we see by the papers

... that power-full WOR has once again contracted with the N. Y. Herald Tribune to promote its sponsors’ programs with more than 3000 lines of space every week during the year 1946. Whether it’s on-the-air, outdoor, direct mail, window display, newspaper, magazine, business paper, or special tie-in, WOR is probably doing one of the greatest great station promotion jobs in America today to build more and more listening in its 7-state, 16-city area for the sponsors whose billing it carries.

WOR — that power-full station
at 1440 Broadway, in New York
A MICROPHONE
is as good as a
SNOW SHOVEL

Rural Mail Carrier Morris points out another WLS Service—

IF YOU WERE CARRYING the mail along highway and road, with snow drifted high around every rural mail box, you'd understand why G. M. Morris was moved to write WLS.

A RURAL MAILMAN at Decatur, Illinois, Mr. Morris says, "... referring to your remarks urging patrons of mail routes to clear their boxes of snow, I know I speak for my fellow carriers when I say thank you."

BROADCASTING 56 MARKET reports each week... asking folks to shovel the snow away from their mail boxes... delivering frequent authentic weather information... getting a church bell for Grovertown, Indiana... in many ways, large and small

WLS SERVES THE PEOPLE
OF MIDWEST AMERICA

WLS

A Clear Channel Station

50,000 watts, 890 KC. American Affiliate. Represented by JOHN-BLAIR & COMPANY. Affiliated in Management with KVO Phoenix, and the ARIZONA NETWORK — KVO Phoenix, KTUC Tucson, KSUN St. Louis—Douglas
Nautical

Jeanne Secor, Gillespie Jr. High student, collects Navy, Army, and Marine insignia from her veteran cousins, uncles, and boy friends, and uses insignia to dress up her school clothes. In the pix she's modeling an outfit in the Navy motif. Her skirt pocket is made from a Motor Machinist's rating; there's another insignia on her bolero, and more Navy-honoring accessories, including the sailor hat, an choker and a bracelet with a sports motif to complete her going garb.

Football Latin

To help learn Latin v.

“HUBBA-HUBBA!”

SAY TEEN-AGERS

Here's a new WPEN program that's tumbling Philadelphia's high-school set out of bed in the morning without being called. It's “Heigh-De-Ho”—the lively adaptation of The Evening Bulletin school column that's been a teen-age smash hit for years.

“Heigh-De-Ho”—devoted entirely to chatty school news and sports—has been on the air less than three months. Yet it already has thousands of enthusiastic listeners and gaining new ones every day. Parents, too, say it's one of the best teen-age programs they've heard.

This new show is another example of the careful planning that goes into WPEN programming. Like The Evening Bulletin, the largest evening newspaper in America, which owns and operates the station, WPEN knows Philadelphia tastes. That's why its programs—built for Philadelphians—always ring the bell.
ACTING CHAIRMAN DENNY presides at his first full FCC meeting today (March 4), when all six Commissioners are expected to be on hand. Among likely decisions of policy level: Washington, D. C. television grants; transfer of WINS New York from Hearst Radio to Crosley Corp. (Avco) for $21,100,000.

ANENT Washington television, matter had been up before with only four commissioners present and was stalemated by divided vote. Then it looked outright full time grants to NBC, DuMont, and Philco, with Bamberger (WOR) and Washington Star (WMAL) to share fourth available "downstairs" assignments.

FIREST PLACE: Washington local. Entirely new lineup may result at today's meeting, but reports of any final vote prior to session are wrong.

OPA CHIEF Paul A. Porter present at President's Cabinet meeting last Friday—and probably will attend all of them in future. So perhaps Mr. Truman won his original objective after all—to have the services of Mr. Porter as a confidant of the White House inner circle.

CHESTER BOWLES, Economic Stabilizer and former member of Benton & Bowles, New York agency, demanding his name be withdrawn from firm since his former agency is handling National Association of Manufacturers account. Though both William B. Benton and Mr. Bowles disposed of their agency interests [BROADCASTING, Feb. 18], name continued.

CONVERSATIONS looking toward sale of WALA Mobile, NBC outlet, to other Alabama radio interests were going forward last week. WMAD, second station in city, in process of transfer to Numo radio interests (WLAP-Lex., formerly ABC affiliate) through BBDO.

CHICAGO SUNDAY ACTION
LOSS of local listeners Sunday after 9:30 p.m. (CST) in Chicago, is being met by production of high-priced local shows over WBBM and WGN: The Whistler (9:30 p.m.) on WBBM and Mystery House over WGN at same time, both sponsored by Peter Hand Brewing Co., Chicago (Meisterbrau) through BBDO.

On air only five weeks, The Whistler replaced Jobs for GI Joe whose latest rating was 8.3 as compared to 17.2 of Take It or Leave It, which preceded on CBS. According to Ruza Tolg, BBDO radio director, The Whistler should "easily surpass" its predecessor, Mystery House with 10.3 has long held highest local rating after 9:30 p.m., Sunday.

Other stations are concerned with "tune-out" following 9:00-9:30 p.m. period and concur that it can't be overcome without expensive local programs.

March 14-15: Mutual Board of Directors quarterly meeting, New York.
March 20: NAB Engineering Committee, Fort Hayes Hotel, Columbus, O.

FIVE APPLICATIONS for new standard stations and two requests to change frequencies announced Friday by FCC. Applying for new stations: Hazard Broadcasting System, Hazard, Ky., for 1340 kc, 250 w, unlimited; James R. Doss Jr., Bessemer, Ala., 1490 kc, 250 w, unlimited; James R. Doss Jr., Huntsville, Ala., 1490 kc, 250 w, unlimited; Gulf State Broadcasting Co., Crowley, La., 1450 kc, 250 w, unlimited; Plains Empire Broadcasting Co., Amarillo, Tex., 1320 kc, 500 w night and 1 kw day, unlimited, with directional antenna.

Change of frequency from 1340 kc to 550 kc and increase in power from 250 w to 5 kw is sought by WYBH New Bedford, Mass. Contingent upon approval of this application, WOHC West Yarmouth, Mass., applied for shift from 1240 kc to 1340 kc.

CBS TO OFFER COLOR STANDARDS, SOLONS TOLD
CBS PROPOSES within next few months to recommend to FCC technical standards for commercial operation of color television. Mr. Stanton told to this end, the broadcast industry has formed a committee of its own to work out technical details. This committee is composed of executives from major broadcasting companies.

"It is imperative," Mr. Stanton said, "that technical standards be set promptly, so that broadcasters entering the television field in color will have the opportunity to design their systems around such standards for color be set promptly, so that broadcasters entering the color field in color will have the opportunity to design their systems around such standards."

Mr. Stanton further stated that the committee will not critically ill.

WILL NOT CRITICIZE MR. BRIGHT
The president and general manager of KHQ Spokane under its new ownership, suffered a heart attack last week and was absent from the formal transfer of the station from Louis Wasmer Inc. to the Spokane Chronicle Co., effected last Friday. Active operation of the station temporarily was taken over by Dick Dunning, vice president and sales manager, formerly with KFPY Spokane.

The station was transferred to New York from nationwide tour of MBS outlets. Indication is MBS newscasts will have new domestic flavor.

A. L. BRIGHT STRICKEN
(See earlier story page 78)

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VOICELESS SPEAKER
NAB PRESIDENT Justin Miller is a victim of radio's occupational ailment—he lost his voice last week. While latest reports are that he is improving, he nevertheless was unable to preside at BMI board meeting in New York last Wednesday without a "stand-in." Frank K. White, CBS vice president and treasurer, who sat beside him, served as his loud speaker. At the American Civil Liberties Union Radio Committee meeting Monday evening, Judge Miller also found it incumbent to use Mr. White's voice. The broadcast audience, conscious of low decibel output was Judge Miller's speechmaking marathons during first siege of NAB district meetings.

BROADCASTING...at deadline
VOLTAIRE believed in free speech. It was he who said: "I do not agree with what you say, but I will defend to the death your right to say it." And most people agree that a good argument, stimulating thought and action, is a healthy sign of an active mind.

WGN's newest in a long line of distinctive public service programs is entitled "Your Right To Say It" and is broadcast each Sunday evening from 6:00 to 6:30. It is a new approach in the discussion of timely controversial subjects and no script is used. Two nationally known, well qualified principals present divergent views in an actual debate, complete with rebuttal.

"Your Right To Say It" helps the radio listener in clarifying his own thinking on matters of importance. It is further evidence of WGN's leadership in the great middlewestern market.
KOIL COVERS A METROPOLITAN AUDIENCE

KOIL is programmed directly for the Omaha-Council Bluffs trade area, the only market center between Denver and Chicago, Kansas City and Minneapolis. There are more people in the four counties comprising the immediate Omaha-Council Bluffs trade area than in three times as many counties in any other section of Nebraska or western Iowa.

Advertisers know KOIL covers this area most effectively — and at lower cost per listener. That’s why KOIL carries 116 of the 181 local advertisers in the area — almost TWICE as many as any other station.
"Myrt and Marge"

BACK ON THE AIR!

A favorite of Millions!

Now as a World transcribed feature—"Myrt & Marge"—comes back to the air. This famous show had many active fan clubs ... broke box office records on personal appearance tours.

Yes, "Poor Butterfly" is back, too

This famous signature meant "Myrt & Marge" for millions of people. The nostalgic melody was part and parcel of the show. Naturally it's back as signature for the new series.

Two leading national advertisers sponsored "Myrt & Marge"

"Myrt & Marge" was sponsored for 10 years by two leading national advertisers. In its last year on the air, the show received the award of merit of a leading radio publication.

Up-to-the-minute script

"Myrt & Marge" returns as a new transcribed series produced by World. The show has been thoroughly modernized and brought up-to-date. It is still based on the original story and the entire production is under Myrt's supervision.

High ratings opposite "Amos & Andy"

During its first five years "Myrt & Marge" was opposite "Amos & Andy"... ran nip and tuck in ratings. During its second five years (daytime), "Myrt & Marge" had a Hooper of 10.4 in February 1941.

Available now for local, regional & national sponsorship

World offers a minimum of 260 15-minute open-end shows ... recorded with superb realism and fidelity on World's famous transcriptions. They're in production now. Wire, write or phone for full information.

WORLD BROADCASTING SYSTEM, Inc.
a subsidiary of Decca Records, Inc.

NEW YORK
711 Fifth Ave.

CHICAGO
301 East Erie St.

HOLLYWOOD
1000 North Seward St.

March 4, 1946 • Page 7
presents . . .

THE TEACHER'S WORKSHOP

St. Louis high schools will soon offer a new study course in broadcasting—one that provides students with full scholastic credit. And the men and women who will conduct it are today being trained in the most modern phases of radio by KMOX, The Voice of St. Louis.

Each Tuesday more than 40 experienced teachers attend the KMOX Teacher's Workshop, held right in the KMOX studios. Here they amass the practical radio knowledge that will soon enable them to instruct these new classes.

Coached by KMOX Continuity Director Ben Wilson and Producer Ted Westcott, the St. Louis teachers learn articulation, script-writing, direction, voice-training, production, dramatics, music—everything from creating programs to the actual timing of broadcasts on the air. In short, they learn radio at its best, as exemplified by The Voice of St. Louis itself.

These weekly sessions of The Teacher's Workshop were created through joint cooperation of KMOX and the St. Louis Board of Education in response to attention-arousing demands by high school students for a chance to learn more about broadcasting as a career. When a competent teaching staff has been KMOX-trained, the new radio courses will be added to regular curricula.

In this way, The Voice of St. Louis meets a new public interest challenge...and offers still another positive example of how KMOX leadership keeps pace with progressive community developments in this busy mid-Mississippi Valley area.

KMOX
COLUMBIA OWNED
50,000 WATTS
CLEAR CHANNEL
THE VOICE OF ST. LOUIS

REPRESENTED BY RADIO SALES, THE SPOT BROADCASTING DIVISION OF CBS
WITH OFFICES AT: NEW YORK, CHICAGO, LOS ANGELES, ST. LOUIS, SAN FRANCISCO, ATLANTA.
Feature of the Week

YOU WON'T find him listed in the Army & Navy Journal but he's one of the unsung heroes of the war... meet General Mills.

The General is a five-star Callipygian plaster figure representing the General Mills Hour on NBC—Betty Crocker, Guiding Light, Today's Children, Woman In White and Masquerade.

With his chest salad, hash-marks and overseas stripes, the General is also symbolic of the role he and the thousands of General Mills employees played in the war, supplying Allied troops with cereal products and the biscuits in C rations that helped many a hungry GI sweat out regular chow while up on the line.

The General is the brain child of Fred H. Lamb, promotion manager of Knox-Reeves, one of General Mills’ agencies, and is being distributed to thousands of radio and advertising executives throughout the country. There’s just one small error in the plaster model of “The General”—hash marks (indicating three years of service each) are not worn by both sleeves. But then a five-star brass-hat such as The General is allowed to wear his uniform any way he sees fit, so don’t wire Knox-Reeves or the War Department about it.

Sellers of Sales

SANGSTON (no middle name) HETTLER, radio director of H. W. Kastor & Sons, Chicago, probably wouldn't be in radio today if it hadn't been for the lumber freeze.

“Sock,” as he was nicknamed back in his college days because he “socked” the drums in his own band, knew after his first year of peddling lumber that he wasn't enthusiastic enough about the job intended to be his life's vocation. But his father wanted him to follow in his footsteps, so Sock stuck to the family lumber business for five years. Then he organized his own business—still lumber—until the freeze came two years later. It was a perfect out for him and he took it.

He decided to try his hand in advertising.

Philip K. Wrigley of William Wrigley Jr. Co. started Sock on his way when he hired him as a member of the advertising and promotion department back in 1940. With no prejudice intended, Sock believes P. K. Wrigley to be tops among the advertising gentry. “He is not afraid to try something new,” Sock adds.

In 1942 Sock left Wrigley Co. to join Lord & Thomas, Chicago (now Foote, Cone & Belding). The agency had an insulating account at the time, and it tied up with the experience Sock had in his lumber years. A two-year indoctrination in the merchandising and research department followed. Then he moved to CBS, Chicago, as an account executive in the Radio Sales Dept. He joined Kastor in the spring of 1945 as assistant media director under George Durham, who later moved to the New York office of the agency. It was then Sock was appointed radio director. He is responsible for approximately $600,000 billing annually from the following accounts: American Family Flakes & Soap (P & G), Cincinnati; Drene shampoo (P & G); International Milling Co., Minneapolis; Blackhawk Brewing Co., Davenport; F. Ad. Richter, Brooklyn; and Jung Arch Brace Co., Cincinnati.

Sock

Tall, red-haired Hettler is a native Chicagoan—born Nov. 8, 1915. He attended the Chicago Latin School and Chaote School in Wallingford, Conn. He married Janet Davis of Chicago in May 1940 and they now have two children, Deborah, three years, and Pamela, one. Sock's hobby is collecting phonograph records. At the Hettlers' large country house in Highland Park, Ill., there is an accumulation of almost 3,500 platters. Aside from their boogie records, the Hettlers live, as Sock puts it, "symphonic" lives.

WALSEN TO BUY 120,000 NEW CARS

Two families out of five in Washington (41%) say they are almost certain to buy an automobile in the next two years. That means 120,000 new cars! Those figures are from The Planning Committee of the Washington Board of Trade and the Opinion Research Corporation of Princeton, N.J.

WWDC

the big sales result station in Washington, D. C. — represented nationally by WEED & COMPANY

Wilmington Delaware

Sells

Assures advertisers a greater listening audience than ever before—covers prosperous Delaware, Southern New Jersey, parts of Pennsylvania, Maryland and Virginia.

5000 WATTS

Day and Night

NBC Basic Network

Represented by RAYMER

BROADCASTING • Telecasting

Page 10 • March 4, 1946
"DURING THE WAR PORTLAND WAS THE THIRD PORT IN THE UNITED STATES IN THE MOVEMENT OF COMMERCIAL CARGOES. WITH THE RESUMPTION OF PEACE-TIME TRADE THE PORT HAS EVEN BRIGHTER PROSPECTS FOR 1946 WITH SHIPS AND CARGOES HEADING FOR SOUTH AMERICA, ASIA, EUROPE AND AUSTRALIA."

"PORTLAND'S PROGRESSIVE BUSINESS LEADERS, PUBLIC OFFICIALS AND PRIVATE CITIZENS FORESEE 1946 AS A YEAR OF EXPANSION AND INCREASED GROWTH."

"PORTLAND IS THE CENTRALLY LOCATED ECONOMIC DISTRIBUTION CENTER FOR THE RICH INLAND EMPIRE."

"AN ESTIMATED $1 BILLION IS EARMARKED FOR PUBLIC AND PRIVATE NEW CONSTRUCTION, PORT AND RIVER CONTROL FACILITIES, FEDERAL WATERPOWER PROJECTS AND EASTERN INDUSTRIES MOVING BRANCHES TO THE NORTHWEST."

"KGW's MARKET AREA IS RICH IN POTENTIALS OF INDUSTRIAL GROWTH, LOW COST HYDROELECTRIC POWER, INCREASED POPULATION, AND MORE MARKETING WITH THE ORIENT AND EAST COAST PORTS."

"HERE ARE A FEW POINTS TO REMEMBER WHEN INVESTIGATING THE OPPORTUNITIES OF ADVERTISING OVER THE NORTHWEST'S NO.1 RADIO OUTLET."

1. Expansion of Foreign Commerce
2. Magnified Industrial Promotion
3. Aviation, Rail, Water, Highway Hub of the Northwest
4. Expansion of Trade Distribution
5. More Extensive Agricultural Production

"ONE OF THE GREAT STATIONS OF THE NATION REPRESENTED NATIONALLY BY EDWARD PETRY & CO., INC."
FOR YOUR CONVENIENCE! Presto Sapphire Recording Needles now come to you in a new package, designed for utmost needle protection in shipping and handling.

**NEW!** A transparent Lucite container keeps Presto Cutting Needles safe. Nothing can harm the precision ground point and cutting edges.

**TIGHT!** This ingenious chuck holds the needle tight—no chance of damage to the point in shipment.

**EASY!** Just slip used needles (safe in their containers) into this handy mailing bag and send them off to Presto for resharpening.

**FREE!** To Presto-equipped recording studios: a convenient rack holding six Presto Cutting Needles, with special "point-control" chart recording number of hours each needle is used.

**Presto Cutting Needles** are packed in a Distributor's Carton of six. Each needle container is individually boxed with mailing bag. Order a dozen. Keep 6 in use—6 in transit.

**RECORDING CORPORATION**
242 W. 55th St., New York 19, N.Y.
WALTER P. DOWNS, LTD., in Canada

WORLD'S LARGEST MANUFACTURER OF INSTANTANEOUS SOUND RECORDING EQUIPMENT AND DISCS
NO FOTO-FINISH IN GRAND RAPIDS
In the “Daytime Audience Derby”

OWNED BY — Col. Len Versluis
TRAINER — Mark Woods
BOOKIE — Joe McGillvra
STABLE — A.B.C. Network
JOCKEY — Hy Steed
SIRE — Grand Daddy Rapids
DAM — Good Shows
ADDED WEIGHT — Local Production
WIN — More Periods Weekly
PLACE — 113,000 Radio Homes
SHOW — Always a Good One
PRICE — More For Your $

PLAY THE FAVORITE! THE ODDS ARE IN YOUR FAVOR!

THE SCORE BOARD

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<tr>
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<th>WLAV</th>
<th>STA A</th>
<th>STA B</th>
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<td>DOMINATION OF THE HALF-HOURS SURVEYED (194 TOTAL)</td>
<td>90</td>
<td>69</td>
<td>4</td>
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<td>33.2</td>
<td>21.2</td>
<td>8.9</td>
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<td>25.6</td>
<td>10.4</td>
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<tr>
<td>EVENING 6:00 P.M. - 10:30 P.M.</td>
<td>21.7</td>
<td>31.6</td>
<td>11.5</td>
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<tr>
<td>TOTAL WEEK LISTENING</td>
<td>26.5</td>
<td>27.2</td>
<td>10.5</td>
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Results of a Conlon Survey, made in Grand Rapids, Dec. 2-8, 1945.

American Broadcasting Company’s Station for Western Michigan.

WLAV
Keeler Building
Grand Rapids, Mich.

A LITTLE EXTRA EFFORT

OFTEN GETS A BIG RESULT!

If there's one thing we prize more than another, here at F & P, it's the knowledge that an extra 5% of effort often makes a 100% difference in results — and that nothing counts except results.

Our eighteen good men, who feel that way about their work, are ready, willing and eager to go to bat for you — and to keep batting, regardless of how tough the going is, until they get the results you want. Call on us for whatever you need to make spot broadcasting more resultful and more profitable — especially (but not necessarily) if it's in any of the markets at the right.

FREE & PETERS, INC.
Pioneer Radio Station Representatives
Since May, 1932

EXCLUSIVE REPRESENTATIVES:

ALBUQUERQUE  KOB
BALTIMORE    WCBS
BROWNSVILLE  KVAM
BUFFALO        WGR-WKBW
CHARLESTON, S. C.  WCSS
CINCINNATI   WCKY
COLUMBIA, S. C.  WIS
CORPUS CHRISTI  KULI
DAVENPORT    WOC
DES MOINES   WHO
DULUTH      KDAL
FARGO       WDAY
HOUSTON     KXYZ
INDIANAPOLIS  WISH
KANSAS CITY  KMBC
LOUISVILLE  WAVE
MINNEAPOLIS-ST. PAUL  WTCN
OKLAHOMA CITY  KOMA
PEORIA-TUSCOLA  WMBD-WDZ
PORTLAND   KOIN
RALEIGH     WPTF
ROANOKE     WBBJ
ST. LOUIS   KSD
SEATTLE     KIRO
SHENANDOAH  KMA
SYRACUSE   WFLY
TULSA       KTL

and WRIGHT-SONOVOX, Inc.
Denny Promises Swift Handling of Cases

FCC Policies Stand; Favors Video Status Quo

By JACK LEVY

"IT WILL BE our aim to carry out the objectives of former Chairman Porter: To clean up the docket, get it on a current basis, and keep it that way," Acting Chairman Charles R. Denny Jr. told Broadcasting last week upon taking the reins of the FCC.

Mr. Denny plans to complete action on the current schedule of broadcast hearings as soon as possible. He hopes, when all six members of the Commission are in Washington in April for the resumption of clear channel hearings, that 90% of the cases heard can be decided. He is shooting at a 30-day target for taking action from the time the record is received.

Mr. Denny received official notice of his appointment as acting chairman from President Truman last Tuesday. Former Chairman Porter was sworn in the same day as OPA Administrator.

Policies to Stand

Because of the sudden change in events, Mr. Denny will be unable to be present at hearings he was scheduled to conduct this week in Utah and next week in Vancouver, Wash. Arrangements have been made to assign staff members to take his place and hold these hearings in Washington.

Mr. Denny expects no change in Commission policies as the result of Mr. Porter’s departure. The policies are now laid down by six members of the Commission, he emphasized, and the only change is that the seventh member has left. The Commission has acted unanimously on most matters, he pointed out.

Like Mr. Porter, Mr. Denny is concerned that FM and television get under way as rapidly as possible and that the assignment of frequencies for these services be translated promptly into service for listeners and viewers. Once the construction permits for stations have been granted, he said, the Commission will keep close tabs on the timetables on which the amateurs move to establish his station. "Anybody who asks for an extension will have to give details—a complete accounting of why he needs more time to start his station," he said.

Mr. Denny feels that the present television allocations are sound. The 13 lower channels assigned for commercial stations should permit black and white development immediately while on the other hand the upstairs band will permit the authorization and development of high definition color television as soon as standards can be established.

Renewal Policy

He expects that the initial development of facsimile will come from FM licensees who, in accordance with the allocations established by the Commission will be able to use the channels for both oral and facsimile transmission.

The Commission will give first attention in processing television applications to those cities where there are no stations, he said. Cities like New York, which has three stations in operation, will come later.

Not unmindful of the hundreds of applications still to be processed, Mr. Denny emphasized that the backlog of cases before the Commission includes 200 stations on temporary license. Within two weeks, he disclosed, the Commission expects to announce a policy with respect to renewal of these licenses. When this policy is formulated, he said, procedure will be instituted to put these stations on a regular basis and to "get the temporary renewals cleaned up."

Mr. Denny designated the forthcoming policy as a "rationalization of renewal policy," although the report will concern itself entirely with the basis and the method by which the Commission will check the program representations of a station. "We are not interested in program content as such," he stressed, "but we are concerned that licensees make good on their representations. We think these representations should be taken seriously by the Commission."

The Commission has been trying to rationalize its policies on renewals and has been carrying on studies to that end, Mr. Denny explained, since Mr. Porter first enunciated the problem in a speech before the NAB early in 1945 [Broadcasting, March 19].

[Former Chairman Porter said in an address before NAB District 4 that the Commission was considering a procedure whereby public service stations in station applications will be compared with performances. He said that proposals were pending "designed to (Continued on page 74)
Mr. Penny has been sales manager of the 50-kw five-minute newscasts weekly on KOA Denver; quarter-hour participation on nine CBS Pacific stations; cover major markets for the network's 1946 advertising budget exceeding $550,000,000, and its subsidies for 1945 were $279,503,615, a decrease of 14.4% from the 1944 total of $326,421,913. Net income after all deductions, however, was up 10.3%, from $10,263,221 in 1944 to $11,317,068 in 1945. After payment of preferred stock dividends, earnings per share of common stock were 58.8 cents in 1945 as against 51.2 cents in 1944.

