network operations continued uninterrupted during telephone strike in January, but John J. Moran, Federation president, indicated that if strike is carried out there may be a complete blackout. “Radio news and wires will not be as good as they were in the last walkout Jan. 11-12,” he said. “Many of the organizations that served such wires were not directly affected at that time. The telephone companies will have no one to maintain such wires this time.”

A more optimistic view was taken by New York network officials who believed there would be little danger of interruption to service. The relatively few technicians needed to control network lines, they thought, could be supplied by telephone supervisory staffs who presumably would stay on job. Greatest danger would come from possible damages to lines by winter storms and difficulty in getting repairs.

Special events chief of networks expected that special pickups requiring new phone lines would be impossible. Regular news shows would probably continue. Press association leased wires might be maintained by nonstriking operators and engineers. There was no doubt that communications companies would give high operational priority to keep network lines open in event strike occurs.

**Business Briefly**

BURTON BROUWE APPOINTED • Burton Browne Advertising, Chicago, will handle campaign of American Phenolic Corp. (Amphenol), Chicago, in about 60 trade publications. Company manufactures coaxials and connectors, antennas, radio components and plastics for electronics. Bill Morrow will be account executive.

WILSONS FOR CHAMPAGNE • Robinson-Lloyd, Ltd., New York (Impero champagne), will sponsor Earl Wilson, night club columnist of New York Post and Mrs. Wilson in a quarter-hour Saturday evening program on WLIB starting March 2 for 13 weeks. Contract includes 91 live spot announcements. Agent, Cowan & Denger, New York.

JELLEFF SPONSORS FORUM • Jelleff department store, Washington, sponsoring Youth Takes a Stand on WTOP Washington, 9:45-10 a.m. Saturday. Program is forum of students of white and Negro schools, from high school through college. Hazel Kenyon Markel produces, Ed Gallaher, moderator.


STROMBERG-CARLSON STARTS biggest promotion program

BIGGEST advertising, sales promotion and public relations program in 52-year history of Stromberg-Carlson Co. is coming up. Stanley H. Manson, public relations manager, says company’s 1946-47 program is geared to support largest production quota of any peacetime period. Included: radio programs on WQXR New York and its FM outlet WQXQ, and on company-owned stations WHAM and WHFM Rochester. Company will use full-page ads in seven national magazines and space in 100 newspapers.
Character... is the combination of qualities that distinguishes WWJ from all other radio stations. The esteem in which WWJ is held by the community and by the nation, is based on a pioneer spirit that has motivated each milestone of WWJ progress. As America's first commercial radio station, WWJ offers an impressive record of "firsts"... reflected in the influence exerted by WWJ's leadership, in the public interest and in the interest of advertisers.

Your sales message on WWJ is enhanced by the prestige achieved through 25 years of progressive broadcasting service.

America's Pioneer Broadcasting Station—First in Detroit

National Representatives: The George P. Hollingbery Company

WWJ 950 Kilocycles 5000 Watts

Owned and Operated by The Detroit News
The farms of prosperous Washington State are 67.1% electrified! The national average is 32.6%. Domestic customers in Washington use an average of 2538 kilowatt hours annually—also more than double the national average of 1200 kilowatt hours. Washington’s first farm power line was built in 1909—today, low-cost electricity heats incubators, burns stumps, operates sterilizers, churns and separators, and does many more chores around the farm and farm home. Washington farmers produce $500,000,000 annually—that’s a wealthy market.

KIRO is the only 50,000 watt station in this rich market...it brings Columbia Programs to Seattle, Tacoma, and the prosperous surrounding country of the Pacific Northwest.
ONE always stands out . . .

In the beach, in the ballroom, or in broadcasting—one always stands out—one always will.

And speaking of broadcasting, with its programming, promotion and public service, you, of course, are familiar with the radio story in Philadelphia.

Advertisers seeking increased sales are turning to WFIL in ever increasing numbers. While in the homes, listeners, conscious of the steady parade of radio top names across the dial at "560", tune regularly to WFIL for their entertainment and information.

Get this "extra" in the Philadelphia market. Check now with WFIL, the ABC affiliate in Philadelphia, or the Katz Agency in New York.

PHILADELPHIA WFIL 560 . . .

AFFILIATE OF AMERICAN BROADCASTING COMPANY

In Philadelphia WFIL means PROGRESS and PUBLIC SERVICE Represented Nationally by THE KATZ AGENCY
THE PACIFIC COAST IS BIG
Only Don Lee covers it all

THE NATION'S GREATEST REGIONAL NETWORK
The Pacific Coast is a BIG market...any way you look at it. It extends from Mexico to Canada a distance of 1,352 miles — contains over 11 million people — spends more than 8 billion dollars a year in retail sales.

The Pacific Coast's 8 billions are spent *half inside and half outside. All networks thoroughly cover the inside but only Don Lee completely covers the outside half, or the Pacific Coast customers that spend 4 of the total eight billions.

Only with Don Lee as your network can you cover all the Pacific Coast by radio — for Don Lee has 39 stations. The other three networks have only 28 stations combined.

A 7-, 8-, or 13-station network cannot (and does not) cover the BIG Pacific Coast. Buy the only network BIG enough (39 stations) to cover it all: DON LEE! More than 9 out of every 10 radio families on the Pacific Coast live within 25 miles of a Don Lee station.

THOMAS S. LEE, PRESIDENT
LEWIS ALLEN WEISS, VICE-PRESIDENT & GEN. MGR.
SYDNEY GAYNOR, GENERAL SALES MANAGER
5515 MELROSE AVENUE, HOLLYWOOD 38 CALIF. * REPRESENTED NATIONALLY BY JOHN BLAIR & CO.
Television History was in the making in the projection room of WBKB Chicago when Tom Kelly, cartoonist-conservationist of Milwaukee, recently stepped before his easel and opened an illustrated lecture on soil and water conservation.

The first telecast made by a representative of the U. S. Soil Conservation Service was on for 18 minutes, while the skillful artist used his crayons to drive home the importance of the project. A potential 400 home receiving set owners in WBKB's territory saw and heard the program.

City audiences are as greatly interested as farmers. Within the near future Mr. Kelly is scheduled to return to WBKB with a new program explaining why farmers should abandon the straight row up and down hill to plow on the contour; why they should grow strips of meadow between cultivated crops on sloping land and why they should terrace slopes into gentle, contoured ridges.

Mr. Kelly represents the U. S. Soil Conservation Service in eight midwestern states. He has given more than 4,000 illustrated talks on conservation in the past 13 years, the first 12 of which were spent with the Minnesota Dept. of Conservation. Prior to that time he spent 20 years as a newspaper cartoonist in Minneapolis and St. Louis.

 Feature of the Week

L Ike a great many other account executives, DeWitt Mower, of Mutual's Chicago office, was educated for anything but radio.

A graduate of Wharton School of Finance, U. of Pennsylvania, class of '32, "Dee" started his business career selling refrigerators in the "Injun country" of Oklahoma via streamlined trailer. Peddling mechanical ice-boxes (before wartime priorities) brought Dee to the attention of GE officials in his home town of Schenectady and he returned to try his hand in the accounting department. Acting on Father Mower's advice, he resigned to go into banking, and, as a side-line, booked bands into local nightclubs.

His first radio job came when he joined Trans-American Broadcasting Co., under the aegis of John W. Clark, one of the pioneer organizers of WLW Cincinnati. Convinced that Schenectady was big enough for more than one radio station (WGY), he organized the Citizens Broadcasting Co., but unfortunately the FCC didn't agree and he failed to obtain a license.

In 1928 Dee became manager of Trans-American's Chicago office. He remained until 1940, when he was transferred to New York. Two years later he resigned to join the Civil Engineer Corps of the U. S. Navy as a civilian employee. In 1943 Dee gravitated back to radio, returning to Chicago as a salesman for WOR New York.

Mr. Mower stayed with WOR until 1945 when Edgar Kobak, whom he had called on while representing Trans-American, asked him how he'd like to join Mutual's Chicago office. Inasmuch as Mr. Kobak had already done him one very great favor (extending his blessing when Dee informed him he was marrying one of the secretaries in his sales department, the former Margot Buss), Dee was happy to accept.

Dee's accounts include Seven-Up, Quaker Oats (which he sold recently after spending almost a year in Donald Stuart's anteroom), P & G for Queen, and Kellogg. He also serviced Barbasol and Van Camp for the New York office. He has just landed Quaker Oats (Those Websters) and Cole Milling (Smiling Ed McConnel) in the short space of one week.

Apart from his Mutual duties, which keep him thumbing through railroad time-tables most of the time, his principal interests are his wife and daughter, Marcia Ellen, 3.

Dee swings a wicked mashie-niblick, takes in baseball and football games and plays bridge.

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

5000 watts day and night
Represented by Raymer

BROADCASTING • Telecasting

Page 10 • February 25, 1946
THE STATION MOST UTAHNS LISTEN TO MOST
What makes WNBT the best media buy in Television today?

NBC producers, writers, crews, technicians and engineers have proved they know show business, stagecraft and television technique. They are backed by the
longest continuous, practical experience and the finest broadcasting facilities in television.

Whatever your requirements—whether you produce your own shows with NBC experts... whether your ideas are developed and produced by NBC... or whether you sponsor programs built and broadcast by NBC—WNBT offers short-cuts and economies made possible by its planning and production experience.

A TELEVISION PRODUCTION is made when good material is given imaginative, expert treatment by men who know television. A few examples of acknowledged excellence in television production are NBC’s presentations “Another Language,” “Front Page,” “Winterset,” “Abe Lincoln in Illinois” and “You Can’t Take It With You”—great material, obviously. Given dextrous interpretation, experienced adaptation and the advantages of NBC’s television facilities, these presentations couldn’t miss being fine television productions.

WNBT NEW YORK
NATIONAL BROADCASTING COMPANY
A SERVICE OF RADIO CORPORATION OF AMERICA
Don't look now, but it's

James L. Free!

As corporate lives go, thirteen or fourteen years certainly isn't a long time — but in the business of radio-station representation, Free & Peters' years since 1932 are enough to make us one of the two very earliest pioneers in the world!

Not that we're proud only of being "pioneers." The main point is that our long experience in radio — an industry which, as a factor in advertising, is hardly older than ourselves — has given Free & Peters some additional value to you. It means that we automatically throw out a lot of clap-trap that we otherwise might think worthy of your time and money. It means that we more easily recognize the things that are worthy of your consideration. It means that we have more age and wisdom (and, yes — financial resources, too) with which to serve you. . . .

And those are at least some of the things that must have always appealed to you, agencies and advertisers, about our group of pioneer radio-station representatives. Or else we couldn't have survived, to continue our pioneering, since 1932.
Anti-AFM Bill To Senate After House Vote

Petrillo Torpedoed 222-43; Support Given Lea

(Text of Lea bill on page 83)
PENT-UP wrath of a delegation of Petrillo friends at a session of the AFM last Thursday resulted in an attempt to have the AFM Czar appointed chairman of the Interstate Commerce Commission. The measure was defeated by a roll call vote of 222 to 43, with 4 votes cast for the Lea bill.

Not even the most optimistic proponents of Petrillo expected the 222 to 43 vote in favor of the Lea bill to be acceptable to the Senate, as the vote was sponsored by Chairman Clarence F. Lea (D-Calif.), of the House Interstate & Foreign Commerce Committee. Labor "legislative representatives" had worked overtime in their efforts to defeat the bill, but public and congressional sentiment aroused by the Petrillo excesses of the last half-dozen years was reflected in the vote. While the Senate was expected to offer more resistance than the House, Senators are said to have been deeply impressed by the spontaneous eruption of anti-Petrillo sentiment on the other side of the Capitol. Senate action on the bill is possible this week. Four steps can be taken: First, the Senate can accept the House-amended bill, in which case it goes to the President; secondly, the Senate can discuss the House amendments, and in turn amend them in which case a conference with the House would be necessary; if so, the Senate can refer the bill to the Interstate Commerce Committee for recommendation; fourth, it can disagree to the House amendments and ask a conference.

Fourth course is considered the most likely to be taken. Conferences would come from the Interstate Commerce Committee and House Interstate & Foreign Commerce Committee, which passed the original bills.

Four amendments were agreed to. One by Chairman Lea cut the penalty from a felony (up to two years in prison, $5,000 fine) to a misdemeanor (up to one year, $1,000). It was sponsored by the Committee. The others were of a minor nature.

While the Lea bill concededly was aimed at Petrillo, it was repeatedly explained that the House reaction to his methods symbolized a revulsion to the lower elements in unionism and their methods of obstruction and interference with the right to strike.

Chairman Lea quoted the House legislative counsel that the bill does not interfere with the strike right. Nearly a score of leaders on both sides of the House took part in the argument on behalf of the bill, with half that number opposing it. It is endeavoring to insert crippling amendments. An amendment which spoke for its passage was Lea, McCormack (Mass., majority leader), Cox (Ga.), Bulwinkle (N. C.), Smith (Va.), Cooley (N. C.), Harris (Ala.), Boren (Okla.), May (Ky.), Bryson (S. C.), Hollifield (Cal.). Republican proponents were Michener (Mich.), Brown (O.), Vandenberg (Mich.), Fahey (Mich.), Reece (Tenn.), Hall (N. Y.), Robson (Ky.), Case (S. D.).

Democrats opposing the bill or seeking to weaken it were: Celler (N. Y.), Rabin (N. Y.), Patrick (Ala., a former announcer), Sabath (Ill.), Gallagher (Minn.), and Marcantionio (AL-N. Y.). Republican

(Continued on page 82)
FCC to Probe Option Time; Don Lee Hearing Designated

IN AN UNPRECEDENTED action, the FCC last Monday announced that it will soon undertake an inquiry into possible violations of the rule limiting time optioned from affiliates for network programs.

The Commission's action involved the Don Lee Broadcasting System, largest regional network. Hearings were designated on license renewal applications of two of the network's owned stations—KGB San Diego and KDB Santa Barbara. The company was also directed to file within 30 days for renewal of its three other stations—KFRC San Francisco, KHJ Los Angeles and KHIJ-FM Los Angeles.

Letter to Network

In a letter under date of Feb. 15, the Commission notified the network:

"It appears upon examination of the files of several of your affiliated stations that you have been indulging in practices which may be in violation of the provisions of the Commission's regulation 3.104 relative to network option time, both in failing to give your affiliates the 86-days' notice of the exercise of your option which is required by the said regulation, and in compelling your affiliates to option to you more than the permissible maximum number of hours in each segment of the broadcast day.

"Accordingly, the Commission has today designated for hearing upon issues to be specified the pending applications for renewal of your licenses for the operation of station KGB at San Diego and station KDB at Santa Barbara. You are directed, also, pursuant to the provisions of sections 1.302 and 3.290 of the Commission's rules and regulations, to file within 30 days from the date of this letter, applications for renewal of your present licenses for the operation of station KFRC at San Francisco and stations KHJ and KHIJ-FM at Los Angeles.

"The Commission's action followed testimony received at recent standard broadcast hearings before Commissioner Clifford J. Durr in San Diego in which the application of KGB for an increase in power from 1 kw to 5 kw was heard. However, the Commission is known to have been studying network affiliation contracts for some time.

"Don Lee serves as the West Coast contractor for the Mutual network. While the Commission did not spell out the nature of the possible time violations, it was believed that the Don Lee practice of optioning several hours for its regional operation beyond the Mutual nationwide network requirements motivated the decision to conduct the inquiry.

Time Regulation

The Commission's designation for hearing of stations owned by the network rather than the network itself was apparently based on the language of regulation 3.104 regarding option time. While not desiring to formulate an interpretation of the rule in advance of the hearings, a Commission official suggested that the enforcement agency would indeed be put in an "anomalous position" if the option time regulation applied to affiliates but not to owned stations of a network.

Regulation 3.104 reads:

No license shall be granted to a standard broadcast station which options for network programs any time subject to

(Continued on page 85)

DON'T SAY IT WASN'T FUN

IN HIS first semester as chairman of the FCC, Paul A. Porter—a champion raconteur in a city that is noted for its quipmasters—chalked up many memorable remarks which will bring chuckles to broadcasters for generations. Among them:

If 112 me will reach the moon, 108 ought to reach the American farmer.

You can put a sound up to the moon, but Petrillo would want to charge for the echo.

The UNO says we can share each other's atom secrets. But Petrillo says we can't share each other's music.

The question is not whether radio is here to stay but whether the listener is here to stay.

My father moved to Kentucky from Missouri when I was three months old because he didn't like the way Missouri water mixed with Kentucky bourbon.

The book that had the most influence on my life was my bank book.

Are we to assign a license on the basis of the length of the tail on a coonskin cap?

Communications will share more of the burden of reconversion than anyone ever thought Petrillo and God would.

A cultural program is one that you seldom hear.

Television is like a bowl of peanuts on a bar. You can't keep your fingers out of it.

That's like the Kentucky editors I know. They determine what side they were going to be on, knowing that whichever it was they were going to be right.

Before taking off on an inspection flight with fellow-commissioners: "If this plane crashes, the art of radio will be advanced 25 years."

Eastman Starts Initial Use of National Spots

EASTMAN KODAK Co., Rochester, N. Y., has embarked on a station break campaign of weather forecasts that, if present plans materialize, may become ubiquitous and continuous as the Bulova watch time signals.

In the last few weeks the company's agency, J. Walter Thompson Co., New York, has begun to buy station breaks in the best evening spot obtainable on a seven-days-a-week basis to broadcast forecasts on to tomorrow's weather forecasts through courtesy of Eastman. Idea, developed some years ago and shelved during the wartime era of no weather broadcasting, is that plans for taking pictures are largely dependent on the weather, so that it is natural for the maker of cameras and film to give the users of them that information.

Campaign is getting under way on about a dozen stations but plans call for expansion nationally as rapidly as desirable time can be secured. The campaign, Eastman's first venture into national spot radio, is being heavily merchandised, including recorded demonstrations by Kodak salesmen to dealers.

Celanese Test

CELANESE CORP. OF AMERICA, New York, starts sponsorship of a quarter-hour transcribed show titled "Fashions & Fabrics," featuring Marie Woodward, fashion and fabric expert, three times weekly 9:30-45 a.m. starting March 11 on WSB Atlanta. Contract for 13 weeks was placed through Young & Rubleam, New York. Show may be put on network.

Fur Schedule

SHELDON EXCLUSIVE Furr-ners, Chicago, has renewed present schedule on WAAP WIND WGES Chicago and plans to add more stations in near future. Agency is Lieber Adv., Chicago.

Plans 200

COLGATE-PALMOLIVE-P E E T CO., Jersey City, March 4 starts a 52 week spot campaign for VETO (a deodorant) on about 200 stations. Agency is Ted Bates Inc., New York, Ralph Robertson, of Colgate and Ed Small, a sales manager and director of Ted Bates, currently are touring country for available spots.

Squibb Time

FIFTEEN YEAR contract, longest term in radio history, has been signed between E. R. Squibb & Sons, New York, and the Academy of Motion Picture Arts and Sciences for a dramatic half hour series titled Academy Awards Theatre. Program on March 30 goes into time vacated by the Helen Hayes show sponsored by Textron, Saturdays, 7-7:30 p.m. (EST) on CBS. Format will feature stars and stories that have won the Academy Award in previous years and also those nominated. Contract was signed by B. B. Geyer, president of, Geyer Cornell & Newell, New York, agency of E. R. Squibb, and Jean Hersholt representing the Academy.
Radio Gives Biggest Value Per Dollar

Figures Prove Case For Air Against Other Media

By J. FRANK BEATY

(See editorial on page 50)

NETWORK radio can deliver the advertiser’s message, via a half-hour evening program, into 1,000 homes for an average cost of $5.30, or $1 per 189 families.

Newspaper ads of 650 lines reach 1,000 homes for $7.20, or $1 per 122 families—55% more expensive than radio.

Full-page ads in nationwide weekly magazines reach 1,000 homes for $9.75, or $1 per 114 families; 65% above the cost of radio.

Full-page ads in leading women’s magazines reach 1,000 homes for $12.20, or $1 per 81 families; 96% more expensive than radio.

These figures are submitted as only one of the ingredients which are part of any decision as to which medium should be used. They endeavor to show how much it costs an advertiser to reach people by radio, magazines, and newspapers. They are not concerned with other important ingredients—such as are part of any medium study, such as policy, objective, product, market—and especially, relative impact of each medium. They only cover cost of transporting the message.

Advertising Dollar Trends

Redistribution of the national advertising dollar has occurred in the last decade (see chart), with two trends shown. First, radio has moved ahead steadily; second, advertisers have put increasing portions of the major media expenditures into radio.

Radio has gone up from $68,-000,000 in 1935 to $272,000,000 in 1944; from 17% of the advertisers budget in 1935 to over 30% in 1944. Magazine expenditures have risen from $121,000,000 to $275-,000,000, to from 31% to 34%. Newspapers have risen from $107,-000,000 to $216,000,000 but have dropped from 43% to 26% in share-of-budget.

Differences in relative impact, in memorability, in length of message available (and thus in total of listener or reader attention), and differences inherent in the distribution of the three media have been the factors in the trends. The paper shortage also played a part, but the trend was there before the war-created paper problem arose.

Transportation costs show how many dollars are required to get an advertising message from the factory into the home. They do not show what happens afterward.

By confining inter-media comparisons to the transportation cost factor, the bromide about impossibility of comparing apples and oranges is avoided, since the dissimilar media themselves are not matched for impact copy effectiveness, or type of family reached or other market and distribution possibility.

The Hearst publications as a group. The media presentation was made to Walter Thompson Co., one of the leading radio-buying agencies.

Mr. Johnson’s remarks were given what he views as a twist in emphasis, he informed Lannan that the figures of J. Walter Thompson Co., Co. are a matter of justice to her explaining his criticism.

To clear up the muddled situation, BROADCASTING offers a detailed version of the NAB presentation to the Media Men’s Assn. Titled “How Much for How Many?”, it was prepared after insistent requests by the media group, which had heard claims for newspapers, magazines and by the Hearst publications as a group. The media presentation was made Jan. 9 by Charles H. Smith, market research counsel for the CBS network sales department [BROADCASTING, Jan. 14]. It was prepared by Frank E. Pellegrin, NAB director of broadcast advertising, in cooperation with the research departments of NBC, ABC and CBS.

Next week Mr. Johnson’s criticism, as outlined in his memorandum to Miss Nelson, will be presented, along with comments by Mr. Pellegrin.

The figures of 28,135,000 and 19,900,000 represent the number of families who could, if they would, hear the program or read the ad—the total opportunity of the advertise message.

How many of these families are actually reached by an advertisement in each of the two media?

Ratings in the 32 cities surveyed by Hooper show that the minute-by-minute listening to the average evening NBC and CBS half-hour program for the year ended September 1945 was 10.6. Projected against the total potential of 28,135,000 families, the average number of families reached by network radio is 2,982,510.

The Continuing Study of Newspaper Advertising for newspaper ads of 500 to 800 lines measured in over 80 cities shows an average noting—seeing some part of the advertisement—of 16% (this figure is used by the Assn. of National Newspaper Representatives). Projected against the 19,900,000 circulation, the average national newspapers reached 3,184-220 families.

(The space unit of 500-800 lines is used by the newspaper representatives in presenting their case; it permits use of about the same amount of copy as a half-hour evening program allows for commercials. It fits in with the ground rules set up by the newspapers in comparing these ads with evening half-hours in radio. The Hooper 10.6 figure is conservative for radio since listening in many cities not measured by Hooper is far above the figure and would raise the average if included.)

That’s the “how many” of radio and newspapers. How much did these families cost the advertiser?

The average half-hour evening radio program costs about $16,000, $10,500 for the time and $5,500 for talent.

The cost for the newspaper space is $26,377. (This is open rate.)

Dividing the number of families delivered into the cost of reaching them gives these figures (see chart):

$3.50 per thousand families actually delivered during the average minute of the 30-minute evening network broadcast.

$3.28 per thousand families (Continued on page 38)

Redistribution of Media Budgets

National Advertising 1935-1944

NET COST OF REACHING PEOPLE

RADIO

\#5.30 PER THOUSAND FAMILIES

WOMEN'S MAGAZINES

\#628 PER THOUSAND FAMILIES

NEWSPAPERS

\#8.75 PER THOUSAND FAMILIES

PERIODICALS

\#17.20 PER THOUSAND FAMILIES

February 25, 1946 • Page 17

BROADCASTING • Telecasting
Retiring FCC Chief Confirmed For OPA Post

By SOL TAISHOFF

IN THE Washington tradition, political forces were at work last week—even before the vacancy officially existed—to goad President Truman into making a new appointment to the FCC and to replace Chairman Paul A. Porter.

The name of Burke Clements, chairman of the Industrial Accident Board of Montana, and a staunch adherent of Sen. Wheeler (D-Mont.), was the first to be advanced. Senator Wheeler proposed the appointment to the President in a conversation earlier in the week.

Mr. Porter, confirmed by the Senate last Thursday in record-breaking time, was prepared to tender his resignation as an FCC chairman promptly—possibly today. Then, it is expected, he will be sworn in forthwith as OPA administrator, succeeding Chester Bowles, who was appointed to match in the stabilization structure.

Denny to Take Over

Charles R. Denny Jr., who was to return today from a hearing tour, followed by a brief vacation at Sea Island, Ga., was to take over promptly as acting chairman by Presidential instruction. Whether the 33-year-old commissioner will succeed to the full chairmanship remains conjectural. Generally, it was felt he would be "on trial" for a while.

Moreover, it was evident that the FCC chairmanship—a political post and one commanding the influential assignments in the Federal establishment—could not be continued long under an acting head. The pressures for a permanent head would be too great according to those politically wise. Beyond that, danger of three-to-three splits on the Commission would augur for prompt appointment of the seventh man.

When President Truman was asked at his press conference last Thursday whether he would name a successor to Mr. Porter, his response was not immediate. It is now an open secret that the President originally had no intention of filling the vacancy and did not want Mr. Porter to resign the FCC post. But a study of the statutes, as well as prodding from the Hill, resulted in the decision announced Feb. 15 by Mr. Porter that he would resign promptly.

Sen. Wheeler, it was learned, advised both the White House and Mr. Porter that he felt it would be unwise to leave the FCC job dangling. Sen. Wheeler was represent- ed as feeling that if the FCC job was kept open for Mr. Porter, the Commission might be susceptible to attack whenever the OPA got hot.

But the administration intention remains the same—that Mr. Porter shall return to the FCC chairmanship when the OPA task is fulfilled or headed in the right direction. If the administration is unable to withstand the pressures for a prompt appointment, it would then be assumed that Mr. Porter might be named to fill whatever vacancy might develop either through expiration or resignation.

Higher Places

That would seem to be the intended course, but whether it is the likely one is open to question. Once Mr. Porter completes the OPA assignment—and that is expected to entail at least a year—he probably will be headed for higher places in the Government. He has always yearned to return to private broadcasting and to use his profession of law or in the publishing field. He accepted the OPA assignment because the President wanted him to and because there were no other offers.

Indications were not conveyed to those adverse that the FCC chairman was one of the few men who were "on trial" for the full chairmanship. Mr. Porter can be expected to figure in any new appointment to the FCC.

Other Names Heard

Other names have been bandied about for the FCC vacancy but these have been speculative. Aside from the Clements endorsement, it was doubtless last week whether any other name formally had been submitted to the White House.

As yet there has been no organized effort in radio to get behind a candidate. As usual, those who did comment felt that a practical broadcaster—one acquainted with the vagaries of radio operation—would be the kind of the vacancy. Mr. Porter's possible successor is to be filled. Or they expressed an expectation (Continued on page 87)

Westinghouse Reports on Stratovision

Usable Signal Heard 250 Miles From 25,000 Feet

USABLE SIGNALS have been transmitted over a distance of 250 airline miles from an altitude of 25,000 feet using only 250 w of power, a report to the FCC on Stratovision, Westinghouse Electric Corp.'s system of airborne television and FM transmission, revealed last week.

Submitted by C. J. Burnside, manager of the Westinghouse industrial electronics division, which is conducting tests in cooperation with the Glenn L. Martin Co., the data "more than verifies all of the optimistic estimates of Stratovision possibilities made when the system was announced last August," he said.

FCC Agrees

The FM signal picked up by the FCC's monitoring station at Laurel, Md., was strong, according to Commission engineers, and the experiments bear out optimistic theoretical calculations of coverage. While bugs affecting the quality of the signal remain to be worked out, the most enthusiastic claims for national-wide FM coverage seem well founded, Commission sources generally agreed.

Westinghouse is now equipping a plane for forthcoming television transmission experiments. The tests, originally scheduled for December, though far from complete, Mr. Burnside pointed out, already presage economically practical television and FM radio services available throughout the country to both farm and city homes. "We are certain that here at last is the answer to transmission problems which have delayed television and FM expansion by limiting their services to big city audiences only. There is every reason to believe that Stratovision will break these fetters and that the day is not far distant when programs will be available to small town and farm homes—as well as city audiences—all over the land," said Mr. Burnside.

Ebel Directs Aviation

Directing aviation side of the project is William K. Ebel, vice president in charge of engineering for the Glenn L. Martin Co. All television and FM is in charge of C. E. Nobles, 28-year-old Westinghouse radar expert out of whose imagination sprang the idea for Stratovision. Mr. Ebel probed the idea a little more than a year ago [Broadcasting, Jan. 7].

This is how he sees it: "Radio waves which carry television and FM programs travel only in a straight line and are lost at the horizon. This means that best ground station coverage is in a radius of 55 to 50 miles. Line-of-sight coverage is increased, however, as the antenna is raised and with this elevation comes a proportionate reduction in the number of stations required to serve a given area. Consequently, there is in turn mean less amplification, better program quality and lowered costs. "Stratovision planes flying six miles in the air would cover approximately 103,000 square miles in a great circle more than 400 miles in diameter. Eight such planes in addition to broadcasting to the respective areas over which they cruise would form a coast-to-coast high-altitude radio relay network. Addition of six more planes would make possible program service for 75% of the nation's population and 100% coverage could be attained by the addition of several more planes."

The granted construction permits for test equipment shortly after the system was announced, and by last December a plane had been refitted for tests. Working in collaboration with a ground station established at the Westinghouse plant in Baltimore, field strength measurements were made which proved as good or better than indicated by calculations based on wartime radar experience.

Three channels on frequencies between 100 and 500 mc have been utilized in experiments to date. Studies of "ghosting", and FM transmission have occupied two, and the third has been employed for communications necessary to the tests. Experiments are not yet under way on other channels.

The problem of "ghosting" is the core of the work around which the television tests have centered. "Ghosting" is the out-of-register image viewed when a signal is picked up by two different wave paths, one in direct line from the transmitter, the other by reflection (Continued on page 88)
Richmond makes \(\frac{1}{3}\) of the world's cigarettes

You've known Richmond was a big tobacco center. But did you know that one-third of the world's cigarettes are made in this city that's the top of the South?

It's depression-proof industries, of which tobacco is only one, that make Richmond a continuous prosperity market.

If you have something to sell ... and plan to use radio ... WLEE is the station Richmond has learned to listen to. It's your Mutual station.

**W.L.E.E**

*In Richmond ... the continuous prosperity market*

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

Represented by Headley-Reed  
February 25, 1946 • Page 19
Community FM May Outdo Regionals

Advantages Expected To Be Emphasized By FCC

ENCOURAGING prospective broadcasters to file for community FM stations, an FCC official said last week that favorable locations for these stations may approximate or exceed the coverage of standard regional outlets.

This point is expected to be emphasized at informal conferences beginning next week between Commission engineers and conditional grantees for FM stations to hasten the issuance of construction permits. With so many applications requesting metropolitan stations, the Commission will endeavor to conserve frequencies through greater use of community channels wherever proposed coverage can be attained in this way [BROADCASTING, Feb. 11].

Studies made by the Commission, it was disclosed, indicate that community FM stations will do a better job than a standard local station. The requirements for a community outlet are demanding but if the prospective broadcaster selects the right elevation and uses the highest antenna permissible the area served may be even greater than a regional standard station.

Nighttime Power

"In congested areas," an official pointed out, "a community station will generally provide equal or greater coverage at night than standard regional stations due to the nighttime limitation on regionals."

Citing the Washington metropolitan area as an example, he said that community stations in the suburban towns of Alexandria, Va., Arlington, Va., Frederick, Md., and Loudon, Va., are being licensed to operate. That is true throughout the nation, the official added. In the remainder of the country, the Commission has tentatively allocated 10 channels (281 through 290) for community stations and these may be used in any community which is not the principal city of a metropolitan district.

In the remainder of the country, or Area II, the Commission has tentatively allocated 10 channels (281 through 290) for community stations and these may be used in any community which is not the principal city of a metropolitan district.

First FM Outright Grants May Be Issued in 10 Days

FIRST CONSTRUCTION permits for FM stations may be issued within the next 10 days, Broadcasting learned last week.

The permits are to be held March 11. Although NOTA/CAA, the Commission, has tentatively allocated 10 channels (281 through 290) for community stations and these may be used in any community which is not the principal city of a metropolitan district.

First FM stations, as they are set up, are to operate on the 100 me band. This band is to be used for FM stations only. The Commission has decided to use this band for FM stations only, because this band is not used by any other type of station. As a result, there will be no interference between FM stations and other types of stations.

An experimental FM station now operating in the Capital would, if properly located, serve a greater area both day and night than a standard local station, he said. Of the Washington experimental stations, WXL, operating on the 100 me band, is being operated in the northwest direction because of the intervening hills, he adds, but is heard throughout the city. The station uses a 250 w transmitter with 1500w output. Mr. Dillard thinks the community FM station has a great future and "will totally and completely replace the standard local station."

In many cases, he points out, a standard broadcast tower can be used by simply increasing the height and while this may not be done in some instances with other standard stations during a period of dual operation he does not believe the Commission would object in view of its desire to foster FM.

Under the FCC rules, community stations are limited to 250 w effective radiated power and maximum antenna height 250 feet over any average terrain 10 miles from the transmitter. Greater height may be permitted on proper showing but in such cases a reduction in radiated frequency assignments, coverage of 50 miles is permitted for community stations on the same channel and 35 miles on adjacent channels.

Antenna Restriction

Several thousand community stations may be available under FCC allocations. In Area I (New York, Southern New England and Middle Atlantic region) 20 channels (281 through 300) are allotted for these stations and are available in any community which is not the principal city of a metropolitan district.

Aside from the abundance of community stations available, Commission officials have pointed to the relatively small investment required for this type of station. A Community survey made last November estimated the median cost of major broadcast equipment for a 250 w FM station (including transmitter, antenna, control consoles, turntables and monitors) at 50,000. Similar equipment for a 5 kw FM station would cost approximately 80,000.

COMMUNITY FM stations, vastly underrated by many broadcasters as to their coverage possibilities, may have a greater future in the FM picture than the number of applications indicates.

Drug Firm Negotiates

UNION PHARMACEUTICAL CO., Bloomfield, N. J., is negotiating for sponsorship of Famous Jury Trail. Subscribe for several weeks, program was formerly sponsored by Williamson Candy Co. Marschall & Pratt, New York, is agent. Product is Saraka, laxative.

Travelers Auditions

TRAVELERS INSURANCE CO., Hartford, Conn., has been auditioning shows for a nighttime network program through its agency, Young & Rubicam, New York. When picked, show will mark firm's first use of network radio, although as owner of WTIC, NBC affiliate, it has been concerned with network radio for many years.

Swift Considers

SWIFT & CO., Chicago, sponsor of the 9:30-9:45 a.m. segment of the Breakfast Club on ABC, is considering sponsoring first half hour of the program, 9:30-9:45 a.m. Philco Corp., sponsors the ABC's half hour of Monday through Friday program has been broadcast sustaining. Swift has first option on the half hour, said J. Walter Thompson Co., Chicago, is agency for Swift.

Cosmetic Test

HELEN CURTIS INDUSTRIES, division of National Mineral Industries, Chicago, (cosmetics), new to radio, in a 13 week test on March 3 starts sponsoring weekly half hour musical feature, Good Morning America, on ABC Pacific stations, 8:30-9 p.m. (PST). Originating from San Francisco program will feature Bob Grant, baritone, with John Gableth, narrator. Phil Bovero has been signed as musical director. Agency is Adolphe Wendl & Assoc., Hollywood.

Enzo Expands

ENOZ CHEMICAL Co., Chicago, which started national circulation sponsorship of Ella Mason Show and Gloom Dodgers on WHN New York, effective March 23 adds Housewives Protective League and Sunset Salutes, Sunset magazine, combination of WJZ New York. Local stores are placing six to eight stations in Texas and Louisiana and two in Oklahoma. Firm starts spot schedule in latter March half hour一口气 WGL Fort Wayne, Ind. Contracts for 13 and 26 weeks were placed through Lieber Adv., Chicago.

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BROADCASTING • Telemarking
NINE HUNDRED AND FIFTEEN FEET HIGH
ONE MILLION LISTENERS WIDE

COVERS OKLAHOMA BEST

930 KC.—NBC AFFILIATE
OWNED AND OPERATED BY
THE OKLAHOMA PUBLISHING CO.;
THE DAILY OKLAHOMAN AND TIMES
THE FARMER-STOCKMAN
KVOR, COLORADO SPRINGS
KLZ, DENVER (Affiliated Mgmt.)
REPRESENTED NATIONALLY
BY THE KATZ AGENCY, INC.
If . . . . .
You're a time buyer!
You know the feeling!

It's that inside, so-good sensation
that dispels all doubts and gives
you an air of confidence that goes
only with signing up a station you
know in advance will produce.

Time buyers have that so-good
feeling about WWVA. Read what
one of them had to say about our
performance:

"Congratulations for breaking a record
which seemed impossible to break. We
share your thrill in doing such a won-
derful job!"

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

---

War Developments Will Greatly Expand
Radio, Walker Declares at Tulsa Meet

IMPORTANT technological de-
velopments arising from the war
will greatly expand radio and
other communications and will
further add to the regulatory work
of the FCC, Commissioner Paul A.
Walker said in an address Feb. 18
before the Tulsa Chamber of Com-
merce.

In Oklahoma to conduct broad-
cast hearings, Comr. Walker said
that the development of new tubes
and devices such as Klystron and
the Magnetron have made possible
the use of frequencies as high as
30,000 mc. Before the war, he re-
called, licensing was limited to 400
mc.

Future Outlook

Comr. Walker forecast that the
future may well see television and
facsimile combined with telephony
to permit visual long distance con-
versations. He added that such
operations are now technically pos-
sible and that further research may
make the service practicable.

Recent improvement in transmit-
ters, receivers and highly direc-
tional antennas for use on the
higher frequencies, he asserted, will
make possible nationwide radio
relay systems. By use of low power
transmitters, he added, radio and
other signals can be carried along
direct routes of relay stations in-
stead of by wire. Such a system,
said, will require less equipment
and will largely eliminate mainte-
nance of poles and wires.

This new point-to-point radio
technique, Comr. Walker said, will
also make it possible to send FM
broadcasts, radio photos, tele-
vision and facsimile transmissions.
Through the system, he declared,
"telefax apparatus may be placed in
office buildings, hotels, railroad sta-
tions, airports and other public
places where facsimile messages
can be dropped in slots and trans-
mitted directly to Western Union
offices where they will be relayed
with the speed of light to their
destinations."

Reviewing coaxial cable develop-
ments, Comr. Walker said that
1,500 miles of cable may be laid
by the end of this year and 4,500
miles by the end of 1947. He said
it may be possible to transmit high
definition television pictures in
color on these conductors.

Tracing the history of Federal regu-
lation of communications and the
establishment of the basic radio
law in 1934, Mr. Walker likened
the story of the origin of the FCC
to "the story of society's struggle
to achieve the maximum benefits
from communications under a sys-
tem of free democratic enterprise.
The American people, he said,
insisted that regulatory processes
be provided to protect the public
interest."

While the problems in communi-
cations have not been completely
solved, he said, "out of the proc-
esses of regulation and the pres-
sures of public opinion have
emerged certain standards of per-
formance that have improved radio,
television and telegraph service."

Corwin Is Honored At Willkie Dinner
Will Take First Global Trip
As Aviation Industry Guest

NORMAN CORWIN, CBS writer-
producer-director, was awarded the
first "One World" trip, (a trip
around the world) for his con-
tribution toward a closer under-
standing among peoples of the
earth in a special ceremony Feb. 18
at the Wendell Willkie Birthday
Dinner at the Waldorf-Astoria,
New York. Ceremony was broad-
cast at 10:30 p.m. on Columbia.

"One World" award was pat-
terned after Mr. Willkie's flight
around the world in 1942 as a
reminder of his dream of world
unity for all mankind and is spon-
sored by the National Council for
American Unity and the Willkie
Memorial of Freedom House. The
world trip by air, which Mr. Cor-
win will take later in the year, was
financed by friends of the late
Wendell Willkie in the aviation
industry.

Presented by LaGuardia

Presentation to Mr. Corwin was
made by former Mayor Fiorello H.
LaGuardia, who said he hoped a
national memorial committee would
insure perpetuation of the award
and that a winner would be an-
nounced annually on Mr. Willkie's
birthday. He said the award had
been given to Mr. Corwin, "whose
inspired writing for radio and
other media makes him a worthy
recipient of this distinction as the
first of the Willkie travelers who
will circle the globe."

In 1945 Mr. Corwin wrote two
memorable broadcasts — "Word
From the People" on the eve of the
San Francisco Conference and "On
A Note of Triumph" on V-E Day.

Sterling Signs

STERLING DRUG, Co., New York
(pharmaceutical), Feb. 18 started
sponsoring five-weekly quarter-
hour program of song and patter
featuring Zeke Manners on ABC
Pacific stations, Mon.-Fri. 7:45-8
a.m. (PST). Dancer-Fitzgerald-
Sample, New York, has account.
81,259 one dollar vitamin orders sent WLAC in 130 weeks

BREAKDOWN BY STATES

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<td>Other States</td>
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</tr>
</tbody>
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"GATEWAY TO THE RICH TENNESSEE VALLEY"

NASHVILLE

50,000 WATTS

REPRESENTED BY THE PAUL H. RAYMER CO.

February 25, 1946 • Page 23
Can You Think of a Better Reason to Listen to WMT?

GINNY SIMMS

WMT is Eastern Iowa's only CBS station. Reason enough why it's the No. 1 station in the area... why it gives coverage to your sales story throughout 19,000 square miles of sales-rich Eastern Iowa... reaching 1,200,000 people—the largest coverage of any station in the state within its 2.5 MV line!

You know the job will be well done when you put your sales map pin on WMT... the biggest radio buy in the best market of a great state.

WMT's story is a big one to tell—and important to hear. Contact Your KATZ AGENCY Man at Once!

...and WMT are both the Favorites in Eastern Iowa

Represented by KATZ AGENCY
NBC Is Taking Steps To Aid Chicago Radio

FIRST POSITIVE step to help Chicago program production was outlined by C. L. Menser, NBC vice-president in charge of programs at a news conference in Chicago Wednesday. Mr. Menser said NBC plans to use "a considerable amount" of the $100,000 [Broadcasting, Feb. 18] set aside by NBC to develop talent and programs on its M&O stations. Such talent would not only be given a chance to be featured on network programs but would be "farmed out to NBC affiliates as guest stars and for added experience in the custom of big league baseball clubs," he said.

Mr. Menser said Jules Herbuveaux, WMAQ-NBC program director, had been given a directive authorizing greater use of audition facilities and expenses for developing package shows. No show would be built for sustaining time as such, Mr. Menser said, voicing the belief that no show is worthwhile if it has no commercial possibilities. He recommended that Chicago originated programs be given credit on the network to stimulate public interest in Chicago talent.

L.A. Local Seeks Raise

LOS ANGELES Local 40 of IBEW (AFL) plans to negotiate with independent stations in that area for a 40-hour week with 48 hour pay, according to Roy Tindall, union business manager. Contract renewals are coming up soon, said Mr. Tindall, and a uniform starting date will also be sought. Move is to offset take-home pay lost when technicians and engineers reduced working week from wartime 48- hour schedule to postwar 40 hours. IBEW plan calls for increased hourly rate. IBEW is also organizing L.A. area recording plants and plans an all-out campaign in early March to organize the 40 or more new and smaller plants that were started in that district during the past year. Local 40 also has notified independent stations that union technicians must be used on all remotes as of March 1.

Enemy Report Lists

WEEKLY lists of scientific and industrial reports based on captured enemy equipment and investigation of process are being published by the Office of the Publication Board, Dept. of Commerce. The lists are available from the Superintendent of Documents, Government Printing Office, with $10 required as initial payment for the service. They contain brief summary of each report, with cost of complete reports which can be obtained in photostat or microfilm form for prices ranging from 10 cents to about $3 depending on size.

Films Take Song Titles

POPULARITY of current songs is reflected in titles of three films now scheduled: "That's For Me"; "Till The End of Time"; and "Sentimental Journey."
Rented by Air

TIGHT housing situation in Washington was loosened temporarily for J. Allen Brown, NAB assistant director of broadcast advertising, who has been bunking in temporary quarters while trying to rent a home. Mr. Brown, formerly manager of WFOY St. Augustine, turned to radio for help. Arthur Godfrey mentioned his plight on WTOP and a listener came through with a furnished house in fine locality.

FIRST TELEVISION award of This Month Magazine has been presented to Frances Scott. Program is audience participation video show packaged by Basch Radio Production and telecast on WRGB Schenectady.

DuMont Video Book Explains Costs, Operation of Medium

A SINGLE STUDIO television station, requiring an initial investment of $272,500, operating with two full crews and presenting 49 hours a week of live shows, films and remotes at an annual cost of $185,000, should be able to sell enough time for net operating profit (before taxes, insurance or legal fees) of $48,000, according to "The Economics of Du Mont Television," issued by the Allen B. Du Mont Labs.

Based on the company's experience in operating WABD New York, booklet warns that in making estimates reader will have to allow for differences in wage scales, power costs and sustaining program expense between his city and New York.

After outlining the equipment needed to present full service, it points out that to provide a seven-hour-a-day program schedule calls for two full operating crews, each working 48 hours a week. Weekly schedule follows:

- Actual live talent air time: 14 hours
- Studio rehearsal time: 56 hours
- Remote air time: 3% hours
- Remote set-up time: 17% hours

Total: 96 hours

Citing average costs of radio as $.00136 per listener to a half-hour evening network program, of magazines as $.0045 per reader for a half-page or larger ad, and of newspapers as $.00928 per reader for half- and full-page ads, the booklet proposes that $.003 per viewer is fair for a half-hour evening video program.

By the end of the second year of operation, a station in a market of 100,000 families should have a potential of 10,000 families, an average audience of 5,000 sets-in-use with eight viewers per set, or 40,000 persons on the average. At $400 a person, this would mean a half-hour evening rate of $120, the equivalent of $200 per hour and $80 per quarter-hour, the booklet states.

"Du Mont's experience suggests that television stations should be able immediately to fill commercial sponsorship for approximately 70% of their air time, leaving only 30% to be met with sustaining programs."

Booklet then goes into the station's rehearsal policy, addition of a second studio and third operating crew, and effect of network affiliation (addition of 28 hours of network time a week will add $144 to the station's annual revenue, Du Mont estimates).

Du Mont's conclusion is: "A full-service television station can be operated profitably in any market which, when reasonably developed, can justify a time rate of $200 per hour."

Liberties Meeting

ANNUAL conference between officials of the American Civil Liberties Union Radio Committee and the NAB will be held Monday in New York. Representing NAB will be President Justin Miller and Executive Vice President A. D. Willard, Jr. Radio committee chairman is Thomas Carskadon. Problems involving freedom of the air and radio legislation will be discussed.

U. K. Set Making

LICENSES for the manufacture of 1,367,000 British radio receivers have been issued by the British Board of Trade, according to a report from the United Kingdom last week. Through October, the Board reported 18,550 new peacetime sets had been manufactured and 1,382 of them were exported. All receivers exported in October totaled 2,379 as compared with 944 for June, 1945. Of the new construction permits, 480,000 sets are destined for export.

WGY Anniversary

WGY Schenectady celebrated its 24th birthday Feb. 20 with a special half-hour program featuring Donald Dame, Metropolitan tenor, and Frances Lohnerts, contralto and orchestra directed by Edward A. Rice, who participated in the station's first broadcast. Kelvin Hager, WGY station manager, was the first announcer for the station. Feb. 23-24, WGY presented a series of remotes on winter sports tournaments from Lake Placid. WGFM (FM) also carried the programs, and several hundred feet of film was made for GE's television outlet, WRGB.
IN THE RICH AUSTIN, TEXAS AREA LISTEN TO KNOW

Shrewd buyers of radio time who want to reach the 82,340 families in the rich, responsive Austin market, turn naturally to KNOW, the oldest and by far the leading Austin station. High in listener loyalty, KNOW is the popular sales-producing station that influences the buying habits of the 329,374 people who live in this major Texas market. With KNOW’s low-cost sales and effective promotion of your product, you KNOW your campaign will be a success.

RADIO STATION
KNOW
AMERICAN, MUTUAL AND TEXAS STATE NETWORKS STATION
WEED & CO., Representatives


BROADCASTING • Telecasting
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Growing Advertising Volume Is Seen
By Standard & Poor's 1946 Survey

FORECAST of a growing advertising volume which within a few years may well surpass the 1929 record of $2,600,000,000 is made by Standard and Poor's Corp., New York, in its 1946 survey of printing and publishing.

Radio will continue to get a whopping share of the total volume, Standard and Poor's predicted. The survey, charting a history of advertising dollar distribution since 1926, pointed out the "remarkable growth" of radio advertising which "has been largely at the expense of newspaper advertising."

Radio Figure Rises

The chart showed that advertising expenditures in 1928 were $790,000,000 for newspapers, $215,000,000 for magazines and $29,000,000 for radio. By 1944, last year charted, the figures had changed to $650,000,000 for newspapers, $252,000,000 for magazines and $407,000,000 for radio.

Advertising expenditures in magazines remained stable from 1932 to 1942, low figure being $110,000,000 in 1933, the high $190,000,000 in 1937. But in 1945, magazine expenditures began to soar. Standard and Poor's guessed that in 1943 and 1944 magazines got the advertising expenditures which were overflowing from a radio industry that had found physical limitations of time sales.

"Radio," said Standard and Poor's, "is now firmly entrenched as one of the important advertising media." But radio's advertising income is showing signs of leveling off. Time sales, the report said, may be "approaching a saturation point."

Of greater immediate concern than time limitations to radio, said the report, are "the heavy costs which will be incurred in the changeover from standard broadcasting to frequency modulation during which period two transmitting services must be operated without the benefit of additional income." And television's costs of development "will be a further drain" on the radio industry.

CBS Still Strong

"While this transition period may prove temporarily costly," said the report, "a high level of time sales doubtless will be maintained. Profit margins will be adversely affected until FM and television become commercially profitable, but lower taxes should permit better than average earnings."

"Standard broadcasting, which probably will be eventually superseded by frequency modulation, should maintain its favored position among major media."

In the same survey, Standard and Poor's had a look at the financial strength of CBS, only network whose stock is listed on exchange. CBS, said the report, "is fully maintaining its position and should share in the peacetime expansion of radio advertising."

CBS's finances, said Standard and Poor's, are "strong," its earnings "excellent," and its dividends "generous." In 1944 CBS earnings were $2.72 per share, on which it paid dividends of $1.80. In 1945 earnings were $3.31 per share and a $1.80 dividend was paid.

Double Interlude

WHEN WHCU Ichaca, N. Y., cut into the network for the CBS Houseparty, and got only silence, announcer Paul Hadley quickly reached for a transcription, "Interlude No. 2." The recorded pianist rippled along for several seconds when control engineer Florence Bergin heard signs of life on the CBS wire—Columbia was also "filling" with piano music. Mrs. Bergin faded out recorded "Interlude No. 2" simultaneously. He was playing "Interlude No. 2," in the same key as the WHCU transcription and was at the same place in the music.

WINNERS OF FALCON CONTEST ARE NAMED

WINNERS of the reciprocal promotion contest sponsored jointly by Mutual, RKO Radio Pictures, and American Safety Razor Corp. to plug Mutual's "Adventures of the Falcons" and RKO's "Falcon in San Francisco" were announced in New York last week.

First prize—a $500 Victory bond—went to William A. Schweitzer, promotion manager of WEBR Buffalo, and Earl Hubbard, advertising director of the 20th Century Theatre, Buffalo. Second prize—a $200 bond—was awarded to Ray Jensen, manager of KEAT Salina, Kan., and William Welton, manager of the Strand Theatre, Salina. Third prize—a $100 bond—went to Barbara McFarland, sales promotion, CKLW Detroit, and Daniel Lewis, of Cooperative Theatres, Detroit. Each prize was split between the two winners.

During the promotion campaign, local MBS stations offered free time to local movie exhibitors showing "Falcon in San Francisco," and in reciprocation, movie houses promoted Mutual's "Falcon show," sponsored by American Safety Razor Corp. Tuesdays 8:50-9 p.m. The razor company provided the three prizes for the station-theatre teams.

50,000 WATTS—NBC

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

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"The road back," in New England, will be dotted with new homes, from Maine to Martha's Vineyard. Mustering-out is proceeding apace. GIs, and countless others caught on dead-center by the war, are itching for normal living.

That, in New England, means a home of one's own, tailored to one's inclinations, and outfitted for the comforts and luxuries one's purse can afford. The needs of each new family-group, starting from scratch, will be a catalogue of about everything which goes into the American standard of living. The aggregate will be a hungry market which it will take years to sate.

The voice of WBZ, Boston, reaching into all the nooks and crannies of this affluent area, should tell these budding home-makers of your wares, and where they can be bought. There is no time like the present... no medium more effective than WBZ... for firmly establishing your brand-name in the favor of New England.
NBC Film Deal

NBC and Jerry Fairbanks, Hollywood film producer of short subjects, have closed deal for latter to make a series of experimental shorts of all types and lengths for television. Arrangements were made by John Royal, NBC vice president in charge of television, and Harold J. Bock, newly-appointed West Coast video director for the network. Although Mr. Fairbanks is producer for Paramount shorts of all types and lengths for television. Arrangements were made by NBC with other film producers for television products. Columbia Pictures Corp. is reported to be quietly making a series of "open end" video short subjects.

ASBURY PARK, N. J., authorities have named an orchid "Arthur Godfrey" in honor of the CBS personality. Orchid will be given one of the "most smartly dressed women" in Asbury Park's annual Orchid Promenade next Easter.

FTC Office of Legal Investigation Proposed Under Reorganization Plan

RADIO AND PERIODICAL Div. of the Federal Trade Commission is to be combined with the Chief Examiner's Div. in a new Office of Legal Investigation to be established under a reorganization plan submitted to President Truman last week.

Head of the new division has not yet been designated, but the Commission stated definitely that important new positions would be filled from present personnel, and indicated that either James A. Horton, who heads the Chief Examiner's Div. or PGad B. Morehouse, Radio and Periodical Div. chief, are logical aspirants to head the new office.

The Office will "coordinate and broaden the legal investigational activities of the Commission" and "in some instances will institute specific projects for simultaneous investigations as to all members of an industry engaging in similar illegal practices." There has been criticism that the FTC's case-by-case procedure works a competitive hardship on those first moved against, and the latter provision is an apparent answer to this criticism.

Avoid Duplication

Sections of the Reece bill, on which a subcommittee of the House Interstate and Foreign Commerce Committee is now holding hearings, deal with the question of dual jurisdiction between FTC and Food and Drug Administration. On this point the Commission told the President the Medical Advisory Div. has been retained as a separate division, and "There shall be no avoidable duplication of efforts or conflicts in the scientific work of F&DA and FTC, and the Commission proposes to undertake project investigations in cooperation with F&DA and the U. S. Public Health Service."

The reorganization plan proposes a revised trial examiner procedure, where the Reece bill would provide expanded court review. FTC said it had approved a motion "making applicable . . . the provisions of S. 7," the American Bar Assn. administrative procedure reform bill now pending in both houses of Congress. Unlike the Reece bill, S.7 does not change the rule regarding evidence FTC must have in making its decisions.

Voluntary stipulations with FTC have previously been handled by both Radio and Periodical Div. and the Chief Examiner's Div. The new plan establishes a Div. of Stipulations and provides a new procedure "for a proposed respondent to present informally full facts and argument." It has been suggested that Mr. Morehouse might head the new Office of Stipulations.

Other changes provided are annual rotation of Commissioners in supervision of divisions; reorganization of the Office of General Counsel; expansion of duties of the Trade Practice Conference Div., particularly in checking compliance. FTC is scheduled to have its say at the hearings on the Reece bill Wednesday of this week.

CBS Expands

TENANTS in the property acquired by CBS last year, between 48 and 58 E. 53 St., New York, have been given notice to vacate by May 1. Network plans to start clearing property this spring and will erect a studio and office building on the site as soon as materials are available. Specific plans have not been completed pending a clarification of materials situation. CBS executives denied published reports that television studios will be included as size of plot is not large enough.

Service to Clients

IT'S ONE way to service clients. Dick Schmidt, of KMYR Denver, was riding home from work when he was startled by a man rushing across the street, engulfed in flames. Wrapping him in a blanket, Mr. Schmidt sped him to the Denver General Hospital. There he learned the man had been the victim of an exploding stove. He also learned that the man was one of KMYR's most important local clients.
Cincinnati

WSAI

A GOOD NATIONAL SPOT!

A Marshall Field Station

Representatives: Lewis H. Avery, Inc.
NEW YORK
CHICAGO
Hope Tops Hooper; McGee Leads CAB

Surveys Give Reverse One-Two Ratings to Rival Comedians

BOB HOPE is again the top ranking radio entertainer, according to the network program report of C. E. Hooper Inc. for Feb. 15, which ranks this program 2.6. Fibber McGee and Molly is second with 31.5, Fred Allen third with 26.8.

Other top programs are: Jack Benny, 26.6; Charlie McCarthy, 26.5; Bing Crosby, 25.0 (celebrating Bing’s return to the program with a jump of 7.6 rating points); Red Skelton, 24.3; Radio Theatre, 23.6; Walter Winchell, 22.6; Jack Haley, 21.8; Screen Guild Players, 21.0; Mr. District Attorney, 19.9; Truth or Consequences, 19.6; Amos ‘n Andy, 19.3; Abbott & Costello, 19.2.

Average evening audience rating was 10.5, same as for the second January report and down 0.3 from a year ago. Average evening sets-in-use was 31.5, 0.6 less than the last report, 1.5 less than a year ago. Average evening available audience was 80.3, down 0.5 from the last report, up 0.5 from a year ago.

Six Oldtimers

Of today’s first 15 programs, six were also in the first 15 of ten years ago, Allen, Benny, Crosby, Winchell, Amos ‘n Andy and Radio Theatre. Full top 15 for Feb. 15, 1936 were: Major Bowes, 43.0; Burns and Allen, 27.8; Rudy Vallee, 24.9; Jack Benny, 24.2; March of Time, 23.8; Amos ‘n Andy, 23.4; First Nighter, 20.9; Fred Allen, 20.8; Shell Chateau, 20.0; Show Boat, 18.9; Walter Winchell, 17.9; Phil Baker, 17.7; Eddie Cantor, 17.4; Bing Crosby, 16.0; Radio Theatre, 15.9.

Daytime programs, for the first time covered in the same report as the evening shows and covering the same checking dates, were headed by Ma Perkins, with a rating of 8.7. Average daytime audience rating was 4.9, down 0.2 from the last report, down 0.3 from a year ago. Average daytime sets-in-use was 18.0, up 1.0 from the last report, up 0.2 from a year ago. Average daytime available audience was 74.4, down 0.3 from the last report, up 2.4 from a year ago.

Top ten daytime shows were: Ma Perkins, 8.7; Young Widder Brown, 8.2; Breakfast in Hollywood (Procter & Gamble), 8.1; Big Sister, 8.0; When a Girl Marries, 8.0; Breakfast in Hollywood (Kellogg), 7.8; Our Gal Sunday, 7.8; Kate Smith Speaks, 7.4; Young Dr. Malone, 7.3; Stella Dallas, 7.2; Life Can Be Beautiful, 7.2.

* * *

“Fibber” Leads CAB

Fibber McGee & Molly is the country’s most popular radio program, according to the Feb. 19 report of the Cooperative Analysis of Broadcasting, which gives the program a rating of 25.6. Bob Hope, who follows the McGee’s on NBC’s Tuesday night schedule, follows them also on the latest CAB report with a rating of 24.2.

Charlie McCarthy is third with 22.6 while Lux Radio Theatre and Red Skelton tied for fourth place with 19.4. The CAB report two weeks before had shown Lux Theatre third, Charlie McCarthy fourth and Red Skelton tenth.

Other leading programs and their CAB ratings were Fred Allen, 20.1; Walter Winchell, 19.6; Jack Benny, 19.5; Screen Guild Players, 19.3; Kraft Music Hall, 19.2; Mr. District Attorney, 19.7; Eddie Cantor Show, 17.1; Amos ‘n Andy, 16.9; Sealtest Village Store, 16.5; Abbott and Costello, 16.2; Aldrich Family, 16.1; Truth or Consequences, 15.7; Joan Davis Show, 15.3; Dr. Christian, 14.7; Big Town, 14.5; Kay Kyser, 14.5.

Average popularity rating for evening network shows was 9.3, up 0.4 from the last report and the same as a year ago. Average evening sets-in-use from 6-10:30 P. M. was 28.8, up 0.5 from the last report and down 0.3 from a year ago. Average sets-in-use from 10:30-11:30 p.m. was 19.9, same as the last report but down 1.0 from a year ago.

Canadian Ratings

Charlie McCarthy becomes most popular evening program in Canada replacing Fibber McGee and Molly in the February national evening ratings issued by Elliott-Haynes Ltd., Toronto. Charlie McCarthy shows program rating of 39.8, sets in use 51.4. Fibber McGee and Molly follows with program rating of 38.5, with Radio Theatre in third place with 36 rating. Next seven most popular programs in Canada are Music Hall, 24.8, Green Hornet (Canadian origination) 23.5, Request Performance 22.9, Bob Hope 21.5, Album of Familiar Music 21.2, NHL Hockey (Canadian origination) 21.1, and Treasure Trail (Canadian origination) 20.8.

Five leading French evening shows are Nazaire et Barnabe 36.5, Troubillion de la Gaiete 38.3, Un Homme et Son Poche 38.3, La Ralentissement du Rire 38.3, and En Chan
tant dans le Vivoir 38.3.

ALLIED RADIO Corp., Chicago, has published its 1946 catalog, “Everything in Radio and Electronics.”

6000 SUNSET RADIO Center Bldg., Hollywood 28, California. Has The Tullis agency, to handle advertising.

New building is owned and operated by Frank Burke Sr., head of RFDV Los Angeles.
SYMBOLS in the SKY...

She Ancient superstition linked man's destiny to this picturesque merry-go-round of odd figures that we call "the Signs of the Zodiac." Today we live and do business by more realistic symbols.

For instance, in the skies over Baltimore there's the symbol—WCBM. Not superstition, but hard, cold facts have convinced radio time-buyers that these letters mean year-round, economical coverage of the Baltimore market. Sponsors who have linked their names to WCBM have attained results that are satisfying and significant. Are you getting the most out of your efforts in this large and profitable market?

Baltimore's Listening Habit

WCBM

MUTUAL BROADCASTING SYSTEM

JOHN ELMER, President

EXCLUSIVE NATIONAL REPRESENTATIVES

FREE & PETERS, INC.

GEORGE H. ROEDER, General Manager
You Can Believe In This Sign!

All signs around this area point to one thing...that KFDM is your answer to coverage of the Rich Sabine Area! KFDM is the only major network station covering the three key cities of this $584 million dollar effective buying income market...Beaumont, Port Arthur, and Orange. Penetrate these Gulf Coast cities with expanding PERMANENT INDUSTRIES now...they're growing by leaps and bounds!
On August 4, 1942, PLANTERS PEANUTS assumed the sponsorship of WTIC's 6:00 to 6:15 P.M. news program, three times weekly. Today, after almost four years of continuous broadcasting, the success of this association is perhaps best indicated by the following statement from J. Walter Thompson Company, Planters' advertising agency:

"Length of broadcasting alone speaks for the satisfaction received from using WTIC . . . particularly in these past years of material shortages and distribution difficulties."

Naturally, we are pleased with the result which this radio promotion has achieved. It is merely another example of what happens when products of fine quality . . . like PLANTERS . . . are brought to the attention of WTIC's responsive listeners.
Seven FM Station Grants Announced

TOTAL conditional grants issued by the FCC for FM stations reached 330 last week with authorization for seven more stations. The Commission made six grants to Baltimore and one to Annapolis, all for metropolitan stations.

Together with the 124 applications designated or scheduled for hearing, the Commission has now taken initial action on 454 FM cases. As of last week, there were still 275 FM applications to be acted upon.

Three of the grants last week were to Belvedere Broadcasting Corp., and the A. S. Abell Co., both of Baltimore, and Capital Broadcasting Co., Annapolis, Md., new-comers. Belvedere is owned jointly by Thomas F. McNulty and Bernard G. Peter. The former is a member of the Maryland State Legislature and district manager of the Reliance Life Insurance Co. Mr. Peter is Assistant State's Attorney for Baltimore City and was formerly in the printing and publishing business.