Conversion

Report reviews RCA's 1945 operations in the war effort, quoting Secretary of Navy James V. Forrestal on RCA's "preeminent" contribution to the Fleet and Lieut. Gen. Brehon Somervell of Army Service Forces on the company's "magnificent achievements" in producing the tools of war. Company points out that hundreds of new electron tubes and other devices "developed to meet the demands of war" are now available for peace-time use in communication, transportation and industry.

A sizable portion of the report is devoted to television. RCA, it states, "will continue research and development in all phases of television... RCA Victor Division will manufacture the finest possible television equipment for sale to broadcasters and the public. NBC will continue development of television broadcasting and program service to American homes and schools and will develop plans for the establishment of a nationwide network of independent television stations, RCA will continue to make available to its licensees and to American homes and schools and will develop plans for the establishment of a nationwide network of independent television stations, RCA will continue to make available to its licensees and

Prepared for Service

Regarding broadcasting, RCA reports that the year's momentous events "were sharply reflected" in NBC's operations and at year's end the NBC owned stations and 149 affiliates "were prepared to render a peacetime service which—in quality, variety and public interest—would surpass that of any previous year and would maintain the network's leadership in the field of broadcasting."

"The many programs of music, news, public affairs, religion and other subjects which NBC presents each week at its own expense are, of course, made possible by advertisers," the report explains.

RCA Victor Division began producing civilian radios within eight weeks after V-J Day and, despite a shortage of parts and cabinets, had turned out more than 75,000 sets by the end of the year, the report states. Already, it continues, "delivers have been made of a new line of improved FM broadcast transmitters and of other broadcasting equipment." The Lancaster plant is being converted to supply tubes for broadcasting, television and industrial uses. The company plans to have home video receivers on the market by summer, transmitting equipment "is scheduled for delivery the latter part of the year."

Soil-Off Schedule

SOIL-OFF MFG. Co., Glendale, Cal. (paint cleaner), with radio advertising budget for 1946 exceeding $250,000, has lined up schedule to cover major markets nationally effective March 1. Included are three-weekly Bob Carved—News on nine CBS Pacific stations; three-five-minute newscasts weekly on KOA Denver; quarter-hour participation in Hillbilly Bandwagon three times weekly on WJZ New York, WBBM Chicago; three-weekly quarter-hour newscast on WOAI San Antonio; three-weekly spot announcements on combined Sunset Sunlighthouse on WJZ New York, WBMB Chicago; three-weekly Evening Matinee on WLW Cincinnati; five-minute transcribed Dick & Jeannie five times per week on WLOL Minneapolis-St. Paul. Coverage is being extended to include Kansas, Indiana, Missouri, Nevada, Oklahoma and Texas, with plans also calling for intensive spot campaign. Vera and Bernhard Nyman, executive heads Soil-Off Manufacturing Co., returned from eastern and mid-western market survey, Frank Oaxarct Co., Los Angeles, handles account.

Romson $500,000

ROMSON ART METAL WORKS Inc., New York, plans to spend $500,000 in an advertising campaign to include radio. Firm is spending a million dollars to enlarge its plant facilities in New York, N. J., and East Stroudsburg, Pa.

**NRC's Gross Income for 1945 Surpasses '44 Figure by 7.5%**

NRC GROSS INCOME for 1945 totaled $61,270,570, up 7.5% from the network's 1944 gross of $56,905,065, according to the 26th annual report of Radio Corp. of America, sent last week to the company's stockholders. The corporation's broadcasting operation was the only one to exceed its 1944 record, the report reveals, gross income of the manufacturing division dropping 20.9%, that of the RCA communications companies down 0.8% and miscellaneous income down 1.6%.

Overall gross income of RCA and its subsidiaries for 1945 was $279,503,615, a decrease of 14.4% from the 1944 total of $326,421,913. Net income after all deductions, however, was up 10.3%, from $10,263,221 in 1944 to $11,317,068 in 1945. After payment of preferred stock dividends, earnings per share of common stock were 58.8 cents in 1945 as against 51.2 cents in 1944.

**Prepared for Service**

Regarding broadcasting, RCA reports that the year's momentous events "were sharply reflected" in NBC's operations and at year's end the NBC owned stations and 149 affiliates "were prepared to render a peacetime service which—in quality, variety and public interest—would surpass that of any previous year and would maintain the network's leadership in the field of broadcasting."

"The many programs of music, news, public affairs, religion and other subjects which NBC presents each week at its own expense are, of course, made possible by advertisers," the report explains.

RCA Victor Division began producing civilian radios within eight weeks after V-J Day and, despite a shortage of parts and cabinets, had turned out more than 75,000 sets by the end of the year, the report states. Already, it continues, "deliveries have been made of a new line of improved FM broadcast transmitters and of other broadcasting equipment." The Lancaster plant is being converted to supply tubes for broadcasting, television and industrial uses. The company plans to have home video receivers on the market by summer, transmitting equipment "is scheduled for delivery the latter part of the year."

**Krug Once at FCC**

JULIUS A. (Cap) KRUG, appointed by President Tru- man last week as Secretary of the Interior, is the first former official of the FCC to attain cabinet status. Mr. Krug's first job in Washington, after serving with the Wire Service Commission, was special investigator for the FCC in connection with its extensive inquiry into the operations of American Telephone & Telegraph Co. He joined the Commission Jan. 2, 1936 and resigned Dec. 31, 1937. Shortly afterward, he was named to the TVA. Only 38, he is one of the youngest men ever named to a cabinet post.

**TELEPHONE STRIKE THREAT CONTINUES**

(See story on page 82)

AS THE SPRAWLING NFTW drew battle plans for its strike scheduled March 7 hope of possible peaceful settlement rose and waned, for the moment it will be in New York as leaders of the Federation of Long Lines Telephone Workers, key affiliate of the NFTW, met with AT&T chieftains.

First negotiation session broke up at 3 a.m. Thursday, after 14 hours of talk. But it appeared that the conference had achieved little. Union leaders were frankly pessimistic about the outcome.

By Thursday afternoon, however, a company spokesman announced that a management-union meeting had been set for Sunday afternoon. The spokesman refused to disclose whether the company intended to propose a new basis of settlement, but he said cautiously that the company hoped to avoid the strike on all negotiable issues.

Unions leaders, meanwhile, were closeted in an executive meeting and could not be reached. It was not known whether they had agreed to attend the Sunday meeting.

**Harvel Replaces**

HARVEL WATCH Co., New York, March 17 starts The Cliff Edwards Show on 54 ABC stations, Sun. 1:15-1:15 p.m., replacing John B. Kennedy whose last broadcast for the show made March 10. Agency is A. W. Lewin Co., N. Y.

**Postpone Hearings**

HEARINGS on FM applications in Boston, originally scheduled to be held March 11, have been postponed until April 2, the FCC announced Thursday. It is understood the change was made at the request of attorneys representing applicants in Boston and Washington where FM hearings begin March 11. Commissioner Durr will preside at the Boston hearing and Commissioner Jett at Washington.
May Involve FCC, NAB, Congress, State Dept.
By BILL BAILEY
(Text of Agreement, page 32)

GENERAL DISSATISFACTION on the part of clear-channel broadcasters with concessions to Cuba at the Second North American Regional Broadcasting Conference threatened late last week to flare into open warfare involving NAB, State Dept., FCC and Congress.

At the third and final plenary session last Monday representatives of six North American republics signed an interim agreement, extending the North American Regional Broadcasting Agreement, with some modifications, for three years, effective March 29, when NARBA expires. The modifications, however, gave Cuba every principal demand for which her delegates fought. Cuba went home victorious in the following:


2. Took back use of 640 kc and nine other clear channels (5 from U. S., 3 from Canada, 2 from Mexico) and Special Class II privileges on eight regional channels, with power up to 25 kw.


4. Succeeded in eliminating the 650-mile rule insofar as additional regional frequencies in the operation of future interference, take measurements and make recommendations. Under the agreement the offending nation shall take steps to correct the interference. If it cannot be accomplished within 10 days by equipment adjustments, power of the offending station must be reduced.

Mexico signed the Interim Agreement with reservation to Article XII, creating the engineering committee. Sr. Lazaro Barajas, vice chairman of Mexico’s delegation and engineer of the Mexican Ministry of Communications & Public Works, explained that formal approval of his Government is necessary before Mexico can participate, although the Mexican delegates felt satisfied, though not happy in all respects.

Mr. Jett said that Articles VIII and IX of the Interim Agreement are most important, particularly regarding future interference.

Four Channels Broken
For U. S. broadcasting the agreement meant the breakdown of four class I-A clear channels and use of a Class I-B clear, already broken down in this country. The I-A frequencies are: 640 kc, assigned to KFI Los Angeles; 870 kc, frequency of WMAQ Chicago; 830 kc, on which WCCL Minneapolis operates; 890 kc, shared by WLS and WENR Chicago. The Class I-B channel is 850 kc, on which KOA Denver is the dominant station. Other U. S. stations with night-time operation on 850 are WIDH Boston, 5 kw, and WJW Cleveland, 5 kw.

Regional channels on which Cuba had the right to use certain frequencies, in general, should be held down so that the RMS signal from all stations, including the Cuban stations, would be reduced.

In both instances the Treaty and the engineering agreement meant the breakdown of four class I-A clear channels and use of a Class I-B clear, already broken down in this country. The I-A frequencies are: 640 kc, assigned to KFI Los Angeles; 870 kc, frequency of WMAQ Chicago; 830 kc, on which WCCL Minneapolis operates; 890 kc, shared by WLS and WENR Chicago. The Class I-B channel is 850 kc, on which KOA Denver is the dominant station. Other U. S. stations with night-time operation on 850 are WIDH Boston, 5 kw, and WJW Cleveland, 5 kw.

Regional channels on which Cuba had the right to use certain frequencies, in general, should be held down so that the RMS signal from all stations, including the Cuban stations, would be reduced.

At a news conference following the plenary session, FCC Commissioner E. K. Jett, conference chairman and head of U. S. delegation, favored the engineering committee.

“Mr. Jett said that Articles VIII and IX of the Interim Agreement are most important, particularly regarding future interference.”

Two opposing views are presented herewith by representatives of two groups of U. S. broadcasters as result of three-year NARBA Interim Agreement signed last Monday. Edwin W. Craig, general manager of WSM Nashville and chairman of Clear Channel Broadcasting Service, criticizes State Dept. for compromising Cuba’s demands. Paul D. P. Spearman, general counsel, Regional Broadcasters Committee, thinks Interim Agreement is good so far as regional stations are concerned.

By EDWIN W. CRAIG
Chairman, Clear Channel Broadcasting Service

PRINCIPLES vital to the sound regulation of broadcasting, internationally and domestically, were surrendered or badly compromised in the Second North American Regional Broadcasting Conference Agreement signed Feb. 25, 1945. This applies both to the results and the procedure employed in reaching those results. The results are that, on five clear channels and on eight regional channels, the United States made deplorable concessions to Cuba. On the data presently (Continued on page 78)
Five Daytime Stations Granted by FCC

Three on U. S. Clears, but Far From Dominant Outlets

FIVE NEW STANDARD broadcast stations, all to operate daytime only and three assigned on U. S. Class I clear channels, were authorized last Wednesday by a three-man board of the FCC [Acting Chairman Charles R. Denny and Commissioners Paul A. Walker and E. K. K.].

The Commission had announced Feb. 11, in dismissing 25 applications pending completion of the clear channel and allocations proceedings, that in the meantime it would consider placing additional daytime stations on U. S. I-A clears whenever practicable [Broadcasting, Feb. 11].

Wide Separation

Two of the daytime stations will operate on U. S. I-A's but the distance between their daytime outlet is so great that, it was pointed out, the grants cannot be construed as a step toward breaking down the clear channels. For instance, one will be on 750 kc in Davenport, Ia., while the dominant station is WSB Atlanta. The other will operate on 1210 kc in Centralia, Ill., using nondirectional antennas, and WCAU Philadelphia as dominant station for the channel.

It was pointed out that in its February announcement the Commission made it plain that daytime grants on I-A's would be made only when such action would not interfere with the ultimate decision in the clear-channel proceedings.

In addition to the two stations on U. S. I-A clear channels, one was granted on the Mexican I-A, 730 kc, one was assigned on 1560 kc, U. S. I-B clear channel, and one will operate on 1310 kc, regional channel. Installation costs of the five outlets were estimated at $82,000.

New Dayton Outlet

Daytime assignment on 1210 kc, a I-A clear channel now used only by WCAU, was granted to Hobart Stephenson for a station at Centralia, Ill. The station will operate with 1 kw. Mr. Stephenson, former partner in WLDS Jacksonville, Ill., is an instructor in piano tuning at a vocational school in the news and entertainment field of his Centralia station was estimated at $21,000.

A new daytime station at Toledo, 1560 kc, I-B clear, with 1 kw, expected to cost $15,784, was granted to Unity Corp. Inc., which has been granted a construction permit for an FM station in Toledo.

Second Offer Filed for WBRK; 40% Interest in WSLS Is Sold

SECOND OFFER of $150,000 for WBRK Pittsfield, Mass., was sold under the "Avco plan" of open bidding, and sale of 40% interest in WSLS Roanoke, Va., for $64,000 were reported to the FCC last week.

Leon Podolsky, radio engineer, of Sterling, Mass., 252-Radio, Western Massachusetts Broadcasting Co.'s $150,000 bid for the 250-w Pittsfield outlet and its construction permit for an FM station, both new to the firm of Monroe, B. England, who plans to retire from radio [Broadcasting, Jan. 28]. The station is on 1340 kc, operating full time.

Mr. Podolsky pointed out that the first applicant for the station, Western Massachusetts Broadcasting Co., is owned by Lawrence K. Miller and Donald B. Miller, "who are also owners and editors of the newspaper Berkshire Evening Eagle, the only newspaper published in Pittsfield, Mass." He contended that "the people of Pittsfield are entitled to, and should have, two independent sources of news, and that it is not in the public interest to have the only newspaper in Pittsfield own and control the only radio station."

Just Under Deadline

Mr. Podolsky is employed by Sprague Products Co., North Adams, Mass., manufacturers of radio component parts, and Harry Kailer, a representative of Sprague Electric Co. which makes radio components for the armed forces and manufacturers.

His application was dated Feb. 26, only a few days before the deadline (60 days from Jan. 3) for competitive bids for WBRK. It was the second competing bid received by the Commission since the Avco plan in transfers and assignments was instituted last fall. The first was submitted by Luther E. Gibson in competition with Harmon Inc.'s $150,000 offer [Broadcasting, Feb. 2].

The WSLS transaction involves proposed sale of Junius Parker Fishburn's 40% interest to Shenandoah Broadcasting Co., Roanoke. Shenandoah, now 15% owner, would thus gain control of the station, which operates on 1240 kc with 250 w fulltime.

Mr. Fishburn, president and 49% owner of Times-World Corp., which is licensed to OBU Roanoke and publisher of Roanoke Times and World-News, explained that his desire to liquidate his interest in WSLS was "influenced, at least in part, by the Commission's apparent desire to eliminate any situation approaching a borderline 'duopoly' case."

For this reason and because a controlling interest is not being sold, the Commission was asked to Unity Corp. Inc., which has been granted a construction permit for an FM station in Toledo.

To Answer Service's Critics

MEMBERS of the Cooperative Analysis of Broadcasting last week received a 58-page comparison of the CAB and Hooper rating services, itemizing techniques and results of different kinds and types of information offered and other features of each service. "In preparing this list," CAB states, "we have paired up samples from each system and compared them, having checked this with a number of experts, we believe the information to be as accurate and complete as possible."

CAB sample "(nationwide in cities of 50,000 or over)" is "representative of population and radio homes in cities of 50,000 and over and distributed by four city-size groups in the seven standard U. S. census geographic areas," the memorandum states, whereas Hooper sample "(nationwide in cities of 100,000 and over)" is "distributed according to the per cent of the population in each city-size group and the per cent of the population in each of five geographic areas, rather than representative of population or radio homes in the cities within the area."

Eastern Time Zone contains 60.2% of the CAB sample and 62.9% of population of U. S. cities of 50,000 or over, says the report, while 44.4% of the Hooper sample is in the Eastern Time Zone, which contains 60.4% of the population of U. S. cities of 100,000 or over. Memorandum points out that CAB samples are larger than those used by Hooper and that CAB program reports for once-a-week programs included every one on every program, while Hooper has only a few of his 12 subscribers in this group, but Hooper has 245 station subscribers to CAB's 16 station members.

Memorandum is the first of a series to be issued by CAB to educate its membership in the nature and uses of its services and to answer "distorted versions advanced by outside interests," a CAB spokesman stated.

IRAC Names Price

ELECTION of Marvin A. Price as secretary of the Government's Interdepartment Radio Advisory Committee to complete the unexpired term of Marion H. Woodward was announced by the FCC last week. Mr. Price is chief of IRAC's Transmission and Frequency Allocation Division, FCC. Mr. Woodward, chief of FCC's International Division, has been given "additional international responsibilities" but will continue as a technical adviser to the committee, FCC explained.
Upstream

That Chinook salmon finally jumped five feet to get over that counting board at Bonneville Dam.

That's a fightin' species for you.

And that's the kind of persistence, aggressiveness and spirit that business is going to need when markets really open up.

We can give your plans a big lift in the country's sixth largest market.

W-I-T-H, the successful independent in this big five-station radio town, can and does deliver more listeners-per-dollar-spent than any other station.

That's a fundamental fact to keep in mind when you look at Baltimore radio. W-I-T-H is the big buy.

W-I-T-H
and the FM Station W3XMB
Baltimore, MD.

Tom Tinsley, President
Represented Nationally by Headley-Reed
March 4, 1946 · Page 19
HEARING SCHEDULE NEARLY COMPLETE

CALLING for consideration of an estimated 275 to 300 standard, FM, and television applications, the FCC's second-quarter hearing schedule was nearing completion last Friday. It was expected to be announced this week.

Most of the hearings will be scheduled for April, May and June, with a few slated this month [Broadcasting, Feb. 11]. April 1-15 will be reserved for taking engineering testimony in Washington on applications heard in the field, and FCC commissioners will be occupied with clear channel hearings between April 15, during which period only FCC staff members will be assigned to hearings in the field.

Meanwhile, the Commission last week designated an additional nine applications in the standard broadcast field for hearing, most of them in consolidated proceedings (see FCC Actions).

Resignation

PAUL PORTER's resignation as chairman of the FCC was submitted to the White House last Monday. The new OPA Administrator was sworn in the next day, with an employee of OPA administering the oath. The ceremony was accomplished without the usual battery of photographers. Even his secretary knew nothing about it until it was over. Mr. Porter simply called in an employee to his private office, took the oath, and went to work.

Flamm Wins $350,000 Verdict Against Noble, ABC Chairman

DONALD FLAMM, former owner of WMCA New York, Friday won a $350,000 verdict against Edward J. Noble, now ABC board chairman, in New York Supreme Court. A jury of ten men and two women returned the verdict after two hours deliberation in Mr. Flamm's suit for $2,025,000, charging he was forced to sell WMCA in 1940 to Mr. Noble.

Barent L. Visscher, Mr. Noble's attorney, announced he would appeal. Still awaiting the suit is Mr. Noble's libel suit for $1,000,000 against Mr. Flamm, growing out of a statement allegedly issued by Mr. Flamm's attorneys during the hearing on the FCC's investigation of the FCC in late 1944.

The jury, in effect, found that Mr. Noble negotiated the purchase of WMCA in 1940 from Mr. Flamm in the face of a threat of political pressure. Charges by Mr. Flamm that Mr. Noble had entered into a conspiracy to force sale of WMCA were dismissed.

Noble Testimony

Mr. Noble, however, steadfastly maintaining that his negotiations for purchase of the station were unshaded by political skullduggery, alleged that once, when Mr. Flamm accused him of enlisting the aid of political figures in an effort to force sale of WMCA, the plaintiff threatened to sue for political malpractice and use the case as a campaign issue. The defense was the plaintiff's agreement to settle for $250,000.

Unmentioned in the trial, but obviously weighing on Mr. Flamm's mind was Mr. Noble's subsequent sale of WMCA (in 1949) to Nathan Strauss and others for $1,265,000.

CBS Names Smith as European Chief

HOWARD K. SMITH, CBS correspondent recently assigned to Germany, has been appointed chief of the network's European staff with headquarters in London. He assumes the post vacated last December by Edward R. Murrow, now CBS vice president and director of public affairs. Mr. Murrow made the announcement in London where he has been winding up his affairs preparatory to moving his family to the United States.

Joining CBS early in 1941 as its correspondent in Berlin, where he had previously represented United Press, Mr. Smith broadcast to America a picture of the Nazi regime that resulted in his expulsion from Germany. His most recent assignment for CBS was covering the Nazi war criminals trials in Nuremberg with William L. Shirer.

Sevareid New CBS D. C. News Chief

ERIC SEVAREID, who reported the war for CBS in Europe and Asia and on the home front, has been named chief Washington correspondent and director of the network's Washington bureau.

He takes over the duties performed for the last three years by Robert S. Wood, who has resigned from CBS.

The appointment, announced Friday by Edward R. Murrow, CBS vice president and director of public affairs, returns Mr. Sevareid to the post he held for a year before going to Chunking to cover the China-Burma-India theater for the network.

Joining CBS in Paris, where he had worked for United Press and the Paris Herald, at the outbreak of the War, Mr. Sevareid remained in the French capital until the German army was at its gates. Transferred to London during the blitz attack of the Luftwaffe, he returned to New York in October 1940 and was made head of the Washington bureau in July 1942.

The following year, enroute to China, his plane crashed up over the Burma jungles and he bailed out with 19 others.

He landed with the first American force on the coast of Southern France and reported progress of the war through France and Germany.

Returning home, he was assigned to cover the San Francisco conference by Paul White, CBS news director. The 33-year-old correspondent has just completed the manuscript of a book about his news gathering experiences which will be published shortly by Alfred A. Knopf.

MBS Ups Mower

MBS Chicago created a new post last week with the appointment of DeWitt Mower as Midwest sales manager, according to Ade Hult, vice president in charge of Midwest operations. In this capacity Mr. Mower will have charge of the Chicago sales department supervising all sales activities. He joined Mutual's Chicago office in January 1945 as an account executive, having previously served as a salesman in the Chicago office of WOR New York.

...Ho

...Ford Bush, his business manager, that he is wanted on the telephone. Mr. Rush has no phone, but neighbors' protests may force the telephone company into action.

Page 20 • March 4, 1946

Broadcasting • Telecasting
A radio station is known by the Companies it keeps

"...In the Public Interest..."

CHICAGO SPEAKS

on the New WJJD

* "CHICAGO SPEAKS" is a public discussion program—a forum, if you will. It has been a key feature on the New WJJD for well over a year now... doing very well, thank you. Monte Randall, who's nationally famous for such things, is Moderator, and distinguished guests appear every week. But the real stars of the show are the people in the audience, who wait with baited questions for the free-for-all question sessions that climax the program. Joe Citizen really gets it off his chest here... vociferously, vehemently, sometimes almost violently. No casualties, yet, though... except to bigotry and bias. When "CHICAGO SPEAKS," every man has his say. No wonder it's one of Chicago's—and WJJD's—most entertaining programs planned "in the public interest."
Time Chisel Projects Return in Force

TWO parasites on the radio advertising body, dormant since the war, are reappearing in force—time chiselers and per-inquiry sponsors. Moves to check their spread and prevent recurrence of pre-war agonies suffered by stations are already under way.

First step to meet the parasite onslaught was taken last week by NAB in a sharp letter exposing a nationwide promotion project which the war did not halt—the National Sewing Contest. NAB said the contest is “not in keeping with industry standards.”

Steps to meet the developing onslaught of chisel and per-inquiry campaigns on a nationwide basis are slated for consideration at the next meeting of the NAB Sales Managers Subcommittee on Sales Practices. Date for this meeting has not been set.

Per-Inquiry Deals Also Reappearing; United Industry Action Urged

Meanwhile the NAB Dept. of Broadcast Advertising, of which Frank E. Pellegrin is director, is compiling and cataloging propositions falling into the free-time and per-inquiry category.

Feeling Strong

Sentiment for action on an industry basis was noted during the January-February NAB district meetings, with many managers taking the feeling that uniform approaches to such projects would soon stop their sudden recurrence.

Feeling has developed also on a number of campaigns offered by government agencies where funds have been used for promotion purposes or for advertising in other media. These campaigns do not include those funneled through the Advertising Council (formerly War Advertising Council).

One proposal is that a uniform “rejection” formula be developed, perhaps similar to that used in the newspaper field, where chisel approaches and press agent material of that type are met with a reply that the paper and releases are being sent to the baling machine and profits from sale of the paper will be used to pay the janitor.

Still another idea is that station organizations decide to accept no publicity or free-time propositions unless they clear through a central agency operated along the general lines of the Advertising Council.

Broadcasters make clear in handling free-time requests that they are in no way attempting to keep off the air worthy projects such as the Red Cross, community fund drives, and others in which the public interest is stressed. A considerable percentage of the requests emanate from commercial groups and should be vetoed.

Claimed ‘Non-Profit’

The National Sewing Contest, started March 1, is said to be conducted each spring by stations in 50 leading cities, is sponsored by the “non-profit National Needlecraft Bureau,” whose only interest “is to increase home sewing” through its actual promotes sale of patterns. The bureau supplies stations with money ($500 in a typical case) for local awards to prize-winners and also furnishes cash prizes for those selected as national prize-winners—“plus an all-expense-paid trip to New York for them and for the program directors who have conducted the contest in the cities these winners hail from.”