The Annapolis company has as its officers; John W. Downing, president; William G. McWilliams, vice president; A. Walter Kraus, secretary; and F. Marion Lazeny, treasurer.

The Abell Co. is the publisher of the Baltimore Sun and the Baltimore Evening Sun.

The Commission also set for hearing applications of WJOB Chicago; Central Illinois Radio Corp., Peoria, Ill.; Bieberbach Broadcasting Corp., Waltham, Mass.; and Skyland Broadcasting Corp., Dayton, O.

Grants issued last week follow:

<table>
<thead>
<tr>
<th>City</th>
<th>Grantee</th>
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<tr>
<td>Annapolis</td>
<td>The Capital Broadcasting Co.</td>
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<td>Baltimore</td>
<td>The Monumental Radio Co.</td>
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<td>Baltimore Broadcasting Co.</td>
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<td>Baltimore</td>
<td>Belvedere Broadcasting Corp.</td>
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<td>Baltimore</td>
<td>The Baltimore Radio Show Inc.</td>
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<tr>
<td>Baltimore</td>
<td>The A. S. Abell Company</td>
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Five VA Officers

VETERANS Administration radio services section, public relations, has added five new members to the staff. Charles Dillon, formerly officer in charge, radio programming section, Navy public information, has been appointed chief of VA radio program procurement section. Edward Fisher, released from Signal Corps and G-2 as major, heads the speech writing section.

Writer Elizabeth Henney, authority on veterans medical problems, is now specialist on that subject with the VA. Howard Wolfe joins as writer, having formerly been program director with AFRS in Southern France and formerly with WIBC Indianapolis. Louis M. Marks, ex-PRO at Bolling Field, Washington, and with the 9th Air Force, and prior to that with WEST Easton, Pa., is in promotion department.

Seldom Wrong

HAMILTON GRANT, CJAD Montreal morning news-caster, got a tip from an "un-impeachable" source that a train of home-coming soldiers would arrive at 5 p.m. that afternoon, two hours late. Station was deluged with calls protesting that the railroad, the military and other Montreal radio stations had all given arrival time as 2:45. Double-checking, Grant called Army headquarters. Said the military: "We had thought the train would arrive at 2:45, but CJAD reports it won't arrive until 5:00." The troop train arrived in Montreal at 5:00.

CJAD gets the move on the out-maneuvered ex-casters and newsmen of KEX and AFRA had been certified as exclusive bargaining agent of staff announcers, actors, singers, commentators and newsmen of KEX. Portland, Ore., Westhouse station, on the basis of a consent election in which eight out of eight eligible voters cast ballots for the AFL union.

AFRA Certified

NLRB announced last Monday that AFRA had been certified as exclusive bargaining agent of staff announcers, actors, singers, commentators and newsmen of KEX. Portland, Ore., Westhouse station, on the basis of a consent election in which eight out of eight eligible voters cast ballots for the AFL union.

Originators of many great programs, headlined by "The Lone Ranger" and "The Green Hornet", WXYZ is one of the few stations that regularly originates and produces programs for national networks outside of New York, Chicago and Hollywood. Over 300 radio stations throughout half the world regularly air productions originating from the studios of WXYZ.

(Key Station of the Michigan Radio Network)
Affiliated with the American Broadcasting Company, Inc.
Owned and Operated by the
KING-TRENDLE BROADCASTING CORPORATION
1700 Stroh Building    Detroit 26, Michigan
Represented by the Paul H. Raymer Co.
Buying time on the John H. Perry foursome of stations in Florida is almost as good as having your own mint. Get used to the jingle, jangle, jingle of silver coins coming in. Investment, results, satisfaction—three words that mean more money per minute. The four-star team that covers northern and western Florida markets... WJHP, WTMC, WCOA, WDLP.

WJHP — Jacksonville, Florida
WCOA — Pensacola, Florida
WTMC — Ocala, Florida
WDLP — Panama City, Florida

Represented Nationally By:
JOHN H. PERRY ASSOCIATES
John H. Perry Associates WJHP WCOA WDLP WTMC
Radio Value
(Continued from page 17)
noting (not reading) the average newspaper ad.

What happens when an advertiser and his agency get maximum value out of their radio time or their newspaper space?

Radio Ad Costs
In a study by the Assn. of National Newspaper Representatives, "30,000,000 Pantries," the noting cost per thousand families reached ranges from 61 cents for a Wheaties ad to $3.58 for a Royal Crown ad to $2.65 per thousand noting the average Beechnut ad. The 16 lowest-cost ads in newspapers had an average cost of $2.65 per thousand noting families.

Taking 16 low-cost radio programs including 9 daytime and 7 nighttime in 13 cities (9 CBS, 7 NBC programs) from individual Hooper city reports, costs range from $2 cents for Woman in White for Procter & Gamble Co. in Omaha to $2 for Bing Crosby in Buffalo, to reach 1,000 families, or an average cost of $1.06 per thousand families for radio. (See Table I.)

(These are not the lowest cost radio ads but they taken from individual Hooper city reports just as the newspaper costs were taken from the individual newspaper city reports. They actually are considerably more expensive cost figures because they represent average radio listening to these programs over a period of from two to five months; newspaper ads were onetime shots.)

Effectiveness
Effectiveness of all national advertising in one newspaper set against the average audience of all network programs on a single station shows these figures for six cities:

Cost per 1,000 families in Pittsburgh, $1.36 for radio, $10.38 for newspapers; in Providence, $4.25 for radio, $8.51 for newspapers; in Minneapolis, $2.65 for radio, $9.80 for newspapers; in Columbus, $4.15 for radio, $13.73 for newspapers; in Louisville, $2.80 for radio, $6.41 for newspapers; in Cincinnati, $1.05 for radio, $6.90 for newspapers.

(Figure arrived at in Pittsburgh, for example, by taking Advertising Research Foundation report on one issue of the Pittsburgh Sun-Telegraph, with 17 national ads averaging 269 lines, with average space cost of $107; on the average, 6.1% of readers saw each ad, giving $10.38 as average cost per thousand people who noticed an advertisement. Average Hooper ratings of all network programs on KDKA applied against station's circulation, giving total number of people who heard some part of these programs; time and talent cost of daytime and evening programs applied against number of listeners, giving $1.36 per 1,000.) See Table II.

SUMMARY—RADIO VS. NEWSPAPERS

| Table Number One |
|---|---|
| 16 LOWEST Cost Newspaper Advertisement | 16 LOW Cost Radio Ads In Typical Markets |
| **Advertiser** | **Size** | **% Reading (lines)** | **Women** | **Cost per 1,000 Readers** | **Cost per 1,000 Listeners** | **Program** | **D-Daytime** | **E-Evening** |
| Wheaties | 150 | 53% | 1.61 | 6.32 | Woman in White | 1.79 | 7.9 | Life Can Be Beautiful |
| Fleischmann’s | 175 | 33 | 1.50 | 4.26 | Ma Perkins D | 1.99 | 7.3 | Young Widder |
| Lipton’s Tea | 180 | 26 | 1.99 | 7.3 | Brown D | 2.15 | 7.9 | Aunt Jenny B |
| Royal Crown | 175 | 19 | 1.79 | 7.9 | Life Can Be Beautiful |
| Land-O-Lakes | 150 | 31 | 1.89 | 6.5 | Big Sister D | 2.33 | 8.8 | Fibber McGee E |
| Armour & Co. | 154 | 39 | 1.91 | 6.7 | Big Town E | 2.57 | 8.3 | Aunt Jenny B |
| Eagle Milk | 152 | 20 | 2.33 | 8.8 | Fibber McGee E | 2.57 | 8.3 | Aunt Jenny B |
| Fels Naptha | 102 | 12 | 2.44 | 8.3 | Aunt Jenny B |
| Lever-Spy | 312 | 31 | 1.77 | 6.1 | Our Gal Sunday D | 2.72 | 9.6 | Screen Guild Players E |
| Ivory Soap | 197 | 24 | 3.09 | 10.7 | Screen Guild Players E |
| Kellogg’s All-Bran | 480 | 41 | 3.16 | 1.01 | When A Girl Marries D |
| Pillsbury’s | 326 | 29 | 3.22 | 1.18 | Romance of Helen Trent D |
| Royal Crown | 495 | 31 | 3.58 | 1.48 | Mr. District Attorney E |
| Wilson & Co. | 322 | 32 | 3.96 | 1.48 | Bob Hope E |
| Heinz Ketchup | 312 | 28 | 4.14 | 1.67 | Alfreid Family E |
| Beechnut | 306 | 21 | 4.30 | 2.00 | Bing Crosby E |
| **Average** | | | | | | | | |

*Includes 10% for preparation.

TRUSCON engineers are ready to help you plan your radio tower installation for maximum efficiency.

Call in TRUSCON engineers during the early stages of your plans for antenna installations. Their experience assures satisfactory, trouble free operation today—tomorrow—and during the years to come.

1946 is the year of decision and transition. Truscon can help toward the correct antenna decision—toward orderly and efficient transition to the newest in radio.

Truscon engineering consultation is yours without obligation. Write or phone our home office at Youngstown, Ohio, or any of our numerous and conveniently located district sales offices.

TRUSCON STEEL COMPANY
YOUNGSTOWN 1, OHIO • Subsidiary of Republic Steel Corporation


Four women’s magazines—Ladies’ Home Journal, Good Housekeeping, McCall’s, Woman’s Home Companion—have an average page cost for all four of $39,000, delivering a gross advertising opportunity of 13,750,000 families. With 10% added for art work and production, cost is $43,000 for a page ad in all four magazines. Average noting—percent of people having seen any part of the average ad—for magazines is 43%. (This is

(Continued on page 42)
Typical of the results being obtained by WIBC advertisers from early morning time are those reported in the above letter from a sponsor who used his regular 6:30 spot for a few days to feature sheep-lined, leather flyers' suits.

It seems that these cold-weather coveralls were a much needed item in the male wardrobe—particularly for such purposes as ice fishing—because so many farmers and sportsmen, some of them from points as distant as 100 miles, beat a path to this merchant's door that a sell-out of the entire stock soon resulted.

All of which just goes to show that in the good State of Indiana, a lot of people regularly beat the sun out of bed . . . and start the day by tuning in the strong, clear signal of WIBC at 1070 on their dials. So if you're wise to these Hoosier ways, you'll take top dividends on your radio dollar by scheduling WIBC . . . where early morning time is selling time!

JOHN BLAIR & COMPANY - National Representatives
FM BROADCAST

- Direct crystal control
- One crystal
- Less distortion
- Modulation independent of frequency control
- Lower noise level
- Greater frequency stability
- Fewer tubes
- Fewer circuits and controls

The Phasitron
Cut-away view showing the internal construction of this outstanding 9-electrode tube—not much larger than a receiving tube!

Block Diagram of the New G-E FM Modulator Circuit—A fundamentally new modulation and frequency-control circuit, the G-E FM modulator provides new simplicity, easy tuning, and a minimum of maintenance. Control center of the circuit is the Phasitron—a 9-electrode tube pioneered by Zenith, developed and built by General Electric. The Phasitron in effect produces a "rotating electron wheel" within the tube itself. An external coil around the tube acts to momentarily accelerate and retard this "wheel" magnetically at an audio-frequency rate. The action produces wide-swing frequency modulation without need for frequency conversion and intricate frequency multiplier chains.

STUDIO AND STATION EQUIPMENT • TRANSMITTERS

GENERAL ELECTRIC
EVERYTHING IN RADIO—TELEVISION—ELECTRONICS
TRANSMITTERS...

use this revolutionary

NEW CIRCUIT

GENERAL ELECTRIC FM transmitters open a new era in broadcasting with a modulator and frequency-control circuit as sweeping in importance as the introduction of crystal control.

Operating under principles of frequency modulation and frequency control completely different than those employed in conventional FM broadcast transmitters, this simplified all-electronic circuit makes possible direct frequency control independent of modulation—with a frequency multiplication of only 432! Here is a dependable and straightforward system that uses no frequency conversion, permits extremely wide modulation phase shifts at low frequencies and improves transmitter signal-to-noise ratio. Simplicity with one crystal, fewer tubes, fewer circuits, and fewer components insures greater dependability, makes every G-E transmitter easier to tune and to maintain.

Heart of the G-E FM modulator circuit is the G-E Phasitron—a combined electronic tube achievement of the Zenith Radio Corporation and General Electric Company. This tube is capable of producing directly wide-swing frequency modulation without need for intricate frequency multiplier chains and frequency conversion. With the Phasitron, reactance-tube and crystal-reference circuits are eliminated.

For complete facts about the new modulator circuit and for full technical specifications on General Electric's complete line of FM broadcast transmitters call your G-E broadcast sales engineer, or drop a line to: Electronics Department, General Electric Company, Schenectady 5, N. Y.

For earliest possible delivery of your broadcast equipment, place your order now.

ANTENNAS • ELECTRONIC TUBES • HOME RECEIVERS

See G.E. for all three!

FM • TELEVISION • AM
We Gave Them THE BIRD...and they Liked it!

About eight years ago...in the middle of the night...WIP's Pep Boys Down Patrol played a special selection, "BLUEBIRD OF HAPPINESS." The listeners liked it. Liked it so much they recently insisted that it be made available for playing at home.

RCA-VICTOR engaged the same Metropolitan Opera star Jan Peerce, who made the original under a nom de song, to make a record of the "BLUEBIRD" and it's selling BIG!

More proof of the fact that they want what they hear on WIP!

** 610 K.C.
** MUTUAL'S 3rd MARKET AFFILIATE
** 5000 WATTS

Represented Nationally by GEO. P. HOLLINGBERY CO.

---

Radio Value
(Continued from page 38)
merely "remembering having seen some part of the ad"; thorough readership figure would drop to 8 or 9%.

Using the 28,135,000 families with time and talent cost of $16,000 for radio, and average rating of 10.6, a conservative basis is provided since larger ratings in non-Hooper cities are not included and Nielsen reports indicate average audience is 15% to 30% greater than coincidental ratings obtained by Hooper.

Four leading weekly magazines—Life, Saturday Evening Post, Colliers, Liberty—forming perhaps the broadest basis for general reading, deliver an advertising potential of 11,900,000 at a cost of $54,000 for space plus 10% for production and art costs, or a total of $38,000, with an average noting of 38%.

These comparisons reveal: $5.30 per thousand families for radio.

ABC Sunday Change
H. FENDRICH Inc., Evansville, Ind. (cigars), Feb. 24 dropped ABC Smoke Dreams series, Sun. 2-2:30 p.m. CST. Advertising budget has been reduced with lifting by OPA of bulk tobacco prices, sponsor stated. Agency is Ruthrauff & Ryan, Chicago. Part of ABC period will be taken April 7 by William S. Scull Co., Camden, N. J. (Boscul Tea). A new show, A Present from Hollywood, 2-2:15 p.m. will feature dramatic excerpts from popular motion pictures enacted by New York radio actors and a weekly prize for listener submitting best letter on why he likes Boscul Tea. Agency is M. H. Hackett Co., New York.

Name San Juan Office
PAN AMERICAN Industries of New York, Puerto Rico and Dominican Republic, has appointed McCann-Erickson's San Juan office to handle advertising of Presidente Beer and Coca Cola in the Dominican Republic, effective immediately. Spot radio campaign is being used in Dominican Republic for these products.

Lime-Cola Plans
LIME-COLA Co., Montgomery, Ala., and the Lime Cola Export Co., have appointed Norman A. Mack & Co., New York, to handle advertising. Radio will be included in campaign which will be set about March 15.

Moves to ABC
SOUTHERN COTTON OIL Co., New Orleans (Wesson Oil and Snowdrift), sponsors of Try'n Find Me, Mon. - Fri. 3:3-15 p.m. on CBS switches early in March to 4:15-4:30 p.m. on 79 ABC stations, five times weekly. Agency is Kenyon & Eckardt, New York.

WGY Wins Plaque
GENERAL ELECTRIC plaque, awarded annually to one of ten stations now or formerly operated by NBC for efficiency of technical operations of transmitters, has been won by WGY Schenectady for 1945. WGY also won in 1944. In 1945 WGY, during a total of 6,878 hours, 7 minutes on the air, lost only one minute, eight seconds due to personnel errors or equipment failures.

Page 42 • February 25, 1946
WHY BUY HALF A LOAF?
To Baltimoreans, there is only
ONE real radio station . . . WFBR

Yes, WFBR alone attracts huge studio audiences, visitors in large numbers . . . and gives advertisers the goodwill of Baltimore's only complete radio service. Only here do you get crowds of daily visitors—product displays and all the glamor of Radio City in smaller replica. No wonder successful advertisers have concentrated on WFBR for over a decade—day in and day out—year in and year out. For WFBR gets results. And in Baltimore, WFBR is a living, breathing radio station—not just a tower or a spot on the dial—it's Baltimore's Big Home Town Radio Station. It is your best buy in the nation's 6th largest market.

MEMBER—AMERICAN BROADCASTING CO. • NATIONAL REPRESENTATIVE—JOHN BLAIR & CO.
PHASE-SHIFT MODULATORS FOR FM

Before the war, REL was the only manufacturer of FM broadcast transmitters who advocated the use of the Phase-Shift method of producing Frequency Modulation. REL transmitters have always employed this method because of the very high order of stability and the low distortion characteristics that are inherent in the system.

It is with considerable pride, therefore, that we now find our judgment confirmed through the introduction to the art of crystal controlled phase-shift arrangements that have been engineered by other manufacturers. It is certain that their decision to adopt the basic principle of the Armstrong Modulator will be helpful to the FM industry as a whole.

We do not believe that the circuitry employed to produce a phase-shift is as important as the recognition that the Phase-Shift principle is the best. We do contend, however, that the performance and reliability of the dual channel Modulator by REL cannot be surpassed, and we predict that the operating data on all systems that will soon become available to the industry will establish this fact.

REL built the first commercial Phase-Shift Modulator in 1938 and has built a substantial quantity of them during the last eight years. The experience gained in these years makes it possible for REL to offer the most advanced designs and insure the highest quality of performance and reliability.

NBC Long-Term International Program Project Is Officially Adopted by AAUN

AMERICAN Assn. for United Nations has officially adopted NBC's United Nations Week scheduled for observance the first week in September, it was announced last Tuesday by Clark Eichelberger, director of AAUN, and Sterling Fisher, in charge of the project for NBC.

A leading educational group devoted exclusively to fostering United Nations understanding with 12 regional offices and 61 branches in American cities, the AAUN will ask governors of states to proclaim state wide observance of the United Nations Week.

Previously the National Education Assn., whose membership includes 850,000 teachers, started its plan for observance this week for America's schools. NBC's affiliated stations are also planning special local activities.

AAU is planning special pamphlets, fliers, and posters for distribution through its organization. Pieces will carry a key note motto to be chosen jointly by AAUN and NBC, as well as the official seal on the United Nations charter.

According to plans announced by Dr. James Rowland Angell, NBC public service counselor, Keystone of the project is a "United Nations Week" to be observed nationally by NBC and locally by its affiliates during opening week of the first meeting of the United Nations Assembly, expected to be held in September in New York. During that week, NBC will hold a conference of broadcasting educators and program executives of member nations of the UNO to develop an exchange of cultural programs. Starting at that time NBC will set aside a weekly half-hour for special programs. Period subsequently would be used for exchange programs.

NBC affiliate stations during the week will arrange civic and cultural activities, including public meetings and special broadcasts locally on the UNO theme. The National Educational Assn., will observe United Nations Week in schools throughout the country, will coordinate its activities with those of NBC, it was stated.

Beginning in June, NBC Our Foreign Policy program will be devoted to broadcasts on operations of all UNO organizational units. This program will be augmented by Music of the United Nations, Home Around the World and Tales of the World and Tales of the Foreign Service which will replace current University of the Air programs beginning with summer months.

Material for foreign service programs will be taken from State Dept. Foreign Service Office files.

In announcing project, which will be under supervision of Sterling Fisher, director of NBC University of the Air, Mr. Angell said it "effects a new concept in the use of broadcasting as a world-wide medium of understanding and cooperation."

William B. Benton, Assistant Secretary of State, said: "As a positive contribution to the building of an enduring peace, the development of genuine mutual understanding among peoples is perhaps the surest way of removing the threat of the atom bomb, and that is an aim and an end to which the statesmen throughout the world. It is gratifying, therefore, to find NBC initiating a broad project built around the United Nations and devoted to foreign questions of foreign relations."

CBS STATION BOARD HEARS VIDEO PLANS

CBS AFFILIATES Advisory Board met last week in New York for its first conference of 1946. Television planning occupied an important part of the agenda. The meetings, Feb. 21-22, included a demonstration of CBS full-color television and discussions by CBS engineers and executives on costs and methods of operating telecasts.

Board members in attendance were: I. R. Lounsberry, WBW Buffalo; E. E. Hill, WTAG Worchester, Mass.; KARM Fresno, Calif.; F. C. Eighmey, KGLO Mason City, Iowa; C. T. Lucy, WRVA Richmond; Clyde Rembert, KRLD Dallas; John Rivers, WVEC Charleston, S. C., and W. H. Summerville, WWL New Orleans. George J. Higgins of KSO De Moines, attended in place of Arthur Church, KMBC Kansas City.

CAST of "Wings Over Jordan" (all-Negro radio and concert choir), has returned to U. S. after a ten month tour of USO Camp Shows and the USO Camp Shows tour of FTO and March 3 will resume its regular broadcast Sunday morning on CBS.
You Can’t Complete This Picture Without

IT’S A CHOICE 168 MILLION DOLLAR MARKET

As the geographical, trading, financial, industrial, commercial, and educational center, Lubbock is the hub of a vast territory comprising sixteen West Texas Counties, known as the South Plains of Texas Area. To reach this great area, use the station that has a corner on this market—KFYO—the only station dominating this area with a consistent clear signal!

AFFILIATED WITH

AMERICAN BROADCASTING CO., INC.

AND

VOICE OF THE SOUTHERN PLAINS OF TEXAS

KFYO
LUBBOCK, TEXAS

February 25, 1946 • Page 45
Jap School Radio
RADIO last week replaced textbooks for Japanese school children in the sixth grade or higher. Book instruction, banned recently because of ideological content, is now supplanted by broadcasts each Thursday morning over a Japanese-wide hookup. Opening of new project coincided with the release of a four-month report by Brig. Gen. Ken Dyke, chief of the Civil Information and Education Section, now in this country recruiting skilled civilian personnel. Gen. Dyke cited a recent survey that fewer than one-third of Japan's elementary and middle class schools had adequate radio facilities.

Ken Dyke, chief of the Civil Information and Education Section, now in this country recruiting skilled civilian personnel. Gen. Dyke cited a recent survey that fewer than one-third of Japan's elementary and middle class schools had adequate radio facilities.

SR. CARLOS MARISTANY, Undersecretary of Communications, Cuban Government, and chairman of Cuba's delegation, stricken with flu last week, confined to his Shoreham Hotel room, leaving burden of Cuba's work to shoulde of Dr. Luis Machado, vice chairman.

"HORSE TRADING" was in evidence last week as the Cubans met with representatives of the Bahamas, Canada and Mexico in informal sessions so that Cuba might go back home with something. FCC Commissioner E. K. Jett, U. S. delegation chairman, succeeded in paring Cuba's earlier demands.

PLAYING no small part in Interim Agreement are Washington communication attorneys and counseling engineers. While official delegates attended formal meetings and social functions, lawyers and engineers burned midnight oil, giving U. S. delegation benefit of their experience and knowledge.

PAUL D. E. SPEARMAN left a hospital last week to join U. S. delegation night meetings following formal Conference sessions. As counsel for Regional Broadcasters Committee Mr. Spearman has sat in on several U. S. sessions that lasted until midnight. Aiding him is A. L. Ford, Louis G. Caldwell, counsel, and Victor Sholis, director, Clear Channel Broadcasting Service, also are daily participants in U. S. meetings.

QUIPPED Dr. Luis Machado of Cuba when U. S. delegate told him in this country the clear channel question is pending before FCC: "You Americans are planning for the future and you should, Cuba is trying to catch up with the present.

SOCIAL functions were at low ebb last week. Original plans were to extend the NARBA Conference on Feb. 15. State Dept. and industry planned accordingly. Consequently visiting delegates were "on their own" for entertainment most of the week. At September Rio de Janeiro Conference visiting delegates were showered with cocktail parties, dinners and entertainment.

MARION H. WOODWARD, chief of FCC International Division and member of U. S. delegation, after three full-day sessions that wound up around midnight, remarked: "The bags under my eyes have handles on them!"

School FM Needs Skilled Managers
Willard Stresses Requisites For Educational Outlets

MANAGEMENT of professional calibre must be applied to school and college FM stations, projected under the 88-92 MHz spectrum allocation, if they are to be operated successfully and build large audiences, according to A. D. Willard Jr., NAB executive vice president, who addressed on Feb. 20 the Washington, D. C., chapter of the American Association for Education by Radio.

Since these stations will be subject to budgets and lack the financing of commercial stations, special care should be exercised in selection of managers and program directors, Mr. Willard suggested. He recommended that they seek the counsel of commercial station operators.

Mr. Willard predicted that educational FM stations will record many of the educational programs on commercial stations and channel them to their listeners.

Broadcasting's greatest contribution to mankind is education, Mr. Willard said, pointing to its cultivation of the broad principles of freedom and understanding, elimination of barriers between peoples, and presentation of all viewpoints.

Allied Use of Radio
He then referred to the contrary example in many other countries—the criminal use of radio to enslave whole peoples and drive them to savagery and war. This illicit use of the medium was overthrown by the United Nations, he reminded, and noted that the victory was aided tremendously by radio itself as a powerful weapon of strategic warfare.

A trend has developed among victorious nations, especially the United States, toward insistence on free radio for people of congested countries as one of the surest means of preventing war, he said, adding that an unhampered world program of education is a primary safeguard of peace.

The chapter's meeting, was presided over by Hazel Kenyon Markel, president of the chapter and WTOP Washington public service director, Mrs. Gertrude Broderick, secretary, Federal Radio Education Committee, reported on that group's activities. Reports also were heard on local station educational programs and listening experiments in Washington schools.

BBC Report
BBC has spent approximately eight million pounds on overseas and European service excluding home service during period March 1944-1945. Approximately 4.1 million pounds was spent on European services and 3.9 million pounds on overseas operation.

Airline Guests
JAMES O'BRYON, publicity director of Mutual, and William F. Brooks, NBC director of new ventures, spent a week in London and Amsterdam last week on setting up the new service between New York and Amsterdam. They will return to New York Feb. 26. Mr. Brooks expects to confer with Romney Wheeler, BBC representative in Amsterdam, and to visit Merrill Mueller, in charge of NBC London office with Henry Cassidy going in from Germany for London meeting.
"Why, Mr. Silverpin," I sez to him, "for the best story on network costs, you should . . .

Listen to ABC!"

Just about everybody in the business is finding out that ABC has a story to tell about low-cost programming. Rates are lower than those of major competitors—despite the fact that ABC's fast-growing list of top-flight shows is winning more listeners all the time.

Look at the Sunday evening lineup, for instance: the Radio Hall of Fame, the Sunday Evening Party, Drew Pearson, Don Gardiner, the Quiz Kids, the Sunday Evening Hour, Walter Winchell, Louella Parsons, F. H. LaGuardia, Jimmy Fidler, The Theatre Guild on the Air. Is it any wonder that so many families everywhere are learning to stay tuned to ABC stations for their news and entertainment?

According to night-time coverage figures, the American Broadcasting Company's 198 stations reach an audience of Twenty-Two Million families from coast to coast—and the figure is climbing steadily as the network's station facilities continue to be expanded and improved.

These Twenty-Two Million families, with 92% of the nation's spendable income at their command, constitute a nation-wide audience which can be reached more economically on ABC. If you compare rates, you'll find that one network costs 43.7% more per evening half-hour than ABC; another costs only 28.7% more.

It's because they are able to get good time periods at low cost—and know that this can mean a valuable franchise both now and in the years to come—that so many leading advertisers are buying time on ABC today. If you are looking for good radio time, you'd better listen to an ABC representative soon.

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

1. ECONOMICAL RATES—Network X costs 43.7% more than ABC per evening half-hour. Network Y costs 28.7% more.
2. REACHES 22,000,000 FAMILIES, having 92% of the nation's spendable income.
3. EXPERT PROGRAM SERVICE available if and when you want it.
4. EFFECTIVE AUDIENCE PROMOTION that is making more and more people listen to ABC.
5. GOOD WILL—a nation-wide reputation for public service features that present all sides of vital issues.
6. 198 STATIONS—eager to cooperate in making every program a success in every way.
7. PRACTICAL TELEVISION—program-building on an economical basis.

American Broadcasting Company
A NETWORK OF 198 RADIO STATIONS SERVING AMERICA
It's not WHAT he sings
it's HOW he sings it

Whether it be Bach or "boogie" or a corny cadenza, it's not what he sings, it's how he sings it. The perfection found in an operatic great is the result of years of painstaking study, practice and experience.

We look with pride over our many years of experience in the business of radio advertising—at the proficiency and knowledge men of our organization have acquired. Like the virtuoso, we, too, know our business.

PAUL H. RAYMER COMPANY
RADIO ADVERTISING
NEW YORK • DETROIT • CHICAGO • LOS ANGELES • SAN FRANCISCO
Much About Many

IN RADIO’S quarter-century as a medium, the attitudes of competitive media have ranged from scorn and disdain to off-fashioned knock-down-drag-out performance. For the most part broadcasters have been content to remain on the sidelines, doing a constructive, affirmative job. Satisfied clients have done the rest.

The simple chart of what has happened to the advertising dollar in the last decade attests that radio’s unwillingness to engage in name-calling brawls has been wise.

In recent weeks, however, the going has been brisk. It behooved those in radio to have it out, after the Media Men’s Assn. of New York besought radio to tell its competitive story. All of the others had had their inning.

So radio made its entry with its own study, “How Much for How Many” (see page 17). It must have been a solar plexus punch, judging from anguished shrieks from the white spaces.

The simple story is simply told: What it costs to transport a message to how many people. By avoiding invidious comparisons with other media on what happens after the message gets there—the difficult “orange and apple” matching that upsets statisticians—radio doesn’t even project its chief competitive advantages. These are the impact of the spoken word and radio’s ability to galvanize people into action.

When the sales power of media is analyzed, radio’s showing is something more than impressive. Advertiser after advertiser has increased his radio budget consistently. Radio is just one percentage point out of a tie for first place among the media in volume. When there are more outlets, there will be more business.

All surveys are self-serving. Certain standards, however, are observed and recognized. Application of these statistical standards to the issue opened by our brethren in the print trade shows that radio’s cost of delivery to the public is well below the other media. Surveys, both published and restricted, private and government, indicate radio’s undisputed leadership, as a medium of intelligence.

They asked for it and now they have it—the answer to an advertiser’s prayer: The cheapest way to get there and the heaviest impact upon arrival—that’s radio.

True to Type

LIKE THE flowers that bloom in the Spring (war years excluded) John B. Haggerty, president of the Allied Printing Trades Assn. bounces back into the lobby scene with a legislative plan to wreck commercial radio.

Using the same shop-worn arguments about radio’s competition with the “letterpress industry”, loss of “job opportunities” to the printing trades because the public happens to like radio, and accusations against advertising agencies because they use radio, Mr. Haggerty has launched his new pamphleteering campaign among his membership and in Congress. While past efforts have failed, Gaddy Haggerty and his cohorts have aroused support in certain Congressional quarters for a franchise tax on radio advertising of varying shades.

The newest Haggerty crusade is even more extreme than his last 1941 foray when he sought a 25% limitation on commercial time, and a franchise tax on gross receipts graduated from 10% up to $100,000 on 15% on all above. Now all he asks is that all net profits in excess of $50,000 be recaptured by the Treasury, along with a limitation of $25,000 in salary, bonuses, etc., to any executive.

It serves no purpose to attempt to reason with Mr. Haggerty. That’s been attempted before. The specious “job opportunities” argument was answered effectively just five years ago when it was pointed out to the House Ways & Means Committee that radio had created about 1,000,000 new jobs in manufacturing, broadcasting and related fields, whereas the printing trades estimated there was a 25,000 shrinkage in their ranks, all attributed to radio intrusions on publication advertising.

What was true then is at least ten-fold truer today, because radio has opened vast new fields of employment in mass and private communication, in safety and industrial applications.

The franchise tax has been dropped, but invariably have been discarded as discriminatory. Radio, along with other media, pays both Federal and State taxes. During the war years, when excess profits taxes prevailed radio actually fared worse than the competitive media because radio’s base years were not as good. With excess profits taxes out, most broadcasters are gravy on investments in new plant and equipment for their standard operations, in FM processing and installation costs and in a lesser number of cases, in planning for introduction of television.

It is refreshing to note that the Haggerty clan apparently has dropped its argument about franchise taxes to “defray the cost of regulation”. Now it is pitching for the confiscatory radio impost to be “used exclusively for the reduction of the public debt”. If radio is to play a “franchise tax” for the FCC’s operation (and radio constitutes only one phase of its work) then railroads should defray the cost of the ICC operations, farmers for the Dept. of Agriculture, and industry generally for the Dept. of Commerce. And maybe labor for the Dept. of Labor.

What will the other unions, who owe their wherewithal to radio, do about the printer’s crusade? The unions making up the Printing Assn. are chartered by the American Federation of Labor. So are such unions as AFM, AFRA and IBEW, who owe their fiscal allegiance to radio. And keep in mind, radio pays better to its craftsmen than any other industry ($65.40 per week, according to FCC figures).

Unless we miss our guess, there will be no end to the same sort of intra-union struggle because of the Haggerty hoax that pursued the 1941 effort, when these radio unions went on record in opposition. They couldn’t stomach the drive to undermine radio while they earned ever-increasing livings from the medium.

Meanwhile, before things go to far, we suggest to William Green, and his AFL executive board, to take a look into the Haggerty campaign. AFM is having troubles enough these days without having new strife incited within its ranks by hidden influences which must go far beyond the front that is Mr. Haggerty.

Editorial
When the NEW HOMES of the nation are built...

Oregon will supply MORE LUMBER than any other state, for...Oregon has the greatest stand of merchantable timber in the nation!

WHAM!...goes the branding hammer! And each time this log scaler swings it home, he leaves imbedded in the log the mark of his own outfit...as necessary in Northwest logging operations as the branding of cattle on the plains of ol’ Wyoming.

Just as the log scaler leaves his mark on Oregon timber ...so does KOIN on the community it serves!

KOIN

PORTLAND, OREGON

FREE & PETERS, Inc.,
National Representatives
COMMERCIAL television on March 1 assumes its new channel numbering system as follows (megacycle equivalent shown):

<table>
<thead>
<tr>
<th>Channel</th>
<th>Mc</th>
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<tbody>
<tr>
<td>1</td>
<td>44-50</td>
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<tr>
<td>2</td>
<td>54-60</td>
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<td>3</td>
<td>60-66</td>
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<td>4</td>
<td>66-72</td>
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<td>5</td>
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<td>82-88</td>
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<td>100-106</td>
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<tr>
<td>9</td>
<td>106-112</td>
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<td>10</td>
<td>112-118</td>
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<tr>
<td>11</td>
<td>118-124</td>
</tr>
<tr>
<td>12</td>
<td>124-130</td>
</tr>
</tbody>
</table>

Program Blackouts
Range Up to End of April

COMMERCIAL TELEVISIONing throughout the nation will undergo a partial halt when the new channel assignments take effect next Friday, March 1, the date set by the FCC for changeovers. Only one station will continue programming without interruption; five other outlets instead resumption later in March; and two intend returning by the end of April.

NBC’s WRGB Schenectady, N. Y., which remains on its present 60 mc band since “we believe it unfair to the public to sell 60 mc receivers as they will soon be obsolete.” He added that this would further result in loss of public confidence in television.

In Philadelphia, Philco Radio & Television Corp.’s WPTZ is already off the air, preparing for operation on 60-66 mc as of March 8. Station spokesmen pointed out that although complete studio equipment is not yet fully installed, nevertheless WPTZ will resume with interim studio and mobile cameras until such time when complete delivery of equipment can be made.

On the Pacific Coast, W6XAO Los Angeles, operated by Don Lee Broadcasting System will resume its programming on March 4. Station currently operates on a cut-and-try schedule for KTSF, Don Lee’s outstanding construction permit for commercial video facilities. License to cover KTSF for full commercial operation is expected by next summer, station reports.

WMJT, outstanding construction permit of the Journal Co., Milwaukee, at present is unaffected by the changeover since station does not expect to go on the air until late next year. In the past, station’s construction permit has called for 66-72 mc.

Class A station WBGX, owned by B & K’s WBKB discontinues telecasting next Friday for an estimated fortnight. Station is staying on the same 66-72 mc channel during the shift, but is making antenna equipment changes from its present North-South directional array to a new non-directional system.

Zenith’s WZTZ Chicago has been off the air since Jan. 31 changing to its new 54-60 mc assignment. Comdr. E. F. McDonald, president and general manager of Zenith, anticipates WZTZ’s return to the air within 60 days. He pointed out that the new W6XZC may be on the air before that time on 512 mc which “will give engineers in this area an excellent opportunity to make comparative tests on the low 50 mc low definition as against the 512 mc high definition and color.” Zenith two weeks ago announced its intention of manufacturing receiving sets for four local stations rolled into one—that’s the Army’s wired radio station at McGuire General Hospital, Richmond, as seen by Lieut. Walter Windsor, officer-in-charge since its inception.

“In regular radio, you have to worry about putting out only one program at a time. But at MCGH, the Army’s No. 1 hospital broadcasting system, we operate on four simultaneous outputs,” he explained.

Lieut. Windsor reviewed the workings of MCGH radio—“the largest and most extensive installation in the Army’s ‘bedside network’ system—in a letter to Broadcasting.

Program sources include direct ABC and Mutual lines, a line from WRVA Richmond; receivers to pick up programs of three other Richmond stations, WMGB WRNL WLEE; and local productions including AFRS transcribed material.

Stages and an “availability board” are kept to show station and network shows available for each quarter-hour of MCGH’s 12 1/2-hour broadcast day. From these the traffic clerk makes up the daily schedule for each of the four channels.

Surveys of patient’s preferences guide the programming, and generally, soap serials are eliminated, “talking” programs are minimized, and music is found “greatly preferable.” Remotes are picked up from all sections of the hospital grounds; three request programs are broadcast daily, and Red Cross, post librarian, and Reconditioning Service have regular shows.

The staff, says Lieut. Windsor, is composed of “eight people more or less, usually less.” Loudspeakers are located in “all places of public gathering” and approximately 2,500 bedside receivers are installed at the pillows” of all patients.

Lieut. Windsor has been with AFRS in Hollywood, Persian Gulf and McGuire General Hospital (soon to be transferred to Veterans Administration). He has been in radio since 1935, with J. Walter Thompson Co. and stations including KFOX WSGN WAAT and WMCA.

WEAF Break
FAILURE of the water supply system of the WEAF New York transmitter located at Port Washington, L.I., caused the station to go off the air Feb. 17 from 11:28 to 11:43 a.m.
### Audience Preference Stronger than Ever...

<table>
<thead>
<tr>
<th>TIME</th>
<th>WTAG</th>
<th>STATION A</th>
<th>STATION B</th>
<th>STATION C</th>
<th>STATION D</th>
<th>OTHERS</th>
</tr>
</thead>
<tbody>
<tr>
<td>WEEKDAY MORNING MON. THRU FRI.</td>
<td>41.4</td>
<td>20.4</td>
<td>5.5</td>
<td>27.5</td>
<td>2.7</td>
<td>2.5</td>
</tr>
<tr>
<td>WEEKDAY AFTERNOON MON. THRU FRI.</td>
<td>55.3</td>
<td>11.1</td>
<td>8.9</td>
<td>18.1</td>
<td>5.1</td>
<td>2.9</td>
</tr>
<tr>
<td>EVENING SUN. THRU SAT.</td>
<td>60.1</td>
<td>14.0</td>
<td>14.0</td>
<td>10.7</td>
<td>1.2</td>
<td></td>
</tr>
</tbody>
</table>

DECEMBER 1945 – JANUARY 1946
C. E. HOOPER Station Listening Index
Respects (Continued from page 50)
climb to the highest peak it reached before World War II took the stage. During this scene of intense action in radio, television, and phonograph instruments, he became chief engineer of the RCA Victor Instrument Dept. at Camden. He had been in this new post from the moment the war started. Partly to the fact that the entire personnel of the department was converted to the development and production of war equipment of a highly diversified nature, including radar and other secret devices.

While war activities were in full swing, Mr. Schmit became a staff engineer and his activities broadened still further to include engineering, development and product design of all electronic equipment produced by the company. In June 1945 Mr. Schmit was appointed assistant chief engineer of the RCA Victor Division. In the midst of his new duties he served as a member of the American Society for the Prevention of Blindness, including the Radio which was standardizing components for war equipment.

Director of Engineering

He became director of engineering of the RCA Victor Division in March 1945. Concerned with all products of the company, he now spends a portion of his time in each of the six RCA Victor plants and at the RCA Laboratories unifying and coordinating the work of development, production, and design engineers.

This job is "right up his alley," for he has already seen engineers accomplish so much in this field during the past 23 years that he believes they—especially the younger group coming up the line—will develop many products which will bring both economic and sociological benefits.

To this end, Mr. Schmit stresses the importance of thoroughly modern and completely equipped industrial laboratories which give engineers the best tools for continuing their research.

He is a member of IRE. It's difficult to get "Demmy" Schmit to talk about hobbies. He admits owning a farm of 120 acres, says he enjoys reading, and after dispensing with these minor topics again launches into his hobby of television. He has television sets at home and enjoys observing the progress of television not only in the engineering laboratory but as the results appear on the video screen.

His wife, Margaret, who hails from his own home town of Port Washington, Wis., feels much the same about his absorbed interest in television. A graduate of Marquette U. with a degree in music, Mrs. Schmit enjoys both radio and television but says "There's almost too much television in our house. There's almost too much television in our house. There's almost too much television in our house." Their three daughters—Margaret, 14, Mary Ann, 7, and Elizabeth, 3—are also television enthusiasts.

Walter J. Damm, vice president in charge of the "Radio" "Television" and "Consumer Electronics" departments of the "Television Journal" stations (WTMJ and WTMJ-Milwaukee and WITN- Kansas City), March 14 after a vacation at St. Petersburg, Fla. His vacation, which began in early January, was broken by a business trip to New York later in the month.

William S. Hedges, vice president in charge of the NBC stations network department, has accepted in behalf of the network a gift of a place in the Chinese needlework presented by YU T’ENG-YIN and WENG SHAW WN, representing Chinese International Broadcasting station, Chungking. Gift was made in appreciation of NBC cooperation in transmitting programs to the Chinese station.

Mark Ethridge, editor of the Louisiana (Bea) daily newspaper and WHAS Louisville, participated in the "Public versus Private News -How should the World Learn About America?" on NBC U. of Chicago round table program Feb. 24. Mr. Ethridge recently returned from survey of the Balkans.

Allen Thuman Simmons, owner of WKOR, Akron, Ohio, is penning a personality sketch in current issue of local entertainment field publication, The Night Owl.

In October last, the Board of Judges for the Fifty Direct Mail Awards, New York, to pick the winning entries for the Direct Mail Advertising Association. These good gentlemen cited this station and our agency, Dan B. Miner Company, for their Honorable Mention in this National Competition.

MORE AWARDS HERE

In the next three months on licenses are pending FCC hearings within the East to be made on the West Coast when equipment becomes available. So far 30 minutes seems to be the ideal television program length, he added. On-the-scene new broadcasts will bring in more dollars than other type of video offering, according to Mr. Mowrey.

Hotel Radio

TRADIO Co., Deal, N.J., March 1 will begin merchandising of a radio receiver for hotels. To be installed in hotel rooms and volume controlled so as to not disturb other guests, receiver will operate on coin-machine systems using customers' dollars. Radio will be available in installation units of 100.

Mowrey Describes Net's Video Role

ABC Official Says Company To Continue as 'Jobber' ENVISIONING role of network in television field, Paul B. Mowrey, ABC television director, visiting the West Coast for three weeks conferences, stated it was within expectation of the company to continue as a "jobber" of entertainment selling sponsored and sustaining programs to affiliates.

Emphasizing that television will not provide competition for motion pictures, he added that films will hold the field in spectacular entertainment whereas television will concentrate for some time to come on the-spot feature story coverage. ABC will do more outdoor remotes in the next two years than anyone else in the television field, according to Mr. Mowrey.

He estimated that television production costs would be two or three times that of any other advertising medium. ABC policy, he said, was to pay half the production costs and limit sponsors' contracts to four years. This, he stated, gave the client and network alike the opportunity to experiment and improve production techniques.

West Coast television activities are pending FCC hearings within the next three months on licenses in this area, Mr. Mowrey said, with tests similar to those underway in the East to be made on the West Coast when equipment becomes available. So far 30 minutes seems to be the ideal television program length, he added. On-the-scene new broadcasts will bring in more dollars than other type of video offering, according to Mr. Mowrey.
Now it's **wmca**
First on New York’s Dial

**24 HOURS A DAY!**

WMCA now stays awake nights with a city that never sleeps... stays awake to make the nighttime hours more enjoyable for hundreds of thousands of night workers, night owls, public servants... and folks who just can’t sleep.

"ALL THROUGH THE NIGHT" is on the air from 1:00 a.m. to 7:00 a.m. ... six hours of music on records and the latest news.

The new session carries dance music by the best bands in the early hours and all through the night the music the world loves best.

Hourly news bulletins ... sports resumes ... frequent weather reports ... as well as rebroadcasts of outstanding WMCA daytime features all add up to reasons why New Yorkers tune in to WMCA for the best all-night show in town.

**wmca**

570 ON THE DIAL

Represented by Weed & Company
WFIL Transfer Approved, Durr Protests; WRAW Sale Granted

OVER THE PROTEST of Commissioner Clifford J. Durr, the FCC approved the sale of WFIL Philadelphia by Lit Bros. to Triangle Publications Inc., publisher of the Philadelphia Inquirer, for $1,900,000. In the WRAW transfer, approved last Monday, with WFIL, operating on 560 kc with 1,000 w, goes its FM affiliate, WFIL-FM, and relay stations WDEL Wilmington, Del., and WDEL-WVMMN. Assigned, which followed the Aveo open-bid procedure but brought no competitive bids, was to the Philadelphia Inquirer Division of Triangle Publications.

At the same time the Commission announced it had approved the transfer of 57% of the voting stock of WRAW Reading, Pa., from President-Manager Raymond Gaul and Secretary-Treasurer Harold O. Landis to WGAL Inc. and Keystone Broadcasting Corporation, for $100,000, on condition that transferees dispose of their interests in WAZL Hazelton, Pa.

John F. and J. Hale Steiman are principal owners of WGAL Inc. (WGAL Lancaster) and Keystone (WKBO Harrisburg), and already own 45% of WRAW, for which they paid Clifford M. Chafey $62,500 in 1944. They also control WORK York, WEST Easton, WDEL Wilmington, Del., and hold minority interests in WILM Wilmington. In the WRAW transaction, WGAL Inc. is paying $100,000 for Mr. Gaul's 28.57% interest and Keystone is acquiring Mr. Landis' similar interest for a like amount. Mr. Gaul remains as manager.

Grant Petition

Commission's action in the WRAW transfer was taken in granting a petition for reconsideration and approval of the transfer application without hearing. It previously had been scheduled for hearing in Reading on March 1 [Broadcasting, Dec. 17].

Approval in both the WFIL and WRAW cases was given by the Commission en banc on Feb. 15. The WFIL transfer, said to involve the largest sales price ever approved for a regional station, evoked a dissent from Commissioner Durr, who maintained that the Commission in making its decision "did not have before it that 'full information' which the (Communications) Act so clearly requires. On the contrary, the limited information presented to the Commission serves, in itself, to point to the need of further inquiry."

In view of the concerns of the Commission with an applicant's proposed program service where the Commission itself is selecting the licensee, it would seem that at least equal concern should be manifested in instances where the licensee is being selected not by the Commission but by one retiring from the broadcasting business," Commissioner Durr declared.

He said that in passing upon the WFIL case, the FCC had "no information of any kind whatsoever concerning the program service now being rendered by the transferee or the proposed service of the transferee, except a statement of the transferee, paraphrased in a staff report, that 'the primary objective in the acquisition of the station is to do as effective a public service in the broadcast field as is now being done by the newspaper (the Philadelphia Inquirer), which is owned by transferee along with several magazines, the New York Morning Telegraph, and the Daily Racing Form.'"

Mr. Durr noted that present book value of WFIL, WFIL-FM and the relay stations is $148,192, with original cost $308,633; Transferor's net profits in 1943, he said, were $210,435 before taxes; in 1944, $308,633.

Few FM Receivers

"Since FM stations are, at the present time, generally operating at a loss because of the limited number of FM receivers in the hands of the listening public," he contended, "it is reasonable to assume that the net profits attributable to the standard broadcast operations alone were even higher than the figures given."

Asserting that transferee will enter approximately $1,300,000 of the sales price as "good will," Commissioner Durr said that "when broadcast facilities having a total book value of a little more than $148,000 sell for $1,500,000, and when a relatively small one-kilowatt station earns over $300,000 net profits, before federal income taxes, in one year, two questions should seem logically to present themselves:

1. Is the purchaser buying only the seller's properties and the going-concern value created by the seller's own investment and effort, or is it buying also—and principally—a license to use one of the limited number of standard broadcast channels assigned to the Philadelphia agency and an assured right to use one of the limited FM channels assigned to the same area which might otherwise have to be sought in competition with other applicants?

2. What effect will the higher price being paid for the facilities have upon the operations of the transferee 'in the public interest, convenience and necessity'? It is reasonable to assume that anyone purchasing broadcasting facilities expects to earn at least a reasonable return upon his investment and the higher the investment, the greater will be the pressures toward excessive commercialization of broadcast time. In view of the extraordinarily high profits earned by a relatively small station, it is pertinent to inquire whether such profits have been obtained by rendering an extraordinarily good public service, or rather, at the expense of the public interest, convenience and necessity which all broadcast licensees are required to serve."

Still Hope

CAPT. LARRY ROLLINS, an applicant for a standard station in Winter Haven, Fla., once covered sports in Miami for AP. The owner of a Miami kennel of racing greyhounds and one of his speedsters "Larry (AP) Rollins." Capt. Rollins, who expects to be out of the Army soon, was in Florida recently and dropped in to see his friend, owner of "AP Rollins." "AP's" racing days were over, but carrying on was his indefatigable descendant, "Hope Rollins."
HORN & HARDART AUTOMATS AND RESTAURANTS SERVE 300,000 PHILADELPHIANS EVERY DAY. FOR 17 CONSECUTIVE YEARS THEY HAVE CONCENTRATED THEIR ADVERTISING ON WCAU.

Here is practical evidence that firms who know Philadelphia know WCAU is their best radio buy. Its vast power reaches millions of homes. Its high-rated programs put pull into that reach—a powerful factor that doesn’t appear on the rate card, but is reflected in advertisers’ sales records. To put this great salespower to work for you, put your product on WCAU.

POWER + PROGRAM = SALES

WCAU

Philadelphia’s Leading Radio Institution

50,000 WATTS • CBS AFFILIATE
Bug Bomb Campaign
WESTINGHOUSE ELECTRIC Corp. plans national campaign to include radio for promotion of its new Bug Bomb, aerosol insecticide dispenser. Harry S. Mills, so the appointed manager of newly created insecticide department with R. E. Ditsler named merchandising manager.

Schtitz Plans
SCHLITZ BREWING Co., Milwaukee, March 15 is scheduled to begin radio campaign using three quarter-hour transcriptions weekly. Directed to daytime listeners and housewives, program will feature woman commentator and string ensemble. Agency handling placement is McJunkin Adv., Chicago.

NAB Standard Contract Group to Seek Solution of Problems March 12 in N.Y.

SOLUTION of unsettled points in the move to develop standard contracts for broadcast advertising will be sought March 12 in a New York meeting of the NAB Sales Managers Standard Contract Subcommittee with the similar committee from the American Assn. of Advertising Agencies.

Approval by the NAB board of a plan drawn up at a Nov. 26-27 meeting of the subcommittee clears the way for accord with the AAAA subcommittee on details of the contract project. Considerable progress has been made on the intricate issues, with both participants anxious to reach complete accord so the project may be put in operation.

On the NAB subcommittee are Walter Johnson, WTIC Hartford, chairman; Howard Meghan, CBS; Lewis H. Avery, head of the representative firm bearing his name; Ben Laird, formerly of WOSH Oshkosh, Wis., and now applicant for new station in Green Bay; James M. McConnell, NBC, chairman of the NAB Sales Management Committee; John Morgan Davis, former NAB general counsel, and Don Petty, incumbent.

Members of the AAAA subcommittee are Carlos Franco, Young & Rubicam, chairman; Linne Nelson, J. Walter Thompson Co.; Charles Ayers, Ruthrauff & Ryan; Frank Shabell, BBDO; George Link, AAAA general counsel; Herald Beckjorden, AAAA assistant secretary.

AD BUDGET PLANNED BY FOOD PRODUCERS
APPROXIMATELY $157,000,000 will be spent for advertising by food producers this year, Paul S. Willis, president of the Grocery Mfrs. of America, said Feb. 16 at the National Farm Institute at Des Moines. Speaking on "Finding New Markets for Farm Products," he pointed out that when the manufacturer has taken farmer's crop and processed and packaged it, "our manufacturing job stops and our selling job for your product begins."

"It is our job to see to it that the public knows about the product and has a strong desire for it." Willis said. "The most efficient and the most economical way yet devised to create that desire is advertising. Without advertising, mass markets would be impossible. Without the mass market, we could not use economical mass production methods, nor could the industry buy such large quantities of your products.

"In 1939 the advertising expenditures of our industry totalled more than $108,000,000. In 1945 our total expenditures had risen to $128,000,000. A recent GMA industry survey indicates that advertising expenditures this year will be about 25% greater than last year—or around $157,000,000."

Mississippi Test
LYDIA PINKHAM, New York, has passed along the news that plans for new station March 4 on approximately 12 stations in Mississippi for 13 weeks. Campaign marks first time in two years that firm has used radio. Agency is Erwin Wasey, & Co., New York.

Wyatt possibly the "right note", too!

Sixteen years of year-round, five-days-a-week radio advertising over one station—WDAY! That's the radio history of the Daveau Music Store, Fargo.

A little unusual, yes. But proof of good results obtained. And it certainly backs up our claim that WDAY advertisers are loyal—local ones especially, who know our selling power best.

Yet Daveau's is only one of eighteen "locals" who have been with WDAY, steadily, from ten to twenty-three years! How about getting all the facts?

WDAY, INC.

N. B. C.
FARGO, N. D.

970 Kilocycles . . . 5000 Watts
FREE & PETERS, INC., NATIONAL REPRESENTATIVES

Page 58 • February 25, 1946

Commercial

L. BALDWIN (Doc) HARPER, previously with New York production staff of CBS and the original Branch of OWI, has been appointed local and regional sales manager of WPXK, N. C. He has been in radio for 22 years. TAL- MIDGE POLLARD, announcer in southern radio firm for years, has been named WPIC salesman and early morning mc. Also added to sales department is MICK GARGIOLIO, former Newark newspaper and magazine advertising man, has been added to the sales staff of WPAY Portsmouth, Ohio.

GAYLORD C. HARDING, released from the Army and previously with WMUR Manchester, N. H., has joined the sales staff of WFRA Manchester.

FOREST H. BLAIR, local sales staff member of KOOL Omaha, Neb., has been assigned to national sales. He has just returned from Navy service.

A. C. (Orrin) BOTSFORD, for four years with sales staff of CKBC Winnipeg, Man., has been appointed commercial sales manager of CKOC Hamilton, Ont.

WARRICK BREWER, released from the Army and previously with WMUR Manchester, N. H, has joined the sales staff of WFRA Manchester.

JOHN BRADLEY, account executive of KECA Hollywood, has recovered from a leg operation which necessitated an operation.

BOYD BRAINTWAITE, commercial manager of RDIO House, N.Y., has resumed his duties after an extended illness.

FRED F. HAGUE, returned from service with armed forces in ETO, has been appointed manager of the Atlanta office of George P. Hollingsbery Co., Chicago, previously had been with Chicago office for 10 years.

JOHN GORDON, formerly nighttime radio supervisor of Compton Adv., New York, and recently discharged from Marine Corps, has joined Universal Broadcasting Corp., Hollywood, as sales contact. He will also act as southern California sales representative of KEXO, San Francisco outlet of Universal.

WMFS Nashville, Miss., has appointed William G. Hamblett Co. as national sales representative.

Mississippi Test
LYDIA PINKHAM, New York, has passed along the news that plans for new station March 4 on approximately 12 stations in Mississippi for 13 weeks. Campaign marks first time in two years that firm has used radio. Agency is Erwin Wasey, & Co., New York.
SMOOTH IS THE WORD FOR IT!

The new transcribed

BARRY WOOD SHOW

WITH ★ MARGARET WHITING
★ THE MELODY MAIDS ★ HENRY SYLVERN & ORCHESTRA

It's new! It's exciting! Fifteen minutes of the smoothest music ever available for local and regional sponsors. Currently produced in New York on a five-per-week schedule. Already sold in 76 markets. "Produced by Ziv" means the best in transcribed entertainment!

FREDERIC W. ZIV COMPANY
1529 Madison Road, Cincinnati, O.
New York - Chicago - Hollywood

★ BARRY WOOD
your smooth singing host.

★ THE MELODY MAIDS
Three gorgeous voices blended in smooth harmony.

★ MARGARET WHITING
The "It Might As Well Be Spring" girl, new network and recording star.

★ HENRY SYLVERN
leads the smoothest strings you ever heard.

★ The Smooth Strings
tops in accompaniment — under the direction of Henry Sylvern.
In the Ark-La-Tex area, KWKH— with its 50,000 watts—is the No. 1 Medium, with full coverage and SELLING POWER in this prosperous market.

New Agency Unit
DONAHUE & COE, New York, is establishing a special service department, which will be devoted to handling advertising of New York theatres. Agency leased additional floor space on the 25th floor of the RKO Bldg. for the department. Lloyd Seidman, vice president, is department head. Associated with him are Jack Murray; Bill Ker- nan, Nancy Wheeler; Murray Jayley, Julian Bass, James Washer, Harold Duncan. Radio activities of the theatre accounts will continue to be handled by the radio department of Carl Bigelow.

Veterans Seek 1490 In Winter Haven, Fla.
ARMY RADIO activities have provided another applicant for a new standard station, with a partnership of two Army veterans and a War Department employee seeking a new station in Winter Haven, Fla., a check of FCC records reveals. Asking for 1490 kc with 250 w are Capt. Larry A. Rollins of the Signal Corps Army Communications Service, and Maj. John W. Brand- stetter of the Special Activities Branch, both in Washington. Third member of the trio who have formed the Citrus Belt Broadcasters Inc. is Frederick L. Allman, principal owner of WSVA Harri- sonburg, Va., now serving in the Army Communications Service, Washington, as a radio engineer. A second applicant for the 1490 frequency in Winter Haven is a partnership composed of Carl C. Floyd, of Haines City, Fla., manager of a chain of motion picture houses, and his wife. The Commission has designated the applications for a consolidated hearing.

On the Air
CKPG Prince George, B. C., new station of which Cecil Elphicke is manager, has begun operations on 1230 kc with power of 250 w. Mr. Elphicke is brother of F. H. El- picke, manager of CKWX Van- couver. New station at Port Alberni, B. C., to begin broadcasting in March with 250 w on 1240 kc, has changed call letters from KGFC to CJPA to CKPG. Original call had been CKPA. CHEF Granby, Que., now under construction, is expected to begin operations on 1450 kc with 250 w in early summer.

Gardner Names Two
SAM M. BALLARD and Beatrice Adams have been elected members of the board of directors of Gardner Adv. Co., St. Louis, according to Elmer G. Marshurst, president. Mr. Ballard and Miss Adams were also named executive vice presidents, the former in over-all operations of the agency and the latter in charge of creative work.

PAUL HOBAN, former fashion merchandising manager for Butler Bros., New York, has been appointed by Crosley Inc., New York, as merchandising consultant, a new post. GEORGEBARBER, released from the Army as colonel, has been named as sales manager of the president of Crosley. JOHN J. FOGARTY, out of Navy and previously with Celotex Corp., is named head of personnel in New York office for Cros- ley and ANDREWSARKADY is named in charge of field operations with head- quarters in Princeton. N. J. Mr. Sarkady is former regional supervisor for U. S. Census Bureau.

In the Ark-La-Tex area, KWKH— with its 50,000 watts—is the No. 1 Medium, with full coverage and SELLING POWER in this prosperous market.
Mr. Sol Taishoff, Editor and Publisher
BROADCASTING MAGAZINE
National Press Building
Washington, D. C.

Dear Sol,

We have just completed a survey here at KFNF, to determine the sales cost on business directly traceable to our 1945 ads in BROADCASTING MAGAZINE.

There were seven of them in all, including the Yearbook, and the sales cost on the business these ads brought in was under 3% -- which we consider mildly spectacular.

You see, Sol, it might not be, if we were 50 Kw, with a clear channel, a network, and highly organized crew of salesmen and promotion men. But -- we have none of those things .... We are a 1 Kw split-time, independent farm station -- without a single salesman, promotion men, or exclusive National Rep, to sing our praises.

All we have is a huge and loyal audience, a program schedule designed specifically to serve the rural farm audience -- AND BROADCASTING MAGAZINE.

Very truly yours,

KFNF INCorPORATED

Frank Stubbs
Manager

KFNF
SHERWOOD, IOWA
February 2, 1946
FCC Calls Hearing on WBAL Renewal

Examination of Program Record by Commission Is Anticipated

VIRTUAL NOTICE that the FCC intends to give careful scrutiny to program records in considering license renewals was seen last week as the Commission announced Monday that it had ordered a hearing on the renewal application of WBAL Baltimore, a Class I-B clear channel station.

Although the issues of the hearing were not expected for release until this week, it was understood that WBAL's actual performance as compared to past promises concerning programming will be one of the principal phases for consideration. While actual hearings in the future might be deemed necessary only in a relatively few renewal cases, the designation of WBAL's application was considered an indication that the Commission intends to look carefully at program records.

Programming also figured in FCC action on two other cases announced last week. In the grant of the transfer of WFIL Philadelphia, Commissioner Clifford J. Durr dissented and asserted his belief that the Commission should be as concerned with the programming of a station being transferred as it is with a new station (see story page 56). Commissioner Durr also voted for further inquiry in the renewal of license of WHQB Memphis, on grounds that too little local live talent (less than 8% of total broadcast time, he said) was being used. WHQB was granted renewal, however, for the period ending Aug. 1, 1947.

WBAL, operating on 1090 kc with 50 kw—and on temporary license since May 1—was one of the targets of Maurice Wieting, special assistant, National Council of Farmer Cooperatives, in his testimony at the clear channel hearings in January [Broadcasting, Jan. 21].

No Market Quotations

Discussing farm program service of various stations, Mr. Wieting said WBAL quit broadcasting livestock market quotations four days after it received its license for 50 kw operation in 1941.

"It is now 1946 and WBAL is still operating as a clear channel station," he declared. "It is pertinent to inquire if the FCC in considering re-licensing this station will go into the question of the service this station is giving to agriculture."

WBAL, responding to a letter from the Commission last June, said its own analysis of the station's program log for the week of Feb. 8-14 (cited in the renewal application) showed 69.01% commercial and 30.99% sustaining, compared with the Commission's file which showed 71.4% commercial and 15.4% sustaining. The variance, WBAL said, was in the method of counting—while FCC counted participation shows as commercial, WBAL considered them as sustaining and only the commercial spots placed therein as commercial.

In the Feb. 8-14 log, the station contended, approximates "within a very small percentage" the figures on commercial and sustaining time on renewal applications.

Asked to indicate future programming plans, the station said circumstances might cause changes but that at that time (June) it appeared future programming would be about 71% commercial and 29% sustaining; 53% network and 47% non-network; 7% recorded, 20% transcribed, and 73% live shows.

In a letter and report filed last December, WBAL outlined weekly public service programming over a period of several months (log for Nov. 19-25 showed 43 hours 25 minutes of commercial and sustaining public service programming). It was pointed out that the station had added a director of public service programs during the year and that plans included expansion of the Junior Town Meeting series on a state-wide basis, new programs of civic betterment discussions; new series of educational broadcasts, and a "comprehensive and exclusive" series on Veterans Administration. A large number of letters complimenting WBAL on its public service programming was included. The station is licensed to Hearst Radio Line.

Porter Says FCC Not Interested In Program Content or Its Use

ALTHOUGH the FCC has inquired into programs on the broadcast band and placed dozes of stations on temporary licenses pending investigation of commercial-vs-sustaining schedules, the Commission is not the least interested in finding out what is on the air, FCC Chairman Paul A. Porter told the Senate Appropriations Subcommittee, it was revealed last week.

Testifying Feb. 13 and 14 in behalf of the 1947 fiscal year budget request, Mr. Porter declared that monitoring was merely a "traffic cop function" to see that stations "live up to their frequencies and do not violate terms and conditions of their licenses."