Grand splurge is the national contest in New York, with “round of lavish entertainment ending with the fashion show of the prize-winning garments at the Waldorf-Astoria, and the awarding of the national prizes to the seven lucky, winning contestants.” This occurs June 12.

Writing to Grace Turner, director of women’s department, Tom Fizdale, Inc., New York, publicity firm for the sewing contest, the NAB reminded that “over a period of many years, radio has firmly established its status as an advertising medium which gives full value received to those who use it wisely and well.”

“We invite you to use the medium on the basis of stations’ quoted rate cards. In that event, we are sure you will find that stations are willing to cooperate 100% and that the results of radio advertising, wisely and efficiently applied, will more than justify the expenditure.”

The letter, signed by J. Allen Brown, NAB assistant director of broadcast advertising, reminded that NAB in 1942 adopted a reso.
new business

is what radio stations must get to stay in business. Always alert to time-selling opportunities, Weed and Company daily covers the nation's principal radio markets for the benefit of its clients. You can rely on Weed to develop new business.

WEED AND COMPANY
RADIO STATION REPRESENTATIVES
NEW YORK • BOSTON • CHICAGO • DETROIT • SAN FRANCISCO • HOLLYWOOD
TO
ADVERTISERS
WHO
ARE
LOOKING
SOUTH

Most marketing experts agree that the South is now the nation's greatest "area of opportunity." If you feel that's true in your industry, we suggest you consider South Carolina as a starting point.

South Carolina is easy to cover. One station—WIS at Columbia—reaches virtually the entire State, daytime. The WIS service area has 74% more radio homes than New Orleans, 185% more than Atlanta, 208% more than Birmingham.

We'd welcome an opportunity to tell you how and why this 5000-watt station, at 560 KC, has a stronger signal (actually delivers more microvolts) than any other station in its area. It delivers more microvolts.

More radio homes here than in any Southern city

WIS
COLUMBIA
SOUTH CAROLINA
5000 WATTS • 560 KC
G. RICHARD SHAFTO
J. DUDLEY SAUMENIG
General Manager
Sales Manager

FREE & PETERS, Inc., National Representatives

HONORED PROGRAM. Mr. District Attorney is awarded citation of distinguished merit by National Conference of Christians and Jews for "steadfast exposing of the criminal character of those forces of hate which would divide America along racial and religious lines, and because it dramatizes the American spirit of brotherhood," Recipients (1 to r) are Jay Jostyn, for the cast; Joseph M. Allen and Lee H. Bristol, for Bristol-Myers, sponsor of the show; Fred Uttal, announcer, and Edward A. Byron, director and co-author.

NAB Is to Use Hilton Hotels For Fall Convention in Chicago

DEFINITE arrangements to hold the 1946 NAB Convention in Chicago Oct. 21-24 have been concluded with the Hilton Hotels, operating the Stevens and Palmer House. Choice of hotels will be made later, probably after the NAB Board meeting in May when format of the convention will be decided. Hitch in original plans (Broadcasting, Jan. 7) had developed when the Hilton management proposed to charge heavy fees for use of meeting rooms. C. E. Arney Jr., NAB secretary-treasurer, worked out this point of dispute with the hotel officials. NAB contended that assessment of fees was unfair in view of the heavy business brought to the hotels by a convention of such importance, and the management agreed to drop the extra charges. NAB had even considered moving the convention to another city.

Others Cooperate

As was the case in 1944, reservation of hotel facilities by members will be handled by the NAB headquarters office in Washington. The hotels are setting aside large blocks of suites at both the Stevens and the Palmer House. Other Chicago hotels have promised to cooperate by supplying all available rooms. The 1946 convention will be limited to member stations; in other words, anyone eligible but not a member cannot attend sessions or register. Anyone in a related field not eligible to membership but desiring to attend will be taken care of, if possible, according to Mr. Arney.

NAB is preparing pre-registration forms and hotel reservation forms. These will be mailed in a few weeks. Meanwhile, however, no applications for reservation will be accepted. Those wishing to make reservations independent of the NAB may do so, but the Hilton management will not accommodate any such applicants from the blocks reserved for NAB.

Registration fees will be decided at the board meeting, as will some of the other convention policies. If a convention marked by a large number of clinics is decided on, the Palmer House will be headquarters since it has plenty of meeting rooms. On the other hand the Stevens has a larger ballroom, and would be better suited if the agenda specifies full convention meetings with fewer clinics. Splitting of convention meetings will be avoided, if possible.

If a banquet is held the Stevens ballroom will be used, its seating capacity of 1,600 far exceeding that of the Palmer House.

Both hotels have been headquarters for NAB conventions. The 1938 convention was held at the Stevens. A special convention was held at the Palmer House in 1939 and two war conferences were held there, 1943-44.

Travel congestion will be considerably eased by autumn, it is felt. A spring date for the convention had been proposed but the board decided on a fall meeting at the request of the Office of Defense Transportation. Most restrictions on sleeping car facilities will be off by mid-March.

Jones Returns

LIEUT. EDGAR M. JONES, AUS, former assistant director of public relations of the FCC has been assigned to the radio branch of the War Dept., Bureau of Public Relations. Lieut. Jones spent nearly two years in the Pacific area, taking part in the Leyte and Southern Philippines campaigns, and later helped train Philippine military constabulary. Before leaving Japan for hospitalization in this country, he was in the radio section of General MacArthur's GHQ public relations staff.

WNVA to Begin

WNVA, new local, Norton, Va., has announced plans to go on the air March 6 with 250 w fulltime operation on 1480 kc. Station will be affiliated with MBS and will use AP Wire Service.
What, in Philadelphia, rivals pepperpot or ice-cream as a luncheon "dish"?

It's KYW's noon-time variety show... "Lunch Time with a Punch Line"! And it's a favorite dish with thousands and thousands of listeners in the nation's third market. Ingredients, tastefully blended by KYW's chef de programme, include many of the most delectable morsels on the KYW staff.

Peter Roberts, as maître d'hôtel, and Clarence Fuhrman, avec bâton, are on hand each day.

Extra flavor is added, from time to time, by Andy Arcari and his superb accordion, and by Penny Read, Mary Lou Howard, Phil Sheridan, Gene Graves, and others from KYW's vocal department. Guest artists frequently lend additional spice.

For food advertisers particularly, "Lunch Time with a Punch Line" is a most attractive delicacy. Portions are available, on a one-minute participation basis, with live announcements. Interested? NBC Spot Sales will be glad to set a place for you.
Licensee’s Control Over Time Sales Programming Is Upheld

Refusal of the Supreme Court to grant a writ of certiorari in the Fundamentalist religious organization’s suit to compel WPEN Philadelphia to sell them time is expected to have an impact in the FCC’s policy of designating for hearing license renewals when a station sells more time than the Commission thinks it should.

By denying certiorari the Supreme Court on Feb. 11 left standing a ruling of the U. S. Court of Appeals for the Third Circuit, Philadelphia last October that a licensee is free to make his own choice of what programs he broadcasts, to sell time as he sees fit and to allow free time on the same basis [Broadcasting, Oct. 22].

In the last 10 months the FCC has placed dozens of stations on temporary licenses while program logs were being investigated to determine whether, in the Commission’s opinion, the stations sold too much time. One such station, WBAL Baltimore, was designated for hearing. Among the issues is expected to be an allegation by the FCC that WBAL, during the week of Feb. 8-14, 1945, sold 84.6% of its time, leaving only 15.4% for sustaining [Broadcasting, Feb. 25].

Probing Deeper

More and more during hearings on applications for new facilities and for transfer or assignment of license, the Commission has probed deeper into commercial-vs-sustaining programming, with Commissioner Clifford J. Durr leading much of the questioning and discussion.

In some quarters last week the Supreme Court action in the WPEN case was regarded as a guidepost in the Commission’s inquiries into broadcast programming, particularly with reference to commercial and sustaining time.

The WPEN case was brought in the name of Rev. Carl McIntire, pastor of the Bible Presbyterian Church, Collingswood, N. J., and seven other individuals and organizations, members of the Fundamentalist group. Plaintiffs sought to compel WPEN to sell them time after the station a year ago revised its policy and cancelled several commercial religious broadcasts. Station, however, set aside certain periods of sustaining time for religious programs.

Fundamentalists had alleged that broadcasting is a public utility and that the FCC was bound to recognize the rights of any sponsor to buy time.

ST. LOUIS AD AWARDS DEADLINE MARCH 19

NATIONAL AWARD in memory of the late Erma Proetz will be conferred for the second year by the Women’s Advertising Club of St. Louis. Award will be in recognition of the most outstanding creative work in the advertising field done by a woman between March 1, 1945 and March 1, 1946.

Deadline for entries is March 19. Full contest rules may be obtained from Mrs. Herbert W. Cost, Women’s Advertising Club, 706 Chestnut St., St. Louis 1. Presentation will be made May 23 at a dinner in the Jefferson Hotel, St. Louis.

First prize is $200, second prize $100, with both cash winners receiving inscribed plaques. Honorable mention will also be made for other noteworthy entries.

Last year’s winners were: Mrs. Leila Frazer Bon, Minneapolis free lance writer; Miss Ethel Murtha Hurley, BBDO, Los Angeles; and Mrs. Catherine Schuchat, Kirkwood, Mo., free lance artist.

One of Radio’s earliest vocal trios, Tom, Dick & Harry, returned to the airwaves Feb. 25 over WAND Chicago. The trio, Jimmy Hatton, Fred Meissner and Gordon Vanden are heard Mon.-Fri. 1-1:30 p.m. (CST).
Collins FM research, begun long before the war, went into high gear immediately following VJ day. An intensive engineering program is developing a series of FM transmitters to cover the power range of 250 watts to 50,000 watts.

These transmitters will be available, beginning with the 250 watt type 731A in midyear, 1946, and the 1000 watt type 732A soon thereafter. 3, 10, 25, and 50 kw transmitters are scheduled to follow in rapid succession.

With typical Collins thoroughness, these FM transmitters are designed to specifications well within FCC and RMA requirements and recommendations.

Notable achievements in circuit design assure efficient and dependable operation. Power output can be increased as desired, with a minimum of changes. The styling is attractively modern, and will blend well with up-to-date station layout.

Collins is prepared to supply your FM transmitter and all accessories. Our engineering staff is available at all times for consultation, and will assist you in effecting early installation and operation. Write today.

Collins Radio Company, Cedar Rapids, Iowa; 11 West 42nd Street, New York 18, N.Y.

FOR BROADCAST QUALITY, IT'S . . . .
Ladies and gentlemen...

NOW TRANSCRIBED
for local and regional sponsorship

13 YEARS COAST-TO-COAST • 9 YEARS FOR ONE SPONSOR

"Orchids to the Easy Aces' program"... WALTER WINCHELL
"Your program tonight best writing I've heard in years"... EDDIE CANTOR
"A Radio institution"... NEWSWEEK MAGAZINE
"Goodie Ace is America's greatest wit"... FRED ALLEN
"The best entertainment I've ever heard on the air"... ANNE HUMMERT

WRITE, WIRE OR PHONE

FREDERIC W. ZIV COMPANY

NEW YORK 2436 READING ROAD CINCINNATI, OHIO

HOLLYWOOD

Page 28 • March 4, 1946
Bruce Barton Named Board Chairman
Of BBDO; B. C. Duffy New President

Mr. Brower, Mr. Duffy, Mr. Danforth

BERNARD C. DUFFY, vice president and general manager of BBDO, was elected president of the agency, succeeding Bruce Barton, who was elected chairman of the board, it was announced last week after the annual meeting of stockholders. Alex F. Osborn, who has been chairman, was elected vice chairman.

Charles H. Brower, formerly vice president in charge of the copy department, becomes executive vice president in charge of all creative services.

J. Davis Danforth, who has been vice president in charge of new business, was elected executive vice president in charge of account operations.

John C. Cornelius was reelected executive vice president and western manager, in charge of BBDO offices in Minneapolis, where he makes his headquarters, Chicago, San Francisco and Los Angeles. The agency's Hollywood office, headed by Vice President Wayne Tiss and concerned solely with radio activities and movie tie-ups, is directed from New York, as are the offices in Boston, Buffalo, Cleveland, Detroit and Pittsburgh.

F. R. Feland, vice president and treasurer, was reelected chairman of the executive committee, with Mr. Duffy and Mr. Osborn reelected as its members.

Mr. Duffy has been with BBDO for 26 years. He started as office boy and worked his way through a variety of jobs, including space buying, research, marketing, account handling and broadcasting. He is a director of the Audit Bureau of Circulations and chairman of the board of governors of the Cooperative Analysis of Broadcasting. As president of BBDO he will continue as general manager.

FEDERAL TELEPHONE & RADIO Corp., Newark, N. J., announced last week it was building 14 500-watt UHF ground station radio transmitters to be used in plane communications along the 9,000-mile communications network of United Airlines. Deliveries will begin in May.

Hoot Mon

A SCOTSMAN, businessman and Member of Parliament—all the same man, Sir William Y. Darling—has come out in favor of commercial radio broadcasting for Britain. Speaking before the Edinburgh group of the Incorporated Sales Managers Assn., he said he "sees nothing incompatible in the idea" of having independent radio networks advertising British goods operating side by side with the non-commercial BBC. He praised U. S. broadcasting as superior to the government monopoly even though "sometimes it is difficult to sell the higher arts with soap."

SCHOOL MUSIC

Public Service of KFNF
Rates Top Time

APPROXIMATELY a thousand students and teachers of the music departments of local public schools have participated in each of the KFNF Shenandoah, Iowa, public service series, Public School Music Program. Enjoying high community interest, according to response reported by station, program is likewise rated by KFNF to be entitled to premium time, 7-7:30 p.m.

Now in third cycle of 30 programs, to be terminated in latter April, program is devoted to performances by bands, orchestras, choral groups and other musical groups of public schools. Afternoon prior to each broadcast, participating pupils are instructed in basic radio principles, studio routine and microphone technique. A transcription is made of full rehearsal performance for later classroom reference.

Not intended to be competitive, but in order to evaluate support accorded each school by its community, KFNF gives a $100 savings bond to the school receiving the most cards and letters in response to its program.

BRING ON-THE-SPOT RESULTS

FOUR daytime spots, advertising ONE product, created this traffic in a Toledo Department store.

Facts tell us the merchandise was sold in sixty minutes. Figures show this store grossed $15 per minute while the stock lasted.

“PROOF OF THE PUDDING” IS IN THE PURCHASE!

And, as you can see, WSPD demonstrates a unique ability in providing additional purchasing power for products and services in the rich agricultural-industrial market of Northwestern Ohio and Southern Michigan.

1370 K.C. 5000 WATTS

TOLEDO, OHIO

JUST ASK KATZ

March 4, 1946

Page 29
IT'S NOT JUST AROUND THE CORNER

See the New

With TV

ZENITH RADIO

30 Years of "Know-How"
THE GREATEST CONTRIBUTION TO RADIO SINCE BROADCASTING BEGAN

THE CORNER - - IT'S HERE!

ZENITH

NO BAND FM

DON CORPORATION

in Radionics Exclusively
COMPROMISE whereby Cuba gets use of four I-A clear channels and one I-B clear of the U. S., three Canadian and two Mexican clear channels, and eight regions with power above 5 kw was reached last week as delegates of Canada, Cuba, the Dominican Republic, the Bahamas Islands, Newfoundland, Mexico and the U. S. signed a three-year interim agreement, to become effective at 3 a.m. March 29 with expiration of the North American Regional Broadcasting Agreement. Cuba earlier announced she would not sign, but last-minute medi- 
ion brought about unanimous solution to North American Region's broadcasting problems. Text of In- 
ner Agreement follows: INTERIM AGREEMENT (MODUS VIVENDU), CONCLUDED AT THE SECOND NORTH AMERICAN RE- GIONAL BROADCASTING CONFERENCE, TO REGULATE THE USE OF THE STANDARD BROADCAST BAND IN THE NORTH AMERICAN REGION The undersigned duly authorized representa- tives of the Governments of Canada, Cuba, the Dominican Republic, His Majesty's Government in the United Kingdom in respect of Newfoundland, the Bahamas Islands, His Majesty's Government in the United Kingdom and the Government of Newfoundland in respect of Newfoundland, the United Mexican States, and the Government of the United States of America, meeting in Washington, D. C., at the Second North American Regional Broadcasting Conference From Feb. 4 to 25, 1946, for the purpose of de- 
ning the problems incident to the ex- 
eration on March 28, 1946, of the North American Regional Broadcasting Agree- 
ent, signed in Havana, Cuba, on Dec. 
13, 1937, as well as improvements in the use of the standard broadcast band in the North American Region, 
AGREE: 
ARTICLE I: To continue, during the inter- 
ner period described in ARTICLE XVII hereof, the application within their respective jurisdictions of all the provisions of the North American Regional 
Broadcasting Agreement signed at Habana Dec. 13, 1937, subject to the modifications and additions hereinafter stipulated. 
ARTICLE II: Parts V and VI of the North American Regional Broadcasting Agreement, Havana, 1937, are hereby expressly made inapplicable to this In- 
terim Agreement. 
ARTICLE III: Cuba agrees to relin- 
quish to the United States of America the use of the clear channel 1540 kc with Class I-A privileges in exchange for the use of the frequency 640 kc in the manner stipulated in Annex 1 here- 
of. 
ARTICLE IV: Cuba shall have the right to use the additional broadcasting facilities detailed in Annex 1 hereof with the power, and under the condi- 
tions of operation and limitations speci- 
ed therein. The so-called 650-mile rule contained in Part II, C, Section 4, para- 
graph B, of the North American Regional 
Broadcasting Agreement, Havana, 1937, shall not be applicable to Cuba in connection with the use of those fre- 
cuencies in Annex 1 hereof. 
ARTICLE V: Cuba shall have the right to operate Special Class II stations on 
the standard broadcast band actually 
used in the Bahama Islands for frequencies in Annex 2, with the power and under the conditions stipulated in this instrument. 
ARTICLE VI: The Government of the Bahama Islands will cease all operations 
for 640 kc. 
ARTICLE VII: The Government of the Bahama Islands shall notify directly the Govern- 
ments of the United States of America, Mexico, and the United States, of any changes made and accepted during the life of this Interim Agreement. 
ARTICLE VIII: The governments parties to this Agreement shall cooper- 
ate to minimize interference to their respective services. Recognizing that propagation over sea water is superior to over-land propagation and that the present standards do not adequately take into account conditions of this nature, the governments parties to this Agreement agree to cooperate with a view to minimizing interference in the event that sky wave signal intensi- 
ties exceed the value stipulated in this instrument. 
ARTICLE IX: Except as herein specif- 
cally provided, nothing contained in this Interim Agreement shall limit or 
restrict the use of any clear channel assigned under the North American Re- 
gional Broadcasting Agreement, Habana, 1937, for use by Class I-A stations in the country in which such stations may be located. 
ARTICLE X: The governments parties 
hereto undertake to apply the provi- 
sions of this Interim Agreement and to 
take the steps necessary to enforce said provisions upon the operating agencies recognized or authorized by them to establish and operate broadcast stations within their respective countries. 
ARTICLE XI: Notic- 
fications of a com- 
plete list of all broadcasting stations in the 
standard broadcast band actually 
operating in each country having been made and accepted without objec- 	ion on part of the Government of Cuba pursuant to Part III of the North American Regional Broadcasting Agreement, Havana, 1937, and of changes similarly made and accepted during the life of this Agreement, the signatories and ad- 

gerats hereto will continue to recog- 
ize 
these notifications including the statistical changes and modifications stipu- 
lated in this instrument. 
ARTICLE XII: A permanent North American Regional Broadcasting Engi- 
nering Committee composed of four 
exerts, one each from Canada, Cuba, Mexico, and the United States, shall be established for the purpose of determin- 
ing facts and making recommendations theretoforth which will enable governments to comply with the technical provisions of this Agreement to their mutual satisfaction. The organization, duties, and procedures of the committee shall be governed by Annex 1. 
ARTICLE XIII: In order to conclude 
a new North American Regional Broad- 
casting Agreement at the earliest pos- 
sible date, the signatories governments will con- 
clude immediately the necessary 
 studies for the conclusion of such an Agreement. 
B. Exchange views following their re- 
spective studies, for the purpose each government shall, on or before Oct. 1, 1948, submit to the Inter-American Ba- 

doing Office, twelve copies of its conclu- 
sions together with supporting data. 
C. Hold a meeting of their technicians in Havana, Cuba, on or about Jan. 2, 1949, preparatory to the Third North American Regional Broadcasting Confer- 
ence which shall examine the techno- 
ical aspects of the documents communi- 
ced by the interested Governments. A joint report of findings, views and recommendations shall be circu- 

(Continued on page 70)
Hundreds of ex-servicemen returning to Peoria are facing a grave problem—the question of where to live. Never has the housing situation been so acute.

To meet this crisis, Peoria's mayor founded the Emergency Housing Committee...and WMBD saw an opportunity to render valuable community service. Daily announcements requesting rental property for servicemen brought heart-warming results. In one 30 day period, WMBD received 106 definite housing offers. Mrs. Jessie G. Scofield, Executive Secretary of the Committee, writes, "More than 70% of our successful placements have come from WMBD. Our deepest appreciation to you."

Peoria looks to WMBD for leadership in community service.
Will Radio Dollar Really Buy That Much?

Johnson Questions
NAB Figures on
Air Families

By ARNO H. JOHNSON
Director of Media and Research, J. Walter Thompson Co.

IN VIEW of the publicity which has surrounded the NAB study "How Much for How Many" and my remarks concerning the validity of the conclusions reached by that study, I wish to make clear that no sound point of comparison has as yet been established by which costs of radio can be compared with costs of magazines or newspapers.

Any point that can be selected is open to endless argument. This is because none of the surveys upon which these comparisons have been made gives any indication of relative impression value or sales effectiveness.

Ignores Individual

Radio through the NAB study made itself vulnerable by entering into a cost-per-thousand families comparison which leaves out of consideration, of course, such valuable attributes of radio as the more intensive coverage of the individuals in the family and the impact on the individual of the audible message. Who can prove that having one person in a family see a full-page ad in a weekly magazine is the equivalent of reaching a family with a half-hour radio program where two to three persons on the

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 350 million dollars annually, out of a spendable income of more than 800 million dollars.... You will cover this rich sales area economically over WSIX.

Pellegrin Answers
Criticism of
Cost Data

By FRANK E. PELLEGRIN
NAB Director of Broadcast Advertising

WE DISLIKE competitive controversy. It has never been radio's traditional method of selling and we hope it never will be. Our presentation "How Much for How Many" was not done on radio's initiative; it was a rebuttal finally prepared to answer the rash of competitive cost presentations prepared by other media. The Newspaper Representatives Assn. started the ball rolling; their presentation was followed by so many others from magazine and newspaper groups that it finally became embarrassing to radio's friends that no answer was made. So we made it.

We realized at the outset that our findings might be subject to sniping. I suppose every research study—particularly those that must use to any extent projections or interpretations—runs that risk. Statisticians and research analysts are past masters at picking flaws. So we are not surprised and don't object to criticism; as always, we are eager to hear all sides on moot questions.

The comments by Mr. Johnson of the J. Walter Thompson agency, which long ago established its reputation as an important user and good friend of radio, will perhaps enable us to clear up some misconceptions regarding our presentation that may be shared by others.

Done Deliberately

He says no point of comparison has yet been established for measuring radio costs against those of other media—that we are "comparing apples and oranges"—and points out that we have not given any indication of "relative impression value or sales effectiveness." The fact is that we deliberately set aside such factors as radio's greater impact upon listeners, its superior ability to move people to action, its power to evoke response.

We did this in order that we would not be comparing "apples and oranges" by trying to measure relative value of dissimilar media. What we did do was simply to measure the bare cost of transporting an advertising message from the factory to the home—to readers and listeners. Thus we were comparing only people vs. people, dollars vs. dollars. That is something that can be done and it was done deliberately to avoid the "apples-oranges" error, even though in so doing we were discarding several of radio's best talking points. I thought our presentation

(Continued on page 46)
A native Chicagoan who “went West” for his radio experience, Louis F. Kroeck returns to his native city to join Lewis H. Avery, Inc.

Lou Kroeck knows radio both program wise and sales wise. His 11 years of training include direction of sports, special events and “Man on the Street” programs, followed by 3 years as salesman and 2 years as Sales Manager of a prominent mountain area station.

From there he moved on to the coast where he was Commercial Manager 1 year and General Manager for 4 years of Station KTMS Santa Barbara.

Lou was the elected representative for all ABC coast stations on the Network Advisory Committee for the year 1945.

He brings to the Avery organization a thorough understanding of radio advertising and a firm belief in the need for aggressive activity by radio representatives.

Lewis H. Avery Inc.
Radio Station Representatives

565 Fifth Ave.
New York 17, N. Y.
Plaza 3-2622

544 Market Street
San Francisco, Calif.
DOuglas 5673

315 W. Ninth Street
Los Angeles, Calif.
TUcker 2095

333 No. Michigan Ave.
Chicago 1, Ill.
ANDover 4710

March 4, 1946 • Page 35
WMT EXPANDS NEWS NETWORK

Now—40 Reporters Covering Key Iowa Points

SPOT NEWS Speedily
Routed to WMT by Regional Staff

WMT News Network brings a flow of regional news into the WMT news room that is unequalled in the entire state of Iowa. Complete news coverage of WMTland means greater listener interest. Local news and personalities create unprecedented audience attention to WMT’s frequent newscasts. Local and regional news via WMT News Network PLUS complete coverage by the world’s leading News services makes WMT Iowa’s FIRST News station. This is in line with the WMT post-war program to offer the thousands of Iowans in the WMTland audience increased service through the expansion of WMT’s already outstanding news facilities. WMT’s progressive and complete NEWS coverage has won the plaudits of alert Iowans who are accustomed to the “best” from WMT.