"'Eavesdropping'"

"We are not interested in the slightest degree in the composition of that traffic as to what they say or as to what use is made of it," he declared. Sen. Kenneth D. McKellar (D-Tenn.), Appropriations Committee chairman and President Pro Tem of the Senate, denounced monitoring as "eavesdropping."

Sen. Guy Cordon (R-Ore.) asked: "Is this a fair statement of the purpose of your monitoring: Not to determine what is being broadcast but to determine what part of the broadcast band is being used for the purpose of each broadcast?" Mr. Porter said it was.

"The Appropriations Bill (HR-5201) was passed by the Senate last Monday, an amendment by Sen. McKellar to cut the FCC's appropriation $230,000 in addition to $500,000 reduced by the House, was adopted. Sen. McKellar on Feb. 15 had proposed a reduction of $300,000, but on Monday amended his amendment [Broadcasting, Feb. 18]. This leaves the Commission $5,500,000 of the original request for $6,000,000. The bill went to conference with the likelihood that that Senate cut for the FCC would be sustained.

Question of franchise tax on broadcasting also came up, with Sen. McKellar favoring such an assessment. Mr. Porter (who since has been nominated by President Truman to be OPA Administrator), said the Commission had been studying a franchise tax and that his conclusion was such a tax would place radio at a competitive disadvantage to other media. He mentioned that newspapers are given a Government subsidy in second-class mailing privileges. He pointed out, too, that radio pays enormous license fees. Sen. McKellar requested that the Commission file with his committee a report on the possibilities of a franchise tax.

Sen. Cordon wanted to know

(Continued on page 68)

TO COVER Idaho's HIGHEST PER CAPITA MARKET...

*5000 WATTS* POWDER STATION

"JOSEPH HERSHEY McGUIVERA, Inc.

National Representatives

HEADLEY-REED COMPANY
New York, Chicago, Detroit, Atlanta, San Francisco, Los Angeles
MORE COVERAGE PER WATT...!
MORE WATTS PER DOLLAR!

Naturally, our 800 kc wave-length offers advantages not duplicated on the dial. But, here’s a plus advantage never to be overlooked—the geographical location of our transmitter. Look at the map. Engineers all agree that water conducts radio waves farther without power loss. On, and bounded by Lake Erie, Lake Huron and the Detroit river, CKLW beams its 5000 watt clear channel signal via the water route to a 10 million population area with a radio-homes and buying power percentage second to none in America. Power, 5000 watts, day and night,—plus our middle-of-the-dial frequency—800 kc,—coupled with the lowest rate of any major station in this market, has made and continues to prove CKLW the Detroit Area’s number one buy.

MUTUAL BROADCASTING SYSTEM
Adam J. Young, Jr., Inc.,
National Representatives
J. E. Campeau, Managing Director

CKLW
800 ON YOUR DIAL
Chicago On Eve of Local Program Boom

By FRED W. SAMPLE

Chicago faces its greatest boom in local programs since 1940 as station and network program departments vie in creating new show ideas available for sponsorship, either locally or nationally, broadcast ing learned last week.

Urge on by widespread publicity given the departure of a few network shows to New York or Hollywood (principally The Contended Hour) and consequent exodus of Chicago talent, Chicago program directors have lined up the best of local talent for a score of new shows, most of which have yet to be aired.

Lack of Time

Only fly in the radio ointment is the lack of available time, and station executives say many sponsors are being urged to drop established programs in favor of the new Chicago discovery Marion Morgan and a rhythm group.

Grand Jury, half hour reenactment of evidence presented before a grand jury to determine whether a person suspected of a crime should be held for trial by jury. Crime is acted out and listeners are called by phone to cast a ballot.

More Sports

Sports shows Today, Tomorrow and Yesterday, with John Harrington, WBBM sportcaster, describing outstanding sports events of past and present.

Meet the Missus, quiz program with Cliff Johnston and Jim Conway interviewing Chicago women's groups with prizes for winners.

Lon Saxon Sings, featuring male vocalist with a baritone voice coming in from WBBM to the late Russ Columbo's.

Story of Today, dramatic half hour reenacting exciting current and historical events.

WMAQ Plans

WMAQ-NBC plans to introduce several new programs not now on the air, using Chicago talent, and will feature entertainers who have been absent from the airplanes while in the service. Jules Herbeaux, WMAQ-NBC program manager, said the NBC New York office is encouraging the Chicago division to consider as many shows as possible and have asked for audition records of several Chicago produced shows for possible network sponsorship.

Mutual's Midwest office, which depends upon WGN for new program ideas other than those submitted by agencies, is known to be considering Two-Ton Baker, popular WGN entertainer, for two or three 'different' types of programs as well as several other WGN programs.

WGN itself has available for sponsorship Two-Ton Baker, "Spotlighters" vocal quartette and instrumentalists, Guy Wallace and Carolyn Gilbert, and programs utilizing its own staff of news commentators and analysts. Here again, lack of available time is handicapping WGN's plans to introduce new program ideas.

Buck Gunn, WGN program director, pointed out of the biggest production shows on the air, The Human Adventure and The Chicago Story as available for sponsorship. He credited the programs as doing much to stimulate local radio activities even though they are at present sustaining.

Shows Available

Gene Rouse, program director of WENR-ABC said Chicago is definitely included in the network's plans to introduce new and different types of shows.

Several sustaining shows available for sponsorship have appeared on ABC from Chicago in recent months and are "making real progress," according to Rouse. These include Club Matinee, Saturday, 11:30-12:00 CST; Wake Up & Smile, Saturday, 8:00-8:30 a.m. CST; and Our Singing Land, featuring American folk music by Ed Davis, daily, 12:45-1:00 CST.

Other shows which ABC would carry were time available are World of Tomorrow based on post-war discoveries in science and industry, and Stump the Authors.

Program directors of most Chicago stations agree there is still a wealth of talent to be exploited and tend to disclaim reports that agencies and networks do not want to build shows from Chicago. They point to the number of fine musicians, singers and actors currently featured in both radio and Chicago night clubs.

Consensus is that what Chicago needs is more hours but more programs. They also point to the general excellence of most local programs and feel that many sponsors are getting "network talent" at local prices.

N. Y. MFRS., LABOR FIX WAGE INCREASE

UNITED ELECTRICAL Radio and Machine Workers of America (CIO) and the Electronics Manufacturers Assn., representing 15,000 workers and 18 companies, last week announced that a 20% wage increase had been granted.

James McLeish, president of the New York-New Jersey District of the UAW, and Walter Wyckoff, president of EMA, jointly announced the wage increases as "part of the first area-wide industry agreement in the history of the radio manufacturing industry." As such, they said, the agreement is "a signal step forward. It provides a model for collective bargaining between labor and the manufacturers throughout the country."


"I don't go to church, Reverend, 'cause your sermons on WFDF Flint make me feel like a sinner."
Around the corner or around the world...

Finch Facsimile (Telefax) means high-speed and completely accurate communication—in writing. Every word written, every diagram drawn, every photograph printed on paper up to 8½” x 11” can be transcribed electrically to sensitized paper as far as radio or wire will reach, in from two to four minutes!

Due to the number of words and the detail of pictures that can be shown in a sheet this size, "Faxograms" constitute the world's fastest as well as most flexible and accurate system.

And the Finch "Air-Press"—broadcasting all kinds of printed matter, with illustrations, offers unlimited fields for progress in publishing, entertainment and education by radio.

Write for description of Finch Patents contributing to Finch World leadership in Facsimile.

FINCH TELECOMMUNICATIONS INC.
PASSAIC, N. J., U. S. A.
NEW YORK OFFICE: 10 EAST 40th STREET

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A PLAIN STATEMENT OF RECORDING METHODS

FOREWORD: Today, widespread confusion exists in the public mind regarding so-called "postwar" methods of recording and reproducing voices, music and other original sounds. Yet the straight facts are quite simple. As one of the leaders in the sound-recording industry, we have thoroughly explored these facts and weighed them in the balance. The results are contained in the statement below.

President, AUDIO DEVICES, INC.

* * * *

THE public is beginning to examine, very carefully, some of the postwar dream-products that were breaking into print while World War II was still on. Certain manufacturers with the good taste not to claim that their products were winning the war, and who therefore had little to talk about, resorted to beating the gun on "postwar planning."

The public was seriously led to believe, for example:

—That glass-and-plastic cars, streaking along express highways at 100 miles an hour, will make all pre-Pearl Harbor models as extinct as the Dodo.

—That full-color television, with 15-minute news broadcasts as standard equipment, will sweep newspapers and radio sets into the discard.

—That invisible electronic fish-fences will fence the big ones in.

—That futuristic pre-fabricated postwar homes, equipped with screenless screens, heatless light and remote-control base plugs, will be mounted on swivel and turn with the sun.

—That the automobile of the future will take wing from a wide place in the highway, and just as easily ford a rushing river.

Certain of the postwar products which thus burst into print can fill a definite public need or desire. Others, however interesting, are either without practical application and were publicized beyond their actual possibilities, or exist only in the fevered imaginations of artists and writers. Generally speaking, most manufacturers are now aware that publicity of this kind leads only to confusion, and thus tends to tighten, not loosen, America's purse-strings. That the public, already fed up with shoddy wartime quality, is getting just as fed up with postwar gadgets too.

Newness alone is not enough. It's got to be better—better—BETTER.

That's when the purse-strings will loosen. That's when the public will buy.

* * * *

The American peace-time public does not hesitate to discard last year's car when next year's model comes out; junk the old coal-eating kitchen range for a sleek new streamlined wonder with automatic oven control; or jettison millions of ice-boxes to make room for electric refrigerators.

Something not only new but BETTER. That's what built this country and the American way of life.

A pre-war product with postwar improvements, yes. But a postwar product that has not proved itself any place else than on paper—a loud and resounding NO.

This brings us to an examination of the industry we represent: High-fidelity sound and voice recording.

First of all, we are not—nor do we aspire to be—one of the producers of popular or symphonic phonograph records.

That is not our field. Our place in the picture is more basic.

We make (1) instantaneous recording blanks (audiodiscs) on which voices, music and other sounds are recorded for immediate or later playback. (2) Master audiodiscs used for the original recording in the production of phonograph records.

In the great broadcasting stations from coast to coast; in the great motion picture studios; in the recording studios of phonograph record manufacturers; and in America's leading schools and colleges; our audiodiscs are predominantly used.

Thanks to this universal acceptance, we are the largest manufacturers of professional recording discs in the world.

So we feel it is our obligation and our privilege to place before the public the facts regarding the "sound-recording methods of the future."

* * * *

It is true, of course, that from early 1941 to V-J Day, all sound recording suffered to some extent; not only from wartime scarcities and restrictions but from lack of the best raw materials.

Our own supplies were severely curtailed. Our production of audiodiscs was limited to the Armed Forces broadcasting stations and similar professional requirements. Manufacturers of recording machines were similarly restricted.

But the manufacturers of recording discs and machines, and the commercial record producers, have not been idle.

Thanks to improved types of disc recording and reproducing equipment, plus improvements in audiodisc manufacturing, it is now more convenient than ever to record, instantaneously, sound-gradations and frequencies whose fidelity is uncanny.

Records made by this method now reproduce original sounds so exactly that the human ear cannot distinguish the recording from the original "live" studio performance.

Record producers, too, have so improved their materials and technique that pressed records, often turned out by the millions, can now faithfully reproduce the original recordings.

And thanks to these and still other coming developments in audiodisc manufacture, these seemingly uncanny results will soon be as easy to attain in an average school or home, as in a professional recording studio.

So we say to every radio and phonograph manufacturer: From now on, equip your sets with disc recording and reproducing units.

For the recording industry will shortly bring to "amateur" recording the same fidelity now realized in the professional radio broadcasting industry.
FACT ABOUT THE SOUND-OF THE FUTURE:

Facts like these are in themselves significant. But listen to this:

We have already mentioned that the American public will go for something new, if—and only if—it is not merely new but BETTER.

So we have given the most painstaking fact-finding study to the so-called sound-recording methods of the future. And we hereby report to the American public that no other practical method of sound recording—tape, film or wire—can either record or reproduce sound, voice or music with anything like audiodisc fidelity.

Now let us fictitiously suppose for the moment that one of these new methods, upon investigation, did seem better than disc recording—which, we repeat, they definitely are not.

This new method could not come as a revolutionary overnight development, so far as the public is concerned. It would have to come as an evolution taking years to accomplish.

The public would require considerable time to become accustomed to the new method and learn how to use it. And despite the American public’s willingness to buy “something new and better,” the cost would be enormous:

1. The public now owns about 5 million disc phonographs, a total investment (at retail) of about $250,000,000.
2. The public now owns at least 200 million 12” classical disc records plus incalculable quantities of 10” popular discs, whose total dollar value is astronomical.
3. The public has also spent upwards of $10,000,000 on disc accessory equipment—needles, albums, racks and the like.
4. The public owns large security holdings and investments in manufacturers’ disc recording equipment—matrices, pressing plates, machinery, motors, needles, and the many smaller manufacturing plants which support the whole great disc record and recording business as we now know it.
5. America’s retail trades-people own over 400,000 disc juke boxes at an average cost of $300 each—an investment approaching $120,000,000 and pouring millions of nickels nightly into America’s cash registers.

The public would gladly discard these millions of dollars’ worth of disc records and equipment, if it were worth their while to do so.

—BUT THE FACT REMAINS THAT NO OTHER PRACTICAL METHOD OF SOUND RECORDING COMPARES WITH THE AUDIODISC METHOD IN CONVENIENCE, IN FIDELITY OR IN QUALITY.

We repeat: The plain facts conclusively indicate that the “sound-recording methods of the future” you have heard so much about, are not only NOT “BETTER” but are not nearly as good.

In recording, the audiodisc has the following advantages:

a. Easy cutting characteristics.
b. Positive thread-throw with no annoying static.
c. These qualities do not change, regardless of the age of the disc.

In playback, the audiodisc has the following advantages:

a. Brilliant high-frequency response.
b. No audible background-scratching, even after many playings.
c. No increase in surface noise from time of recording to playback or processing.

—AND FINALLY: These qualities will last as long as the recording is needed. There is no deterioration with the years.

Can any other “recording method of the future” lay even partial claim to any such advantages as these?

The facts give the answer: No.

TO SUM UP: For the public’s information, here are the basic points—each one of which indicates that the “sound-recording method of the future” has actually been here for years:

All of the several methods of sound recording and reproduction—disc, wire, tape and film—have their particular uses and limitations. A disc turntable and cutting arm, obviously, cannot be used in a plane. The other methods are adaptable for office reference or other uses when absolute fidelity is not a factor.

But the audiodisc type of recording is the method which is preeminent in three ways—true fidelity, ease of making pressed phonograph records, and convenience.

It is thus the method which will continue to bring the public delayed broadcasts and transcribed programs over the air.

It is the method that will continue to supply the original sound recordings from which phonograph records are produced by the hundreds of millions.

It is the method which will serve the increasing demands of schools and colleges, in dramatics, language and music instruction, speech correction and scores of other ways.

And finally, it is the method which will be used in countless homes.

From now on, in the postwar era, watch the disc recording industry grow.

It is the sound-recording method of the future—and it has been here all the time.

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NOTE: The above statement is published, in behalf of the recording industry, in newspapers and trade magazines throughout America. Reprints, singly or in quantity, are available to individuals and organizations within the industry. Proofs available for posting in retail store windows and in offices of jobbers or distributors will be furnished without charge.

Write: Bryce Haynes, Vice President, Audio Devices, Inc., 444 Madison Avenue, New York 22, N. Y.
ROME RITES GIVEN NETWORK COVERAGE
PUBLIC Papal consistory at St. Peter's, Rome, was broadcast by CBS and ABC at 6 a.m. last Thursday as a climax to a week of radio coverage of the historic ceremonies creating 32 new cardinals in the Catholic Church.

Mutual aired a 15-minute show Thursday from 1:15 to 1:30 p.m. featuring its correspondent, Seymour Korman, describing the morning's solemn ritual. CBS on Monday and NBC on Tuesday transmitted speeches from Mr. Korman concerning the secret consistory and carrying special messages from the four American prelates who became cardinals.

Throughout the week NBC's World News Roundup carried reports from Max Jordan in Rome. NBC's key station WNEW New York took a pickup from Mr. Jordan on Thursday 6 to 7 a.m. from St. Peter's at the scene of the public consistory. On Wednesday (12:30-1 p.m.) WEAF carried a transcription of an address by Pope Pius XII from the Vatican.

On Tuesday (12:30-12:45 p.m.) ABC broadcast an address by Francis Cardinal Spellman, former Archbishop of New York, speaking to the public consistory. On Wednesday (6:45-7 p.m.) WABC broadcast an address by Mr. Spellman, describing Mr. Spellman, describing the New York State Supreme Court. Mr. Spellman, the father of a boy.

JOHN STROMH, managing editor of "World Neighbors" series, also broadcast from WLS Chicago for the March 1 show, and in March for radio and television audiences to Europe and Russia. He will concentrate on food and farming problems in the 28 countries and in Russia. The WLS commentator is president of the American Agriculture Editor's Assn.

JOHN P. O'CONNELL, released from the Army, has been added to the news staff of WVL New Orleans as police reporter. He will broadcast from press room of criminal court.

LESTER A. HAIN, news editor of KCON Portland, Ore., is father of a boy.

ELMER DAVIS, ABC news commentator and former head of the OWI, Feb. 26 will address the Rotary Club of Chicago on "Forging World Peace" and on Wednesday the Chicago American Council on "Public Relations." Mr. Davis will broadcast two ABC programs from Chicago on those days.

BRUCE R. MCCORMICK, formerly with Terre Haute (Ind.) Tribune, has been appointed by WBWOR Terre Haute to cover local news.

BILL METCALFE, senior editor at CBC Winnipeg, is the father of a girl.

SAM ROSS, news and special events director of CKWX Vancouver, is on an extended business trip to eastern Canada.

JOHANNES STEEL, commentator on WKN New York, was defeated in his Democratic primary bid for the Alice M. Ditson Fund with words by Norman Corwin, radio writer-producer, and music by Bernard Rogers, titled "The Warrior," has been awarded the $1,500 music prize in the Alice M. Ditson Fund. The music is to be performed by the Chicago Symphony Orchestra under the direction of Sir Thomas Beecham, Sept. 29-30.

Back in Groove, Lt. Comdr. Bob Garred (center) received official welcome when he taped daily "Bob Garred—News" on CBS Pacific stations in mid-February. Welcomers are Donald W. Thornburgh (left) CBS Pacific Coast vice-president and Robert T. Van Nostrand (right), vice-president of Bresnich, Nerdinger 

HILARIOUS half-hour was had by all when sportscasters of Portland, Ore., gathered on airwaves of KGW for 21st anniversary in radio of KGW's Bobbi Truett. "Throwing the book" to make Brother Truett "blow his lines" are (clockwise) Ken Creamer, EXK; Bobbi Truett; Don Knaus, KGW; John P. O'Connell, KCON, and Al Schuss, KXL. Sportseditor of KAL, Jack Cole, laughed himself right out of the picture.

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JACK WELLS, special events and sports announcer at CKRQ Winnipeg, is the father of a boy.

JIMMY VAN DILE, released from the Navy after three years' service, has returned to KFI Los Angeles as director of special features. He will handle special events and work with FM. For two years he was officer in charge of special events for 11th Naval District and during past year was on public relations staff of Adm. Nimitz.

ROGER SPRAIGE, formerly on writing staff of "Ala Beller Newspaper of the Air" on Don Lee Pacific stations, has been appointed to newly created post as NBC Western Division assistant manager of news and special events. Prior to Don Lee assignment he was with NBC Hollywood press department.

NORM MARSHALL is new sports and special events director of CKWQ San Francisco. He is real, switching from CKLW Windsor. He replaces Bob McCullough who handled sports and special events.

SCOTT WEAKEY, special events director of CKWQ Oakland, Calif., is conducting a 17-week course in radio voice and workshop at Oakland Technical Adult Education School.

BILL BRUNIDEGE has been signed by WOR to replace HUSS HODGES as head of the sports department of the Cowles Washington outlet. Mr. Hodges leaves for New York assignment March 1. Just released from the Army. Mr. Brunidige

Programs

February 25, 1946

AN OPERA with words by Norman Corwin, radio writer-producer, and music by Bernard Rogers, titled "The Warrior," has been awarded the $1,500 music prize in the Alice M. Ditson Fund. The music is to be performed by the Chicago Symphony Orchestra under the direction of Sir Thomas Beecham, Sept. 29-30.
Surveys, like sales curves, show NERN out in front with New England radio audiences. Occupying only 2% of the nation's land area, New England radio audiences nevertheless consume over 7% of the annual sales of retail goods, nearly a third more per capita than the national average.

A sure way of winning your share of this rich market is through NERN — the network that goes into 96.6% of all New England homes. All NBC Affiliates, NERN stations broadcast the country's outstanding network shows plus carefully planned programs of local interest.

To sell this concentrated NERN audience costs only $236 per daytime quarter-hour, with no line charges and with free studio facilities in Boston, Hartford or New York. When you buy NERN, you buy a network.

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<tr>
<th>NERN STATIONS</th>
<th>Frequency</th>
<th>Watts</th>
<th>City, State</th>
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<td>Boston, Mass.</td>
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<td>WTIC 1080</td>
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Nationally represented by
WEED & COMPANY
New York, Boston, Chicago, Detroit,
San Francisco, Hollywood

NEW ENGLAND REGIONAL NETWORK
HARTFORD, CONNECTICUT

February 25, 1946 • Page 69
Honeymoon in New York," underwent an emergency appendectomy Feb. 19. DURWARD RALPH EDWARDS, producer and m.c. of Mutual’s “Queen for a Day” series, is writing the story of his life story. JULIAN GARSON, special events director of CKOC Hamilton, Ont., is the father of a boy. LEE HARVEY is new addition to announcing staff of KTSF Emporia, Kan. STAN ROSE, in Navy for four years, joins station’s continuity department as does NOELA JOST. Program director is MIHMAN PORTER, with KTSW since 1939. HAZEL McINTOSH of music library staff of KOJY Hollywood, besides losing personal belongings, was burned out the head and face Feb. 17 when fire partially destroyed dormitory in which she lived.

EMILY CRANDALL has started series of women’s programs on WGMT Wilkes-Barre, Pa. as she was living. NORMA JOST, program director, has returned to CBS as assistant director. JULIAN GARSON, special events director of CKOC Hamilton, Ont., is the father of a boy. LEE HARVEY is new addition to announcing staff of KTSF Emporia, Kan. STAN ROSE, in Navy for four years, joins station’s continuity department as does NOELA JOST. Program director is MIHMAN PORTER, with KTSW since 1939.

F. O. B. LOS ANGELES

BROADCASTING

February 25, 1946

1031 NORTH ALVARADO STREET LOS ANGELES 26, CALIFORNIA

CHARLES M. BAXTER has returned to CBC International Service at Montreal and Netherlands Armies, has joined the program director. WOODY MUNSON, former WREX Lincoln Di-rector C. ROBERT THOMPSON. BOB DUFour, out of Navy, is now newsman with Hartford advertising agen-

dation. JULIAN GARSON, special events director of CKOC Hamilton, Ont., is the father of a boy. LEE HARVEY is new addition to announcing staff of KTSF Emporia, Kan. STAN ROSE, in Navy for four years, joins station’s continuity department as does NOELA JOST. Program director is MIHMAN PORTER, with KTSW since 1939.
Langevin Audio Transmission Facilities are designed and built to have the extended frequency response, noise and distortion levels required in the F.C.C. Regulations for FM transmission.

In complying with these regulations too much emphasis cannot be placed on the quality of the transformers that are a part of the audio system. Noise, for instance, is largely associated with the input transformers—distortion, with the output transformers—and frequency response with both. Therefore, the transformers in Langevin equipment are manufactured by us—and are held to a specified tolerance—so that frequency response, noise and distortion levels of the entire system are well within requirements.

"Worthy of an Engineer's Careful Consideration"

The Langevin Company
INCORPORATED
SOUND REINFORCEMENT AND REPRODUCTION ENGINEERING
NEW YORK
37 W. 65 St., 23
SAN FRANCISCO
1050 Howard St., 3
LOS ANGELES
1000 N. Seward St., 38
TO MAKE SURE of getting the audience of Nova Scotia's most thickly populated area it is hardly necessary to stress the fact that the station is . . . .

CHNS
Halifax, Nova Scotia
JOS. WEED & CO.
350 Madison Avenue, New York
Representatives

The station with most of the listeners most of the time.

"Hooper after Hooper proves it!"

KTS
EL PASO, TEXAS

BOYS MEET HAT as sponsor and agency for Dr. Harry Dean Wolf, former member of audience for Colgate-Palmolive-Peet Co., has been named advertising man. Ron research and Robert O. Fernald appointed his assistant. Mr. Fernald was formerly in the field of radio and consumer research at Lever Bros. Co.

MACKIN PIPE, New York, sponsored "Closeup" at 8 p.m. on WNB New York last Friday evening as a sixteen week test. Program was placed direct.

CARNATION Co., Milwaukee, has started its ninth year of sponsorship of "Bible in the Home" (syndicated to 79 ABC stations). New series will originate on KMTR Hollywood and utilizes the services of Dr. Harry Dean Wolf, former research engineer at NBC studios daily 30 minute "Bible Study Hour" on KMTR Hollywood and utilizes a morning and evening spot totaling three hours each Sunday for remote church services on KRLA Pasadena. Other radio is being planned.

ROBERT SMITH MANUFACTURING Co., Los Angeles (Nylon Dip, soapless concentrates), has appointed Fruitmark Co., Los Angeles, to handle advertising.

SPARKLETT'S DRINKING WATER Corp., Los Angeles, adding to heavy schedule, has started sponsoring three-weekly ABC feature, "Constance Beecham Stars in the Unorganized Pacific Network and was transcribed versions on seven other stations. Church of the Open Door, Los Angeles, has sponsored daily 30 minute "Bible Study Hour" on KMTR Hollywood and utilizes a morning and evening spot totaling three hours each Sunday for remote church services on KRLA Pasadena. Other radio is being planned.

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Army Recruiting Drive Is Success

Over Half-Million Enlisted as Result of Ad Campaign

ATTESTING to the worth of the professional advertising campaign conducted on behalf of regular Army recruiting by N. W. Ayer & Son, Maj. Gen. Harold N. Gilbert, Army recruiting chief, last week announced that more than a half million men had enlisted in the first four months of the drive.

Speaking before a luncheon of the New York Sales Executive Club at Hotel Roosevelt, Gen. Gilbert said the Regular Army "stands today as the largest force of volunteers ever recruited." He spoke after receiving the SEC citation for distinguished public service.

Long Way to Go

Although enlistment volume is heavy, Gen. Gilbert warned that "we still have a long way to go to reach our goal."

The recruiting campaign is using all recognized media, he reported. The Army is sponsoring a concentrated spot campaign on radio and last fall used all the college football time it could buy. In addition One has been sponsored on network news casts and other shows.

The Sales Executive Club Citation was given to Gen. Gilbert in recognition of the successful projection of the Army "as a career of dignity and promise for young Americans" and for the Army's "aggressive promotion for...a better, sounder public understanding of the vital role of our regular Army and its accomplishments in peace as well as in war."

Charles D. Larus Jr.

CHARLES D. LARUS JR., 64, owner of WLAW Richmond, died Feb. 14 in Richmond.

Radio Institute

FOR FOURTH successive year, NBC San Francisco and KPO, network outlet, in cooperation with Stanford U., Palo Alto, Calif., will hold summer Radio Institute. Ines Robertson, University radio director and research associate of Hoover Library, is coordinator.

Talking Guitar

IT TALKED out in the middle of a Shopper's Special broadcast on WDRC Hartford, Conn. Joe Mace's electric guitar casually mentioned a drunken down on Front Street. It advised car number ten to go pick him up. Joe stopped playing; so did Otto Neubauer and the rest of his band. Listeners wondered. The nearby Hartford Police Dept. transmitter continued to transmit, unaware that it was being picked up by a guitar.

WPEN Names Allison To Sales Manager Post

M. F. (Chick) Allison, formerly sales promotion manager of WLW Cincinnati and recently discharged from the Navy, has been named sales manager of WPEN Philadelphia.

Mr. Allison joined WLW in 1940, remaining there until June 1944 when he received his Navy commission and was assigned to the Administrative Service Division of the Bureau of Supply & Accounts.

Mr. Allison

Price Control Favorled

In Informal Dreier Poll

RESULTS of an informal poll by Alex Dreier, NBC news commentator, revealed over 85% of more than 7,000 radio listeners voting, were in favor of retaining price controls for at least one year.

Of the 7,402 postcards and letters received by Dreier's request, only 12% were opposed to OPA, the NBC commentator said. Further classifications showed city residents voted 8 to 1 in favor of OPA, while farm residents were only 3 to 1 for OPA. Program is sponsored by Stelly Oil, through Henri, Hurst & McDonald, Chicago.

Atomic Bomb Test Coverage Planned

ARRIVAL of Commandr. Don Thompson in Washington last week threw into high gear preparation of plans for radio coverage of the forthcoming atom bomb test in the Pacific. Announcement of details and names of other industry figures who will work with him in this greatest of "special events" awaits the return later this week of Navy Capt. Fitzhugh Lee, in charge of the public information group formed especially to handle publicity for the joint Army-Navy task force created for the Marshall Islands experiment.

Also awaiting Capt. Lee's return is the meeting with Army and Navy officials of the media advisory committee, postponed from last week. The Army-Navy joint public information group also moved last week to broaden the base of representation on the advisory committee representing all news media.

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The radio section of the task force wants men who did this same kind of job during the war. The atomic "Community" operation is organized just as if war conditions prevailed, and it is no secret that Commandr. Thompson expects to stand regular watches and hopes to have men along who can take their turn. There is a definite impression that there is no place for "junketeers" on this operation, as each one would mean one less working radio man.

Although the question of films for later televising is another matter which awaits action upon Capt. Lee's return, it is known that the question is now considered as belonging to the motion picture rather than the radio section of the joint public relations group.

Responsible Army and Navy men are not ready to commit themselves on the record, but there is strong indication that they feel no single network could possibly give complete coverage to the bombing. This strengthens the probability of a pooling arrangement at least on major highlights, as has been predicted.

Sportscasters Elect

DAVE DRISCOLL, WOR New York, was elected national chairman of the Sports Broadcasters Association at a luncheon meeting in New York last Monday. Officers elected for the New York chapter of the association are Bill Stern, NBC sportscaster, president, and Marty Glickman, WHN New York sportscaster, secretary. Bill Slater continues as New York president and Red Barber as associate vice president.
COMDR. ARTHUR F. VAN DYCK, USN, assistant director of RCA Laboratories, has been awarded the Legion of Merit in recognition of his service as director of the charge of navigational aids in which the United States, with WABD, Mr. Van Dyck successfully developed and established Electronic Navigational Aids System in the U. S. Navy and developing universal operating methods and procedures world-wide plans for Loran installations.

JOHN DUNHAM GILBERT, technical supervisor of CBS shortwave studio and controller and also of WABC-P, New York, has been awarded the Navy Commendation Ribbon, citation of Secretary of Navy Forrestal to former Lieutenant Gilbert reads in part: "For outstanding performance of duty as project engineer in the Radar Beacon Unit, later as head of the Radar Beacon Sub-Section and finally as head of the Transponder and Radar Beacon Sub-Section of the IFF and Bacon Design Section of the Office of the Chief of Navy from February 1943 to October 1945. Responsible for the design of all radar beacons used by the Navy, a major part of those used by the Army and most of those used by the British services, Lieutenant Gilbert and some of the most valuable technical and administrative problems in the entire electronics field and established, trained and administered an organization to achieve rapid development of the critically needed equipment."

RAHALD J. SWANSON, WJJTD Chicago, staff engineer, has returned to the staff of Radio Electronics and a member of the entire personnel of both the American and European theaters.

PETE ARNABART, released from the Navy as chief electronic technician's mate and staff engineer member staff of WJGW, Toledo. Cleveland, he had been with WORV, Cleveland, WABD.

GUY FONTAINE, operator of CBO-Ottawa has been transferred to CBO Quebec.

L. E. OSBORNE, vice president and general manager of the steam division of Westinghouse Electric Corporation, has been appointed senior operating vice president. He will be in charge of the manufacturing units.

GRANT STAUER, officer of SAP Perry (Sapphire) network, has joined the Canadian International service, Montreal, as engineer.

HUBERT TAYLOR, chief engineer of KSUD Cedar City, Utah, has been named the outstanding young man of Cedar City for the year 1945. Junior Achievement, Inc., presented the award.

PETE BIDDLE, formerly with World Broadcasting System, has been added to engineering staff of WFEA Manchester, N. H.