WMT News Network
Directed by Newsman
AL HAUGNER

Veteran of 18 years service in newspapers and radio, Al Haugner knows News. He is selecting and training able, alert, news correspondents in strategic points throughout WMTland. Already 40 reporters are filing stories daily. County seats, important towns—every Eastern Iowa location that is newsworthy is covered completely, expertly and spot stories are flashed instantaneously to WMT news room. Here Al Haugner edits them and puts them on the air to the thousands of news-hungry Iowans. WMT news network is the only service for handling spot news via Radio to the thousands of avid WMT listeners in that area. It provides the most complete news coverage of the local scene developed today. Under Al Haugner’s direction it will expand daily providing an indispensable service to WMT’s growing audiences.

WMT News “Voice of Iowa”

Listeners in WMTland register their high approval of the expanded NEWS coverage. The WMT News network. Scores of letters praising this new WMT news coverage pour in daily. A bigger audience; expanded and local market areas—and WMT is located of Iowa’s richest and most industrially and agriculturally. The BIG industrialization of Eastern Iowa is making news these days, and WMT is right at the heart of it. The expanding factories and new, big businesses are giving WMT local and regional newsmen many new and important news stories daily. WMT News “Voice of Iowa” WMT, completely modernized will set new records in high fidelity transmission performance and efficiency—and better serve WMTland’s thousands of WMT “regulars.”

WMT News Broadcasts Garner Increased Audiences Since War’s End

Thanks to WMT’s aggressive regional news policy, WMT newscasts actually show higher ratings since the war has ended. The 1944 Conlan survey in Cedar Rapids gave WMT’s 8:00 AM news period a rating of 5.5. A year later, after the end of the war, the rating had jumped to 12.4. Similarly, WMT’s 10:00 PM newscast increased from 20.1 in 1944 to 21.7 rating in November, 1945.

Staff Correspondents Give WMT Dozens of “Scoops” Over Competing Stations and Newspapers

Allamakee County Sheriff, Leonard Bulman, was shot and killed at Postville, Iowa. WMT had the story on the air before his killer was still being held at bay by peace officers. When an Iowa River dam went out one morning, a WMT correspondent had the story in time for a noon broadcast. WMT correspondent had the story on the air less than an hour later, while it was still burning. When an early mornig auto crash killed three persons at Marble Rock, a WMT correspondent phoned the story shortly after the station opened up at 5:30 AM. During the season, WMT carried basketball scores from 100 Iowa high schools and colleges—the only radio station in Iowa to give this service.

Record New Expansion Brings Additional Wealth to Iowa

Eastern Iowa is making news these days, industrially and agriculturally. The BIG industrialization of industry throughout the Eastern Iowa is bringing many new factories to the area.

New RCA Equipment Brings Exclusive Iowa Coverage Plus World’s Leading News Services to WMT Audiences

WMT gets First Post War Transmitter

(See RCA AD next page)

WMT is the first station in America to install a Post-war RCA 5F Transmitter—“The Voice of Iowa”, WMT, completely modernized will set new records in high fidelity transmission operation, performance and efficiency—and better serve WMTland’s thousands of WMT “regulars.”

Check your coverage map and check WMT with your KATZ Agency Man. Contact him for current availabilities.

“The Voice of Iowa”

Page 36 • March 4, 1946
This new transmitter was installed by George Hixenbaugh, Chief Engineer, and staff. Installation was completed on December 10. Color scheme for the transmitter and matching RCA control console is two-tone umber grey. New RCA audio, monitoring, and test equipment forms part of WMT's modernization plans.

**WMT Installs First Postwar AM Transmitter**

Iowa Station completely modernized with new RCA equipment

WMT's new RCA 5-kw (Type 5-F) transmitter has just about everything. Its appearance is as modern as tomorrow. We believe it will set new highs in performance, operating economy, and convenience.

Its design includes the latest circuit refinements, carefully planned mechanical layout, longlife components, and complete protection for personnel and equipment.

It offers a new concept of accessibility. Open the front doors and everything is at your fingertips. Vertical-chassis construction throughout makes every part accessible, and assures better ventilation, cooler operation, and longer life.

All circuits are simple and straightforward - easily adjusted and maintained by any operator with standard test equipment. Identical components are used wherever possible to minimize "spare" requirements. For example, there are only six tube types.

With the "flick" of a switch this transmitter can be operated at 1 kw. So conservatively is it rated that it can be operated at 10 kw by making a few simple, inexpensive changes.

Push-button electric tuning, air-cooled tubes, equalized feedback, and fixed neutralization are other outstanding features.

We believe that the RCA (Type 5-F) transmitter is the finest, most efficient equipment ever offered to broadcasters—that it combines everything a station owner or chief engineer might want.

* * *

This transmitter, as well as many other RCA broadcast products, are now coming off the production line. An early indication from you of your needs—AM, FM, or television—will help us to meet your delivery requirements.

**Broadcast Equipment**

**Radio Corporation of America**

Engineering Products Department, Camden, N.J.

Broadcasting • Telecasting

March 4, 1946 • Page 37
Used or Not, Right to 'Clears' Must Be Respected, Rules FCC

EVEN though a nation fails to make full use of a clear channel assigned to it under NARBA, its right of full utilization must be respected, the FCC maintained last week.

In a proposed decision announced Monday, the Commission refused to grant the application of Harold H. Thorns for a new Durham, N. C. station to operate full time with 1 kw on 1580 kc, which is allocated to Canada as a Class I-A clear but which is being put to only Class II use (by CJF Chicoutimi, Quebec, operating with 1 kw).

Might Limit Station

The Commission pointed out that the proposed station could not meet the mileage-separation requirements of NARBA, even though interference between CBJ as now operated and the Durham outlet with directional antenna at night would not surpass the maxima prescribed by NARBA and FCC. And, the Commission continued, if Canada should make full use of the channel in southern Quebec with 50 kw or greater power, “excessive limitation” of the Durham operation might result.

Under NARBA, the proposed decision asserted, “Canada has the right for five years to authorize any station in Quebec Province to operate on 1580 kc with Class I-A power of 50 kw or greater.” It was pointed out that the FCC has “no information to indicate whether or not Canada proposes to assert its priority to full use of this clear channel.” If Canada should license a 50 kw station on 1580 kc in Montreal, the Commission said, the Durham station would be limited to its 22 mv/m nighttime contour.

“Such a high degree of nighttime interference, from a technical standpoint, would be highly impractical,” the Commission declared. A 50 kw station on the frequency elsewhere in Quebec would impose a nighttime limitation to the Durham station ranging from 1 1/2 mv/m to 25 mv/m depending on the location of the Canadian station.”

Mr. Thorns contended that since Canada has not made full Class I-A use of 1580 kc there should be no objection to his proposed Durham station. In event Canada subsequently does make full use of the frequency, he said, the Durham station would install directional antenna which would give proper protection to the Canadian border.

Too Close

The Commission said its proposed decision “seems especially prudent” since “the applicant did find that there are frequencies available which would permit operation using a directional antenna” at Durham.

The Durham station, it was emphasized, would be 200 miles short of the 650 miles which, under NARBA and FCC rules, must separate a Class II outlet station from the border of any other country which has priority for Class I-A use of the channel. Commission officials pointed out that the mileage-separation and interference requirements are not alternative, and that both must be met.

Mr. Thorns, owner of Wise Asheville, N. C., and holder of 25% interest in WAYS Charlotte and WKX Columbia, S. C., was to confer over the weekend with his attorneys, the Washington firm of Pierscionk and Ball, to decide whether to file exceptions and ask for oral argument on the proposed decision.

FCC’s action on the application was regarded as consistent with the policy followed early last month when several pending applications involving conflict with NARBA or FCC rules were dismissed, subject to reinstatement when the clear channel and allocation hearings have been completed [Broadcasting, Feb. 11]. The Thorns application, which FCC proposed to deny outright, was filed Feb. 23, 1944 and hearing was conducted Dec. 29, 1944.

The 1580 kc frequency is not now used in the U. S., but three other applicants have asked for it: Bay City Broadcasting Co., for a 50 kw fulltime station at McAllen, Tex.; Louisiana Broadcasting Co., at New Orleans with 5 kw unlimited time, using directional antenna; Frank R. Cation, at Lake Charles, La., with 1 kw fulltime. Their applications are pending.

THE STORY of NBM, its purposes and procedures, is fully told in a 40-page brochure, “... To Date.”
THE STUDENTS PUT ON THE SHOW every Saturday at KGKO! Every school has its RADIO FROLICS program—with a chance to display young talent on this weekly half-hour broadcast under the supervision of KGKO staff members. During the vacation months, older students carry on the "Radio Workshop." It's good listening for the radio audience—a great chance for the kids!...

This sustaining program is just one example of KGKO's contribution to educational, civic and cultural achievement in the southwest.
made this unmistakably clear; in fact, it belabored the point. He dislikes our use of "families reached," rather than "individuals," and suggests that a "probability formula" should be applied to newspaper and magazine readers since the average family is composed of three persons of reading age. But he fails to suggest that the same probability formula should then also be applied to radio families. Are there not as many persons of listening age per family as of reading age?

True, the "Continuing Study of Newspaper Readership" (which was used by the newspaper representatives in their own presentation, remember) measured reading by individuals—but so does Hooper. Unless he has changed his technique since yesterday, his interviewers do not ask "to what program is each member of your family listening?" It seems reasonable then that if any probability formula is to be applied to one medium's measurement, it should be applied to all. Why apply a "probability formula" at all? Why not take the medium's measurement and not inject a further projection, to which, in another statement, he objects?

Sets Exceed Radio Homes

And I don't think anyone would suggest that Hooper's studies measure the listening of every member of the family, any more than the Continuing Study's measurements check every reading member of the family. Because it is also a fact that there are a great many more radio sets than radio homes—84,000,000 sets but only 33,000,000 homes; there are 17,150,000 extra sets in homes and in places of business, institutions, hotels, etc., plus 8,750,000 sets in automobiles. In fact, the number of radio sets exceeds the total combined daily circulation of all U. S. English language daily newspapers.* Yet Hooper does not check these millions of extra sets to learn how many members of how many other families might be listening, any more than the newspaper or magazine measurements do.

So the "probability formula" should be evenly applied or discarded altogether; we discarded it as an additional projection that research analysts might object to.

Furthermore, as our presentation clearly points out, in 1942 Good Housekeeping engaged Elmo Roper to find out how many women over 15 had seen any copy of a group of four well-known women's magazines at any time during the preceding three-months period; he did not check only one woman in each family, but all women in the

*Total net paid circulation of English language newspapers in the U. S. 47,024,254 (Nov. 1945 Standard Rate & Data Service).
Announces the appointment of

The Katz Agency, Inc.

As its National Sales Representatives

Effective March 1, 1946

ARTHUR L. BRIGHT, President
you—we discarded the probability formula at the outset and settled for the most liberal figures for printed media and the most conservative figures for radio.

To exhaust the point, neither did we check to learn how many radio listeners heard some part of the program, in the same manner that the newspaper studies ask what readers saw some part of the advertisement. Again, the unaided coincidental technique is much tougher than the aided recall if you’re striving for high percentages.

‘Ultra-Conservative’

Our projection of Hooper ratings in the 32 Hooper cities to get a national total was ultra-conservative too; Hooper checks only in large cities where competition for time and attention is greatest; it is well known that radio listenership in smaller communities and rural areas runs appreciably higher. The printed media projections suffered no such handicap.

We could have based the presentation on individuals reached, rather than families, by applying the measurements and other arithmetical processes accordingly. But we settled for “families” because preceding competitive presentations had set it up that way, and we did not wish to be accused of changing the ground-rules in the middle of the game.

So we took the established measurements of each medium—liberal for printed media, conservative for radio—and we made only one necessary projection, applying it fairly to each medium. We didn’t monkey around with probability formulae or other hocus pocus that research analysts would object to, and which would increase the possible margins of error.

Then we conceded that if one member of a family noted an advertisement or heard a program, we would consider that family reached. Because, generally speaking, the family is the purchasing unit; a product “exposed” to any member of the family has a chance of being sold, or at least discussed. In either case, we admitted, the advertising message had gotten into the home.

We were careful to point out that what happened to it after it got there was something else again; that was up to the advertiser and his agency, who presumably know the proper techniques to apply with each of these dissimilar media. Therefore we avoided the “apples-oranges” error that Mr. Johnson would lead us back into.

Consequently we avoided his “seen-associated vs. sponsor identification” argument, which is entirely beside the point, and comes under the apples-oranges heading. The sponsor, we know, can achieve a high sponsor identification if that’s what he wants, just as the Lux Radio Theatre has hit a sponsor identification figure of 91%—higher, by the way, than the seen-associated figure of 90% that Mr. Johnson quotes. Or the sponsor can give a more detailed selling story to fewer people, if he wants to. That’s up to him, regardless of which medium he selects.

Our presentation makes this so unmistakably clear that criticism on that point was surprising.

We’re happy to know, however, that Mr. Johnson is more impressed with “such valuable attributes of radio as the more intensive coverage of the individuals in the family and the impact on the individual of the audible message,” than even with radio’s lower cost. We feel the same way about it; we hope every advertiser feels likewise.

March 1st radio station WPAY became a full-time affiliate of the Columbia Broadcasting System. On March 1st “The Biggest Show In Town” moved to Portsmouth.

Since 1935 WPAY has consistently served civic-minded, superbly entertaining programs to Portsmouth radio families. Now with CBS programs, radio’s finest, coupled with WPAY’s own great stars, WPAY is more than ever “Your Good Neighbor in Portsmouth” to 60,600 (daytime) and 20,500 (nighttime) radio homes within our coverage area.
IT'S RIGHT... for VERSATILITY

for MODERN BROADCASTING TECHNIQUE for DEPENDABILITY

for EASY OPERATION AND SHOWMANSHIP

The GATES 1-KILOWATT TRANSMITTER

It has everything you want in performance—modern broadcasting technique from circuit developments, now incorporated, which are the result of proved laboratory tests. It is versatile to meet all demands. Yes, and it is dependable under all circumstances. In addition to these mechanical perfections which Gates engineers assure, the BC-1E Transmitter combines easy operation and beauty in appearance to make your Station outstanding in showmanship. It is RIGHT for the 1-Kilowatt Station. Investigate it!

CONDENSED SPECIFICATIONS

FREQUENCY RANGE: 530 to 1600 K. C.
FREQUENCY STABILITY: Plus or minus 10 cycles maximum.
POWER OUTPUT: 1000 Watts. May be operated as 500 Watt Transmitter. Power reduction for night operation may be incorporated to suit requirements.
POWER SUPPLY: 230 Volts, 60 Cycles, single phase, regulation not to exceed plus or minus 5%.
FREQUENCY RESPONSE: Within 1 1/2 Db. from 30 to 10,000 cycles.
DISTORTION: Less than 3% from 50 to 7500 cycles, 0-95% modulation.
NOISE LEVEL: 60 Db. below 100% modulation.

WRITE FOR COMPLETE SPECIFICATIONS

NEW YORK OFFICE:
9TH FLOOR, 40 EXCHANGE PLACE

GATES RADIO CO.
QUINCY, ILL.

SOLD IN CANADA BY:
CANADIAN MARCONI CO., LTD.
MONTREAL

EXCLUSIVE MANUFACTURERS OF TRANSMITTING EQUIPMENT...SINCE 1922
FM School Outlet in Detroit Brings Education Stations to 19

GRANT of a construction permit for a new noncommercial FM educational station for the City of Detroit brought to 19 last week the number of educational FM outlets in operation or licensed by the FCC.

A compilation of the status of noncommercial FM broadcasting issued by the Commission showed six stations operating, all in the lower band and with power ranging from 250 to 1 kw. In addition, there were 13 stations under construction, including four applications recently granted. These stations are to be assigned frequencies in the 82-88 mc band in the near future, it was learned.

The Commission also listed 28 applications pending. These are from 15 States and come from universities, colleges, city boards of education, and, in one case, from a religious training school. An additional 18 applications for noncommercial educational FM have been returned because of incompleteness of data.

State Net Planned

The Detroit grant went to the Board of Education and is subject to approval of transmitter, antenna details, and frequency and modulation monitors. The frequency is to be assigned by the Commission.

The station plans to participate in a statewide educational network which would include stations at Houghton, Manistique, Cadillac and Ann Arbor. Estimated cost of the station is $12,275, exclusive of land, studios and studio equipment in possession of the Board.

The following table shows licensees and applicants for FM noncommercial educational stations, with present assigned frequencies and power:

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When agencies and advertisers want drama, they don’t delve into Katz Agency data. Like most other people in the mood for drama, they turn on their radios or hie themselves off to a show... But, when time buyers want facts, they turn to Katz Agency data with full confidence that they’ll get the facts they need — facts that make sales... The Katz Agency Data Service devotes itself to the preparation of facts about markets and stations which are recognized throughout the industry as models of reliability. This service to advertisers includes: program information drawn to the buyers specifications; standardized coverage maps, market digests and station profiles; presentations individualized for specific accounts; and convenient handbooks of basic U. S. Census data.

MORE FACTS MAKE MORE SALES
and since each individual reader in the family has an opportunity to see each ad, it is obvious that the only condition under which a magazine readership rating of, say, 38% of individuals could also mean 38% of families is when there is complete duplication of noting a particular ad by all individuals in the family in all 38% of the families. This is practically an impossible assumption.

**Probability Formula**

Hence, the percentage of families reached is always greater than the percentage of individuals reached. The extent of coverage can be calculated by the probability formula. For example, 38% coverage of individuals with the average family composed of three persons of reading age would indicate that 76% of the families would have one or more persons noting the ad. My use of the NAB study was as an example of how these attempts to compare media costs are fallacious. It was not with the purpose of proving that any other media costs were lower than radio. The publicity, however, has chosen to emphasize this error in the NAB method works to the advantage of newspapers and magazines rather than to emphasize the point that any and all of these comparisons are unsound.

The family point of comparison is unsound because there is no common basis of judging the impact on the family. Hence, "reaching a family" may mean an entirely different thing in the case of radio than in the case of the printed media. However, any comparison based on "individuals reached" would also be open to endless argument.

It is questionable whether the CAB or Hooper ratings based on coincidental calls in telephone homes in a few cities can properly be projected to national totals. But by making this questionable projection and by multiplying the family figures by the average number of individuals reading the publication, one can arrive at an estimate of the number of individuals reached by the average half-hour program.

Likewise, if one were to accept survey figures from the Life Continuing Study projected to the national total of number of individuals reading an issue of a weekly and were to apply average ratings for the percentage noting a full-page ad, one could arrive at a rather questionable estimate of the total of individuals reached by the full-page ad.

"Unlikes" Compared

To attempt, however, to compare the costs of reaching an individual in each case by dividing these totals into their respective costs would be open to very serious doubt. Again one is comparing unlike things. It is a case of attempting to compare apples and oranges. Is there any relationship between the impact on the individual noting a full-page ad and listening to a radio program? Here it can be pointed out that the organization making the readership ratings has a figure for Seen-Associated which is usually about 90% of those who note an ad and which is supposed to indicate that the person seeing the ad is able to associate the advertising with the company or the product advertised.

On the other hand, the checking service of an radio programs say that by no means all of those who are listening to a program can name the sponsor or the product advertised. In fact, this "sponsor identification" frequently falls well below 50% of the listeners interviewed. So there is fair to include in cost comparisons those persons listening to a program who do not know what is advertised or what company provides the program.

It is this whole tangible element of the impression value or amount of impact that makes any cost comparisons at any point selected really vulnerable to attack. This constant attempt on the part of the different media to prove their costs are lower by making comparisons of things which are really not comparable is in my opinion damaging to all media because it makes the users of advertising skeptical and because it diverts attention from the real value of each media.

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**Reprints**

BROADCASTING's article, "Radio Gives Biggest Value Per Dollar" (Feb. 25 issue) was read with interest by many subscribers. There have been numerous requests for reprints. Arrangements have been made to supply a limited number to all requesting them at no cost. Addresses requests to Bernard Platt, Readers' Service, BROADCASTING, 870 National Press Bldg., Washington 4, D. C.

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**"IT'S 4 TO 1"**

Say the Nation's Leading Media Buyers

200 of the leading time buyers and media directors* were asked,

"What source or sources are most frequently quoted for estimates of market factors (such as income and retail sales) for years not covered by the Bureau of Census?"

This was the answer:

"Sales Management is quoted more than 4 times as often as any other publication in America."

They were referring to presentations about both local and national markets made either orally or in printed form. They mentioned Sales Management more often than all other publications (of any and all kinds) combined.

These agency men are important to you. So, too, are their bosses, the national advertisers. Thousands of them are Sales Management subscribers — and boosters.

The agency executives were asked about the sources of market information most readily accepted by their clients as authoritative.

Again the answer was, "Sales Management." It received far more mentions than any other publication or publishing organization.

Hundreds of smart space and time sales representatives have learned that it pays to use Sales Management's exclusive editorial features to strengthen and fortify their own market and media data. As so many of them put it, "No one ever questions Sales Management's reliability."

Back up your sales representatives with a consistent campaign in the authoritative publication which has this unrivalled acceptance in both the agency and the national advertiser offices of the country.

*The Survey was conducted last December and January by representatives of the Market Research Company of America in the leading agency offices of New York, Chicago, Philadelphia, Los Angeles, San Francisco and Boston.
INCREASE COVERAGE . . . IMPROVE RECEPTION WITH RAYTHEON'S VOLUME LIMITER!

Make your air-time more valuable by increasing the useful range of your signal and greatly improving reception. By more effectively using your present transmitter power, Raytheon's new Volume Limiter will raise your average percentage modulation without any audible increase in harmonic distortion.

Designed for use in high fidelity AM or FM speech input systems, this Limiter meets or exceeds all FCC requirements for FM transmission. Frequency response is from 30 to 15,000 cycles. Limiting action, independent of frequency response, prevents distortion and over-modulation. Variable recovery time, controlled by operator, assures proper recovery time for all types of programs. Separate input and output controls. Attenuators easily handle input variation from — 40 DB to +20 DB. Meter, with rotary selector switch, checks plate current of critical tubes and shows exact amount of compression.

Actual engineering curves prove the following outstanding performance: compression ratio of 10 to 1, distortion less than 1%, noise level of 60 DB or better. Maximum output +23 DB.

Attractive modern styling, beautifully finished in medium metallic tan. Designed for mounting in standard relay rack or cabinet, front panel 19" x 14". Instant access to all components through hinged front panel. All wiring on vertical chassis is exposed, without removing unit from rack, by sliding off back dust cover.

No waiting—prompt delivery. Write for price and complete specifications.

RAYTHEON

Excellence in Electronics

RAYTHEON MANUFACTURING COMPANY
Broadcast Equipment Division, 7517 North Clark Street, Chicago, Ill.

DEVOTED TO RESEARCH AND MANUFACTURE FOR THE BROADCASTING INDUSTRY
WCKY

THE POWERFUL VOICE OF OHIO VA

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

FOR THE ADVERTISER

L.B. Wilson
CINCINNATI
NARBA Bungled

THE WAYS of diplomacy are devious. Little Cuba, because of its conquests at the Second NARBA conference signed in Washington last week, boasts more broadcasting facilities per capita or land area than any other nation.

Why? Because our State Dept., presumably for reasons of high level policy significance, wouldn't let our American delegation call Cuba's bluff. The result is the degrading of five U. S. clear channels as well as assignments of "special" (high-power) Class II stations on eight regional channels used by our stations. And these are aside from what Cuba wheedled out of Canada and Mexico in I-A assignments—five additional.

The unvarnished truth is American radio was sold short by State Dept. edict. Why Cuba had to be mollified isn't told. There were whispered phrases about "sugar," the "internal political situation" and "hemispheric solidarity." But they threatened and even walked out were observations that it's better to have an agreement, even if a bitter pill, than a frequency war. The alternative, the story goes, would see broadcasting plunged into chaos March 29, when the present NARBA expires.

What has been going on since the first NARBA agreement became effective in 1941? Cuban stations have operated in derogation of the treaty right along. It's commonplace to hear a rhumba in the background of domestic stations, emanating from one of Havana's 36-odd stations (population half million). Quite a few clear channel operators have found it incumbent to install equipment for Cuban stations to minimize interference.

The fact is a frequency war has been going on for years because Cuba has never adhered to NARBA. How can there be any assurance that she will adhere in the future?

Cuba worked every artifice in the diplomatic books to bring home the radio bacon. She sold her weapons, the House to back them. They'll be heard from others, too.

If you'll stop revolving for a minute, you'll get the drift of this turn in events. This legislation isn't aimed at all labor. It's legislation isn't aimed at all labor. It's aimed at you and certain of the labor leaders who have tried to emulate you because of your seeming success. But it went to your head. You began demanding things and getting away with it because the law protected you. So they're changing the rules.

Radio needs music. Musicians, you know, need radio, too. Radio isn't trying to get something for nothing. It pays your musicians better than any other user and for less work. Of course, you're still banking on the Senate kicking out the whole business. Or maybe you think it's a Lost Weekend, or something. We can assure you it's real. Moreover, for every labor "representative" who buttonholes a Senator, there'll be a hundred letters or telegrams from the public.

F. S. Broadcasters, for the first time, are getting to realize their own strength. Maybe they'll be heard from, too.

WITHOUT FANFARE or frills, the Alfred I. duPont Awards will be made next week for the fourth time. Awards go to stations and to commentators for outstanding performance. By making haste slowly, the duPont Awards have achieved a recognized and worthwhile status. The results are eagerly awaited by all radio.

Our Respects To

HAROLD RICHARD KRELSTEIN

FROM RADIO manufacturer to manager of a progressive 1,000 w southern station is the record of Harold Richard Krelstein, general manager and vice president of WMPS Memphis. Although the radio manufacture was conducted in a decidedly small way—making and selling crystal and tube radio receiving sets while in high school—it served as a foundation for his present position in radio.

Ever since his birth in Fremont, Neb., 37 years ago, he has been dabbling in all types of business—from banking through merchandising. During his four years of high school at the Carl Schurz School in Chicago, he carried a regular course and worked after school as a grocery clerk.

From 1926 until 1929 he worked in Chicago banks; first as secretary to the cashier, from there to the clearing house, the commercial bookkeeping department, a period as chief paying teller of a neighborhood bank, and, finally in 1929, as an all-round utility man for the Chicago Bank.

Mr. Krelstein also attended night school at Northwestern U., studying accounting, business law and economics.

After the bank closing of 1929 he became an insurance agent, later a supervisor teaching insurance salesmanship. In 1933 he went into a business of his own, operating leased departments in 26 mid-western and eastern department stores.

In 1935 Harold went to work for the then new Harry S. Goodman Co., which was just starting in the business of producing and selling syndicated transcriptions for radio. In the four years he was affiliated with Goodman, he traveled some 150,000 miles all over the U. S. visiting at least 500 radio stations. The operational background these visits gave him came in handy when in 1939 he joined the WMPS Memphis sales staff.

Mr. Krelstein married the former Rose Brandeis of Omaha, Neb., in 1935 and they have two children, Richard 8 and Ronald 4. He is a member of the Al Crymia Temple of the Shrine in Memphis, is a 32nd Degree Mason, a member of the Memphis Variety Club, and a charter member of American's Breakfast Club. His main recreation lies in weekly bowling engagements, with an average of around 175.

In 1940 he was made commercial manager and WMPS ended 1940 with an increase in sales of more than 240% (exclusive of network time) over the preceding year, and has grown steadily ever since.

At the time Mr. Krelstein joined WMPS, (Continued on page 52)
TEAMWORK gets things done. In the case of WOV, two great listening audiences team up and complement each other to give this important New York station a constant selling power... night and day. In the daytime, WOV overwhelmingly dominates New York's Italian speaking audience of 520,000 radio homes. And, in the evening, between the Hooper Hours of 7:30 and 10:00 p.m., WOV delivers one of the largest metropolitan audiences of any New York independent station... at less than half the cost of the next ranking station.

RALPH N. WEIL, General Manager
JOHN E. PEARSON CO., Nat'l Rep.
Joske Group Meeting

JOSKE RETAIL Advisory Committee of the NAB will meet April 2, 10 a.m., at the BMB offices in New York to go over preliminary work on the extensive coverage of the 12-month broadcast study by Joske’s of Texas, San Antonio department store. Scheduled to attend are Ceci Beaver, WOAI San Antonio, chairman; Lewis H. Avery, of Lewis H. Avery Inc.; Walter Johnson, WTIC Hartford; James V. McConnell, NBC; Russell Brown, vice president in charge of sales promotion, Allied Purchasing Corp.; James Keenan, sales promotion director, Joske’s of Texas.

First Lieut. Barney J. Lavin, general manager of WDAY Fargo, N. D., has returned to Fargo after his last duty as commanding officer of a radar Marine unit. He is now assigned to a Mike on a long cord and making for the front of the building where a mike on a long cord and made for the front of the building where the broadcast was such huge music that even to his own family that he was as best as good a musician as he could be.

During VJ-Day Mr. Krelstein proved himself as good a showman as sales manager and manager. When the final announcement came on the end of the war, only the news editor, one announcer, an engineer and Mr. Krelstein were at the station. Something had to be done quickly. Mr. Krelstein grabbed a mike on a long cord and made for the front of the building where he interviewed GI’s, gobs, and civilians on various phases of the peace as it concerned them and their family.

The broadcast was such a surprise even to his own family that hardly anyone recognized his voice, until three-year-old son, Ronald said, “That’s daddy.” He won the Memphis Little Theatre “Oswald” for that outstanding performance. Under his direction, WMPS has an excellent modern library. Mr. Krelstein studied music and is a “planist of sorts.” WMPS has applied for 10,000 w daytime, 50,000 w nighttime, with a change of frequency to 900 kc. The application is now pending before the FCC.

Respects

(Continued from page 50)

the station was owned by Scripp-Howard. James C. Hanrahan was vice president and general manager. In 1943, when Mr. Hanrahan left for the Army, Mr. Krelstein moved into his position. A year ago the station was sold to Plough Inc., Memphis, and Mr. Krelstein was elected vice president, in addition to general manager.

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Jim Garrett and Jean Chesley, custodians of the “Market Basket,” cover WDRC’s Service Area with station’s Mobile Unit.

GET YOUR PRODUCT INTO “THE MARKET BASKET”*

A NEW EXCLUSIVE MERCHANDISING FEATURE OF WDRC’S SHOPPERS SPECIAL

THE MARKET BASKET is a new idea, custom-built both for advertiser and listener. It contains a host of free gifts (mostly products advertised on the show). It’s presented each weekday morning to a surprised and pleased housewife who is interviewed in her own home. During the interview, your product gets a very favorable mention, in addition to your regular commercial. All this is part of The Shoppers Special, biggest early morning show in Hartford, from 7 to 9 a.m., with live band, local color, comedy, recordings, weather and time reports, UP and AP news. Write for full details.

Send for Brochure
An 8-page brochure, describing all the features on The Shoppers Special. Coming off the press now. Reserve your copy.

* Copyright 1946, WDRC Inc.
Though Station KFI has never boasted to have the largest known compilation of success stories in American radio, we do have a sizable number of these coveted epistles safely tucked away in the Sales Department archives. And the nice thing about it is that frequently we have an occasion to make an addition to our collection. A recent arrival and one that is certain to be of interest came from the Malleable Iron Range Company of Beaver Dam, Wisconsin. Their product—the Monarch Range—was advertised on ART BAKER’S NOTEBOOK (Mon. thru Fri., 4:30 p.m.). Results from dollars spent on this outstanding KFI participating program can best be explained in a paragraph of a letter received here from the Advertising Dept. of the Malleable Iron Range Company. We quote:

"You are familiar with the schedule we used over KFI on Art Baker’s program. The returns from these broadcasts were exceptional. Although the time used was during spring and summer months, returns continued to come into our factory for over eight months. These inquiries were for definite information regarding our products including requests for prices, sources of supply and delivery dates on ranges. These totaled 3550 inquiries in all."

MORALE: Art Baker’s Notebook and other KFI participating programs are worthwhile. Our Sales Department or Edward Petry will gladly tell you about openings.

PEPSI-COLA BOTTLERS heard closed circuit broadcast by President Walter S. Mack Jr., Edgar Kobak of MBS, and Albert Goetz, advertising manager, in which new weekly Quentin Reynolds broadcast (Sun., 6:45-7 p.m.) was discussed. Seated (1 to r): Mr. Goetz, Mr. Mack, Mr. Kobak. Standing: Robert Swezey, MBS v-p and general manager; Jess Barnes, sales v-p; Paul Hartley, Newell-Emmett account executive.

ROBERT C. FOSTER, released from the Navy as lieutenant commander, has resumed as owner-manager of New England Radio Advertising, Boston, regional station representative. He was in service for three years.

KHQ Spokane, Wash., has appointed The Katz Agency, New York, effective March 1 as its national representative.

WILLIAM B. ROHN, released from Merchant Marine, has joined New York office staff of Burn-Smith Co., station representative.

BAR ASSN. FORMS FIVE COMMITTEES

APPOINTMENTS to five committees of the Federal Communications Commission Bar Association were announced this week by Philip G. Loucks, president, including several three year terms.

Selections by committees were as follows: Membership—Fred W. Albertson, chairman, Frank V. Fletcher (three year term), Charles V. Wayland; Ethics and Grievances—Gov. Norman Case, chairman (also named for 3 year term), Robert D. Swezey (three year term), Paul D. Spearman, James A. Kennedy, Howard S. Le Roy, Dale D. Drain; Practice and Procedure—Ralph L. Walker and Arthur W. Scharfield (three year terms), Karl A. Smith, John B. Brady, Robert L. Irwin, Omar L. Crook; Legislative—Duke M. Patrick, chairman; Louis G. Caldwell, Frank Robertson; Nominations—Eliot C. Lovett and Herbert Bingham (three year terms); Horace L. Lohnes, Frank Roberson, S. Whitney Landon, Louis G. Caldwell.

Meet Jim Muzzy, sports announcer. Any important local sports event finds Jim before a WHBC mike, bringing the thrills and excitement of the contest into Canton homes with his sparkling broadcast. Results like this bring success...

BAR Assn. Forms Five Committees

BROADCAST MUSIC, INC.
580 Fifth Ave., New York 19, N.Y.

An All-Time Favorite

Practice Makes Perfect

Published by Broadcast Music, Inc.

Performance Rights Licensed Through BMI
WASHINGTON

DEAN B. McNALLY, released from the armed forces as major and former sales representative for Quality Prods. in San Francisco, has been appointed director of newly organized radio division of the public relations office, San Francisco branch, Veterans Administration.

MARTIN GROSS, Hollywood radio writer-producer, is forming a new independent film production company to make three pictures annually and to be associated with production-screen deals. Corporation papers have been filed with the California Secretary of State.

ARA Inc., Beverly Hills, Calif., transcription firm, has shifted business offices to 5653 Wilshire Blvd., Los Angeles. Telephone is York 8111. Former quarters at 696 N. Robertson Dr. will be retained as record manufacturing plant.

TONY LEADER, vice president of Radio Directors Guild, New York, and producer-director of "You Can't Be New on Mutual," has signed a contract with William Morris Agency to represent him as a producer-director in motion pictures.

D. W. GUNN, field engineer in charge of equipment and manufacturing sales for Sylvania Electric Products, has been transferred from the New York office to the company's Cleveland office. He will work with equipment manufacturers in the radio field and will coordinate with states of Michigan, Ohio and Indiana.

DESMAN RADIO CORPORATION, Cleveland, has appointed Mr. Hussey as director of a new branch for Stromberg-Carson sound equipment in that area.

PAUL BARON, Toronto, has been named exclusive sales representative for the "Funny Money Man" syndicated program in Canada for the 1955 show. At the start of the experiment by studio technicians.

ASCAP last year signed a new five-year agreement with AKM, Austrian performing rights society, which ASCAP has signed with Great Britain, France and Belgium.

GEORGE R. PARNABY, creative art director of Davis & Company, New York, has rejoined the creative staff of Consolidated Pulaski, Inc., New York, as account executive. He was for nine years with Audit Bureau of Circulations.

J. O. HEALY, head of publication research for the New York Times Co., has joined John Freiburg & Co., New York, as national research director. He was for two years with Sherman K. Ellis & Co., New York, as research director. He was formerly with the New York Times Co., New York.

V. C. HEINZ, former assistant to Maj. Wyatt E. Dunkelbar, asn, head of research and merchandising for B. F. Goodrich Co., has been appointed radio production and commercial manager for B. F. Goodrich.

R. W. HANNUM, head of production and merchandising for Radio Advertising, has rejoined Standard Oil Co. (N.J.) as the company's policy and merchandising manager.

RUPERT LUCAS has been assigned to charge of east coast expansion of J. Walter Thompson Co., New York. He is now in the eastern hemisphere on a study trip.

ROBERT F. MILLAR, discharged from the Navy as a first lieutenant, has joined the Agency, has joined the agency's home office in New York.

SYLVIA SHIELDS, former advertising manager and director of research for McCann-Erickson, New York, has joined the agency's promotion department.

S. BEACH, released from the Army, has joined Pedlar & Thompson Co., New York, as account executive.

S. C. RITCHIE, head of research and director of production for Telecasting Institute of America, has rejoined Advertising Age.

CHARLES MANN, formerly on the staff of Variety and prior to that with Radio Research Bureau, has joined Ad Exec, New York, as copy writer and publisher's representative.

RAYMOND R. MORGAN, head of Radio Research Bureau, has been appointed assistant to the executive director of Radio Advertising Bureau.

WILLIAM DEE MASON, discharged from the Merchant Marines, has joined J. M. Hickerson Inc., Los Angeles, as copy writer.

WILLIAM MCCAHILL, with Army discharge, has joined the agency's promotion department.

JAMES P. MILTON, formerly a lieutenant in Army Signal Corps, has joined Advertising Age, San Francisco.

MAURICE LUCAS has been appointed producer of Young & Rubicam on the “Duffy in Dixie” syndicated column, broadcast on NBC 10-11:30 p.m. on NBC.

NATE TUFTS, vice president and radio director of Ruthrauff & Ryan, Hollywood, has been appointed producer of CBS “Maisie” program, effective March 1.
One of the team of 10 top-flight representatives of the Adam Young Organization, Steve Machinski, not too many years ago, was a member of the football team at Columbia College when he majored in pre-law.

Then, by some strange coincidence, the wires got crossed and Steve landed, not at the bar, but in radio—with a large New York advertising agency. After that he went to merchandising with the Daily News—then back to radio—station management, promotion, research, time buying, programming—and sales.

We snared this up and coming young "man of radio" and today he is one of our valued men offering service to you.

Another member of the Adam Young organization who is making your sales problems easier

The Adam Young Organization serves a limited number of #1 radio stations in major markets. Thus in choosing our representatives, our required specifications are rigid ones. They have to be rigid in order to insure you first-rate, aggressive, up-to-the-minute service.

And Steve Machinski, with his well-rounded experience, was able to meet all of these qualifications hands down. Steve has earned for himself (and for us) an important place on our team of seasoned representatives. A team dedicated to bringing you fast, efficient service. Service that will help you make the time you buy insure greater sales for your clients.

This is the type of operation for which the Adam Young Organization stands. We like to think it's been partly responsible for the trust you have shown us.

Adam J. Young Jr.
INCORPORATED
RADIO STATION REPRESENTATIVE

NEW YORK • CHICAGO • LOS ANGELES • SAN FRANCISCO

March 4, 1946 • Page 57
WALLACE ASHLEY, musical director of WTHI, has been named to succeed RAY BAKER as program director. Mr. Baker is now assistant to program director, and Head of the WTHI, veteran announcer, is assigned as Mr. Ashley's chief assistant and head of announcing staff.

FRED KARCH, writer-producer of KYT, Philadelphia, has organized a theatre group among station's talents tagged the "Clan Dramaticus." He will coach and direct initial undertaking.

HELEN WINDSOR has rejoined WBAL, Baltimore, as general manager.

ANGELA RICHARD, after Hollywood, has resigned as announcer of WFIL, Philadelphia to handle "Hollywood Show." She was granted a one-year extension of her contract as announcer of WFIL, Philadelphia.

Helen Windsor has organized a "Chit Chat Club" in New York City, which has been active for the past six months. The club was formed to promote the interests of the American Legion Auxiliary in the area.

ELIZABETH WOODWARD, WJZ New York, was called in to see sales manager for the station. She is to be announced on the radio show "Four Faces of Radio" in Baltimore.

ROBERT Q. LEWIS, conductor of daily recorded programs for ABC Radio, New York, last week was awarded a plaque by Song Hits Magazine for his "outstanding disc jockey of 1946." He was also presented with a twelve-month subscription to the magazine.

ZELLA DRAKE HARPER, women's commentator of WIBG, Philadelphia, has been named to receive the American Legion Auxiliary Award for her contribution to the war effort and inspiration of the community during the war.

RICHARD FAULKNER, assistant regional information officer in Chicago, has been named to the position of regional information officer in New York.

DENNIS DAY, former vocalist on NBC "Chit Chat Show," will return to the show on March 11, 1946.

JACKSON LOWE, author and producer of KYW Philadelphia, is to join the staff of WMAL Washington, D.C., as program director and chief announcer.

VAN HUGHES, WJZ New York, is to be announced on the program "Our Singing Heroes." He has been associated with the station for three years.

EDDY KING, in the Army Air Force, has returned to service with ABC, and is to be announced on the "Hollywood Show." He has been associated with the station for three years.

BILL THOMAS, WSB Atlanta, is to be announced on the program "Our Singing Heroes." He has been associated with the station for three years.

ALFRED G. KENNEDY, co-announcer of WJZ New York, is to be announced on the program "Our Singing Heroes." He has been associated with the station for three years.

MISS BILLIE KING has been named to the position of program director of WMAL Washington, D.C., succeeding GERRY FRAZIER, who has resigned to join the United States Army.

RICHARD RITTER, after Hollywood, has organized a "Chit Chat Club" in New York City, which has been active for the past six months. The club was formed to promote the interests of the American Legion Auxiliary in the area.

BEN GRAUER, NBC News, has returned to service with ABC, and has been named to announce the program "Our Singing Heroes." He has been associated with the station for three years.

RICHARD RITTER, after Hollywood, has organized a "Chit Chat Club" in New York City, which has been active for the past six months. The club was formed to promote the interests of the American Legion Auxiliary in the area.

JOHN A. MCMULLEN, brothers and other service personnel.

THE SERVICE will be on the air in all its relations with the radio service, and for the first time a commercial screen writer will be used in the service.
Education of Public Is Major Project of Advertising Group

EDUCATION of the public—"and in particular, Washington officialdom"—in the fundamentals of advertising and its functions in our economy, was listed as a major function of the newly formed advertising committee of the Chamber of Commerce of the United States, Leonard W. Trester, chairman, said last Wednesday in New York.

Mr. Trester, vice president of General Outdoor Advertising, Washington, stated that the committee, as part of a report to the C of C Domestic Distribution Department Committee, of which the advertising group is a subcommittee, was set up to work out a more professional program for the C of C members or anyone interested in advertising. He reported, that at this initial subcommittee's first meeting, held Jan. 29 in New York, he explained that at that initial session committee members or less "thought out loud" and added that an attempt was made to work out a more definite program which would be put before the group's next meeting, scheduled for March 15 at the Waldorf-Astoria, New York.

Spokesman Needed

Preliminary thinking of the advertising subcommittee members, Mr. Trester reported, was that while some media have strong organizations representing them and while the advertising council represents the entire industry on public service matters, there is no single group or organization representing advertising as a whole. The attacks to which advertising is subjected, he said, suggested to the committee the advantage of a single organization to speak from the industry as a whole. The members thought, he reported, that this spokesman should be a nationally-recognized organization but in no way dependent on advertising.

Members Attending

Members attending the advertising subcommittee meeting were: Leonard W. Trester, G. R. Cain, G. R. Cain, Jr., Paul Fairchild, representing Edwin S. Friendly, vice president and general manager, New York Sun; Fred R. Graff, president, AAAA; Don Robinson, representing Walter B. Sanders, publisher, Nunda (N. Y.) News; J. Harold Ryan, vice president, Port Industries Co., Toledo; Myrle Standish, president, Standish-Barnes Co., Providence; Charles E. Sweet, president, Window Advertising, New York; Charles M. Isaac, advertising specialist, Domestic Distribution Dept., U. S. Chamber of Commerce.

AFRA Veteran Fund Gets Gift From Theatre Wing

AFRA Veteran Fund gets gift from Theatre Wing. Radio, noted for raising funds, is once again getting some of its best. At the suggestion of George Helfer, New York executive secretary of AFRA, the board of American Theatre Wing has resolved to give the New York AFRA's veteran's fund 10% of the money it raised by making available top ranking radio stars at a nominal fee on the program Stage Door Canteen. The move was initiated by Fred Remmen, chairman of the Wing's radio division, and sponsored by Corn Products Refining Co. Show was one of the major sources of Wing's earnings by which it supported its activities undertaken during height of the war. Earnings AFRA was instrumental in adding to Wing treasury is $477,314. Gift will raise the radio veteran's fund by about $47,000.

America Theatre Wing will continue to maintain 26 projects in the metropolitan area for hospital entertainment on a program of specialized performances.

WJOI Starts March 15

WJOI Florence, Ala., recently authorized 235 kw. local on 1340 kc, will begin operation March 15. Station will be affiliated with ABC, according to J. T. Van Sandt, WJOI manager.

Bill Christy

BILL CHRISTY, 21, radio-film actor recently released from the Army, died suddenly at Sawtelle Hospital, Angeles, on Feb. 25 after being stricken by a heart ailment. Prior to service he had portrayed Dexter on CBS "Corinna Archer" program and resumed that role with start of new series. Besides his wife he is survived by his parents.

There's only one station that covers the prosperous Roanoke and Southwest Virginia market. That station is WDBJ. Its daytime primary and secondary coverage areas have a total population of 841,700 (148,000 radio homes), with retail sales of more than $297,000,000. Ask Free & Peters!

CBS • 5000 Watts • 960 KC
Owned and Operated by
TIMES-WORLD CORPORA TION

FREE & PETERS, Inc., National Representatives
March 4, 1946 • Page 59
WRRF has returned to the station following release from armed forces. He entered service in Dec., 1944, as a member of the Eighth Air Force as an announcer until he was transferred to that service. Before his release, Mr. Jameson became AFN chief announcer.

PHIL WOODWAY, CBS news bureau director, San Francisco, at Navy invitation is on a tour of the Pacific to inspect property disposal.

CAPT. EDDIE ZIFF, former Los Angeles sports editor and radio commentator after four years' service, is on terminal leave from the Army.


HARRY WISMER starts "Harry Winer Sports Show" March 18, Sat. 6:30 p.m. on ABC as a co-op show. Transcribed rebroadcast for Pacific Coast will be aired 5:15 p.m. (PST)

IAN ROSS MADFLARKE, with Baltimore broadcaster, is father of a boy. His wife, Louise, serves as his chief aide.

E. B. CANEL, director of Latin American program for NBC International Division, is back in New York after six weeks in London to cover the U.N. conference for Latin American listeners.

Sgt. BRUCE W. MACDONALD, on leave of absence in the Army as news editor of WJW Cleveland, has been awarded the Bronze Star medal for "meritorious conduct in the performance of outstanding service to the officers and men of the China Theatre" for period March-October 1945 during which time he "prepared, edited and had charge of all news broadcasts heard over the American Forces radio station XNEW, Headquarters, Services of Supply, China Theatre." Special recognition was given Sgt. MacDonald's original series, "Know Your Enemy." He now is assigned to VIZUG, Cautta, in charge of news.

JOHN K. CHAPEL, news chief of KROW Oakland, Calif., has been elected president of Oakland Businessmen's Contact Club.

JOSEPH C. HARSCH, CBS news analyst, after several months in London as vacation resumes his "Meaning of the News" over XNEW, Mon.-Fri. 11-11:15 p.m. effective March 4.

MAURICE ATWOOD, new writer of ABC radio series, has transferred to the network's Paris bureau.

RED BARBER, Brooklyn Dodgers sportscaster, has signed the Dodgers training camp at Daytona Beach, Fla., in preparation for his 18th year of commentating the Dodgers games on WNY New York. CONNIE DESMOND, who works with Mr. Barber, will join him March 8 when his basketball broadcasts on WHN New York are concluded. Dodgers events continue are sponsored by P. Lorillard Co., New York (Old Gold) by Leinen & Mitchell, New York.

PROSPECTS of New York Yankee baseball broadcasts being discussed by (1 to R): W. L. Rubicam, advertising manager of the GeneralCigar Co. (White Owl cigars), sponsors of broadcasts on WINS New York; Russ Hodges, sportscaster; William Best, vice president of the cigar company; and Mel Allen, other sportscaster to do the games with Mr. Hodges.

DON BOYD, formerly the announcer of WOLO Fort Wayne, Ind., and WPTA Batavia, N. Y., has joined the announcing staff of WCLO Janesville, Wis., to assist in sports department.

JOE WESP has completed his fifth year as conductor of the "Ironic Reporter," 7 a.m. five days weekly, on WHEN Buffalo. For 10 years he has been sponsored by Household Finance Corp.

FRAN MURRAY, former all-American football star at U. of Pennsylvania and sportscaster on WRGB Philadelphia, has been presented with the John R. Kelly Gold Medal in recognition of his services to sports competition at the Philadelphia Inquirer A. T. Track Meet.

BILLY LECKIE, out of RCAP, has joined the news department of GROC Hamilton, Ont.

FRANK J. (Salty) MALLANTS, boating and fishing commentator of WOGD Miami, Fla., and fishing editor of the Miami Daily News, has been named chairman for 1946 of the conservation division of the Florida State Chamber of Commerce.

Former Staffers of AFN
Turn Civilian Producers

FIVE former American Forces Network staff members have organized a new firm called H & S Productions in Hollywood to produce and package radio ideas. Karl Hohenberg, former program manager of AFN United Kingdom, London, and finally station manager of AFN in Munich, and Norman Sickel, former director of special events for AFN, U. K., and after that producer of AFN in Bremen, organized the firm. Others working with them, all former AFN members, are Dick Crawford, Sy Binkin, and Allan Ward.

New organization has an audience participation show now being considered by Music Corp. of America for a sponsor. Two other productions are currently in operation. Firm expects to use only ex-GI's who know the radio business.
Radio Listening in New York Reaches Peak of Winter in January, February

IN NEW YORK, radio listening appeared to reach its highest peak of the winter season in January and February, The Pulse Inc., audience measurement firm, reported last week.