VERNON FISH, in the Navy two years as radar operator, has returned as engineer at KWHO Salt Lake City, he is father of a boy.

A major advancement in the recording blank field...
New Food Adv. Agency Established in Chicago

AN AGENCY specializing exclusively in food advertising was formed last week in Chicago, with the retirement from the army of Col. Rohland A. Isker, commanding officer of the Quartermaster Corps Subsistence Research & Development Laboratory.

The agency, Hooper-Isker Inc., with offices in the Wrigley building, will be operated jointly by Col. Isker and Miss Frances Hooper, who has resigned as an account executive for the Wm. Wrigley Jr. Co., after 14 years association.

Col. Isker, 30 year Army veteran, during the war was responsible for armed forces food research and development. He was also chief of the Subsistence Section, Research and Development Branch, Military Planning Division, Quartermaster General, Washington, D. C.

MEXICO AWAITS POSTWAR RADIO

London to Mexico City, May 27. (AP)--BBC Official Stresses keen Interest Shown by Both Listeners and Broadcasters

IN NEW YORK on his way back to England, Thomas P. Gale, former director of the British Broadcasting Corp.'s office in Mexico City, reported a great stimulation of Mexican interest in radio.

"The war," he said, "benefited Mexican radio. The people's interest in news became great."

In the great rural areas of Mexico radio was the only medium which provided the people with a timely account of the war's progress. With war's ending, the public's desire to be informed by no means lessened. A keen interest in peace problems exists.

Scattered among Mexico's nearly 21,000,000 population are 1,000,000 radio sets, Mr. Gale estimated. But the number of listeners to any one set in Mexico may be twice or thrice as great as the number in the U. S., he said.

Group listening is the habit in Mexico where the poverty-ridden masses cannot afford to buy sets in quantity. Juan Gomez (Mexico's John Q. Public) may have to listen to a radio outside his adobe home. The important thing, said Mr. Gale, is that the radio is there.

Increase in Advertising

With war's end, Mr. Gale visualizes an increase in Mexican broadcasting activity and in radio set sales. With resupply of sets cut off from the U. S., Germany, Dutch and other sources during the war, many a Mexican set needs replacement, and new markets for receivers have been created.

At present, approximately 140 broadcasting stations are operating in Mexico, about 20 of them from Mexico City alone. Stations support themselves, as in the U. S., by advertising revenue.

"Mexican businessmen," said Mr. Gale, "have learned from the United States' example the value of radio advertising." He estimated that most Mexican stations average a 50-50 distribution of time to local and national advertisers.

Aware of the Mexican public's interest in foreign affairs, BBC has been pumping many a radio show into Mexico by its shortwave broadcasts beamed to Latin America and by transcriptions flown in. Mr. Gale estimated that in principal Mexican towns, stations devoted an average of one-half hour per day to BBC shows.

BBC is now trying to make arrangements for reciprocal exchange of radio programs with Mexico. BBC would like to have Mexican stations transcribe programs from the Mexican point of view, fly them to Britain for broadcast over BBC.

Video-conscious Mexico

Mexico, as well as other Latin nations, is now becoming interested in television. Emilio Ascarraga, Mexico's No. 1 radio tycoon, owner of Mexico City's most powerful station XEW and of the Blue Network, a growing organization which now broadcasts from three to four hours per day with outlets in principal cities, has proposed to inaugurate theatre television shows whenever equipment becomes available.

"Television can be a big thing in the main capitals of Latin America," said Mr. Gale. He thinks television may well virtually replace newsreel theatres.

Mr. Gale, who opened the Mexican office of BBC in 1943, has returned to England for reassignment. John Leech replaced him as Mexican director for BBC.
FROM FOUR CORNERS of earth CBS foreign correspondents met with network Hollywood news analysts and executives to trade notes on the state of the world. News-wise group (clockwise) are Harry Flannery, news analyst; Nelson Pringle, news analyst; Ernest H. Martin, CBS National Sales Service; Charles E. Morin, CBS Pacific Coast sales manager; Chet Huntley, Pacific Coast director of news and public affairs; Harry W. Witt, Pacific Coast division assistant general manager; Charles Collingwood, foreign correspondent; Donald W. Thorburn, Pacific Coast vice-president; Richard Hotzelot, foreign correspondent; Dr. Wallace Sterling, news analyst; John Beck, director of news broadcasts for KNX and Columbia Pacific Network; Dr. Harold Fisher, news analyst; Arch Morton, KNX and Southern California sales manager; Tim Leimert, former foreign correspondent; Pat O'Reilly, KNX assistant news director.

A Guestitorial . . . . By Harold E. Roll

WHAT DO PROMOTION WORDS MEAN?

(Mr. Roll is Promotion Manager, KFAB Lincoln, Neb.)

NOW that radio broadcasting has reached its 25th year it may be the time for us to define a few words we use in describing the activities of the broadcasting business.

My several years of experience in the advertising agency business taught me that no two radio stations have the same idea of the meaning of the word "merchandising." And my three years of experience in the broadcasting business as director of promotion-merchandising-publicity and research, have served only to baffle me more as to what the words frequently used in the so-called promotion department are intended to mean.

Standardized Words

Most radio executives I've talked to about the need for generally accepted definitions of promotion department words seem as muddled up as I am. If we in the broadcasting business haven't agreed on a terminology, what can we expect sponsors and the advertising agency people to think we mean when we toss the words at them?

This may be a job for the newly organized NAB promotion department: however, to offer as a suggestion for spade work, only, in establishing standardized "meanings" of words frequently used in the promotion department, I outline the following:

Sales Promotion: Activity in paid space, direct mail, etc., that promotes the "sale" of a radio station to advertisers and prospects. Building of sales presentations, furnishing ideas to make suggested programs more useful to sponsors.

Merchandising: Effort put forth to help the sponsor carry the "news" of his sponsorship and program to the listeners, middlemen, salesmen and retailers. Purpose to make the program more productive to the sponsor.

Publicity: Activity that results in "grabbing" free space to favorably publicize a radio station with the purpose of: (1) building a greater listening audience or, (2) promoting favorable acceptance among advertisers and others who influence the purchase of radio time.

Station Promotion: "On the Air" activity such as courtesy announcements, special broadcasts, regular station promotion programs aimed to increase the listening audience of a particular program or all shows on the station.

Research: Thoughtful "har-nessed" energy to determine certain facts concerning the radio station. For use by management in (a) checking standing of station; (b) better programing; (c) use in selling station time, etc.

It is my opinion that there is bound to be overlapping in the "meanings" of the words: yet, words, through use, can come to have specific meanings. Through the use of a commonly accepted terminology it would become useful to the entire advertising profession.

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NARBA

(Continued from page 15)
solved,” said Chairman Jett. “These, as you know, are of a tripartite character affecting Cuba, the Bahamas and the United States.

Accordingly, it has been proposed that the final plenary session be postponed until Monday in order that representatives of these three governments may continue to study the following questions:

“1. The use of 640 kc by Cuba, in which case a satisfactory substitute frequency would be made available for use in the Bahamas, beginning at a date to be agreed upon at this conference.

“2. Further discussion in regard to the use by Cuba of certain channels assigned to Class I-A stations of the U.S.

“3. Further study with a view to reaching an accord in respect to the protection to be afforded Cuban and U.S. regional stations on certain regional channels.

“In continuing our discussions we shall be guided by the words of the distinguished chief of the Cuban delegation, Secretary Maristany, at the opening plenary session—and the American methods of international cooperation, without which there can be no permanent and fair solution to human problems.”

Sr. Carlos Maristany, Under-secretary of Communications of the Cuban Government and head of that country’s delegation, said he sincerely hoped an accord was the final outcome of the conference thus far and felt that his words were fundamental in forming the basis for settlement of problems in the North American region.

FORESEES AGREEMENT

“Cubans are happy to do everything necessary to reach an agreement,” he said. “I feel sure a solution somehow will be found to these problems.” Sr. Maristany’s appearance at Havana was his first in weeks. He had been confined to his hotel with an attack of influenza.

“Based on conversations between adjournment last night and 3 p.m. today I feel certain we can reach an amicable agreement,” said Chairman Jett. Informal closed conferences began immediately after the plenary session adjourned.

Cuba steadfastly insisted on use of 640 kc on which KPI Los Angeles is the U.S. I-A station and which is being used by the Bahamas at Nassau for the only station of the Bahamas Islands. The Bahamas likewise remained firm in refusal to relinquish the channel on Cuba’s terms, which involved exchange of 1540 kc for 640.

At an informal session Tuesday Dr. Machado said Cuba already had notified the Bahamas that on March 30 Cuba would begin broadcasting on 640 kc and that Cuba would feel free to use any channels, inasmuch as no treaty would exist so far as he was concerned.

Commissioner Jett, who slept

“GROUND SYSTEM” of WRGA Rome, Ga., went completely under when the city suffered its worst flood in 30 years. The transmitter house was surrounded by water, with operators’ cars stranded. Operators had to make shift changes by boat while WRGA served the area with emergency announcements and special programs.

little and conferred much, insisted throughout that engineering considerations must guide decisions for use of any frequencies. Cuba wants 640 for a government-licensed station, inasmuch as all other stations in the Island are privately-owned, Dr. Machado explained.

Bahamas Receptive

Alan D. Hodgson, the Bahamas delegate, said informally that his country would not object to using another frequency but that tests would be necessary beforehand.

The Bahamas use standard broadcasting for emergency as well as regular broadcast service and in many parts of the Islands sets tuned to 640 are at fixed points for community listening.

Cuba insisted on immediate use of 640, however, and offered, on 24 hours notice, to provide the Bahamas with a transmitter and necessary manpower to install the 1540 kc station. Throughout the discussion the U.S. maintained a position of strict neutrality with regard to 640 kc. As Broadcasting went to press, however, Commissioner Jett was meeting with Sr. Maristany and Mr. Hodgson in efforts to bring the two countries to an amicable agreement.

To Cuba’s demands for use of eight U.S. I-A channels, the U.S. delegation offered use of three. Cuba pared her request to a total of five, including 640, but the U.S. held fast to the three. Indications were that Cuba might be satisfied with fewer channels provided she could get use of 640 kc which, it appeared, was a major political issue in Cuba. While the U.S. and Cuba reached agreement on the use of three clear channels, they were not specified.

Compromise for Three

Following several conferences between U.S. and Cuban engineers, Cuba informed the Bahamas of the following clear channels: 640 kc, with 5 kw station in Havana; 670 kc, 1 kw at Camaguey; 720 or 850 kc, 1 kw, Oriente; 780 kc, 1 kw Santiago de Cuba; 830 kc, 2 kw at Santiago.

Status of Cuba’s demands for use of regions and acceptance by the U.S. follows:

Regional Channels

590 kc—Cuba asked 25 kw at Havana, protecting U. S. stations as follows: WMBS Uniontown, Pa. at 1.6 mw/m contour by WTBC Austin, Tex. to 3.0 mw/m contour; WKZO Kalamazoo, Mich. to 1.12 mw/m. No protection to WAGA Atlanta, Cuba claiming priority rights on 690 kc. U. S. stations: WAGT Atlanta, WEEI Boston, WOW Omaha, WHQ Spokane. Cuba’s proposal tentatively accepted by U. S., with question of WAGA priority referred to Juridical Committee.

630 kc—Cuba wanted 10 kw at Holguin, protecting WJSN Winston-Salem, NC. to 1.7 mw/m contour; WREC Memphis to 0.9 mw/m contour; WCAO Baltimore to 1.0 mw/m contour. Other U. S. stations: KFSD San Diego; WICC Bridgeport, Conn.; WMT Cedar Rapids; KSJB Jamestown, N. D.; KROD El Paso, Tex. Cuba’s proposal tentatively accepted by U. S.

650 kc—Cuba wanted 25 kw at Havana protecting WMAL Washington to 1.0 mw/m; KXOK St. Louis to 1.04. Other U. S. stations: KVOD Denver; KOH Reno, Nev.; WPRO Providence, R. I.; (KGFX Pierre, S. D., daytime only, 200w).

Cuba proposal tentatively accepted by U. S. During committee meetings, however, reports of pronounced Cuban interference with WMAL and KXOK were made. Cuba said facilities were transferred from CMCD to CMQ on Feb. 1, that CMQ hadn’t installed proper directional.

790 kc—Cuba wanted 2.5 kw non-directional or 10 kw directional at Havana. No agreement on protection. U. S. stations affected: KECA Los Angeles; WJUIJ Billings, Mont.; WWNY Watertown, N. Y.; WEAN Providence, R. I.; WMC Memphis; WTAR Norfolk; KYOS Bellingham, Wash.; WBEU Eau Claire, Wis.

910 kc—Cuba wanted 10 kw at Havana. U. S. stations: KLX Oakland, Cal.; KFPO Denver; KFKA Greeley, Colo.; WSUI Iowa City; WABI Bangor, Me.; WPDP Flint, Mich.; WCCO Meridian, Miss.; WGBI Scranton, Pa.; WJHL Johnson City, Tenn.; KNNY Sherman, Tex.; KALL Salt Lake City; WRNL Richmond, Va.; KVAN Vancouver, Wash. Cuban proposal tentatively accepted by U. S.


960 kc—Cuba sought 2 kw non-

950 kc—Cuba asked 2 kw, non-directional, 10 kw directional, at Santa Clara, U. S. Stations: WBCN Boston; WJUP Birmingham; KROW Oakland, Calif.; WELI New Haven, Conn.; WSBT South Bend, Ind.; KMA Shenandoah, Ia.; WDBJ Roanoke, Va. U. S. rejected plan.

TEXAS STOCK SALE IS UP FOR APPROVAL

SALE of 50% of the common stock of WACO World and KNOW Austin, Tex., by E. S. Fentress and Charles E. Marsh to C. C. Woodson and Wendell Mayes for $200,000 was reported to the FCC last week for approval.

The other half interest is now held by S. W. Richardson and Charles F. Roesser, Texas oil men who backed Elliott Roosevelt in his Texas gubernatorial effort, but an application is pending for its transfer by them to Texas State Network, in which they have minority interest, for $34,000 [BROADCASTING, Mar. 28].

Messrs. Mayes and Woodson, proposed purchasers of the WACO-KNOW holdings of Messrs. Fentress and Marsh, own 25% each in KBWD Radio, Inc., Texas, of which Mr. Mayes is manager. They also own one-third interests in Odessa County Broadcasting Co., applicant for a new station at Odessa, and a half interest in Lubbock County Broadcasting Co., which is seeking a new station at Lubbock.

In addition to his radio interests, Mr. Woodson is owner of the Brownwood Bulletin and holds a 50% interest in Lamesa Newspapers Inc., which publishes the Dawson County Courier; and a 25% interest in Lone Star Newspapers.

Mr. Fentress owns a controlling interest in Newspapers Inc., Waco, in which Mr. Marsh is a minority stockholder. Their interests in WACO-KNOW are equally divided.

In their application for transfer, announced Thursday by the Commission, it was explained that they wish to devote full time to their publishing activities.

WACO, formerly on 1490 kc with 250 w fulltime, last December was granted a change in frequency to 1480, and now is operating with power to 1 kw fulltime with directional antenna at night. KNOW operates on 1490 kc with 250 w fulltime.

Minimum Hours Ruling Waived For Television

EXISTING television stations were given until July 1, 1946, to comply with the rule requiring a minimum program schedule of 28 hours a week under a waiver granted last week by the FCC. The action followed receipt of a letter from William A. Roberts, counsel for Television Broadcasters Assn., declaring that imposition of the regulation would work unnecessary hardships as few of the stations are now in a position to operate at capacity. Difficulties of obtaining equipment and technical personnel were cited by Mr. Roberts.

The rule regarding operating schedules, Rule 3.601(a), requires that commercial stations provide not less than two hours per day of program service and not less than 28 hours per week. In adopting this rule last November [BROADCASTING, Nov. 28], the Commission said it would consider different minimum requirements for different types of stations or for various cities of different sizes.

Program Firm in N. Y. Organized by Manning

PAUL MANNING, formerly associated with Sperry Corp. and their radio consultant and commentator, has announced formation of Paul Manning & Co. Inc., new production firm, at 29 W. 57th St., New York.

Company is presently engaged in applying scientific methods to program production, “pre-marketed to assure maximum listener acceptance,” Mr. Manning said.

Firm officers consist of Mr. Manning, president; John Babb, formerly with NBC, vice president and general manager; John Babb Jr., secretary; Jane Sherrard, press information and research counsel.

Crabb Returns

WILLIAM CRABB, who after several years absence, returns to technical staff of KEDG Monterey, Calif. He has been with KJBS San Francisco.

Court Dismisses Conspiracy Charge Against Noble in Flamm’s Damage Suit

CHARGES that Edward J. Noble, new chairman of the board of ABC, entered into a conspiracy in 1940 to force Donald Flamm, then owner of WMCA New York, to sell the station to him, were dismissed last week by New York Supreme Court Judge Denis O’Riady Cohalan.

At the same time Judge Cohalan took under advisement a motion by Mr. Noble’s attorneys for dismissal of all charges in Mr. Flamm’s bid for purchase of the ABC board chairman and financier for $2,925,000 damages. Motions for dismissal were made at the conclusion of Mr. Flamm’s presentation.

Barent L. Vissacher, Mr. Noble’s attorney, moved for dismissal of the suit on the grounds that Mr. Flamm failed to prove his contentions that Mr. Noble: (1) Conspired to procure sale of WMCA; (2) purchased the station through fraudulent representations; (3) exercised duress in negotiating the purchase.

Motions for dismissal on the latter two grounds were taken under advisement.

Document Rejected

The end of Mr. Flamm’s presentation of evidence came after a day of legal wrangling which grew out of unsuccessful efforts of his attorney, Philip Handelman, to introduce into evidence a mysterious document said to be a copy of a memorandum from Earl E. Anderson, onetime financial adviser to Mr. Noble.

At one time Mr. Handelman attempted, without success, to involve the late President Roosevelt’s name in the case. He called Herman Stein, New York State legislator, as a witness and asked him: “In December 1940, did you look to the then President of the United States with respect to the transfer of ownership of WMCA?”

Mr. Vissacher was quicker with his objection than Mr. Stein was with his reply. Mr. Stein retired from the stand without having testified.

Previously, Mr. Handelman had sought unsuccessfully to include the name of Thomas Corcoran, one-time confidant of Mr. Roosevelt, as a co-conspirator in the case. That motion, resisted by Mr. Vissacher, was denied by the Judge two days before.

At resumption of the trial today, Mr. Noble was scheduled to begin presentation of his defense, a procedure which he estimated would occupy no more than three days. Mr. Flamm’s presentation lasted more than two weeks.

Gale Silences WTAR

WTAR NORFOLK, Va., was silenced for 25 minutes last Tuesday when a sudden 60 m.p.h. wind storm toppled one of the station’s three towers, short-circuiting transmission lines and knocking out the other two towers. Service was resumed on a 1 kw non-directional basis, and will continue until tower is replaced within ten days.

Kaiser-Frazier Denies Report

DEPORTED plans of Kaiser-Frazier to sponsor Elmer Davis, ABC commentator and former OWI head, were declared “groundless” last week by automotive firm’s agency, Trade Development Corp., Chicago, H. D. Drake, agency media director, said Kaiser-Frazier was not considering radio “at the present time” and that company was definitely “not interested” in such a move commercially, although local distributors were free to use whatever media they desired.

The total cash income from farm marketing for the first 9 months of 1945 was $175,178,000, or an increase of 12 per cent over the same period in 1944. The alert advertiser should get out his wares in Missis-

sippi—the State of Opportunity!

WJDX — the DOMINANT "Voice of Mississippi"—effectively, efficiently covers this growing market.
BELIEVED to be first full-length original play written for television. "Laugh - in - Faro" and "Flying Time" were both presented by WNIT New York Feb. 17. Special cards were distributed to station personnel set aside each week for entertainment. Representatives of movie studios were invited as guests at WNIT television viewing room to consider play for motion picture adaptation.

New WGTM Programs

CHILDREN'S program in Saturday morning "Saturday Kids Hour," which has been started by WGTM, Wilson, N. C., originating from stage of local theatre. Titled "Children's Time," it is broadcast by half-hour show featuring station's educational, civic, and religious features. This program is presented under public service series sponsored by Wilson Chamber of Commerce. "Chamber Chats" is conducted by organization's secretary.

New KILO Programs

REQUEST program of recorded selections, how is scheduled Saturday afternoons in three hour period by KILO Grand Forks. N. D. Elie is "Off the Record." Station has organized a ten-piece hillbilly unit to tour Red River Valley area and present Saturday night "Kilo Barn Dance" program, conducted by Jack Younger and Roy Vlady of WDAY Fargo, N. D.

Strike Broadcast

METEOR on pause with discovery of striking employees at Great Northern Strike. Strike which was to be broadcast Feb. 24, 1930-4 p.m. program has been interrupted. KFPR, general president of United Electric, Radio and Machine Workers of America, issued statement which included reference to KFPR's strike. He criticized local people in forwarding strike against union.

CFAC Covers Blast

WHNF New York Feb. 17. Special cards were distributed to station personnel set aside each week for entertainment. Representatives of movie studios were invited as guests at WNIT television viewing room to consider play for motion picture adaptation.

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WHNF New York Feb. 17. Special cards were distributed to station personnel set aside each week for entertainment. Representatives of movie studios were invited as guests at WNIT television viewing room to consider play for motion picture adaptation.

The broadcast released a special program titled "Rainbow House." A juvenile program conducted by Bob Wassenberg, station manager, was broadcast daily March 24 through 30. The program is aimed at children, featuring stories and music. Wassenberg noted that the program was well-received by the local community.

In conclusion, the broadcast aimed to provide educational and entertainment value to its audience through a variety of programs, including children's shows, educational programs, and music broadcasts. The station's dedication to community service and public interest is evident through these initiatives.
MARK FINLEY, released from the Army as lieutenant colonel after 46 months in ETO, rejoins KLPM Minot, N. D., as director of operations and charge of station promotion. He was with the Montgomery & Moretta, Inc., before entering the Army, and before that with agency's Salt Lake City office.

GIL SIMON, former promotion and publicity director for BBN Youngstown, Ohio, has joined KFWS Hollywood in similar capacity succeeding DON ROSS, resigned.

LESLIE E. MAUPIN, returning from three and a half years with the Army in ETO, rejoins KLPM Minot, N. D., as director of operations and charge of station promotion. He was with the Montgomery & Moretta, Inc., before entering the Army, and before that with agency's Salt Lake City office.

IRVINE KUHN, assistant director of information for NBC News, left on Feb. 21 on “New World in the Pacific” at luncheon meeting of National Association of Public Relations Counsel in New York.

DONN MACCALLUM, who served as the Army as lieutenant, has been appointed program promotion director of Don Lee Broadcasting System, Chicago. MICHAEL FOSTER, released from the Army as captain, has joined CBS press information department.

FRANK FORD, for three years sales promotion manager of NBC Western Division, has joined CBS Hollywood as merchandising and promotion manager for Pacific Network. Prior to joining NBC Mr. Ford was affiliated with NBS San Francisco, and before that manager of agency's Salt Lake City office.

LEO HOGAN, NBC Hollywood press department member, is the mother of a girl.

GERALD MAIER, former member of NBC's press office in New York, now with the State Dept. Office of Inter-American Information, is on leave to Tour the United States and refer to the Legion of Honor from the French Government for his work in support of French education throughout the underprivileged press during the war. He was stationed in Berne by OWI at that time.

KFWB, a member of the Los Angeles Radio Broadcasting Bureau, Inc., has relaunched its radio spot advertising to promote its radio station in Los Angeles.

The broadcasts, providing listener with modern instruction in various phases of the home economics field, are conducted by Miss Alina McKenzie, head of the A & H home economics department of Portland State College, which is produced and presented at Portland State College.

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They go together
Knoxville and WNOXville

They think alike—buy alike and add up to the greatest radio market in East Tennessee. Both listen most to WNOX. Knoxville alone is a great market but it is only approximately 7% of WNOX’s total audience.

See your BRANHAM man for availability.

BROADCASTING • Telecasting

BROADCASTING • Telecasting

Mega-Watts

KNOXVILLE, TENN.

They think alike—buy alike and add up to the greatest radio market in East Tennessee. Both listen most to WNOX. Knoxville alone is a great market but it is only approximately 7% of WNOX’s total audience.

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KNOXVILLE, TENN.

A MEGA-WATT DRIVE!

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Mega-Watts

KNOXVILLE, TENN.

A MEGA-WATT DRIVE!

KNOXVILLE, TENN.
opponents were Hallick (Ind.) and Hoffman (Mich.) criticized union tactics and several times offered parliamentary amendments.

The four-hour debate was one long recital of Petrillo offenses against union decency, and the House responded favorably as the incidents were recited off by aroused Representatives. Galleries applauded on occasions.

Rep. Cox opened debate on (HRes-524), Rules Committee measure bringing the Lea Bill to the floor. Rep. Michener read extracts from the Interstate Commerce Committee report showing how completely Petrillo dominates the AFM.

Rep. Dondero, who had introduced a companion (HR-1648) to the Vandenberg bill approved by the Senate, said he was wholeheartedly for the Lea Bill. He reviewed history of Petrillo legislation and described the Petrillo ban on Interlochen broadcasting. High schools all over the nation are afraid to go on the air because of the bill, he said, lanuding broadcasting as one of the most powerful instruments of culture.

He told of an incident at Royal Oak, Mich., where Petrillo had refused to let a Navy band play at dedication of a memorial to local citizens in the armed forces.

Rep. Halleck, who made an eloquent fight to ornament the provisions of the bill and replace a penalty clause depriving the union of protection afforded by the Wagner Act and similar laws, said "most of us have been shocked" by Petrillo's methods.

"Hits All Musicians"

Rep. Marcantonio warned that American musicians would be driven out of existence by the bill. It aims at Petrillo but hits every musician, he said, advising Members to study its provisions. The bill was brought up behind a smokescreen of indignation against Petrillo, he said, and goes farther than any labor bill ever before Congress. Musicians are forbidden from striking or asking for better working conditions, he charged. The bill takes money out of the pockets of American workers and puts it into the pockets of broadcasting companies, he added.

At this point he introduced a memorandum from the CIO calling the bill "anti-union" and a "dangerous and unwarranted interference with the normal processes of collective bargaining."

Rep. Celler said bad cases make bad laws and felt the Lea Bill makes unlawful what is now lawful. He told of a letter sent to President Green of the AFL in which he said Petrillo's tactics such as the Interlochen action were ill-advised and harmful to all labor. He recalled the statement by Elmer Davis while OWI head that Petrillo's demands would cripple hundreds of stations.

As a solution to the problem he suggested that musicians get one payment for a record performed in a home, for example, and multiple royalties for multiple public performances to be paid to the originating musicians.

Brown Is Highlight

Rep. Brown, easily the highlight of the afternoon, opened with the statement that the bill is aimed to cut down James Caesar Petrillo. He reviewed committee hearings, and recalled how Petrillo had told the President and Congress "they could go to hell," "I may go to hell some day," he added, "but not because of James Caesar Petrillo."

In simple terms, he said, the bill specifies Petrillo practices that shall be illegal, and then we say anyone who uses force or threat shall in turn be charged with an illegal action and be held responsible. It's not a criminal penalty on strikes, he explained, but only hits strikes of the type declared illegal.

Petrillo writes his own bylaws and constitution, he continued, and levies his own tributes. "I want to help employment of musicians," he declared, and claimed they are making greater salaries than ever before. Name bands, he reminded, are anxious to get on the air and get thousands of dollars for single recordings. The bill was termed a service to organized labor.

Rep. Brown told of a Cincinnati Shrine Circus for crippled children, a War Bond show that was assessed $2,800 tribute and a Fredericksburg, Va., Memorial Day event that suffered from Petrillo's refusal to permit military and amateur groups to perform. "Don't listen to any lip service in the name of labor," he pleaded.

Then Rep. Marcantonio interrupted that he was placing main emphasis on the fact that Petrillo's middle name is Caesar. Rep. Brown shouted: "Here in America we have no place for Caesars." The realizado, the House into several minutes of wild cheering and applause.

Rep. Cox said the public expects the House to "bring the cause of organized labor and humanity to bear on all public problems" and declared, "We are the servants of the people and not the cringing victims of a dictator." He called for a vote on the Rules Committee resolution, which was passed, and debate opened on the Lea Bill in Committee of the Whole.

Chairman Lea said broadcasting as one of the greatest industries in the country and an important instrument of free speech must be untrammeled in serving the people of the United States. The bill, he said, is aimed to end the tyranny imposed on broadcasters in recent years and does not deny anyone the right to enforce any legal obligations against broadcasters.

Asks Teeth

He reviewed Petrillo demands on broadcasters and asked that teethpulling amendments be rejected. The chairman reviewed the transcription royalty incident and the 1940 order requiring FM outlets of networks and AM stations to hire extra shakers. He cited a union picket threat at a Milwaukee Catholic Christmas party, which eventually had to pay $84 for an orchestra it didn't want.

Referring to the penalty clause, he noted that the court can fix penalties according to severity of the crime. Strikes are illegal if carried out in a legal way, under the bill's terms, he concluded. Applause greeted his speech.

Rep. Engel, representing the district in which Interlochen is located, told of the camp's cultural achievements. This one man (Petrillo) has done much to bring

NAB District Meetings

11th District (Minn., N. D., S. D., Wis., Mich., in part), Hotel Radisson, Minneapolis, March 18-19.

8th District (Mich., ind.), Pantlind Hotel, Grand Rapids, March 21-22.

9th District (Il., Wis. in part) March 25-26, Palmer House, Chicago.

7th District (Ky., O.), Hotel Gibson, Cincinnati, March 28-29.

4th District (D. C., N. C., S. C., Va., W. Va.), Cavalier Hotel, Virginia Beach, Va., April 11-12.


5th District (Ala., Ga., Puerto Rico), San Carlos Hotel, Pensacola, Fla., April 29-30.


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about labor legislation, he pointed out.

Rep. Sabath recognized that Pettrillo has gone far afield but regretted that organized labor should suffer. The bill goes too far, he said.

Like several preceding speakers, Rep. Reece said no one had tried to justify Pettrillo's practices before the Committee.

Rep. Halliec was incensed at Pettrillo's methods but asked that the penal provisions be changed by depriving the union of property rights, and he hoped other Federal laws. He inferentially defended standing bands and said all through industry there is unnecessary work. He didn't condone this work, but objected to the penalty. He voted for the Case anti-strike bill, he reminded.

Rep. Harris said the bill had received judicial consideration and meets the issue face-to-face.

Rep. Rabkin said: "I don't come here to praise Caesar. But I don't come to bury the rights of labor, particularly the right to labor to strike." The bill won't correct union abuses, he felt.

Hills Monopolies

Pettrillo is not the issue; the bill is the issue, Rep. Marcantonio said, calling it a measure to increase the profits "of monopolies that control the broad communications." "There is just as much freedom of the air as the broadcasting companies," he said.

"There is just as much freedom of profits as the broadcasting companies." Rep. Boren opposed weakening the anti-strike bill, he reminded.

Penalty. He voted for the Case bill calls efforts to get 12 or 20 musicians as producers of art have embodied all latest improvements into 33 x 34 x 54 inches of space. Top photo shows the entire station opened for operation. At bottom is the unit all closed down into an attractive desk, the feature which Myron E. Kluge, head of the manufacturing company, says will bring the amateur radio operator "out of the attic and into the dining room."

HAM DREAM MACHINE is the new 1 kw amateur radio station built by Kluge Electronics Inc., Los Angeles. Named the "California Kilowatt" and condensed into well-desk form, the manufacturers have embodied all latest improvements into 33 x 34 x 54 inches of space. Top photo shows the entire station opened for operation. At bottom is the unit all closed down into an attractive desk, the feature which Myron E. Kluge, head of the manufacturing company, says will bring the amateur radio operator "out of the attic and into the dining room."

JACKSONVILLE

To Reach the People of JACKSONVILLE

Quickly Effectively USE

WAHP

Represented by John H. Perry Associates

BROADCASTING • Telecasting

SCHOLARSHIP FUND

The San Francisco Press Club has announced creation of one-thousand dollar scholarship fund which includes an award designed to create interest in radio writing among high school journalism students. The award—a $250 university scholarship—will be presented at a Press Club Junior Gang Dinner to the Northern California high school senior journalism student who submits the best dramatic radio script dealing with some phase of the development of newspapers. Frank La Tourette, a director of the club and ABC's western division news chief, has been appointed chairman of a committee of San Francisco radio newsmen who plan to enlist the aid of northern California station managers in promoting the scholarship offer and in helping the high school students who compete.