Average quarter-hour sets in use was 26.1 in January, 25.8 in February. Pulse listed its measurement of popularity for highest quarter-hour ratings for radio shows in February as follows:


**Daytime (Saturday and Sunday):** The Electric Hour 10.7, The Shadow 10.3, Family Hour 10, General Motors Symphony 9.7, Quick as a Flash 8.3, Counterpoint 8.3, Children's Hour 8, Westinghouse Programme 8, New York Philharmonic 8, One Man's Family 7.7.

In Philadelphia, radio listening in January and February was slightly higher than in the same period last year, Pulse reported. Average quarter-hour sets in use for the two-month period was 22.4, compared with 21.7 for 1945. Pulse also reported quarter-hour popularity ratings of programs in Philadelphia as follows:


**Daytime (Saturday and Sunday):** Children's Hour 18, The Electric Hour 11.8, Family Hour 11.3, Westinghouse Programme 10.8, The Shadow 9.8, Gene Autry 9, Bobo Buerke 8.8, Armstrong Theatre 8.5, Stars Over Hollywood 8.5, One Man's Family 8, Grand Central Station 7.5.

Army Ban on Recorded Messages Is Rescinded

WAR DEPT. BAN on transmission of recorded messages to military personnel overseas has been rescinded. The restriction was originally imposed because of the burden of facilities of the Army Post Office and for security reasons. Also, until recently few men would ever have had opportunity to hear the recordings, for lack of machines.

To ex-Sgt. Bill Burns of the special events department of WNEW New York goes credit for starting the War Dept. action in lifting the restriction, according to Col. Jack Harris of the Radio Branch, Bureau of Public Relations. Mr. Burns, realizing the potential morale-building effect of such messages, wanted to build a show around interviews with WNEW listeners who have relatives and friends overseas. Six weeks ago he wrote Col. Harris, with whom he served in the Philippines. Since the principal reasons for the ban no longer exist, Col. Harris succeeded in obtaining the rescission.

ABC TO CARRY N. Y. TALK BY CHURCHILL

NEW YORK'S welcome to Winston Churchill, the former British Prime Minister, when he visits the city on March 15 will be broadcast 12:30-1 p.m. from New York's City Hall by ABC and most of the New York independent stations. Other networks had made definite plans for coverage last week. Broadcast will include a brief address by Mr. Churchill following his official welcome by Mayor William O'Dwyer.

Morris Novik, radio consultant and former director of WNYC, was requested by Grover Whalen to coordinate radio coverage of the day's events.

Mr. Churchill's speech at a dinner in his honor on the same night at the Waldorf-Astoria will be broadcast at 10 p.m. Seymour N. Siegel, WNYC director of programs, has been designated to coordinate the city's coverage of the Churchill reception.

All networks will carry Mr. Churchill's speech when he and President Truman receive degrees of Doctor of Law at Westminster College, Mo., on March 5th at 4:30 p.m.
LEWIS FOOD CO., Los Angeles (dog, cat food), March 25 starts for 52 weeks "Louis Ranger" on ABC Pacific stations Wed. 6-6:30 p.m. Agency: Elwood J. Robinson Adv. Los Angeles.

Network Accounts

New Business


S. C. JOHNSON & SON of Canada, Brampton, Ont. (wood cleanser), April 2 renews for one year "Fibber McGee and Molly," and "Monty's Ohio-Canada network shows, Tues. 9-10 p.m. Agency: F.A. Murphy, Chicago.

PILLBURG MILLS Inc., Minneapolis, March 25 starts for "Grand Central Station" on 122 CBS stations Sat. 1-1:30 p.m. Agency: McCann-Brock-son, N. Y.

CAMPBELL SOUP CO., Camden, Feb. 27 rerenews "Commando Chemical Co." for 52 weeks on 140 CBS stations Wed. 8-8:30 p.m. Agency: Ward Wheelock Co., Philadelphia.

NOXIZEMA CHEMICAL Co., New York, March 9 rerenews "Mayor of the Town" for 52 weeks on 48 CBS stations Sat. 5-5:30 p.m. Agency: Ruthrauff & Ryan, N. Y.

SABRE SALT CO., Chicago, renews on March 23 "Danny Kaye Show" for 52 weeks on 147 CBS stations Fri. 10-10:30 p.m. Agency: Warwick & Legier, N. Y.

N. W. Ayer & Son continues to handle firm's national advertising.

EMBRO PICTURES, Hollywood (home service movies for children), new to radio network, is starting spot radio campaign beginning March 19 is using daily spot announcements over NBC. Additional radio is contemplated. Agency is James G. Bull & McCready Adv., Hollywood.

PHILADELPHIA PRETZEL CO., Los Angeles, March 17 appoints Van Norden & Staff, Los Angeles, to handle advertising. Weekly spot announcements will be used along with other media.

GAY INC., Los Angeles (Ryan nail polish remover), has appointed John H. Riordan Co., Los Angeles, to handle advertising. Firm's national advertising and magazine space will be handled by this agency. Agency is Van Norden & Staff, Los Angeles.

ACME BREWING CO., Los Angeles, has renewed matches boxes for its Los Angeles Olympic Auditorium fights on KTLA, Hollywood and Seattle Stadium bouts on KERN Bakersfield. In addition-quarter-hour weekly radio spot campaign and "Acme of Song" is sponsored on KFKX KXTM KEIN KXIC KXUA KXGN KOOG, with twice per week on KGB XZA KRTK. "Acme of Hits" sponsored weekly on Arizona Network (KVOY KEYX KTRA KTRG) with five-five 15 minute newscast on KVOY Santa Ana. Agency is Briesch Van Norden & Staff, Los Angeles.

HOLLS F. PECK, for three years in the Navy and recently as a submarine com- mander, has resumed management of the public relations department of John Morrell & Co., Otsumu, Fla.

GYPSUM, LIME AND ALABASTINE, Canada Ltd., Toronto (palite), has started spot announcements on a num- ber of western Canadian stations. Agency is McConnell, Eastman & Co., Toronto.

QUAKER OATS Co., Peterborough, Ont. (Aunt Jennifer flour), has started flash announcements daily on 27 Canadian stations. Agency is Spitzer & Mills, Toronto.

MacDONALD BRIAR TOBACCO Co., Montreal (cigars), March 4 sponsors "National Curling Bonsie!" on seven CBC Western stations and "S. M. 5-7 on 12 CBC western network stations 12:15-12:30 p.m. Agency is Harold F. Stantefeld Co., Montreal.
Survey Launched On Set Production

FCC Questionnaire to Reach All Receiver Manufacturers

A MANUFACTURERS’ eye-view of 1946 set-production prospects will be made available to broadcasters through a survey undertaken last week by the FCC.

To receiver manufacturers of the U.S.—approximately 300, it was estimated—the Commission sent questionnaires asking for estimates on 1946 production of sets for AM reception only, for FM only, for both AM and FM, for television only, and for AM, FM, and television.

While the Commission did not formally reveal its plans for ultimate uses of the assembled data, spokesmen said one of the most obvious uses would be to give applicants for FM licenses a clue to the number of FM listeners they might expect by the end of the year.

The manufacturers were assured that “your response will be considered confidential and will be used only in preparing industry-wide totals.” They were asked to supply their estimates “at the earliest possible date.” Commission officials said they hoped they might have the data assembled and ready for release “‘at the end of March.”

Besides requesting figures on production of standard, FM, and television sets, the questionnaires seek estimates on 1946 production of FM adaptors and converters, attachments to standard sets to permit reception in the 88-108 mc band.

The manufacturers were assured that “adaptors,” brought out before the war, were virtually FM receivers which would utilize the speaker in an AM set for FM reception. It was believed they would be used primarily with the more expensive AM sets.

The manufacturers were asked to segregate their estimates of sets they would build for export and of sets to be supplied them by other manufacturers. Exact tuning range of all AM band receivers was also requested.

RMA Meeting

RADIO Manufacturers Assn. spring meeting for transmitter and transmitting tube groups will be held April 29-30 at the Penn-Harris Hotel, Harrisburg, Pa. Technical papers will be presented at morning sessions, which afternoon devoted to committee meetings. Virgil M. Graham, associate director, RMA engineering department, is chairman of meeting.

‘Dimes’ Contribution

PRESIDENT HARRY S. TRUMAN received a check representing dime contributions sent in to the National March of Children’s campaigns by listeners to “Breakfast in Hollywood” on ABC.

Unfailing Dependability

TURNER Model 999 Balanced Line Dynamic

Engineered for critical applications, the 999 Dynamic is equipped with balanced line feeds and professional results under all conditions. Voice coils form transformer leads of gold and minimum microphonization, all on ground. Always dependable with accurate, smooth response. Specified by the best-known manufacturers as the best equipment for highest quality results. Rugged and dependable, the 999 is balanced-line throughout. Control, handling and temperature and climate changes. Gun metal, 40-9000 cycles, 5.000 sheets. Fpa, 40-9000 cycles, 5.000 sheets, can be used safely and comfortably cable set in a choice of all standard colors.

Ask Your Distributor or Write

The Turner Company

914 17th Street, N. E. Cedar Rapids, Iowa

Licensed Under U. S. Patents of the American Telephone and Telegraph Co. and Western Electric Co., Incorporated.

FOR THREATENING that “something terrible” would happen to children of James Saphier, Hollywood talent agency executive and packager of NBC Bob Hope Show, unless $5,000 in small bills was turned over to him, Albert Levinson, medically discharged from Army, and his wife Ruby were arrested on extortion charges on Feb. 28.

Mrs. Saphier, former radio actress known professionally as Arlene Richmond, identified and recognized Mr. Levinson’s voice over the telephone. He once worked for her as gardener. It was charged that he had telephoned another Beverly Hills, Calif. resident with a similar threat. Mr. Levinson voluntarily gave himself up when in form of relatives that he was being sought.
WLAW

Nearly 2,000,000 Listeners

... in a two billion dollar market! Send for coverage data today and see why WLAW is a MUST for all advertisers interested in selling three New England states.

WLAW

Page 64 • March 4, 1946
Networks to Take Part In Army Day on April 6

ARMY DAY will be celebrated April 6 for the first time in five years, with all national networks participating, according to Lieut. Col. Lester W. Lindow, chief of the Radio Branch, Army Bureau of Public Relations. Assigned specially to handle the project is Lieut. Col. Jack W. Harris, who formerly handled news and special events at WSM Nashville. Participation by independent stations is being worked out through liaison with the NAB, said Col. Harris.

Theme of the commemoration has not yet been decided, but will definitely not involve a campaign. The Radio Branch is preparing biographical material on divisions serving in every theatre, and it is hoped that approval may be obtained to make the material available upon request to all stations for background and reference.

KICD Revamps Staff Under New Ownership

KICD Spencer, Iowa, has reshuffled its staff following station's recent change of control. Ben B. Sanders, formerly of WNOX Knoxville and now KICD president and general manager, announced last week that Mrs. Leota Alt has been retained as assistant station manager and Mason Dixon, from WNOX and more recently with Armed Forces Radio Service in the Pacific, has joined KICD as program director. Announcing staff now comprises Wayne Ross as chief, Lee Gordon, Gen. Elliot and Thomas Mull. Traffic department is Betty Buun; Coyla Chaney handles continuity; and Lynn Peterson, promotion. New sales staff includes George Schosow and Mrs. Mary Burg.

New Estherville, Iowa, studios of KICD were opened Feb. 17 with Mrs. Margaret Kelly, former Wave, as manager, assisted by Fred Nissen, also a recent dischargee.

Farnsworth Stock Offer

FARMsworth Television & Radio Corp. has applied to SEC in Philadelphia for an amendment to its registration statement giving the offering price on 219,571 shares of common at $12 per share. Offering is to holders of outstanding common and to holders of certain options at rate of one share of new common for each seven shares now held or under option.

UK Foreign Time

BBC has yet to show its hand in the matter of foreign language broadcasts, although the war's end was expected to bring a sharp reduction. At the first of the year 119 transmitters broadcast daily in 42 languages for a total of 162 hours per day contrasted to the years of 1939 and 1940 when 19 transmitters were heard in 10 languages 34 hours a day.

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BBC has yet to show its hand in the matter of foreign language broadcasts, although the war's end was expected to bring a sharp reduction. At the first of the year 119 transmitters broadcast daily in 42 languages for a total of 162 hours per day contrasted to the years of 1939 and 1940 when 19 transmitters were heard in 10 languages 34 hours a day.

KICD Revamps Staff Under New Ownership

KICD Spencer, Iowa, has reshuffled its staff following station's recent change of control. Ben B. Sanders, formerly of WNOX Knoxville and now KICD president and general manager, announced last week that Mrs. Leota Alt has been retained as assistant station manager and Mason Dixon, from WNOX and more recently with Armed Forces Radio Service in the Pacific, has joined KICD as program director. Announcing staff now comprises Wayne Ross as chief, Lee Gordon, Gen. Elliot and Thomas Mull. Traffic department is Betty Buun; Coyla Chaney handles continuity; and Lynn Peterson, promotion. New sales staff includes George Schosow and Mrs. Mary Burg.

New Estherville, Iowa, studios of KICD were opened Feb. 17 with Mrs. Margaret Kelly, former Wave, as manager, assisted by Fred Nissen, also a recent dischargee.

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HERE THEY COME!

Western Electric

12B INPUT AMPLIFIERS ARE IN PRODUCTION

Broadcasters will welcome the 12B input amplifier. A two stage booster or premixing speech input amplifier, the 12B has a frequency response over the range of 30 to 15,000 cycles uniform within ±1 db variation.

High in quality, compact in size, the 120B makes a logical starting point for your speech input system—and it's TOPS for FM.

In addition to the 120B, these Western Electric Speech Input Amplifiers are now in production: 1126B, 121A, 129A, 130A, 131A, 132A, 133A, 124A, E, F and G. Discuss your needs with Graybar now.

Order Yours NOW!

Allocation Given To British Radar

Aviation Marker System Put On 216-231 Mc Band

UNDER TERMS of an agreement between the United States and the British Commonwealth, a British aviation radar marker system will be allocated 216-231 mc until Jan. 1, 1949 [CLO So CIRCUIT, Feb. 11].

Announced last week by the State Dept. and the British, the agreement provides that the aviation marker service move to the 1,000mc band after equipment becomes available, but not later than Jan. 1, 1949. Exact portion of the 1,000mc band to be selected for the permanent service will be determined by the United States and British no later than Jan. 1, 1947.

At the same time, the aviation radar marker service will be allocated in the 216-231 mc band on a shared basis with present services. Under United States allocations, government services are assigned to 216-220 mc; amateurs to 220-225; and government (military) to 225-325 mc, with adequate channels reserved for civil aviation.

In a readjustment of frequencies in the United States by the Interdepartmental Radio Advisory Committee, amateurs will move to the 220-230 mc band in lieu of the 220-225 mc portion. Government services at 216-20 mc, should they interfere with the aviation markers, will be moved to 231-235 mc, to be made available by the Army and Navy.

During late January and early February demonstrations on both the 200 mc and 1,000 mc bands were conducted at Andrew P. Wood Blvd., Washington, for radio distance indicators for aircraft. As a result of the demonstration, the Commonwealth agreed to use the 1,000 mc band but was warned that 1,000 mc equipment will not be ready in quantity until the summer of 1947. Consequently, the interim agreement was reached on the 216-231 mc band.

Video Channels Intact

Through the agreement the United States was able to retain its television channels 198-216 mc. The British Commonwealth at Bermuda had proposed to use the band 200-225 mc for aviation radar markers. During the war, Canada, the United Kingdom and Australia developed aviation markers in the 200 mc band and Canada was ready to go ahead with manufacture of necessary equipment [BROADCASTING, Sept. 3]. The United States used the 1,000 mc region.

The agreement, known as the "Arrangement Between the United States of America and the British Commonwealth and Empire Concerning Radio Distance Indicators" was signed Feb. 7, leaving open the exact 15 mc which would be made available for the marker service, but indicating it would fall between 216-235 mc. Signing for Britain was Sir Robert Watson-Watt. United States signatories were Cecil G. Harrison, Telecommunications Division, State Dept.; Maj. Gen. Harold M. McClelland, Army Air Communications Officer; Admiral E. E. Stone, chief, Naval Communications; Commodore E. M. Webster, chief, United States Coast Guard Communications; L. F. Simon, Civil Aeronautics Administration; Commodore Paul D. Miles, chief, Frequency Allocation Section, FCC.

FM GIVEN BOOST BY GEN. FRANK STONER

FM BROADCASTING came in for a prophetic boost by General Frank E. Stoner, Assistant Chief Signal Officer of the Army, last Wednesday night in a speech to the American Signal Corps Assn. in New York. "I have heard experimental broadcast programs utilizing frequency modulation, and I am convinced by the quality of reception that this development is going to have a revolutionary effect on the broadcast industry," he said.

"Frequency modulated radio, given a full dress rehearsal by the Signal Corps, obtained an impetus during the war which might not have been acquired in many years of normal peace development," General Stoner declared. "After considerable research and experimentation, we used it effectively for static free communication between tanks and other mechanized combat units."

President of the Assn. is Col. George P. Dixon, Signal Corps, Retired, now vice president of IT&T.

Latham With Lamb

APPOINTMENTS OF John B. Latham as national sales manager of Herb Lamb Productions has been announced by Mr. Lamb, company president, who simultaneously revealed opening of a New York office for distribution of the concern's film. A former president of American Cigarette and Cigar Co., Mr. Latham also has been in the radio department of Young & Rubicam, assistant sales manager of Mutual, vice-president of Roy S. Fester Inc., and with the OWI Domestic Branch in Washington.

Gale Converts Hollywood Theatre For Broadcasts

WITH BROADCAST studio space at a premium, Film City Theatre of Hollywood (Cal.) Women's Club building at 7890 Hollywood Blvd. has been taken over by George Gale, producer, on a ten year lease and will be converted into an advanced radio studio.

House is to be remodelled and equipped for any type broadcast, seating 947 persons. Re-named Radio Arts Theatre, it includes three small non-audience studios.

With networks badly cramped for studio space, Gale plans to rush remodelling to accommodate several transcontinental Hollywood originating shows ready and waiting to use facilities. ABC recently made deal for audience studio at 8000 Sunset Radio Center, and has several programs originating from that building weekly.

Worthy of an Engineer's Careful Consideration

THE 108 SERIES AMPLIFIERS

The 108 Series Amplifiers consist of Types A, B, C and D. The "A" is designed to be employed as a high-power monitoring amplifier and has a bridging and 600 ohm output. The "B" is a high-gain amplifier designed to operate from a source impedance of 30 or 250 ohms; the "C" is a combination of the "A" and the "B" and the "D" supplies two high-gain input stages as described for the 108-B.
PROFESSIONAL DIRECTORY

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An Organization of Qualified Radio Engineers DEDICATED TO THE SERVICE OF BROADCASTING
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ROYAL Y. ROWAN
Director
CONSULTING RADIO ENGINEERS
WASHINGTON, D. C.

T. B. ANDERSON
CONSULTING ENGINEERS
WASHINGTON, D. C.
1319 15th St., N. W. District 4177

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National 7161

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927 15th St., Wash. 1, D. C.

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CONSULTING RADIO ENGINEERS
WASHINGTON, D. C.
1605 Connecticut Avenue Phone–Michigan 4151

CHAMBERS & GARRISON
Consulting Radio Engineer
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WASHINGTON 6, D. C.
Columbia 8544

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DALLAS, TEXAS

WILLIAM E. BENNS
Consulting Radio Engineer
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CONSULTING RADIO ENGINEER
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PHONE–2-6166

NATHAN WILLIAMS
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SINGLETON & BARNARD
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William E. Benns
Consulting Radio Engineer
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830 Gregg St. Phone 7342

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K. W. McKEE
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AM FM TELEVISION FACSIMILE
1018 Vermont Ave., N. W., Washington 8, D. C.
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G. W. GODFREY
CONSULTING ENGINEERS
WASHINGTON, D. C.
1422 F St., N. W.
Walker to Be Honored
At Oklahoma Sessions

FCC COMR. PAUL WALKER will be
awarded a bronze plaque by
Oklahoma members of the Assn. for
Education by Radio during the
Annual Radio Conference at U. of
Oklahoma March 7-8.

In announcing the award, Dr.
Sherman P. Lawton, local AER
member and coordinator of radio
at the University said: "The award
will commemorate Commr. Walker's
outstanding contribution to radio
communications and the honor he
has brought to the state during his
distinguished career as a public
servant." Prior to his FCC appoint-
ment, Commr. Walker was a member
of the Oklahoma Commission.

In addition to the March 7-8
dates at the U. of Oklahoma, the
Conference will meet March 9-10
at the Biltmore Hotel, Oklahoma
City. AER is sponsor while the
University and radio stations in the
area will serve as hosts.

BBC Video Site

SNAEFELL, a 2,000 foot mountain
peak, situated on the Isle of Man
off the coast of England is under
consideration as a site for a BBC
television relay point to Scotland,
northern Ireland and northern Eng-
land. Tests from this point have
indicated that its signal has been
received 140 miles away.

If you want a
"PERFECT PERFORMANCE"
Time your rehearsals
with a THOMPSON
Electric Stop-Timer...

Program directors know that proper
timing is vital to a "perfect perform-
ance." And the easiest and most cer-
tain way to assure proper timing while
you're "on the air" is to time your re-
hearsals to the split-second with a
Thompson Electric Stop-Timer.

The Thompson Stop-Timer is accurate
to 1/5 second. Its large 3" dial is
readily visible from a distance, so it's
far more practical for radio work than
a stop-watch. Easily operated, it starts,
stops, and resets with three buttons
placed close together. Operates on
110-volt AC, 50 or 60 cycles. This
Thompson precision Stop-Timer can
be relied on for years of accurate timing
work. Write for prices.

H. C. THOMPSON
CLOCK CO.
33 FEDERAL STREET, BRISTOL, CONNECTICUT

NAB District Meetings

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

8th District (Mich. exc. 2 cos., Ind.), Panthill Hotel, Grand
Rapids, March 21-22.

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

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

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


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

1st District (Conn., Me., Mass., N. H., R. I., Vt.), Hotel Stater,
Boston, May 13-14.

3d District (Del., Pa., Md.), Bellevue-Stratford Hotel, Philadelphia,
May 16-17.

Education Meet

THIRD ANNUAL MEETING of the Canadian National Advisory
Council on School Broadcasting is to be held at the Royal York
Hotel, Toronto, March 14-16, with repre-
sentatives of the education depart-
ments of nine Canadian provinces and
the CBC attending. Guest speaker March 16 will be Dr.
William B. Levenson, WBOE Cleve-
land, who will talk on "Directing
an FM Educational Radio Station." At-
tending from CBC will be R. S.
Lambert, supervisor of educational
broadcasting; O. Wilson, assistant
director; and Kaye Stephenson,
producer of CBC school broadcasts.
Chairman will be Dr. R. C. Wallace,
Queen's U., Kingston, Ont.

Bakery Firm Buys

INTERSTATE BAKERIES, Los
Angeles, Feb. 28 started sponsoring
three-weekly half-hour The Cisco
Kid on seven Don Lee California
stations, Mon.-Wed.-Fri. 7:30-8
p.m. (PST). Based on adventures of O.
Henry's legendary character, series replaces former Lone
Ranger program. Placement is through
Dan B. Miner Co., Los Angeles. Kil-
patrick Marvel Bakery, San Francis-
co, sponsors the three-weekly
network series on two Don Lee Cal-
ifornia stations (KFCR KDON),
with placement through Emil Rein-
hardt Adv., Oakland. Contracts are
for 52 weeks.

Stromberg Video

ENGINEERING on Stromberg-
Carlson Co.'s first postwar televi-
sion receiver is being completed and
the set will be placed on the market
before the end of the year, Dr. Ray
H. Manson, president of the
company, announced last week. A 15-
inch direct viewing type with 27
tubes, the set will be available in
both table and floor or console
models. Retail price is not set.

Refresher Course

ADVERTISING and selling refresher
course for veterans starts March 12,
Tuesdays and Thursdays, at Ninth
Regiment Armory in New York. Courses
are made available by the educational
committee of The Advertising Club of
New York, through facilities of Vet-
erean Guidance in Advertising and Sell-
ing.

An All-Time Favorite

PAPER DOLL
Published by
EDWARD B. MARKS MUSIC CORP.

Performance Rights
Licensed Through
BMI

3rd District (Del., Pa., Md.), Bellevue-Stratford Hotel, Philadelphia,
May 16-17.
Chiseling

(Continued from page 22)

ution denouncing "free use of broadcast facilities under various guises."

Win Nathanson, president of Tom Fidzdale Inc., wrote the NAB Feb. 25 that in many cases local stations have sold the contest to sponsors.

Another project in the same category was revealed in a letter to the NAB by a member station. It involves a "record of a comedy sketch" prepared as part of the "educational campaign of the Electric Fan Section of NEMA (National Electrical Mfrs. Assn.) to give the public some idea of the varied uses of fans."

Recording was submitted by "Alexander Hazard Williams and Justin R. Weddell, 130 E. 67th St., New York." Their letter to the station said: "Our purpose in sending it to you is: (1) entertainment, (2) service to the public, (3) service to the electrical equipment dealers in your city.

"The making of this record has been an experiment, and we have picked stations all over the country (of which you are one) to try it out. If you can find a spot, we would like to have your reaction to it and the reaction of the radio audience, which data will be of great assistance to us in slanting and scheduling our campaign. After you are through with the record, will you please return it to the Empire Broadcasting Corp., 480 Lexington Ave., New York 17, N. Y. ?"

At NAB it was pointed out that manufacturers of electric fans are financially able to advertise in the usual way, without attempting to purloin free publicity.