New Chicago Agency

Kemmore Advertising Inc., 64 N. Michigan, Chicago, has appointed Kenneth M. Neustadt, president of the agency, director of an advertising service which he had operated his own Wisconsin. Among his employees are Clifford N. Sells, management counsel, and Raymond Young, in charge of product design. Radio department is to be included.

Horn, John Hymes

The Big County

New York City

Dear John:

Those Holidays certainly caused a heck of a lot of commotion around Charleston. When I first heard there was a announcement about so many radio stations all over the country going right in to see the Boss and find out what they were getting this day off, and was my face when he told me it was another one of our promotion jobs for a new show, "Holiday Greetings." Well, I thought that was a mighty clever idea, getting the whole town talking about what was henceforth known 'what they were getting in about... Why I'll bet you every radio in the town would be talking about what a good promotion job can do, doesn't it!"

Yrs.

Aboy

WCHS

Charleston, W. Va.

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**On the Service Front**

**COYCLE BACK ON JOB AT EVENING STAR**

WILLIAM E. COYLE has resumed as radio director of the Washington Evening Star after three and a half years in the Navy. He finished as lieutenant com-
mander after two years' sea duty, which included the invasions of Rio N a m u r, Guan, Leyte, and Lingayen Gulf, and the occupation of Japan. He was awarded the Navy Commenda-
tion Ribbon for his work as as-
istant to the operations officer on the staff of the commander of an amphibious group in the invasions named. * * *

AFRS Changes

SUCCEDING Maj. Martin H. Work as commandant of Armed Forces Radio Service, Los Angeles, Maj. Paul C. Carpentier, in Philadelphia, Capt. E. Kearney, a member of AFR A who has returned from 22 months in the ETO where he was camouflage officer for First Army and later public relations officer of I & E Division. Staff members relieved for discharge are Capt. Fordyce V. Cowing, executive officer, by Maj. Edgar Tidwell; Courtenay Savage, chief of program section, by Maj. Robert Light; Lieut. Emil Frank, USNR, public relations, by Maj. Jack Connell and Capt. William Bakewell; Capt. Richard D. Zorn continues as assistant com-
mandant; Maj. Frank Tourvelot becomes chief of overseas liaison, and Capt. Burton Boatright chief of technical instruction. * * *

Chief Announcer

BERNARD MULLINS Jr., son of WTIC Hartford chief announcer Bernard Mullins, has been ap-
pointed chief announcer of WTVQ, arm-
forces radio station in Osaka, Japan. WTVQ is a modern five-story radio center occupied also by the Japanese station JOBK. "Studios and control room are modern to the nth degree," he writes. * * *

Behn Award

COL. SOSTHENES BEHN, presi-
dent of International Telephone & Telegraph Corp., has received the Medal of Merit, high civic decoration for war time services for performance of outstanding service to the United Nations.

Citation states in part that Col. Behn "personally visited France and Belgium, and effectuated a reor-
ganization in those countries of communications laboratories which enabled the latter to reproduce mobile radio equipment which aided materially in establishing vital communications stations for use in operational zones."

**NEW ‘MOON SHOOTING’ COMING UP**

Signal Corps Believes Fadeless Broadcasting—May Result From Tests Being Planned—

NEW ARMY experiments with ra-
diomazing to the moon may re-
result in radio broadcasts absolutely free from the phenomenon of fading. That is just one of many prac-
tical results the Signal Corps hopes to get from a new series of tests being planned by the Signal Corps Laboratories, Belmar, N. J., according to Maj. C. N. Cham-
berlain, of the staff of Lieut. Col. John H. DeWitt who organized the test of the test on which the moon was first contacted in January. The Signal Corps engineers call the experiments "wave propagation studies" designed to disclose, among other information, the ef-
fect of the atmosphere and the ionosphere on radar waves. Hitting the moon with their beam is almost incidental; Army engineers insist all along they could do that, given the necessary equipment, Maj. Chamberlain said. The satellite's main function is to act as a super-
coupling, transmitting signals back to earth. Date for the actual start of the new tests is not yet known, be-
cause engineers are still at work on modifications of equipment, which includes design of a new antenna which will follow the moon as it courses across the sky. This will require an "equatorial" type mount similar to that employed to search the skies with telescopes used in radio observatories. The new equipment may be built in the Signal Corps' own engineering laboratories at Bradley Beach, N. J., Maj. Chamberlain said.

With an antenna which can be kept trained on the moon, the radar beam will pass through various thicknesses of the atmosphere, since there is far less air to traverse than when it is aimed toward the horizon. In the original experiment the antenna was trained slightly above the horizon at a fixed ele-
vation, and observers had to "hit" it either as it rose or as it set.

**In The Public Service**

**Emergencies Met**

WKBZ Muskegon, Mich. answered two emergency calls recently—one a matter of life, the other death. How one Col. called in to say that a woman was dying and des-
perately needed rare Type 4 blood. Thirty-five people responded within a few minutes of the station's ap-
peal, and the woman was given her transfusion. Later in the week WKBZ was asked to find a woman from Marine City who was thought to be at Muskegon. Her niece had been killed in an accident and the family wanted to contact her. The next morning the woman called to say she was on her way home after hearing the broadcast.

**Forum Programs**

KOME Tulsa has inaugurated Junior Chamber of Commerce Forum, featuring discussions of community betterment projects by local and state leaders secured by Jaycees. Last part of program is devoted to answer by Col. Cooley from the audi-
ce. KOME Program Director Dick Campbell produces the series. * * *

**Listener's Fund**

WNOX KNOXVILLE fund for relief of widows and orphans of 24 miners killed in the Pineville, Ky., mine explosion the day after last Christmas, has reached more than $8,000. * * *

**One For One**

ONE STICK of gum with each musical request, decreed Stan Carey, disc m.c. of WBRR's 1340 Club of Pittsfield, Mass. In three days Stan received and distributed more than one box and sticks to children in Pittsfield hospitals.

**Servel Election**

AN ELECTION to determine whether United Electrical, Radio & Machine Workers (CIO) shall represent the ap-
proximately 2,500 production and main-
tenance employees of Servel Inc., Evans-
ville, Ind., was ordered by NLMB last Tuesday, to be held within 45 days. Company makes air-conditioning equip-
ment and gas refrigerators.
AFRA Terminates So. Calif. Contract

AFRA has served notice to nine independent station members of Southern California Broadcasters Assn. that existing agreements on announcers will be terminated on March 16. Present AFRA pact with stations signed last year for a two year period contains clause permitting either party to cancel upon 30 day notice six months after termination of World War II hostilities. It is under this clause that AFRA is canceling.

Move is AFRA’s first counter step in attempt to raise announcer salaries following original proposal to management several weeks ago that a percentage of station gross earnings be divided among announcers. Broadcasters at that time presented united front in refusing proposal.

AFRA is seeking wage increases of from 90 to 110% for announcers, depending upon station classification.

Involved are KKWK KGER KFOX KFCX KGFJ KXLK KFWB KMPC KMRK. Union hopes to bring in independents who have not been under contract, and currently is organizing KRRD. KMPC and KIEV have indicated willingness to sign with AFRA under old terms, it was said. Stations will deal individually with AFRA only if joint negotiations through Southern California Broadcasters Assn. fails, Robert O. Reynolds, organization president and manager of KMPC said. Current AFRA contracts with four network stations, KNX KFI KECA KJH are effective until Nov. 1.

First FM Grants

Announced that the tentative FM allocation plan adopted last Dec. 19 has been working out satisfactorily. Three months experience with the plan, it said, has shown the value of its flexibility.

In accord with its announcement when the plan was issued that departures from the pattern would be made whenever it was found desirable, the Commission revealed that in three instances it has taken away channels which had been tentatively assigned to specific areas.

One of the 12 metropolitan channels which had been allocated to Washington has been granted to an applicant in Winchester, Va., leaving 11 channels in the Capital for 14 applicants. One of the 13 channels which had been allocated to Philadelphia was taken away from an applicant in Atlantic City, N. J. Seven applications are pending in the Philadelphia area. The Commission also assigned to Hagerstown, Md., one of the five metropolitan channels previously allocated to York, Pa. Two applications from York have been conditionally granted and one is pending.

BROOKLYN BUILDING Bought for Video

PURCHASE of a building in Brooklyn, N. Y. to be converted into what was said would be the largest television and motion picture studios in the East was announced last week.

Lafayette Television and Motion Picture Studios Inc., which has application pending for a television channel, acquired the six story former BOPE clubhouse at Lafayette and Oxford Streets, Brooklyn, and will convert it to house three large sound stages, storage space, shops and dressing rooms. Cost of the property and conversion was estimated at $500,000.

The company was said to have placed contracts with Jamaica Radio and Television Co. for television studio and transmission equipment worth more than $55,000.

Officers of the company were listed as Harry Pedersen, president, Philip Konof, vice president and secretary, and Hyman Goldman, treasurer. None of them has been connected with radio or television heretofore. The company plans to offer its studio facilities for production of television, commercial, industrial, educational and religious motion pictures.

NEW NBC Central Division house organ named “The Orthocron” [BROADCASTING, Feb. 4] is now to be called “Chainbreak.” Winner of name contest is staff writer Ruth Button, sales department secretary, who submitted both suggestions. First issue is scheduled March 1.

regulation regarding option time, his opinion supported the Commission’s belief that the old network time clauses hindered stations in developing a local program service and restricted the freedom of licensees.


Don Lee (Continued from page 16) call on less than 56 days’ notice, or more than a total of three hours within each of four segments on any broadcast day as herein described. The broadcast day is divided into four segments as follows: 8 a.m. to 1 p.m.; 1 p.m. to 6 p.m.; 6 p.m. to 11 p.m.; 11 p.m. to 8 a.m. Such options may not be exclusive as against other network organizations and may not prevent or hinder the station from being selling any or all of the time covered by the option, or other time, to other network organizations.

Sections 1362 and 3220, under which the Commission directed Don Lee to file renewal applications on its other stations, empower the Commission to take such action on AM and FM stations whenever it is considered essential to the conduct of a hearing. These rules also provide that “if the licensee fails to file such application within the prescribed time, the hearing or investigation shall proceed as if such renewal application had been received.”

First Formal Inquiry

The forthcoming investigation of Don Lee network operations concerning option time practices would provide the first formal inquiry into compliance with chain broadcasting regulations since they became effective June 15, 1943.

Originally promulgated in 1941 over vigorous opposition by the networks and challenged in the courts, the chain regulations were upheld in the Supreme Court by the famous Frankfurter decision of May 10, 1943. On the subject of the...
from some intervening object. FM transmissions have provided data in the new band above 100 mc by a significant retransmission field strength of a modulated carrier wave, that is, with voice or music superimposed, and an unmodulated carrier wave.

FCC Monitoring

First tests were flown over a course enabling the plane to pick up FM programs from KYW-FM, Westinghouse station in Philadelphia. The plane flew a fixed course from the Martin airport in Middle River over Wilmington, Del., Philadelphia, and New York City, to New Haven, Conn., and return. This course took the test plane, at its maximum, an airline distance of 240 miles from the ground station in Baltimore.

FCC monitoring stations are checking the tests.

Mr. Noble said later tests are planned over other sections of the country, including the Pittsburgh area, where KDKA-FM programs will be relayed in a similar manner. Other ground stations will be added as the experiments progress, said Mr. Noble.

The flights are made with a twin-engine medium bomber-derived from War Surplus, and re-equipped for the experimental operations by the Martin Co. The plane carries a flight crew of three from the Martin plant and two Westinghouse engineers.

The Stratovision plane carries three antenna systems in addition to those serving its normal radio operation. Mr. Noble describes them as follows:

“One, a 10-foot mast of aluminum tubing with dual loops 15 inches in diameter, is hinged in the bomb bay and lowered into place, loop down, after takeoff. This is the rebroadcast antenna which sends programs received in the plane from ground stations back to earth over a greatly increased range.

“A second underside antenna picks up programs from the ground station for rebroadcast, while a third, on top of the plane, provides the communication channel. The Baltimore ground station employs two antennas mounted on a single 50-foot mast for FM tests and communication, and three additional antennas for television studies.

Major features of Stratovision plane design have been tentatively agreed upon. But some details must await further airborne operation to determine more specifically their requirements, Mr. Engel said.

“No basic changes have been made in our original plans which call for all-metal, low-wing monoplanes about the size of the B-29 but weighing only one-third as much,” he explained.

“They would have a wing spread

BBC Programs Aired in U. S. May Be Open for Sponsorship

That policy is out now.

Broadcasting has been told that in recent conferences those favoring commercialization were in the majority by far, but that they were over-ridden by the powerful minority of career government workers.

The new policy in overseas operations promises, some fear, the opening blast in propagandistic war of words between the British and Americans (If Congress gives the State Dept. enough money to carry it overseas information program).

NBC to Conduct Stations Meetings

SUCCEEDING NBC War Clinics the network on March 4 will start a series of 1946 NBC Stations Meetings for executives of all NBC affiliated stations in five key cities. NBC network executives will describe operations and plans of their departments during the three-day meetings. First session will be held at the Waldorf-Astoria, New York, March 4-6; at the Biltmore in Atlanta March 13-15; then the Worth in Ft. Worth March 19-21; the Drake in Chicago March 25-27 and the Ambassador in Los Angeles April 1-3.

Niles Trammell, NBC president, will head network delegation at all meetings. Other executives making entire circuit will be C. L. Menser, vice president in charge of programs; Easton C. Woolley, director, Stations Dept.; Sheldon B. Hickox Jr., manager, Station Relations Dept.; Charles F. Hammond, director, Communication and Promotion Dept.; Norman E. Kersta, manager, Television Dept.; Robert E. Shelby, director of technical developments, Telnet Office.

Roy C. Witmer, vice president, will address the New York, Chicago and Los Angeles meetings. Frank M. Mullin, vice president and general manager, will appear in New York and Chicago, as will William S. Hedges, vice president in charge of Planning and Development Dept.

Appearing in New York only will be Frank M. Russell, Washington, vice president; Dwight B. Herrick, manager, Public Service Dept.; William F. Brooks, director, News and International Relations; Hugh M. Blanden, director, Research Dept., and Sydney H. Eiges, manager, Press Dept.

Lockheed on WABD

LOCKHEED AIRCRAFT Corp., Los Angeles, has signed for presentation of weekly half hour television program starting in March on WABD, Du Mont video station in New York. Contract is for four weeks. Telecasts will feature stories of Lockheed Constellation planes. Agency is Foote, Cone & Belding.
California, Georgia Transfers Push Totals Near $2,500,000

from radio, transferring her 10% interest to Mrs. Duncan and Mrs. Rawls, her daughters.

WDAK is a fulltime station on 1340 kc with 250 w power. WRLD operates on 1490 kc with 250 w fulltime. New WRLD licensees will continue to do business as Valley Broadcasting Co., formerly licensee of both stations, while WDAK will be operated in the name of Radio Columbus Inc.

Porter

(Continued from page 18)

engineer, who could give a lift to Commissioner E. K. Jett in the handling of the arduous allocations and operations problems confronting the Commission in the licensing of FM and television, in broadening the scope of AM stations and in coping with international allocation matters presently before the Commission, or to soon arise. In a session lasting less than 20 minutes, Mr. Porter was heard last Thursday by the Senate Banking & Currency Committee on his nomination for OPA administrator. Promptly following the session, Majority Leader Barkley, who was acting chairman of the committee, reported to the Senate that the committee unanimously approved the nomination. Then the Senate gave its assent without a murmur of opposition. And Mr. Porter was thus qualified, in almost record-breaking time. Usually such nominations lay over one legislative day and can only be brought up by unanimous consent.

Barkley Praises Porter

In bringing up the nomination, Sen. Barkley told the committee in open hearing that Mr. Porter had taken charge of the FCC 14 months ago and had instituted a procedure to clear up the load of applications. Mr. Porter told the committee, in response to Sen. McFarland (D-Ariz.), that he would resign from FCC as soon as confirmed for OPA.

Sen. Taft (R-O.) asked a couple of desultory questions about the difficulty encountered by Ohio manufacturers in getting materials attributed to OPA prices. He also talked about the steel situation and the closure of a number of plants because of prices.

Mr. Porter said it would be his purpose to expedite handling such situations. He declared a procedure now is being developed. There were other scattered complaints from committee members about OPA operations, covering everything from milk to apparel.

The hearing was devoid of any separation of all the drama of money that had attended recent Truman nominations. It was obvious, from the expeditious way in which the confirmation was handled, that Mr. Porter was regarded generally as a highly acceptable nominee.

Ice Campaign

UNION ICE Co. of California, San Francisco (ice, refrigerators), in a 26-week campaign starting March 1 will use a weekly schedule of spot announcements on 10 California and Nevada stations. List includes KVCV KHSI KHUB KDON KFXM KGDM KDPO KNOX KOH. Agency is George M. Wessels Co., Los Angeles.

WATTS to RCA

W. W. WATTS has been named salesman manager of engineering products division of the RCA Victor Division, Camden. Mr. Watts' association with radio began with amateur and experimental work in 1912. He has been mail order sales manager for radio and electronic equipment for Montgomery Ward & Co. and before entering the Army as vice president in charge of the Winchergar Corp., Zenith subsidiary. While in the Army, he was commanding officer of the Signal Corps Distribution Agency with rank of colonel. He holds the Legion of Merit.

USMC Stations

SPECIAL service office of the Marine Corps in San Francisco has announced that the first radio station to be operated by the Marines is now broadcasting from Tientsin, China, and that a second station would be opened in Peiping as soon as personnel are available. Call letters for new station, under direction of Capt. Richard Glaser, are XBO. Call for second station will be XONE.

Takes NBC Option

HOUSEHOLD FINANCE Corp., Chicago, through Shaw-Lavally, has taken an option on NBC Sat. 4-4:30 p.m. period effective March 30. Out of network radio for several years, firm is considering half-hour dramatic show being prepared for agency by Frank Ferrill, Hollywood radio consultant.

BBC Programming May Improve Through Shift

MORE MONEY for improvement of programming and television is seen for BBC if foreign language broadcasts are placed under the control of the Foreign Office, with that office footing the bills. Rumors to that effect are prevalent in London. There is also a discussion of whether or not foreign language broadcasts should be continued at all.

Relative to better programming, Herbert Morrison, Lord President of the Council, speaking for the Minister of Information, flatly rejected a Parliamentary proposal that a special committee in the House of Commons should review the forthcoming radio license fee increase before the boost of from $2 to $4 a year goes into effect.

Investigation was suggested by B. Janner, Labor Party member, who contended that the special committee also consider revision of the BBC charter, scheduled for renewal this year.

SALE of controlling interest in KMTR Los Angeles to Mrs. Dorothy Thackrey, owner of WLNB New York and KYA San Francisco and publisher of the New York Post, and separation of interests in WRLD West Point, Ga. and WDAK Columbus, Ga. were approved by a board of three FCC commissioners last Wednesday.

The two transfers, involving a total of $480,712, brought to almost $2,500,000 the total of sales approved during the week. On Monday, FCC announced its consent to the sale of WFIL Philadelphia for $1,900,000 and sale of WAW Reading for $100,000 (see story page 56). KMTR and WRLD-WDAK actions were taken by Chairman Paul A. Porter and Commissioners Paul A. Walker and Ford J. Durr, acting as a board.

In the KMTR transaction, Mrs. Thackrey pays Marilynne Dalton Alcorn and others $290,312 for 74%% interest, since it was reported that since the application was filed Mrs. Thackrey has acquired pledges which would bring her interest to 95% and raise the sale price to approximately $300,000. The transfer is effective immediately. Don Fedderson, manager of KYA, also is in charge of KMTR.

The station operates with 1 kw on 570 kc fulltime.


In the WRLD-WDAK case, Allen M. Woodall, Mrs. Margaret A. Pill (now stockholders in both stations) and four others acquire WDAK for $6,400, while L. J. Dunn, and his wife, Leila, and his sister-in-law, Mrs. Josephine Rawls (also stockholders in both stations) acquire the remaining 28% interest for $200,000, while L. J. Dunn and Mr. Dunn, and four others acquire WDAK for $200,000, while L. J. Dunn and his wife, Leila, and his sister-in-law, Mrs. Josephine Rawls (also stockholders in both stations) acquire the remaining 28% interest for $200,000.

Partners of Mr. Woodall and Mrs. Pill in WDK are Ernest Black, H. S. Durden, Rufus M. Lackey and David E. Dunn. Principal stockholders are Messrs. Woodall, Lackey and Black, with each owning 500 shares of common and 500 shares of preferred stock. Mrs. Pill and Mr. Durden own 200 of each and Mr. Dunn, 100 of each. Mr. Woodall also owns an interest in WGBA Cedarville; Mr. Black, in WBMI Macon; and Mr. Durden and Mr. Dunn, in WSFA Montgomery, Ala.

Mrs. Effie H. Allen, now a part owner of the two stations, is returning from radio, transferring her 10% interest to Mrs. Duncan and Mrs. Rawls, her daughters.

In a session lasting less than 20 minutes, Mr. Porter was heard last Thursday by the Senate Banking & Currency Committee on his nomination for OPA administrator. Promptly following the session, Majority Leader Barkley, who was acting chairman of the committee, reported to the Senate that the committee unanimously approved the nomination. Then the Senate gave its assent without a murmur of opposition. And Mr. Porter was thus qualified, in almost record-breaking time. Usually such nominations lay over one legislative day and can only be brought up by unanimous consent.

Barkley Praises Porter

In bringing up the nomination, Sen. Barkley told the committee in open hearing that Mr. Porter had taken charge of the FCC 14 months ago and had instituted a procedure to clear up the load of applications. Mr. Porter told the committee, in response to Sen. McFarland (D-Ariz.), that he would resign from FCC as soon as confirmed for OPA.

Sen. Taft (R-O.) asked a couple of desultory questions about the difficulty encountered by Ohio manufacturers in getting materials attributed to OPA prices. He also talked about the steel situation and the closure of a number of plants because of prices.

Mr. Porter said it would be his purpose to expedite handling such situations. He declared a procedure now is being developed. There were other scattered complaints from committee members about OPA operations, covering everything from milk to apparel.

The hearing was devoid of any separation of all the drama of money that had attended recent Truman nominations. It was obvious, from the expeditious way in which the confirmation was handled, that Mr. Porter was regarded generally as a highly acceptable nominee.

February 25, 1946 • Page 87
**WHN**

Dial 1050 50,000 watts
Metro-Goldwyn-Mayer—Loew's Affiliate

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**ACTIONS OF THE FCC**

**FEBRUARY 15 TO FEBRUARY 21**

### DECISIONS...**

**FEBRUARY 15**

(An announced Feb. 18)

**Action on application for renewal of Basic Commercial FM Conditional Grant—Issued five additional conditional FM stations, N.Y., N.H., Va.—See accompanying listing for number of such CPs issued to 328.

**WPL Philadelphia.—Granted to (Commissioner) reassignment of all assignments, subject to the totality of such assignments.

**WVPI Charleston, W. Va.—Issued a reassignment of all assignments, subject to the totality of such assignments.

**WFFA Dallas, Texas.—Withdrawn, subject to the totality of such assignments.

**WGBM Birmingham, Ala.—Withdrawn, subject to the totality of such assignments.

**WHBQ Memphis, Tenn.—Granted reassignment of all assignments, subject to the totality of such assignments.

**KSFO San Francisco.—Withdrawn, subject to the totality of such assignments.

**KXLA Los Angeles.—Withdrawn, subject to the totality of such assignments.

**KRLA Los Angeles.—Withdrawn, subject to the totality of such assignments.

**KABC Los Angeles.—Withdrawn, subject to the totality of such assignments.

**KFWB Los Angeles.—Withdrawn, subject to the totality of such assignments.

**KFWO Los Angeles.—Withdrawn, subject to the totality of such assignments.

**KXTA Los Angeles.—Withdrawn, subject to the totality of such assignments.

### FEBRUARY 16**

**Action on application for renewals of Basic Commercial FM Conditional Grants—Issued five additional conditional FM stations, Md., Va., La.—See accompanying listing for number of such CPs issued to 328.

**WPL Philadelphia.—Granted to (Commissioner) reassignment of all assignments, subject to the totality of such assignments.

**WVPI Charleston, W. Va.—Issued a reassignment of all assignments, subject to the totality of such assignments.

**WGBM Birmingham, Ala.—Withdrawn, subject to the totality of such assignments.

**WHBQ Memphis, Tenn.—Withdrawn, subject to the totality of such assignments.

**KSFO San Francisco.—Withdrawn, subject to the totality of such assignments.

**KXLA Los Angeles.—Withdrawn, subject to the totality of such assignments.

**KRLA Los Angeles.—Withdrawn, subject to the totality of such assignments.

**KFWB Los Angeles.—Withdrawn, subject to the totality of such assignments.

**KFWO Los Angeles.—Withdrawn, subject to the totality of such assignments.

**KXTA Los Angeles.—Withdrawn, subject to the totality of such assignments.

### FEBRUARY 17**

**Action on application for renewals of Basic Commercial FM Conditional Grants—Issued five additional conditional FM stations, Va., Ala.—See accompanying listing for number of such CPs issued to 328.

**WPL Philadelphia.—Granted to (Commissioner) reassignment of all assignments, subject to the totality of such assignments.

**WVPI Charleston, W. Va.—Issued a reassignment of all assignments, subject to the totality of such assignments.

**WGBM Birmingham, Ala.—Withdrawn, subject to the totality of such assignments.

**WHBQ Memphis, Tenn.—Withdrawn, subject to the totality of such assignments.

**KSFO San Francisco.—Withdrawn, subject to the totality of such assignments.

**KXLA Los Angeles.—Withdrawn, subject to the totality of such assignments.

**KRLA Los Angeles.—Withdrawn, subject to the totality of such assignments.

**KFWB Los Angeles.—Withdrawn, subject to the totality of such assignments.

**KFWO Los Angeles.—Withdrawn, subject to the totality of such assignments.

**KXTA Los Angeles.—Withdrawn, subject to the totality of such assignments.

### FEBRUARY 18**

**Action on application for renewals of Basic Commercial FM Conditional Grants—Issued five additional conditional FM stations, Va., Ala.—See accompanying listing for number of such CPs issued to 328.

**WPL Philadelphia.—Granted to (Commissioner) reassignment of all assignments, subject to the totality of such assignments.

**WVPI Charleston, W. Va.—Issued a reassignment of all assignments, subject to the totality of such assignments.

**WGBM Birmingham, Ala.—Withdrawn, subject to the totality of such assignments.

**WHBQ Memphis, Tenn.—Withdrawn, subject to the totality of such assignments.

**KSFO San Francisco.—Withdrawn, subject to the totality of such assignments.

**KXLA Los Angeles.—Withdrawn, subject to the totality of such assignments.

**KRLA Los Angeles.—Withdrawn, subject to the totality of such assignments.

**KFWB Los Angeles.—Withdrawn, subject to the totality of such assignments.

**KFWO Los Angeles.—Withdrawn, subject to the totality of such assignments.

**KXTA Los Angeles.—Withdrawn, subject to the totality of such assignments.

### FEBRUARY 19**

**Action on application for renewals of Basic Commercial FM Conditional Grants—Issued five additional conditional FM stations, Va., Ala.—See accompanying listing for number of such CPs issued to 328.

**WPL Philadelphia.—Granted to (Commissioner) reassignment of all assignments, subject to the totality of such assignments.

**WVPI Charleston, W. Va.—Issued a reassignment of all assignments, subject to the totality of such assignments.

**WGBM Birmingham, Ala.—Withdrawn, subject to the totality of such assignments.

**WHBQ Memphis, Tenn.—Withdrawn, subject to the totality of such assignments.

**KSFO San Francisco.—Withdrawn, subject to the totality of such assignments.

**KXLA Los Angeles.—Withdrawn, subject to the totality of such assignments.

**KRLA Los Angeles.—Withdrawn, subject to the totality of such assignments.

**KFWB Los Angeles.—Withdrawn, subject to the totality of such assignments.

**KFWO Los Angeles.—Withdrawn, subject to the totality of such assignments.

**KXTA Los Angeles.—Withdrawn, subject to the totality of such assignments.

### FEBRUARY 20**

**1300 kc**

**The Kentucky Distillers, Co., Lexington, Ky.—Granted CP new station 1300 kc 1 kw unlimited, directional antenna night.

**Carter C. Peterson, Savannah, Ga.—Granted CP new station 1420 kc 20 kw unlimited, directional antenna.

**Harrison Best Co., Harrison, Ark.—Granted CP new station 1240 kc 250 kw unlimited.

**Walter W. Backstrom, Jasper, Ala.—Granted application CP new station 1450 kc 250 kw unlimited.

**Río Grande Best, Co., Albuquerque, N. M.—Granted CP new station 1540 kc 250 kw unlimited.

**When Lawrence, Kan.—Adopted order denying petition that application for CP for authority so made. CP to remain on 250 kw unlimited, directional antenna.

**Kevin P. T. Conn, Tex.—Granted CP increase from 100 to 250 kw and make changes in transmitter.

**WWNC, Asheville, N. C.—Adopted order granting petition for reinstatement of applications. CP to remain on 5 kw unlimited, directional antenna, and night.

**KPDX Portland, Ore.—Adopted order granting petition for change in frequency to 550 kc, 5 kw unlimited, directional antenna.

**WDVE Pittsburgh, Pa.—Adopted order granting petition for change in frequency to 550 kc, 5 kw unlimited, directional antenna.

**KRLA Los Angeles.—Adopted order granting petition for change in frequency to 610 kc, 5 kw unlimited, directional antenna.

**WMVG Baltimore, Md.—Designated for hearing in the consolidated hearing application for CP to change frequency to 550 kc, 5 kw unlimited, directional antenna.

**KCBS San Francisco.—Adopted order granting CP new station 550 kc 6 kw, unlimited time.

**KOMA Seattle, Wash.—Granted CP new station 1540 kc 20 kw, unlimited.

### FEBRUARY 21**

**Action on application for renewals of Basic Commercial FM Conditional Grants—Issued five additional conditional FM stations, Va., Ala.—See accompanying listing for number of such CPs issued to 328.

**WPL Philadelphia.—Granted to (Commissioner) reassignment of all assignments, subject to the totality of such assignments.

**WVPI Charleston, W. Va.—Issued a reassignment of all assignments, subject to the totality of such assignments.

**WGBM Birmingham, Ala.—Withdrawn, subject to the totality of such assignments.

**WHBQ Memphis, Tenn.—Withdrawn, subject to the totality of such assignments.

**KSFO San Francisco.—Withdrawn, subject to the totality of such assignments.

**KXLA Los Angeles.—Withdrawn, subject to the totality of such assignments.

**KRLA Los Angeles.—Withdrawn, subject to the totality of such assignments.

**KFWB Los Angeles.—Withdrawn, subject to the totality of such assignments.

**KFWO Los Angeles.—Withdrawn, subject to the totality of such assignments.

**KXTA Los Angeles.—Withdrawn, subject to the totality of such assignments.

### APPLICATIONS...**

**FEBRUARY 15**

**Lewistown, Pa.—C. E. S. Enterprises Inc., Lewistown, Pa.—CP new FM station Channel 259, 97.9 mc or assigned, coverage 3,903 sq. mi. or assigned.

**Charleston Best Co., Charleston, W. Va.—CP new FM station Channel 259, 97.9 mc or assigned, coverage 3,903 sq. mi. or assigned.

**WPEN—FM Philadelphia.—CP to specify Channel 258, 99.5 mc, coverage 12,200 sq. mi., 5 kw day and not less than 1 kw night, directional antenna; and permitted to lapse in 1945.

**Interstate Broadcasting Co., St. Louis Mo.—CP new FM station Channel 258, 99.5 mc, coverage 12,200 sq. mi., 5 kw day and not less than 1 kw night, directional antenna.

**Whistler Broadcasting Co., Inc., Los Angeles.—CP new FM station Channel 258, 99.5 mc, coverage 12,200 sq. mi., 5 kw day and not less than 1 kw night, directional antenna.

### HARMONY IN PARADISE...**

We're been programmed for the farmer for 20 years, that's why WIBW advertised goods sell so well in Kansas and adjoining states.
Hearings Next Week

MONDAY, FEBRUARY 25

Community Broadcasting Service, Inc., Washington, D. C.

Community Broadcasting Service, Inc., Washington, D. C.

FEBRUARY 26

FEBC, Inc.

FEBRUARY 27

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Help Wanted
Radio salesman and experienced assistant. Must be able to handle NBC affiliate in hunting and fishing mecca. Send references and photo available. Box 875, BROADCASTING.

Combination station manager—commercial manager for 250 kw station in midwest area. Included continuity writer to handle copy. Present power 250 watts with anticipated future growth. Good salary, good benefits. Address your letter. Box 879, BROADCASTING.

Wanted—Sales manager, announcer, account executive, writer, promotions. Must have proven experience, personal and marital status. Send resume and recent photo. Box 881, BROADCASTING.