Book Offer

Two typical per-inquiry campaigns brought to the NAB's attention by stations are those of Redfield-Johnstone, New York agency, on behalf of a book called The Veterans' Best Opportunities, and Rocklin Irving & Associates, Chicago agency, promoting sale of a low-price camera and film.

The Redfield-Johnstone agency agreed to give the station $1.06 ($1.25 on each $2.50 book less 15% to the agency) "on all books sold as a result of your broadcasting." Its proposal read: "You are offered the opportunity to perform a public service and cash in on your endeavors at the same time by advertising this book, which is needed not only by veterans but by all those who must seek out their career and best opportunity in this new era."

In a letter to the agency, Hugh M. Higgins, an assistant director of the NAB Dept. of Broadcast Advertising, wrote LeGrand L. Redfield, chairman of the board of Redfield-Johnstone:

"The radio industry's generous contributions of money, time and talent during the war and during campaigns in the public interest are well and favorably known. Because they are a matter of record, radio does not have to prove itself here. Furthermore, since radio operates in the public interest, and not in the 'public service' as a public utility does, the phrase itself is no more applicable to this case than is the disparaging implication it makes."

The Rocklin Irving & Associates campaign offers stations 85 cents net for each order received on the $1.95 Streamlined Candid Camera, with customers offered a chance to buy all the film they want at 27 cents a roll with camera orders. The agency cited examples of money collected by stations using the per-inquiry campaign.

'Something New'

"There IS something new under the sun!" writes Allan Miller Agency, Suite 308 Bell Bldg., Toledo 2, in a new proposition that would put stations in the business of dispensing Dental, a "liquid plastic reliner for loose false teeth."

Agency makes this proposition: "This agency offers Dental to your station as a 'per inquiry' proposition. It sells for $2 on a positive money back guarantee. For every order received through your station this agency will pay you $0.50."

"The Dental spots come to you transcribed and it is suggested that at least three (3) spots per day be run, particularly early in the morning. Now, we all have had experience with various types of 'per inquiry' deals and this agency would be very reluctant to offer such a deal to any station for consideration were it not 'tired and true.'

"You will find that running of three spots per day on Dental will produce amazing results! The Dental pressings are now available and running them will prove to be a real moneymaker for your station."

Mr. Miller, in a letter to the NAB Feb. 25, said: "This particular deal offering the product Dental for broadcast purposes to stations on a 'per inquiry' deal was arranged without my approval. Please be advised that as of this date Dental has contracted with us to buy time on a regular basis on the series of stations we have mutually agreed upon."

March 4, 1946 • Page 69

The Winnah!

WINNER of the Grand National Prize—a Piper Cub plane—in the Jack Armstrong Wheaties Contest is Sylvia Kay Tanner, 10-year-old daughter of Gene Tanner, commercial manager of WSIX Nashville. General Mills, sponsors of the contest, hasn't yet divulged the name, but of the three entries Kay submitted, her favorite is "Spin-up Girl."

A compass is designed to do its particular job—quickly and properly. In radio there are many programs designed to do a job ... but outstanding, of course, is Fulton Lewis Jr.—"America's No. 1 Cooperative Program." Time buyers who are sponsoring Lewis on 184 stations, recognize in him a real "sales tool" that builds audiences and creates sales.

A few choice cities are available at once. Please write, phone or wire to—

Cooperative Program Department
MUTUAL BROADCASTING SYSTEM
1440 Broadway, New York 18, N. Y.
LIQUOR AD BANNED, CFRB PLANS APPEAL

INTERPRETATION of a Canadian radio regulation stating "in any program no one shall advertise wine or beer... except in province of Quebec" has resulted in Canadian Broadcasting Corp. stopping sponsorship of a new public service program, Ontario Holiday on CFRB Toronto. Program went on the air three times, Feb. 14-16, sponsored by John Labatt Ltd., London, Ont.

No mention of beer or brewery was made, only sponsor's firm name was given, after due consultation with legal counsel, the Ontario Liquor Control Authority, and the Canadian Department of National Revenue. Sponsorship was not permitted by CBC, and it is understood that CFRB will take the matter up with the CBC board of governors at its next meeting at Ottawa on March 20. Meanwhile program is being carried as a sustaining public service thrice weekly by CFRB.

Real Estate Discs

SERIES of four transcriptions on the housing situation will be distributed to local real estate boards by the National Assn. of Real Estate Boards, with suggestion that they be placed on local stations on a sponsored basis.

Agreement

(Continued from page 32)

American Radio Office not later than March 1, 1945.

ARTICLE XV: This Interim Agreement shall remain open for signature by the Government of the Republic of Haiti, a signatory to the North American Regional Broadcasting Agreement, Habana, 1937. In witness whereof the respective representatives have signed the Interim Agreement in duplicate, one in English and one in Spanish, each of which shall represent the Government of Cuba and a certified copy of each shall be forwarded to the Government of Haiti.

Done at Washington, this 25th day of February 1945.

FOR THE GOVERNMENT OF CANADA: P. H. Soward

FOR THE GOVERNMENT OF CUBA: Carlos Martinez L. Machado

FOR THE GOVERNMENT OF THE UNITED STATES OF AMERICA: J. B. Rodriguez

FOR THE GOVERNMENT OF THE MEXICAN FEDERAL GOVERNMENT IN THE UNITED KINGDOM IN RESPECT OF THE BAHAMA ISLANDS: A. D. Hodkinson

FOR THE GOVERNMENT OF THE UNITED STATES OF AMERICA: Ethel K. Jett

FOR THE GOVERNMENT OF THE REPUBLIC OF HAITI: H. Avis Camacho

NEW EXECUTIVE OFFICERS ARE APPOINTED BY WCAU

JOSEPH L. TINNEY, with WCAU Philadelphia since September 1945, has been appointed executive vice president of the station, according to Dr. Leon Levy, WCAU president. Named to new post at station annual meeting, Mr. Tinney for six years had been with the Navy and was retired to inactive status as commander. His last assignment in service had been as public information officer of the staff of the commanding officer of the 4th Naval District.

Stan Lee Broza, with WCAU for 21 years, was elected vice president in charge of programs, and Alexander Rosenman and the WCAU veteran, was elected vice president in charge of sales. New treasurer is Philip J. Sharkey, with station since 1941. Dr. Levy remains as president and I. D. Levy continues as chairman of the board.

Mr. Tinney will relieve Dr. Levy of detailed administration of the station enabling the latter to devote more time to construction of new WCAU Radio and Television Center in Philadelphia.

WE'RE BURSTING WITH PRIDE!

Over WSGN's Superior Coverage

This predominant fact assures sponsors their advertising story will be heard by the greater majority of Alabama's daytime listeners. Figures prove selling messages on WSGN effectively reach 56 of 67 counties in the state, augmented by numerous communities in neighboring states of Tennessee, Georgia and Mississippi.

Representatives of a Prospering Market

WSGN

The Birmingham News-
Age-Herald Station

Represented Nationally by Headley-Read

G. C. W. Browne

For the government of Canada:

C. L. Milben

N. Daino

J. B. Rodriguez

For the government of the United States of America:

J. B. B. Beilin

R. A. C. Amato

For the government of the United States of America: R. G. Dietz

For the government of the United States of America: H. Avis Camacho

FOR THE GOVERNMENT OF QUEBEC: E. P. D. Turcotte

FOR THE GOVERNMENT OF NEWFOUNDLAND:

W. E. Claxton

FOR THE GOVERNMENT OF MEXICO:

J. A. Sanabria

FOR THE GOVERNMENT OF NEWFOUNDLAND:

H. J. Clarke

FOR THE GOVERNMENT OF THE UNITED STATES OF AMERICA:

R. Avila Camacho

FOR THE GOVERNMENT OF THE UNITED STATES OF AMERICA:

R. Avila Camacho

INTERIM AGREEMENT—ANNEX 1

(Use by Cuba of Clear Channels)

Cubas may operate Class II unlimited time stations on the following clear channels assigned to CUBA by WSGN (or in other countries, subject to the conditions of operation, power and limitations hereinafter specified:

<table>
<thead>
<tr>
<th>Frequency (ke)</th>
<th>Location</th>
<th>Maximum Power at Night</th>
<th>Type of antenna</th>
</tr>
</thead>
<tbody>
<tr>
<td>640 (U. S.)</td>
<td>Province of Habana</td>
<td>25 kw</td>
<td>Directional</td>
</tr>
<tr>
<td>650 (U. S.)</td>
<td>Province of Oriente</td>
<td>1 kw</td>
<td>Directional</td>
</tr>
<tr>
<td>690 (Canada)</td>
<td>Province of Habana</td>
<td>25 kw</td>
<td>Directional</td>
</tr>
<tr>
<td>720 (Mexico)</td>
<td>Province of Oriente</td>
<td>10 kw</td>
<td>Directional</td>
</tr>
<tr>
<td>740 (Canada)</td>
<td>Province of Habana</td>
<td>10 kw</td>
<td>Directional</td>
</tr>
<tr>
<td>800 (Mexico)</td>
<td>Province of Oriente</td>
<td>250 m</td>
<td>Non-Directional</td>
</tr>
<tr>
<td>830 (U. S.)</td>
<td>Province of Habana</td>
<td>1 kw</td>
<td>Directional</td>
</tr>
<tr>
<td>850 (U. S.)</td>
<td>Province of Oriente</td>
<td>2 kw</td>
<td>Directional</td>
</tr>
<tr>
<td>860 (Canada)</td>
<td>Province of Habana</td>
<td>15 kw</td>
<td>Directional</td>
</tr>
<tr>
<td>890 (U. S.)</td>
<td>Province of Camaguey</td>
<td>1 kw</td>
<td>Directional</td>
</tr>
</tbody>
</table>

*The interfering signal shall not exceed 0.025 mv/m 10% of the time at the present 0.4 mv/m 50% ground wave contour of the respective U. S. Class I-A stations.

In any case, in order to prevent objectionable interference, the station at Holguin must reduce radiation so as not to exceed 10% of the time, one twentieth of the signal of XELO at any point in Mexico.

In any case, in order to prevent objectionable interference, the station at Oriente must reduce radiation so as not to exceed 110% of the time, one twentieth of the signal of XELO at any point in Mexico.

(Continued on page 71)
INTERIM AGREEMENT—ANNEX 2

(Use by Cuba of Special Class II Stations on Regional Channels)

In addition to others specified in Table V, Appendix I of the North American Regional Broadcasting Agreement, Cuba may operate Special Class II stations on the following Regional Channels, subject to the conditions of operation, power and frequency specified in the table below:

<table>
<thead>
<tr>
<th>Province of Habana</th>
<th>Maximum Power (kw)</th>
<th>Location</th>
<th>Type of Antenna</th>
</tr>
</thead>
<tbody>
<tr>
<td>950</td>
<td>10 kw</td>
<td>Directional</td>
<td>Merida, Yucatan</td>
</tr>
<tr>
<td>920</td>
<td>10 kw</td>
<td>Directional</td>
<td>Camaguey</td>
</tr>
<tr>
<td>950</td>
<td>2 kw</td>
<td>Non-Directional</td>
<td>Yucatan</td>
</tr>
<tr>
<td>990</td>
<td>2 kw</td>
<td>Non-Directional</td>
<td>Camaguey</td>
</tr>
</tbody>
</table>

*Cuba agrees to make every effort to reduce to as much as possible the interference to the three countries.
**Brown and Allen Named To Bristol-Myers Posts**

TWO vice presidents, Joseph M. Allen and Robert B. Brown, were announced this week by the Bristol Myers Co., following the appointments by the company's board of directors.

Mr. Allen, a veteran of 25 years with the company, has been assistant vice president in charge of advertising. Since 1925 he has been in charge of Bristol-Myers radio programs and currently serves as a director of BMB and the radio committee of ANA. Mr. Brown, who has been director of advertising and market research, joined the company in 1896, moving up as an assistant vice president three years later. He serves as vice chairman and treasurer of the Co-operative Analysis of Broadcasting.

**Finch Ups Brick**

MAJ. FRANK R. BRICK Jr., has been appointed assistant to the president of Finch Telecommunications Inc., Passaic, N. J., according to Capt. W. G. H. Finch, USNR, president. Major Brick has been with the company for 10 years and active with the CAP activities during the war.

**Mountjoy Appointed**

APPOINTMENT OF Garrard Mountjoy as vice president in charge of engineering has been announced by Electronic Corp. of America, New York. Mr. Mountjoy, who during the war participated in developmental work on the Loran system of navigation, has been with Lear Inc., RCA License Laboratories and Sparks Withington Co.

**Lucky Tiger Discs**

LUCKY TIGER Mfg. Co., Kansas City, is planning spot in most major markets, along with newspaper and magazine campaigns. Merritt Owens Adv. Agency, Kansas City, has just been appointed Lucky Tiger agency. All advertising, including transcriptions, will be developed around an animated trademark, "Little Lucky Tiger." Products include Lucky Tiger Hair Tonic, Lucky Tiger with Oil, Lucky Tiger Magic Shampoo, Ointment, Never-Tel Perfumed Deodorant.

**Radio in Tangiers**

TWO U. S. commercial radio companies, RCA and Mackay, were reported in London this week to have started work on two big radio transmitting stations in the International Zone of Tangier, across from Gibraltar. London communications engineers say the American concerns will be able to relay messages via radio direct from America to Russia and the Middle East without using French relay points at Lyons and Algiers, North Africa. More than 150 American technicians will install the equipment.

**WINNIPEG FM**

WINNIPEG is to have a CBC FM station as soon as FM receivers can concerns will be able to relay messages via radio direct from America to Russia and the Middle East without using French relay points at Lyons and Algiers, North Africa. More than 150 American technicians will install the equipment.

**Snow in September...**

Cotton is the 16-county WSPA-Piedmont's largest money crop. Over 27,500,000 baled-points each year are produced in Spartanburg County alone.

**PAINLESS PROCESS**

J. OREN WEAVER, WBBM Chicago's educational director, has introduced what he calls "painless" public service, or presenting sustaining programs featuring top local talent with the courtesy announcements on behalf of a government agency or local campaign tied in with the show itself.

During Brotherhood Week, Mr. Weaver was able to give frequent plugs to the Brotherhood message without resorting to chain breaks or disturbing the station's schedule.

The talent is employed at a weekly rate anyway, he reasons, so why not make use of it to build public service? Using the argument, "No program without a purpose" WBBM has already received considerable praise from such local institutions as the Red Cross, Chicago parks, U. S. Maritime and nursing recruiting organizations.
Thursday was problematical. While no definite program has been drawn up, it is believed that NAB President Justin Miller wishes to hear expressions of industry sentiment on recent developments. Though the first policy meeting April 8 with AFM President Pettrillo [Broadcasting, Feb. 18] is more than a month away, committee members likely will be introduced to ideas on the strategy to be followed.

Mr. Miller will have a chance to hear first-hand accounts of industry music relations during the sessions of NAB district meetings. Having studied the problem carefully for some five months, he is understood to desire to submit his ideas for review by the station and network executives who are committee members.

Effect of legislative developments on the April policy negotiations with the AFM will be considered, it is believed. The Lea-Vandenberg bill outlawing such Pettrillo practices as unnecessary standby, strikes, for by others in the broadcasting industry, of any BBC programs being sponsored or planned to be sponsored by British advertisers [Broadcasting, Feb. 25].

The BBC programs now heard in Canada, except those carried as network features on a shortwave exchange basis by CBC, have been placed on Canadian stations at request of these stations. Hal B. Williams, president of Dominion Broadcasting Co., Toronto, has been appointed exclusive distributor of BBC recordings in Canada. As BBC is a non-profit organization, Mr. Williams explained there is no profit motive in handling the programs, the BBC expecting no more return from the programs than cost of supplying Canada with them.

Goodwill Basis
Programs are being sent to Canada purely on a goodwill basis to meet requests of listeners who want English entertainment programs in the same way that programs are sent to other parts of the British Commonwealth and Empire and to those countries where British troops are stationed.

The programs as recordings of BBC shows and vary in length from quarter-hour to half-hour, are of BBC shows and vary in length of BBC shows and vary in length of radio entertainment. They are on 12-inch discs 78 rpm, since 33 rpm equipment is not always available.

At the request of Mr. Williams, the three conferees, charging the measure would prohibit the opposition to the Lea-Vandenberg bill. He declared he couldn't think we can appease these minority groups any longer," adding that he referred to such disputes as "secondary boycotts of the Teamsters Union," and activities of Pettrillo's AFM. "I'm not worried about the big fellows like U. S. Steel and General Motors," he said. "They can take care of themselves, but the little employers are at the complete mercy of large unions."

Rep. Richard B. Wigglesworth (R-Minn.), member of the former House Select Committee to Investigate the FCC and author of a bill to force broadcasters to give time to any and all who demanded it, Thursday joined forces with the minority opposition to the Lea-Vandenberg bill. He declared he couldn't support it unless it is amended by the conferees, charging the measure would prohibit legitimate strikes. Rep. Vito Marcantonio (AL-N. Y.) led the opposition fight.
SALES CONFERENCE was held at Federal Telephone & Radio Corp. plants and laboratory at Newark, N. J., by broadcast equipment sales engineering organization. First FTR 250 kw AM and 1 and 3 kw FM transmitters off production line were inspected.

Seated (1 to r): Harry Harrison (Wis., Minn., Ia.); Lowell White and Hiram McElroy (Fla., Miss., Ala., Ga., N. C., S. C.); Norman E. Wunderlich, radio sales director; Fred Wamble (N. Y. State); Russel Renaker (Ind.); Edward Sweeney (Va., W. Va., Ky., Tenn., Washington, D. C.).

New System of Broadcasting Proposed on Multiplex Basis

WARTIME technical developments in multiplexing which make it feasible to broadcast from 20 to 40 programs simultaneously from a single transmitter, or to relay them across the country on a single carrier wave, are used as the basis for a new system of broadcasting, conceived by Wilfred Porter and described by him in a 60-page mimeographed book, “Tailor-Made Broadcasting.” Mr. Porter last week mailed copies of his book to members of the FCC and other industry leaders.

Lack of Quorum

Stations are placed on temporary renewal for various reasons. Of the approximately 200 on this status, it was learned, about 125 have not had their applications processed because of shortage of personnel.

The heavy volume of work before the Commission and the absence of members from Washington because of field hearings has held up action on several major matters. Inability to assemble a quorum, it is understood, forced postponement of the decision on Washington television cases which former Chairman Porter had intended to have ready by Feb. 15.

Last week, at the regular Wednesday meeting of the Commission, it was again necessary, because of absence of members, to take actions through a board, which was composed of Acting Chairman Denny, Commissioners Walker and Jett.

Dr. Peatman Elected

DR. JOHN GRAY PEATMAN, associate dean and associate professor of psychology at City College of New York, has been elected president of New York State Association of Applied Psychology for 1946-47. He is president and director of Office of Research which produces a survey of popular music broadcast by networks. Dr. Peatman is serving this year again as chairman of the committee on national council's programs to be given in connection with CCNY's Annual Convention on Radio and Business, to be held in late April.

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WARTIME technical developments in multiplexing which make it feasible to broadcast from 20 to 40 programs simultaneously from a single transmitter, or to relay them across the country on a single carrier wave, are used as the basis for a new system of broadcasting, conceived by Wilfred Porter and described by him in a 60-page mimeographed book, “Tailor-Made Broadcasting.” Mr. Porter last week mailed copies of his book to members of the FCC and other industry leaders.

Mr. Porter's major thesis is that the adoption of such a system, which he points out can be technologically achieved by airborne FM stations or other systems as well as by multiplexing, would provide an effective panacea for many of the ills of present-day broadcasting. For the listener, it would mean a chance to hear the kind of program he wants when he wants it; the broadcaster would have more channels and hence more time at his disposal, both for commercial and for public service use; advertisers would be enabled to buy special selective audiences as well as the mass audience now offered by the networks; minority groups would have greater opportunity to broadcast their special pleas.

Among the new services Mr. Porter suggests are: “Classified networks” which would broadcast news or classical music or dance music or other programs of a fixed type throughout the complete broadcasting day, so the listener desiring that type of radio fare could always get it by tuning in a particular wavelength; “Repeat networks” to provide each commercial network with a second channel for rebroadcasting the previous day’s programs, enabling listeners to pick up programs missed the day before.

A third new service is “Selective networks” which would carry programs having a long appeal to a limited audience. At present given little time because of their limited appeal, such programs on extra channels would not only find audiences but would be readily salable to sponsors at appropriately lower rates than for the major commercial networks, Mr. Porter believes.

Educational and public service programs might be broadcast on “Government networks.” On the local level, in addition to channels for local stations there would be newspaper facsimile channels and possibly local civic channels to be available for community matters.

To operate his system, Mr. Porter proposes that a management corporation be established jointly by networks and stations, with control held equally by network and local station operators, and a third voting interest given to the FCC on a non-ownership basis. “This management corporation,” he says, “would obtain licenses from the FCC for the Classified, Selective and Government networks, as for the Repeat networks and clear channels of the commercial chains. It would handle time charges for these channels and render payment to the operators of the multiplex transmitters and relay systems. It would allocate time on these channels equitably among existing network operators and would arrange for sustaining programs on the Classified channels.”

Mr. Porter suggests that time for programs be allocated on the basis of a continuous listener survey, with the most popular programs being given the choicest times.
Transfers (Continued from page 18) exempt the transfer from the Avco plan. The Commission had not reached a decision on this request late last week.

WSLS ownership includes a 20% interest held by Lynchburg Broadcasting Corp., licensee of WLVA, Lynchburg, Va., and 10% interests held by Edward A. Allen and Philip P. Allen, respectively president and manager of WLVA.

WALA Sale Expected Meanwhile, time for submission of competing applications in the proposed $250,000 sale of WMOS Mobile by S. B. Quigley is nearing late last week. Negotiations were reported in progress looking to the purchase of WALA, the other Mobile station, to undisclosed interests. WALA, owned by Parker Broadcasting Co., operates on 1410 kc with 5 kw full-time using directional antenna at night. WMOS is on 1230 kc with 250 w full-time.

Application asking Commission consent to sale of WPAR Parkersburg, W. Va., by Capt. John A. Kennedy, USNR, and Mrs. Kennedy for approximately $307,500 to News Publishing Co. of Wheeling, publisher of the Parkersburg newspapers [BROADCASTING, Jan. 29], was reported by the FCC Thursday. Transfer is expected to follow the Avco plan. WPAR operates on 1460 kc with 250 w.

Two transfer and assignment applications involving no money were reported by the Commission last Monday.

Control of Sioux Falls Broadcast Assn., licensee of KSOO-KELO Sioux Falls, would be transferred from the late Joseph Henkin to Morton H. Henkin and Ruth J. Henkin, executors. Mr. Henkin, who died last Oct. 2, owned 102 of 200 outstanding shares. Each executor, as individuals, own 24 shares each.

The licensee has been given until March 25 to dispose of either KSOO or KELO under the FCC's antitrust rules (BROADCASTING, Nov. 19). KSOO, a limited time station, operates on 1140 kc with 5 kw. KELO operates from 10 a.m. to midnight on 1230 kc with 250 w.

The Commission was asked to approve assignment of license of WCOJ Janesville, Wis., from Gazette Printing Co., publisher of the Janesville Daily Gazette, to Southern Wisconsin Radio Inc., a subsidiary of the present licensee. Control of Gazette (84.65%) is held by Sidney H. Bliss, Robert W. Bliss, and Rock County Savings & Trust Co., as trustees of the estate of H. H. Bliss. The station is assigned 1230 kc, operating full-time with 250 w.

Channel Compromises to Cuba Called Regrettable by de Wolf (See story on page 17) WITH an unmistakable note of disappointment in his voice, Francis Coll de Wolf, chief, Telecommunications Division, Dept. of State, closed the Second North American Regional Broadcasting Conference last Monday by declaring that “it is a source of profound regret” that five U. S. Class I-A clear channels were derogated to Cuba last week.

“It is not a happy thought” that any U. S. channel or station should suffer, he asserted, then added that “two such channels may here be adversely affected.” He referred to 540 kc, on which Cuba was allowed a 25 kw station in Havana and 890 kc, the frequency of WLS and WENR Chicago, all of which use skywave propagation for widespread rural coverage. Cuba was given a 1 kw station at Camaguey on 890.

“This conference has been a most important one involving it as does interests of industry and the public in the countries concerned, consequently placing upon the delegates and their advisors a heavy responsibility,” said Mr. de Wolf.

Col. Avila Camacho, president of the Mexican delegation and Sub-secretary of Communications and Public Works for Mexico, in his responding address said the Inter-American Agreement included the “most urgent changes required” and contained the “basis for the negotiations and procedure for the conclusion of a new North American Regional Broadcasting Agreement.”

Jett Commended Col. Avila Camacho predicted improvements in all forms of broadcasting will enable the North American regional nations to draft a much better agreement in 1947 than the old NARBA. He paid tribute to FCC Commissioner E. K. Jett, who, as conference chairman, guided the delegates to “proper solutions to very difficult problems.” On behalf of all visiting delegates he thanked the general secretariat, headed by K. Neal McNaughten of the FCC, assisted by Miss Frances W. Simpson of the Telecommunications Division.

Mr. de Wolf outlined accomplishments of the conference as follows:

“1. It avoided the negotiation at this time of a new North American Regional Broadcasting Convention which would last for a long period and which was generally considered to be undesirable at present.

“2. The Conference prescribed a course of procedure looking toward the eventual negotiation, two or three years hence, of a new North American Regional Broadcasting Agreement in order that the preparation for the negotiation of that important document might be carried forward in an orderly and efficient manner.