Classified Advertisements

PAYABLE IN ADVANCE—Checks and money orders only—Minimum $1.00. Send to Classified Advertisements, 870 National Press Bldg., Washington, D. C.

Situations Wanted
Chief engineer seeks position with pro- gram director—radio, TV, or both—where phases of radio station operation, main- tenance and installation is primary. Eager associates and testify to ability as the chief hand at a job done well. Box 754, BROADCASTING.

Announcer-newsreader, Good voice, four years general experience. Age thirty- nine. Call or write. Box 755, BROADCASTING.

Program director, announcer, sales manager, desired for major eastern city. Five years experience. Box 756, BROADCASTING.

Experienced newsreader—announcer—now employed several years as chief-an- nouncer, same station. Wants larger market. Set station. Proven performance, dependability, and ex- cellent survey rating. Married. Full de- tail, and picture here. Box 757, BROADCASTING.

Top sports announcer available. 10 years experience. Now employed on major New York City station. Worked major league baseball. Fully experienced in handling football, bas- ketball, and hockey. Excellent references. Good salary. Full details and transcription on request. Box 758, BROADCASTING.

Program director desires change. Six actual working years in all phases of radio production, 5 to 50 kw. Midwest station. Six actual years with major network. Excellent salary. Do you speak English? Box 759, BROADCASTING.

Station manager considering change. Now with top number one station, with over $100,000 annual revenue. Well rounded experience in commercial and educational stations. Box 760, BROADCASTING.

Announcer-program director-disc jockey. Lives in AFRS in China. Four years enviable experience. Age thirty, West coast. Box 761, BROADCASTING.

Personal manager. Good salary with participation in profit. ThorOUGH knowledge of all phases of station management. C. Box 762, BROADCASTING.

Program director desires change. Now with major network. Has had four years experience with large network. Well known throughout the station management. Excellent opportunity. Box 763, BROADCASTING.


Situations Wanted (Cont’d)
New station! You need sure-fire, ex- changeable and attractive program—all in one program—original song, script, remote, disc jockey. Radio writers. Write immediately to Box 869, BROADCASTING.

Women's director experienced in public relations, publicity, and special events to make change. Would consider as Women's Director, shopper's program manager for TV, or both. Excellent references. Also, experienced in promotion of women, with first rank magazines. Full auditions. Transcription available. Box 891, BROADCASTING.

Young woman with radio and public account experience. Can write publicity for aggressive agency or com- mercial account. Can write releases that won't be filed in wastebasket. Prefer a small station, Western. Box 892, BROADCASTING.

Announcer—Veteran—seeking affiliation with progressive organization. Experience four years. Six actual years with major radio programs, local and network. Excellent salary. Thorough background. Box 893, BROADCASTING.

Top manager in his field. Thirty work- ing years in all phases of radio production, from advertising, sales, promotion, and account management to the working kind of executive who gets results. Box 894, BROADCASTING.

Growing, prospering firm of radio sta- tions. Send recent photo, letter of in- troduction and resume. State previous experience. Send references. Address your letter to Box 895, BROADCASTING.

New Texas radio station now under construction. Seeks experienced manager for permanent position. Real opportuni- ty for progress. Send resume and references. Good salary with participation in profit. State your convenience for telephone interview and earliest availability. Address Box 896, BROADCASTING.

Write—we have openings for experienced copywriters and creative writing. About to break ground. Send references and photo if available. WTON, Stauton, Va.

W-7X, Knoxville, Tenn., CBS affiliate, has a radio job available. Address—G. L. Smith, Manager, and give full details first letter.

Technical Writer
Radio-electronics field. Able to prepare technical and semi-tech- nical articles for trade and general press. Publicity experience. Philadelphia area. Excellent op- portunity. Write Box 907, BROADCASTING.

Rewards!!
The future employer of this man will be rewarded with top- flight executive leadership.

LOYAL, EXPERIENCED, EFFICIENT

Rarin' to Go
Manager, Sales Manager, or combination position will be considered. Important requi- sites are permanence and future.

BOX 881 BROADCASTING

Repplies held in strictest confi- dence.
**New York Schools of Future Will Have At Least Four Telecast Receivers Each**

IN THE BLUEPRINTS for the 72 school buildings which are planned for New York within the next five years are provisions for four television receivers for each school. Edward Stasheff, in charge of television activities for the city’s board of education, told the American Television Society of New York.

Expressing determination that the city’s education forces should not “miss the boat in television as we did in radio,” Mr. Stasheff pointed out that radio was not adopted by the city schools until about eight years ago and got out of the “stepchild stage” only two or three years ago. Work in television is already under way.

**Schools to Get Sets**

Video set manufacturers have promised to supply almost all the city’s schools this spring, he said, for try-out purposes. One will be located at Brooklyn Technical High School, where the board of education is setting up a television section. Another is also located and where the classes in radio engineering and dramatics are also held; the other receivers will be put into the best and the poorest schools from a standpoint of reception. Sets will be rotated at three-month intervals to permit educators to observe the operation of each set in each type of location, he said, and to help them determine the type of receiver to be bought for school use.

Not only New York but a number of other cities, including Chicago, Philadelphia, Cleveland and St. Louis, are vying for video leadership in the classroom, providing a nice market in itself for set manufacturers, he said, and in each case the set manufacturers are being offered “the chance to repeat at class time programs aired during evening hours.”

Training classes for teachers in the use of television will be established next year, Mr. Stasheff reported. English and speech teachers, who will find video dramas excellent material for classes to observe, copy and criticize; social science teachers, who by television can take their classes to historic events as they happen, and science teachers, for whom television, as a medium and a subject for study, will probably make the widest use of television, he predicted.

**No Station Soon**

Pointing out that the New York schools are not apt to have their own video station in the foreseeable future, Mr. Stasheff said that meanwhile they will cooperate closely with the city’s commercial telecasters.

These programs, he said, were an outgrowth of the radio classes started at Brooklyn Tech two and a half years ago at the suggestion of NBC, which cooperated in setting up the courses. The technical courses include theory of radio, broadcast management and sound recording and have as their final exam the FCC exam for operators licenses, so each student passing the latter will find himself able to operate a broadcast transmitter.

The program courses include script writing, acting and production, which this term will be expanded to cover video as well as straight radio techniques.

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**Export Meeting**

Export Managers Club of New York will hold its 26th annual dinner, March 19-20 at The Hotel Pennsylvania, luncheon session on advertising is scheduled for March 19 in cooperation with the Export Advertising Assn.

**CLOSE ‘CLOSER-UPS’**

Inform Public on Trends

—Left And Right—

URGING his listeners to “take up the battle for America again,” Upton Close opened his new series on Mutual last Tuesday by contrasting the trend which wants to turn yet further left toward more control of everything by bosses, and the “trend toward the right, toward more individual freedom of men and women to follow their own bent and take their own chances, to work and spend and think as they please.”

The “second broadcast of the program,” Mr. Close declared, “is to call the public’s attention to this situation.”

National Economic Council, sponsor of the weekly series, briefly identified itself as “an organization supported by Americans, to uphold the American way of life,” and offered listeners a copy of the script of the broadcast and information on how to get a copy of Mr. Close’s newsletter, ‘Close-Up’s.

Mutual received several protests on the series from opponents of Mr. Close’s views. First broadcast was on 60 station network, the network reported, with some non-MBS affiliates substituted.

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**Closeup**

**George Clark Honored On Retiring From RCA**

GEORGE H. CLARK, member of the RCA department of information and associated with RCA since its formation in 1919, was guest of honor at a dinner in New York marking his retirement from active service. A graduate of M. I. T., Mr. Clark is the inventor of numerous devices, one of which was used in the ship, in 1912 while working for the Navy Dept. He compiled for the Dept. of Commerce the first list of questions for use in examining candidates for wireless operators.

Mr. Clark was elected president of the Veteran Wireless Operators Assn. in 1935 and in 1941 he was awarded the Marine Memorial Medal of History. He is a charter member of the Institute of Radio Engineers.

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**BMB Adds Six**

SIX MORE station subscribers to BMB have raised the total to 636 stations. Newcomers are KDTV Denton, TX; WSBY Rutland, VT; WJHL Johnson City, Tenn.; KTMG McAlester, Okla., and WBRW Welch, W. Va.

BMB technical research committee for New York within the next five years is expected to complete its earlier decision to limit station audience reports to counties and cities in which the station audience represents 10% or more of total radio population.

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Mr. Clark was elected president of the Veteran Wireless Operators Assn. in 1935 and in 1941 he was awarded the Marine Memorial Medal of History. He is a charter member of the Institute of Radio Engineers.
50,000

has moved to its own building at 2614 KLITTEN & THOMAS Adv., Los Angeles, was with WISH Indianapolis.

MELROSE C. BURNETT, formerly with Grey Adv., New York, is a freelance copywriter of Newell-Emmett Co., New York, is recovering from an appendectomy.

HELEN LEE VAN WICKLEN, Newell-Emmett Ad., New York, as radio and television director.

MARVIN S. CORWIN, released from the U.S. Navy, has joined Grey Adv., New York, as advertising and sales promotion manager. During his active duty as lieutenant commander in the Navy, he served in Army for four years.

WALTER THOMPSON Co., and TED FRENCH.

GLENHALL TAYLOR, in charge of Hollywood office and supervisor of all Pacific Coast radio activities of Young & Rubicam, has been appointed national representative in charge of Young & Rubicam's national radio division. Mr. Taylor joined Young & Rubicam in 1937 and has been associated actively with promotion of sponsored programs. He has been in radio since 1927.

JOSEPH R. JOYCE, recently a lieutenant commander in the Navy and formerly advertising and sales promotion manager of Southern Metal Products Co., has joined Hill Ad., New York, as account executive.

JAMES A. KREIMAN Jr., former assistant manager of consumer yeast products for St. Francis Brand, has been appointed director of food product merchandising for the Carnation Co., Chicago. Mr. Kirkman was formerly general sales manager of Gottfried Baking Co., New York.

F. R. W. REID, former pilot of service in the Navy from which he was released as a lieutenant commander, has rejoined Charles W. Hoyt Co., New York, as assistant to the president.

MARIE E. BRENN, who formerly operated the representative agency of that name in New York, has joined The Shewmaker Agency, New York, as account executive.

WALTER GROSVENOR, has been appointed national representative of Free & Peters, Inc. of New York, and Charles F. Beumann & Bohman, Chicago. He succeeds Mr. Coldren who has joined the Fulfillment Bureau.

CLEM KOHLMAN, released from active duty in the Navy in which he was lieutenant commander, has joined Grey Adv., New York, as advertising and sales promotion account executive.

Mr. Kern has been added to the staff of C. O. Parsons, Los Angeles.

ROBERT RHODES, former Warner Bros. producer of "Sound of the City" and "My Little Girl," has joined the New York Times, as advertising director.

BILLY PITMAN, driver of the Army, has been named account executive of Burton & Son, New York. He has previously been a copy chief for account executive.

GEORGE KERN, released from the Army as lieutenant colonel after four years of service in the Pacific, has been named public relations account executive at Burton & Son, New York.

J. S. DAVIES, vice president of A. W. Farguson Jr., has been named advertising manager of the new division of Sweets Co. of America.

In a move from Aus- tralia, Mr. Stevens has been appointed manager of the New York office of Janice Conway, former advertising director of Ray Dunsmuir Cosmetics, Chicago.

BOB STEPHENSON, has been assigned to the advertising account of Corning & Celeno & Belding on NBC "Bob Hope Show." He recently has been with McCann-Erickson.

ROBERT PHILPOTT, director of the Army, has been named account executive of Burton & Son, New York. He has previously been a copy chief for account executive.

The Shaw Co., Los Angeles.

MILTON S. FORD, formerly with Wadsworth & Brown as account executive at Chicago, has been appointed advertising manager of the new division.

JOSEPH R. JOYCE, who served as assistant director of media for WINS, Inc., and Cable Co., has been appointed account executive of Young & Rubicam's national radio division.

ALBERT NERONI, former assistant ad- vertising and sales promotion manager for Bally Artistic Rugs, has been appointed account executive of Young & Rubicam's national radio division.

The American Association of Advertising Agencies.

CHARLES R. LILLENFIELD, released from the Army as a naval aviator, has been appointed account executive of Young & Rubicam's national radio division. He previously was in charge of sales promotion and advertising for the National Association of Christmas Tree Growers.

LEWIS G. VAN AKKOL, treasurer of Anderson, Davis & Platt, New York, has been elected to the board of directors of the American Association of Advertising Agencies.

L. RICHARD GUYAL & ASSOC., New York, has been appointed to the International Bldg., 40 Rockefeller Plaza.

ROBERT M. MCLUNG has joined the executive staff of ABC in New York, after nearly five years as a member of the network's account service division.

MURRAY D. DRUCKER, formerly in radio and television management at New York radio stations, has been appointed a vice president of Albert Frank & Martin, New York, his former office.

PRINCETON UNIVERSITY, has been elected vice president and secretary-treasurer of the Princeton Advertising Club.

HERBERT J. STEINBERG, has been appointed manager of the New York office of Spadea Adv., New York, has been promoted to secretary-treasurer.

EMIL HOWALD, former major in Army, has joined McCann-Erickson's New York office as assistant manager.

GEORGE L. BIRDSONG has rejoined the office of G. Lynn Summer Co., New York, as associate manager of the New York office.

DOUGLAS STAPLETON, radio commercial copy chief of the representative agency of that name in New York, has married Dorothy Thompson, New York, former advertising copy chief of Grey Adv., New York.

MELROSE C. BURNETT, former director of the representative agency of that name in New York, has been appointed copy chief of Grey Adv., New York.

HELEN J. VAN WICKLEN, Newell-Emmett Adv., New York, has been appointed by her mother to the representative agency of that name in New York, as advertising and sales promotion director.


MILTON S. FORD, former advertising manager of Spadea Adv., New York, has been promoted to secretary-treasurer.

J. W. MAGUIRE, who was awarded the Legion of Merit while serving as an AAF colonel with 8th Bombardment Command, has been appointed as account executive at the De Soto account for J. Stirling Adams & Son, Chicago.

JIM BOURKE has returned from service in the Navy to post of public relations officer for Proctor & Gamble Co., Cincinnati.

DR. LEON ARONS, after active duty as a psychologist for the U. S. Navy with Admiral Nimitz with the rank of lieutenant colonel, has been named account executive in the Chicago office of the company.

Prior to his service in the Navy he was engaged in psychology and social research.

HUBBELL ROBINSON Jr., vice president in charge of radio and television programming at New York radio stations, has been appointed manager of Atlantic Coast Fisheries and a marketing executive with Benton & Bowles.

GEORGE S. BIRDSONG has rejoined the office of G. Lynn Summer Co., New York, as associate manager of the New York office.

GEORGE BERNARD is new member of the network research department of G. M. Borden Co., New York.

HARRIS C. KALIS, who has served as assistant advertising manager of the Navy in the Pacific, has been appointed advertising manager of the Red Cross.

LEO BURNTOTT, Co., New York, has opened West Coast service office at 411 W. Fifth St., Los Angeles, with a force of thirty.

MARVIN S. CORWIN, released from the U. S. Navy, has joined Grey Adv., New York, as advertising and sales promotion manager.

RUDYARD C. McKEE, former advertising manager of the Chicago area for the U. S. Navy, has joined Compton Adv., New York. Before joining the Navy he was account executive on the De Soto account for J. Stirling Adams & Son, Chicago.

This executive order was issued by the Navy to post of radio public relations officer.

DOROTHY MURPHY, former advertising manager of the Chicago office of the company, has been appointed advertising manager of the new division.

RUDYARD C. McKEE, former advertising manager of the Chicago office of the company, has been appointed advertising manager of the new division.

GLENJACKSON, has been appointed manager of the New York office of Kenyon & Eckhardt.

For 30 months he has been in charge of a unit the Navy's strategic bombing and air training division.

ROY C. MADDEN has been named marketing manager of the New York office of the company.

GIUSEPPE VASSOA, has been appointed manager of the New York office of the company.

Mr. Taylor has been with the company since 1930.

Address Advertising Forum WALTER E. WAGSTAFF, general manager of KDOE Boise, Idaho, was the guest speaker at the January 15 meeting of the Advertising Forum of Idaho. Mr. WAGSTAFF, general manager of KDOE Boise, Idaho, was the guest speaker at the January 15 meeting of the Advertising Forum of Idaho. Mr. WAGSTAFF, general manager of KDOE Boise, Idaho, was the guest speaker at the January 15 meeting of the Advertising Forum of Idaho. Mr. WAGSTAFF, general manager of KDOE Boise, Idaho, was the guest speaker at the January 15 meeting of the Advertising Forum of Idaho. Mr. WAGSTAFF, general manager of KDOE Boise, Idaho, was the guest speaker at the January 15 meeting of the Advertising Forum of Idaho. Mr. WAGSTAFF, general manager of KDOE Boise, Idaho, was the guest speaker at the January 15 meeting of the Advertising Forum of Idaho. Mr. WAGSTAFF, general manager of KDOE Boise, Idaho, was the guest speaker at the January 15 meeting of the Advertising Forum of Idaho.
Two Texas Locals Upped To 250 w Power; Hearings Set

INCREASED POWER for four standard stations was approved by a three-man board of FCC commissioners last Wednesday, while three applications for changes in facilities for new or for old stations were designated for hearing. Earlier, the Commission en banc granted one change in frequency and set four other applications for hearing.

The board gave increases from 1 kw to 5 kw, fulltime, to WWNC Asheville, N. C., on 570 kc and WLOL Minneapolis on 1390 kc. WWNC will use directional antenna at night; WLOL, day and night. Two applications for increase from 100 to 250 w also were approved by the board: RHIN Peos, Tex., on 1400 kc and KPDPN Pampa, Tex., on 1340 kc. KPDPN Manager John Michell said his station's increase would be put into effect today.

Change from 1270 to 600 kc was granted WPDG Jacksonville, Fla., by the Commission on Feb. 15, it was announced Monday. The station's continuing operation at 600 kc with 5 kw using directional antenna at night, but will install a new DA and ground system.

Designations by the board included the application of WGAC Augusta, Ga., seeking to change frequency from 1240 to 580 kc and increase power from 250 w fulltime to 5 kw day and 1 kw night.

The board also set three applications for hearing with others involving 550 kc: Atlantic Radio Corp., Boston, for a new station on 1250 kc with 5 kw fulltime; WDEV Waterbury, Vt., to increase power on 550 kc from 1 kw day-time only to 1 kw fulltime; KOAC Corvallis, Ore., (non-commercial) to increase power on 550 kc from 1 kw day and 1 kw night to 5 kw unlimited time, using directional antenna.

500 kc Consolidation

The Commission en brance on Feb. 15 had granted petitions asking that applications of WMGB Mobile, Ala., to change frequency from 1230 kc to 550 kc and increase power from 250 w to 1 kw, and of WRKC Cincinnati to increase power on 550 kc from 5 kw day and 1 kw night to 5 kw fulltime, be consolidated with other applications involving 550 kc which are being heard Feb. 25-28 in Washington.

Joseph M. Viana's application for a 250 w fulltime station on 1240 kc at Woonsocket, R. I. was designated for hearing in consolidated proceeding with other applications involving 550 kc which are being heard Feb. 25-28 in Waterbury, Vt., on Feb. 28 at Norwich, Conn., March 1 at Woonsocket, R. I., and March 2 at Worcester, Mass. The Viana application will be heard, the Commission said, at further proceedings to be held in Washington on a date not yet specified.

The petition of WREN Lawrence, Kan., for a grant of the part of the 5 kw daytime license which it is operated Lawrence to Topeka was denied. This application, including a request for authority to increase power from 5 kw day and 1 kw night to 5 kw fulltime with directional antenna, remains designated for hearing. WREN shares time with KFKU Lawrence on 1250 kc.

Amended for 520 kc

Virginian Broadcasting Corp., Roanoke, was given permission to amend its application for a new station so as to ask for 610 rather than 620 kc, with 1 kw fulltime, using directional antenna. The application was re-designated for hearing with applications involving 590 and 610 kc.

Petition to consolidate applications of John L. Plummer and J. K. Corkern, both requesting fulltime stations at Bogalusa, La. on 1490 kc and 1480 kc respectively for hearing with WLOX Broadcasting Co and WCMM Broadcasting Co. applications for fulltime Biloxi stations on 1490 kc with 250 w was denied. The denial was without prejudice to applicants' right to petition to intervene in the Biloxi hearings.

The Commission granted the petition of WSVA Harrisonburg, Va. to amend its application for unlimited time, was granted to Central Broadcasting Co. on 1240 kc with 250 w, for hearing with WADC Broadcasting Co., on 1250 kc with 250 w, Unlimited time operation by specifying 970 kc rather than 550 kc, on which WSVA is now authorized to operate as a 1-kw daytime station. The amended application was designated for hearing in consolidation with other applications for 970 kc.

BROADCASTING Telecasting

FCC Board Grants Six Standard Stations Representing $125,000

Six new standard stations representing initial investments of more than $125,000 were granted by an FCC Board of Commissioners last Wednesday.

KWAD, in broadcasting Co., Lexington, Ky., was granted a new fulltime station on 1300 kc with 1 kw power, directional antenna at night, FCC Chairman Paul A. Porter did not vote.

Stockholders include Edward F. Prichard Sr. (20%), farm and dairy owner and cattleman, and member of Kentucky legislature. His son, Edward Jr., new general counsel of the Democratic National Committee and a member of President Truman's "unofficial" strategy board, is former assistant to Sec- retary of the Treasury Vinson.

Other stockholders, also with 20% each: Philip P. Ardery, pres- ident, an attorney and Air Forces veteran; R. W. Keenon, stock- holder and president of Ky.-Va. Stages of Ky., and stock- holder in WLOL Alexandria, who is also an Army veteran. Installation of approved equipment is expected to cost $46,750.

Walter W. Bankhead, prominent Alabama attorney, son of Sen. John H. Bankhead and himself a former Congressman (for a brief Army veteran. Installation of the Army; Robert H. Moore, also an Army veteran. Installation of the Civil Aeronautics Authority.

WADC Challenges FCC WGAR Grant

Segal Says Action Contrary To Ashbacker Decision

FCC's new rules on the issuance of conditional grants for standard station licenses last week as providing "a system of loopholes" by which attempts may be made to avoid requirements ex- pounded by the Supreme Court in the [former] Ashbacker-Petters decision, which ruled that hearings must precede action on mutually exclusive applications.

The attack was contained in a motion supported by a brief prepared by Paul M. Segal of Segal, Smith & Hennessey, Washington law firm, in behalf of Allen T. Sim- mons requesting the Commission to set aside its conditional grant of WGBR Cleveland's application to increase power from 5 to 50 kw on 1220 kc [BROADCASTING, Feb. 11].

FCC Language Challenged

Mr. Simmons, licensee of WADC Akron, had applied for a change from 1200 to 50 kw. The increase was required in order to increase power from 5 to 50 kw. WAGB's application was conditionally granted, pending a hearing on the application. This condition rule, providing that such condi- tional grants may be made where it appears that the competing application was not filed in good faith, was challenged by Mr. Simmons. The WADC application was "substan- tially the same" as an earlier WADC application which was denied.

Mr. Simmons' brief contended that the FCC had not charged that the WADC application actually was filed to hinder the WAGB applica- tion but only that it "may have" so filed; that the charge is unfounded, and that such "quasi-defamatory language of a tenuous and unsubstantiated character . . . will upset it, once established."

The brief also main- tained that WADC's present application is free of "technical de- fects" which resulted in the earlier application's denial, and that the Commission's conditional grant to WAGB violates certain parts of the Communications Act and the standards of the Ashbacker case. WAGB plans to start work immediately on installation of the 50- kw plant, at an estimated cost of $350,000 to $400,000. WADC claims that a "non-conditional condi- tion" attached to such an entity will upset it, once established."

Mr. Segal argued the Ashbacker case before the Supreme Court.

Pollack Is Full Owner

BEN POLLACK has become full owner of KJZP Kellogg, Idaho, purchased interests of his partners, L. Segal and E. Shiffman. The station has an undiluted sum. Mr. Pollack also is owner of Crossroads Music Co.

Hollywood Sapphire Club

BROADSMOUTH SAPPY Club, con- structing recording technicians and supervisors, has been organized for the purpose of discussing mutual problems and for interchange of information.
NEW 50 KW TRANSMITTER BIDS TO BE OPENED

WAR ASSETS Corp., new U. S. agency selling surplus war property, this week opens bids on new 50 kw RCA transmitter (50E Class B High-Level Modulated, with conversion kit for 50F, latest type). Sale being conducted by WAC regional office, Richmond Trust Bldg., Richmond 19, Va., R. C. Tutwiler, supervisor electrical equipment sales.

Some 50 have inspected transmitter at Rosslyn, Va., across Potomac from Washington. Grayson sold in Nov. 26, 1945, BROADCASTING. After WAC opens bids, tentatively scheduled Feb. 28, veterans who have submitted priority certificates from Smaller War Plants Division of WAC have opportunity to meet highest bid.

Understood RCA is willing to modernize transmitter and make any routine repairs necessary. Job originally built for OWI to be used in South America.

CLOSE BBC N. Y. PRODUCTION

BBC has closed its New York production department which produced Chisholm Trail, Green Pastures, and other programs broadcast in England to explain America to the British. Roy Lockwood, manager, and Carol Bulkeley, assistant, have left BBC.

MAINE RADIO News Service, originated by WBZ Bangor, has been extended to serve listeners of the Maine Broadcasting System including WRDO Augusta, WCSH Portland. An editor for the Service will be added in each of the two cities.

Closed Circuit

(Continued from page 4)

isled NAB now has right direction and leadership.

STRENIOUS effort will be made this year to elevate Alfred I. duPont Radio Awards Foundation to top of awards heap. Citations will be made from New York March 9 over ABC and possibly other networks. Top committee includes such names as Dr. Francis P. Gaines, president, Washington & Lee U., chairman of selection committee; Rt. Rev. Henry St. George Tucker, presiding bishop Episcopal Church; Mrs. LaFell Dickinson, president, General Federation of Women's Clubs, and M. H. Aylesworth, first president of NBC, as well as Mrs. duPont.

UNKNOWN generally to anyone except "inner circle" is mediation work of former FCC Commissioner T. A. M. Craven, NAB observer at NARB Conference. As head of U. S. delegation in 1937 Comdr. Craven played important part in drafting original NARB. Cubans like him, to his unofficial intervention (entirely off-record) can be attributed much in efforts to reach accord with Cuba.

WHAT every broadcaster knows and what the FCC didn't show in its survey on employment of musicians last year, is that total number hired is vastly in excess of FCC figure. NAB survey of musician hiring, now nine-tenths completed, will show figure that will make FCC's 2,220 total look silly.

PORTER'S BUSY EXIT

IT WAS another big week for FCC actions as Paul A. Porter retired as chairman after 14 months in office. He was sworn in as FCC chairman Dec. 20, 1944, and confirmed by Senate as OPA Administrator Feb. 21, 1945.

Week saw approval of station transfers involving approximately $2,500,000, including sale of WFIL Philadelphia and controlling interest in KMTR Los Angeles.

Seven FM conditional grants were issued and four applications designated for hearing. Construction permits were granted for six new standard and increased power authorizations given four stations. Nine other standard applications set for hearing.

Stories on FCC activities last week follow:

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BARRY FARIS, editor in chief of International News Service, will be guest speaker at Celebrity Luncheon of Advertising Club of New York Feb. 27.

DOROTHY DAY, director of women's programs at WINS New York, will be m. at AWVS "Share the Food" shower Feb. 28 in New York.

CAPT. JACK MOHLER, out of Army after 3½ years, returns to WOR New York sales staff handling Newark, Philadelphia, Baltimore and Washington advertising.

TOM DEHUFF, with NBC advertising and promotion department before service with Army military intelligence, joins advertising department of Consolidated Edison Co., New York.

CHARLES O'NEIL, formerly with Tracy, Kent & Co., New York, now with Donovan & Thomas, New York, as director of merchandising and copy.

PAUL M. WINSHIP, released from Marine Corps, joins the copy staff of Merrill Anderson Co., New York.

WAYNE R. ANDERSON, released from Army as captain after five years' service, is promotion and publicity director of KDON Monterey, Cal.

JOHN F. HOULIHAN Jr., released from Navy as lieutenant, joins Houlihan Adv. as account executive in Oakland, Cal., office.

HAMPトン W. HOWARD, formerly with Instructional Films Inc., New York, has formed Hampton W. Howard Inc., 110 E 125 St., New York, to act as motion picture and television counselor to advertisers and agencies.

PAUL HAVENS, chief announcer at WGL Fort Wayne, Ind., promoted to program director.

GUY CAPPER, formerly account executive in ABC spot sales department joins sales staff of WHN New York.

W. GLENN WALSER, out of Navy, rejoins NBC Central Division promotion staff March 1.

HOLLYWOOD 'BREAKFAST' TOPS CAB DAY RATING

LEADING WEEKDAY daytime program in CAB measurements for past five years, Breakfast in Hollywood, still was on top in latest survey for two-week period ending Feb. 15. One Man's Family led daytime weekend programs. Ratings of leading daytime shows were: Breakfast in Hollywood (11:15 a.m. program) 8.3, Breakfast in Hollywood (11 a.m. program) 7.8, Pepper Young's Family 7.2, Ma Perkins (CBS) 7, Big Sister 6.8, Kate Smith Spokes 6.6, Stella Dallas 6.5, Breakfast Club (9:30 a.m. program) 6.4, Our Gang 6.4, Romance of Helen Trent 6.4, Lorenzo Jones 6.2, Right to Happiness 6.2, Young Widder Brown 6.2, Portia Faces Life 6.1, Breakfast Club (9:45 a.m. program) 6.0, Front Page Farrell 6.6, Leading weekend programs (Saturdays from 10 a.m. to 6 p.m., Sundays from 1 p.m. to 6 p.m.) were One Man's Family 6.6, Shaeffer Paradise 6.5, Westinghouse Program 8.2, Electric Hour--Nelson Eddy 8, and Gene Autry Show 7.9.
What is this:

**NIELSEN RADIO INDEX**

NIELSEN Radio Index is a method of audience measurement by means of the Audimeter, a mechanical recorder installed in radio sets in selected homes throughout the area. This device charts tuning against time, and produces a record of every minute of every day. From this record, representing the listening of a stratified cross-section, every type of audience measurement information is available. NRI has been in operation for the past five years and has been accepted and used by most major advertisers, agencies and radio networks.

- Because WLW-land is a big, BIG market, it is important to every advertiser to know how well he is covering that market with his radio advertising. Recognizing this increasing need for more FACTS, the Nation’s Station, in the Fall of 1945, engaged the A. C. Nielsen Co., to record and tabulate, by means of Nielsen audimeters, properly distributed in parallel with U. S. Bureau of Census figures for the area, a continuous record of all radio listening in the WLW Merchandise-able Area. In addition to the usual measurements of Homes Using Radio (sets-in-use), Average Audience and Share of Audience, for every quarter-hour from 6 A.M. to midnight, for every day of the week, WLW now offers additional yardsticks, such as Total Audience (percentage of total radio homes that heard any part of a program) and Holding Power (the ratio between Total Audience and Average Audience, in percentage of total minutes of listening). And besides this regular information, WLW now can show you much more general information about coverage, circulation, penetration . . . about the relative audiences of individual stations and groups of stations in this area . . . about total minutes of listening . . . about frequency of tuning to WLW and to other stations and groups. All this, and more, is available now through the Nielsen Radio Index, separately tabulated for the WLW Merchandise-able Area, to help you plan your radio advertising in this big, BIG market more intelligently and more effectively.
Radio relay towers, about 50 miles apart, will gradually replace thousands of miles of telegraph poles and wires.

**Now, telegrams “leapfrog” storms**

*With the radio relay system, developed by RCA, Western Union will be able to send telegraph messages between principal cities without poles and wires.*

“Wires down due to storm” will no longer disrupt communications. For this new system can transmit telegrams and radiophotos by invisible electric microwaves. These beams span distances up to fifty miles between towers and are completely unaffected by even the angriest storms.

When large numbers of communications circuits are required, these automatic radio relay systems are more efficient than the pole and wire system... are less costly to build and maintain. This revolutionary stride in communications was made possible by research in RCA Laboratories—the same “make it better” research that goes into all RCA products.

And when you buy an RCA Victor radio or television set or a Victrola® radio-phonograph, you enjoy a unique pride of ownership. For you know, if it’s an RCA it is one of the finest instruments of its kind that science has achieved.

Research in microwaves and electron tubes at RCA Laboratories led to the development by the RCA Victor Division of this automatic radio relay system. Here is a close-up view of a microwave reflector. This system also holds great promise of linking television stations into networks.

RADIO CORPORATION of AMERICA