“3. In an attempt to avoid confusion and in fact possible chaos in the standard broadcast band through the absence of any North American Regional Agreement after the conclusion of the present Convention on March 28, 1946, provision was made for the continuance in effect of the essential provisions of the existing NARBA including the continued application of the desirable engineering standards of the present Convention. This was accomplished by means of an Inter-American Agreement carrying forward the terms of the existing NARBA, subject to certain modifications and additions outlined herein.

Unity of Americas

4. There was maintained the solidarity of the Inter-American front which seems so desirable.

5. There was set up a North American Regional Engineering Committee, an international body clothed with authority to test the signals of stations, new and old, in the various countries party to the Inter-American Agreement so that interference might constantly be avoided or corrected.

6. It would appear that the Inter-American Agreement will in no wise affect the large number of local broadcasting stations in the United States.

7. Spokesmen for the regional broadcasting stations have indicated that they will be in a better position under the new Agreement than has previously been the case.

8. Of the 25 clear channel stations in the United States, 20 have not been adversely affected. Two of the remaining five have stated that, while they are not happy over the old NARBA, in the particular, they would not object to the concessions made on their channels and a third has long since been derogated in this country.

‘Teen Town’ Contest

FIRST CONTEST conducted exclusively for amateur radio writers under 19 was inaugurated last week by ABC’s Teen Town (Sat., 9:30 a.m.). A $25 bond will be awarded weekly for comedy scripts three minutes in length. Entries are mailed to ‘Teen Town, ABC, Merchandise Mart, Chicago 64, Ill.”

WMOG Power Boost INCREASE in power from 250 w to 1000 w nighttime and 1000 w daytime was authorized last week by the FCC board for WMOG Brunswick, Ga. WMOG operates on 1490 kc.

March 4, 1946 • Page 75
Spearman

(Continued from page 17)

not limit Class III-A stations to a greater extent than to their 2.5 mv/m contours, or Class III-B stations to a greater extent than to their 4 millivolt per meter contours.

It was on this basis that the thinking on behalf of regional stations had to begin. When Cuba demanded the right at the recent Conference to operate stations on eight regional frequencies, in some instances with power greater than 2 kw, the question with which representatives of regional stations was confronted was: Can an agreement be had with Cuba by which that country would commit itself to limiting interfering signals to stations in the United States while operating as Cuba proposed and without increasing interference to regional stations in this country?

Cuban Interference Limited

Representatives of Regional Broadcasters Committee took the position that Cuba should agree to suppress radiation toward any of our stations in the United States in such a way as to limit interference to all such regional stations to the extent to a lower value. The actual limitations specified in the Interim Agreement are such as will so limit interference from Cuban stations. Regional stations in the United States operating on the frequencies involved will experience no greater interference than was permitted under the Havana Treaty or than from Cuban operating as Cuba.

Some have indicated that Cuba might not adhere to her agreements. The effect of this is tantamount to saying that any agreement with Cuba would be worthless. I cannot see that position. Moreover, the Cuban representatives indicated substantial good faith in agreeing to incorporate in the Interim Agreement an annex which establishes the obligation of the committee to investigate questions of interference and recommend immediate action to eliminate any interference in excess of that permitted by the Agreement.

This is an additional safeguard which was not included in the Havana Treaty. At the insistence of representatives of Regional Broadcasters Committee, time limits were specified to govern the prompt making of investigations and reports by the committee or its members. I am convinced that this is a step in the right direction, and that as a result of its incorporation in the Agreement any excessive interference which may be caused will be eliminated expeditiously.

Assuming, as I must, that the other countries signatory to the Interim Agreement will abide by it in good faith, no regional station in the United States will suffer as a result of the agreements.

Commissioner E. K. Jett and his colleague, Mr. Harvey Otterman, MEMBERS of the CBS Affiliates Advisory Board (1 to r): Clyde Coombs, KARM Fresno, Calif.; John M. Rivers, WCSC Charleston, S. C.; I. R. Lounsberry, WKBW Buffalo, chairman of the board; F. C. Eighmey, KGLO Mason City, Ia.; Dr. Peter C. Goldmark (back to camera), CBS director of engineering research and development.

RESOLUTION asking the FCC to authorize commercial licenses for video stations transmitting high-definition color pictures in the ultra-high frequencies was adopted by the Columbia Affiliates Advisory Board at a meeting in New York Feb. 21-22. Action came after the board members had witnessed a demonstration of color television broadcast by the CBS experimental station in New York.

CAAB received a summary of recent FM developments from William C. Lodge, CBS director of general engineering, who described the allocations, applications, construction permits and the status of FM receiver and transmitter production. CBS cooperative programs and plans for their promotion were also presented to the advisory board members.

'More Showmanship'

Second day of the meeting was devoted chiefly to the network's program department, its reorganization and projects. The CAAB unanimously approved the CBS program managers clinics and tentatively agreed on late spring in New York for the next clinic session. Resolution on television, proposed by John M. Rivers, WCSC Charleston, S. C., follows:

WHEREAS the members of the Columbia Affiliates Advisory Board, as representatives of 145 independently owned broadcasting stations in the United States, were faced with a most important and trying task which they had to carry out under adverse conditions. I believe they got the best agreement possible under the circumstances as far as regional stations in the United States might be concerned or affected. The fact is that the final document gives greater protection to regional stations in the United States than I had thought possible.

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WHEREAS this demonstration has shown not only the feasibility, but also the outstanding advantages of color television compared with black and white television and the inherent superiority of ultra-high frequencies in eliminating multipath reception and making possible greatly increased effectiveness.

WHEREAS the work of Dr. Peter C. Goldmark and his associates has brought color television out of the laboratory and into the living room, and has greatly accelerated the date when this superior television can be made available to the American public.

NOW, THEREFORE, BE IT RESOLVED that the members of the Columbia Affiliates Advisory Board unanimously reaffirm their endorsement of the work of the Columbia Broadcasting System in bringing it to this time for the American people to receive a television system which is better than can be rendered under present commercial standards, and

RESOLVED that, in view of the widespread recognition throughout the industry, as well as the interests of the American public, will be served by the early change from the standards of pre-war television, so as to take advantage of the increased knowledge of television and in their commercial application, it being the opinion of this board that the public should be saved the expense of double investment in television receiving equipment and the broadcasters the burden of double loss, both in capital investment and operating expenses, in establishing two television services, and

RESOLVED that copies of these resolutions be transmitted to the Federal Communications Commission.

Members of the CAAB who attended the sessions were: I. R. Lounsberry, WKBW Buffalo, chairman; E. H. Hill, WTAG Worchester, Secretary; Clyde Coombs, KARM Fresno; F. C. Eighmey, KGLO Mason City, Ia.; Otterman, KRLD Dallas; John M. Rivers, WCSC Charleston; W. H. Summerville, WWL New Orleans.

BROADCASTING • Telecasting
Video Set Changes Offered by Firms

Modifications in Receivers Needed in New Assignments

LAST WEEK, when all U. S. television stations except WRGB Schenectady, which keeps its former frequency, were off the air in accordance with the FCC March 1 deadline for starting conversion to their newly assigned frequencies, owners of RCA and Du Mont video receivers received letters from those companies pointing out that their receivers will not tune in certain stations when they resume service. Both companies offered to convert the receivers at the nominal charge of $30 per set. Actual cost of the job is reported to be in the neighborhood of $50 per receiver.

Milton Alexander, advertising and public relations director of Du Mont, reported that letters were mailed by this company Thursday night and that 30 affirmative replies were received by Monday morning indicating the avid desire of video set owners not to be without program service a minute longer than necessary.

MOBILE RADIO USE APPROVED BY FCC

RADIO's aid in telegraph delivery, taxicab dispatching and urban mobile communication will be tested under Class II experimental radio grants announced by the FCC last Wednesday.

In the first experimental grant for this type of use, the Commission gave Cleveland (Ohio) Automobile Club, authority to construct a land station in the city and four portable mobile units in service trucks which will answer radio calls for emergency service to club members.

Western Union was authorized to set up a fixed station in Baltimore, remotely controlled from the main office, and to place a mobile station in a car or truck. Messages for delivery in the area will be transmitted by radio from the main office to the car, which will be moving toward the delivery point while transmission is in progress. Similarly, replies will be relayed to the main office.

While the grant was for experimental use, it was pointed out that WU may use the stations to handle commercial traffic "solely to determine the practicability." Frequency 156.23 mc was assigned on a temporary basis, with 45 w full time. The company plans "to experiment with both facsimile and teleprinters as a means of handling messages."

Yellow Cab Co. of Philadelphia was granted authority to construct a land station and a portable mobile unit (in a cab) to develop a radio communication taxicab dispatching system. The equipment will be leased to the cab company by Ray mond Rosen & Co.

Webster Given Award For Coastline Network

ADM. FARLEY, Coast Guard Commandant, has presented the Legion of Merit to Commodore Webster.

COMMODORE Edward M. Webster, assistant chief engineer of the FCC until his recall in July 1942 by the Coast Guard to active duty, has been awarded the Legion of Merit for his success in establishing a radio and landline communications network along the entire coastline of the United States, and other outstanding service. He was recalled to become chief communications officer of the Coast Guard.

He also served on many government committees of wartime importance, performing functions, according to the citation, "where his leadership, experience, and knowledge of domestic and international communications and interdepartmental relationships were of importance.

The citation also praised Commodore Webster's work in "providing for the location and rescue of crews from distressed ships and aircraft, and in coordinating the nonmilitary communication facilities and the industrial communications of the country with those of the military, and in collecting and evaluating enemy information."

Cisler Out of Marines After 3 Years Service

CAPT. STEPHEN A. CISLER, Marine Corps, former president and general manager of WGRG Louisville, has received his honorable discharge after three years of active service. Mr. Cisler has not announced his plans, but he does not contemplate returning to the active direction of the Louisville outlet, in which he has held a substantial minority ownership interest.

During his military service, Mr. Cisler was officer in charge of WXII, the Armed Forces Radio Service station in Guam. He also covered the American occupation of Japan as an AFRS field reporter. During most of the war he was airborne radio and radar technician officer in Marine aviation.

Wisconsin League Seeks Realignment

Petition NAB for New District Covering State's Stations

REORGANIZATION of the NAB 9th and 11th districts to place all Wisconsin counties in a single district was discussed Wednesday by the Wisconsin League of Radio Stations in Milwaukee. It was the first league meeting since 1941. Petition to the NAB for a district change was considered.

The southern and eastern parts of Wisconsin are in District 9, along with the entire state of Illinois. The western part of the state is in District 10.

Leslie C. Johnson, NAB 9th District director and manager of WHBP Rock Island, Ill., a guest speaker at the meeting, cited instances in which Illinois broadcasters were unable to file cases in state courts because the NAB district lacked jurisdiction.

Resolutions congratulating Wisconsin Congressmen on passage of the Lea bill and urging Senate approval of the House bill were adopted. News clinic of the type conducted around the nation by Arthur C. Stringer, NAB director of promotion, and E. R. Vadeboncoeur, chairman of the NAB News Committee and vice president of WSYR Syracuse, will be held at the League's next meeting, probably in May.

New officers elected were Harry R. Lepoldevin, WRJN Racine, president; Ben Hovel, WSAU Wausau, vice president; K. F. Schmidt, WIBA Madison, secretary-treasurer; Fred Jamedell, WTAQ Green Bay, and Charles J. Lan phier, WEMP Milwaukee, directors.

Frequency Change Ends WNBT, WNBT Set-Up

WRBG Schenectady, General Electric video station, is not affected technically by switch of television transmitters to new frequencies; it retains the same band, 66-72 mc. But the change of WNBT, NBC video station in New York, to that channel puts an end to the arrangement whereby for five years WNBT programs on a regular schedule in addition to many special feature telecasts from New York.

GB, in conjunction with International Business Machines, is working on a video relay system between the two cities which may ultimately permit an interchange of programs, not merely one-way service, between WRGB and WNBT.
If you are Market Wise you will sell your product over

KOFO 560 kc

UNIVERSAL NETWORK'S KEY STATION FOR NORTHERN CALIFORNIA

Mark Hopkins, San Francisco

Craig
(Continued from page 17)

available, these concessions will bring about a marked deterioration in the radio service available to important segments of the American listening public. Opinions apparently differ on how much damage was done, but I feel it was considerable.

I will not presume to speak for the regional stations on which Cuba is to use power of 10 kw to 25 kw and various sorts of directional antennas. Spokesmen for the regional stations, I am told, have expressed satisfaction with the degree of protection accorded the stations affected. I sincerely hope their lack of apprehension is justified.

Objectionable Interference

As to clear channel stations, I find it impossible to exhibit the same conciseness. Competent engineers tell me that the United States stations may experience objectionable interference at night up to points within 100 miles from their transmitters. This, they say, is due to the much stronger interfering signal which develops over sea-water and other factors which, as a layman, I do not profess to understand.

It is ironic that the abject surrender to Cuba upon these clear channels hits hardest that portion of the American radio audience which now enjoys least the pleasures and services of radio. I mean the distant and small town listeners who must depend primarily upon clear channel stations for radio service at night. The question naturally arises: Why and on what principle were these concessions made by our State Dept.? No one seems able to give a convincing or even a plausible answer.

Cuba's facilities, properly engineered, were sufficient to give the entire island a degree of primary service and a choice of signals superior to anything enjoyed by most of the United States, particularly its rural areas. In addition, Cuba had persistently and flagrantly violated the radio treaty in effect for five years and which expires this coming March 28. Cuba had no just claims or equities to be urged in her behalf. Everyone admits that.

But, we are told, there would be chaos in the ether after March 28 if we did not meet Cuba's precise demands for frequencies and power. Do principles of fairness and justice count for nothing in the distribution of radio facilities internationally? Where was our State Dept.? No one wants chaos, but

Bright Heads KHQ Spokane, Formally Transferred by Wasmer to Newspapers

OWNERSHIP and operation of KHQ Spokane was formally transferred from Louis Wasmer Inc. to the Spokane Chronicle Co. last Friday, with Arthur L. Bright, veteran Spokane radio executive, as president, general manager and stockholder-director. Sale of the station to the newspaper corporation, which publishes the Spokane Chronicle and the Spokesman-Review, for a figure of $1,295,000 plus net profits from Jan. 1, 1945, to closing date, was approved by the FCC Feb. 6.

Mr. Bright, former vice president, general manager and part-owner of KFPY Spokane, CBS outlet, has announced no changes in executive staff or personnel and has taken over KHQ as an entity. He joined the Chronicle Oct. 12, its 70th anniversary, in its negotiations with Mr. Wasmer, preliminary to filing of the transfer application with the FCC. Mr. Wasmer is devoting his entire energies to KGA, Spokane ABC outlet, which he also owns and operates. He sold KHQ under the FCC's duopoly regulation prohibiting ownership of more than one standard station in the same market.

With assumption of KHQ ownership, the new licensee announced appointment of The Katz Agency Inc. as national sales representatives. KHQ is represented by Edward Petry & Co.

Mr. Bright said KHQ always had maintained an exceptionally "splendid" service and that the new ownership "will continue to give the high standard of service to this community." The station is a pioneer NBC outlet. It was founded by Mr. Wasmer in Seattle in 1922 and brought to Spokane in 1925.

KHQ joined with six other stations in 1927 to inaugurate NBC service in the Inland Empire area. It operates on 590 kc with 1,000 w fulltime.

Mr. Bright came to Spokane from New York as a young man but returned East for a brief period. He returned to Spokane in 1924 to become vice president of the National Motor Co. and remained in that business until 1928, when he joined the late T. W. Symons in the operation of KFPY. He was first commercial manager of the station and subsequently became vice president and general manager and one-third owner, having sold his interest in February 1945.

"in behalf of the industry." On several occasions, but particularly at the crucial last meeting when the final proposals were discussed, the NAB representative supported the concessions to Cuba. This was after the State Dept. representative said he had been instructed to poll the industry. This was for the transparent purpose of making it appear that a great majority of the industry approved the concessions. And he so reported to his superiors.

I shall pass over the very real difference of opinion as to the authority actually given the NAB representative by the Board. I do not question anyone's good faith. The fact remains that the NAB is in an untenable position. It has taken sides on highly controversial issues over which its members differ. It may be too late to rectify the mistakes involved in the Agreement which was concluded, in part at least, from the actions of its representatives. It is not too late for the NAB publicly to retract its approval of the concessions.

Another North American Regional Broadcasting Conference
Courts to Decide Sales Tax Issue

New Mexico Decision Rests With State, U. S. Bodies

RIGHT of the State of New Mexico to collect a 2% sales tax on gross receipts of broadcast stations rests in the chambers of two courts—the U. S. District Court, District of New Mexico, and the State tribunal, the District Court of New Mexico.

Both courts have heard appeals from New Mexico stations over attempts by the revenue bureau to collect the tax, enacted in 1935 but enforced against radio only in isolated instances.

Injunctions to prevent collection have been asked in both courts on the ground that radio is an instrument of interstate, not intrastate commerce.

At the State court hearing last Monday, in which KOB Albuquerque and KAVE Carlsbad seek recovery of taxes already paid, it was argued that the State should return the sums. KICA Clovis, also was a party to the hearing.

Strotz Testifies

Sydney N. Strotz, NBC West Coast vice president, testified that the tax is a barrier to commerce and pointed to difficulty of passing it on to advertisers. He said the tax conceivably could cause NBC to use stations other than KOB for New Mexico coverage.

KOB seeks recovery of over $20,000 in taxes, paid under protest. Mr. Strotz explained how network contracts involving KOB are negotiated in New York and Hollywood.

R. E. Brewer, secretary of Albuquerque Broadcasting Co., operating KOB, exhibited company books of original entry to show the 2% tax was refunded by the State in April 1941 and had been restored to the various taxpayers (sponsors). KOB had collected the tax from sponsors several years, but the State had adjudged the station not liable and had refunded the sums. The present State Attorney General contends broadcasters are liable to the tax.

Assistant Attorney General Harry L. Bigbee argued that KOB testimony was conflicting in that it testified that it could not pass the tax on to the advertiser after

1859 George Banerman Dealey 1946

GEORGE B. DEALEY, 86, publisher of the Dallas News, owned by the A. H. Belo Corp., licensee of WFAA Dallas, and half-owner of KIRO Seattle, died suddenly at his home last Tuesday following a heart attack. He had been at his office on Monday for his regular nine-hour daily work.

Although his name will always be reverently associated with the Dallas News, George Banerman Dealey had a great interest in, and respect for, radio. Through his efforts WFAA went on the air in 1922 and later became the first newspaper-owned 6,000 w station in the country.

Under his aegis, the Belo Corp., owner of the News, increased its radio holdings in 1940 by purchasing a half-interest in KGKO, 6,000 w station.

His journalistic creed recognized that enduring revenue goes hand in hand with clean news, and that ideals must have a home and revenue is required to make the home. From this he concluded that news must be first but not unless the policy is correct.

This principle stood stern test in his time. During the Texas oil boom following the first World War, oil stock advertising flooded newspaper offices. Much of the stock was unsound. Unable to distinguish between good and bad stock, Mr. Dealey insisted that no oil stock advertising would be accepted.

When the Ku Klux Klan became active in 1929, the publisher sagely counseled his staff to attack the principle, not avoid personalities. Although the attack proved costly to the organization it was sustained until the Klan's power was broken.

Improvement of the Dallas City Government was another of his crusades which resulted in the adoption of the commission form of government in Dallas in 1906 and the city manager form in 1929.

From a $3 a week office boy he became the owner of the paper whose control passes to his son, E. M. (Ted) Dealey.

Mr. Dealey was born in Manchester, England, Sept. 18, 1859, and came to America with his family in 1870. At 15, he became an office boy for the Galesed News, then the most influential newspaper in the state. From office boy he progressed to the mailing room and soon became a traveling agent and a staff correspondent at Waco and Houston.

In 1884 when the Belo Corp. decided to start another newspaper, Mr. Dealey was sent to survey a number of cities and he chose Dallas then populated by 10,358 and the fifth city of the state. The Dallas News first appeared Oct. 1, 1885 with George Dealey as business manager. In 1926 he and a group of associates purchased the News from the heirs of the Belo estate.

Mr. Dealey figured prominently in the founding and sustaining of Southern Methodist University and he organized the campaign which created the Texas Children's Hospital in 1925.

Surviving him are his wife, son Ted and three daughters, Mrs. Rice Jackson, Mrs. H. B. Dechard and Mrs. J. M. Moroney.

CBS’ A. B. Chamberlain Gets Legion of Merit

A. B. CHAMBERLAIN, chief engineer of CBS, last week received the Legion of Merit by Navy Secretary James Forrestal for his success in breaking a tremendous design and production deadlock at a time when airborne radar equipment was urgently needed by the Fleet to combat enemy air action.” Citation praised Capt. Chamberlain, then assistant head of the design branch, Electronic Division, Bureau of Ships, for his “consistent ingenuity, patience and judgement” and stated: “By his expert professional ability and his tactful, persistent efforts in the fulfillment of an extremely difficult assignment.”

Rejoins KGW

PHIL STEARNS, released from the Army, has rejoined news staff of KGW San Jose, Calif.
There were other reports that the acute sugar situation made it almost mandatory to retain good relations with Cuba. Regardless of the reason for the compromise which, as one delegate said, "legalizes Cuba's NARBA violations," the State Dept. and Congressmen were irked last week with telegrams of protest.

Farm Groups Irked
More than 20 California agricultural organizations telegraphed protests to the State Dept., Commissions Jett and Voorhis, Harry R. Downey (D-Cal.), and the following California Representatives: Clarence F. Lea, George E. Outland, William B. Ryan, Sherwood, Democrats, and Henry Hoff, Carl Hinshaw, Republicans.

WLS Chicago protested to Secretary of Agriculture Clinton P. Anderson, expressing regrets that the State Dept. saw fit to interfere with years of service rendered to the midwest farm audience.

William B. Ryan, general manager of KFI, in a statement to Broadcasting said the conference action "constitutes an almost unbelievable disregard of the interests of United States listeners and broadcasters." He said thousands of growers and farmers in KFI service area, as a result of the 640-ke concession, may lose "the vital warning service given by KFI for so many years.

 "A most regrettable feature of the conference was the unauthor- ized approval of the exorbitant demands by Cuba which was given by the NAB representative attended..."
ing," said Mr. Ryan, himself director of District 16. "He was authorized by the board of directors to act as an observer, without authority to speak pro or con on any matter affecting the interests of individual broadcasters."

"Two protests which I wired to NAB headquarters, a demanding withdrawal of industry approval prior to final commitment to Cuba failed to bring any response. The board has previously gone on record in favor of a continuation of the Havana Treaty. It has never discussed terms and conditions of a new treaty and the United States has not anticipated any problems so seriously affecting the United States broadcasting interests such as were presented by Cuba.

Mr. Ryan said KFI likely would file additional statements with Mr. Jett and the State Dept.

Commissioner Jett telegraphed replies to the farm groups, stating that the engineering standards, which now apply to transmission, will be invoked by Cuba, when that nation takes over 640 kc no later than Aug. 1. Cuba is required to use a directional antenna, protecting the western part of the U.S., he said. The Governments of Cuba and the U.S. agree to cooperate to minimize interference, which should not be experienced west of El Paso, Tex., present limit of the Bahamas.

He expressed belief that establishment of the North American Regional Engineering Committee was a step toward achieving future interference, and pointed out that the present agreement was for an interim period only.

CORWIN CRITICIZES RADIO MONEY MEN
IN CHICAGO Feb. 25-26 as guest of the Independent Citizens Committee and the Chicago Radio Writers Guild, Norman Corwin, CBS producer and writer (Columns Workshop, and Lux radio play) praised Chicago and the Midwest as "the last frontier of American thought."

At a RWG reception in his honor or he credited RWG with being "the sole defender" of the creative writer in the "perpetual struggle with the money men of advertising." Radio, he said, needs new writing talent but refuses to take the responsibility of the risk in providing an opportunity for unknown writers to be heard.

ASCAP Ballots
ASCAP last week sent its members ballots for the election of board members to take office April 1. Writer members will elect five directors, three for three-year and two for one-year terms; publisher members will elect six directors, three for three-year, one for two-year and one for one-year terms; and one in the standard field for a three-year term.

WBT ASSISTS Detective in Kidnapping Case
Grateful for Cooperation

WBT Charlotte, N. C., can be credited with an assist in solving the Terry Taylor kidnapping case. Working with police from time of the abduction, station flashed news of the finding of the child and her mother, and later the body. The police agency involved was WBT's call, and minutes after the body was found the police went to the station and added the mother, father, child and kidnapper on air.

The mother and father also had been on WBT on Thursday night, with Frank Littlejohn, Charlotte's chief of detectives. "You've got coverage!" said Mr. Littlejohn to Grady Cole, WBT farm editor. "I could never have covered the territory with a thousand stenographers writing in minutes. You covered here in 15 minutes...I have never approached WBT that they didn't cheerfully and immediately offer full cooperation..."

NEW CALLS GIVEN; WSRR BECOMES WSTC
CALL LETTERS for two new stations and a new call for an existing station were approved by an FCC board last Wednesday.

Fort Lauderdale Broadcasting Co., granted a new station in Fort Lauderdale, Fla., on Jan. 16 to operate fulltime on 1400 kc with 250 w, was authorized to use call letters WFTL (formerly used by WGBS Miami, a Fort Industry Co. station). Whiteville Broadcasting Co., authorized Jan. 9 to construct a new station at Whiteville, N. C., on 1240 kc with 250 w fulltime, was given use of the call WESR.

WSRR Stamford, Conn., sold by Stephen R. Rintoul to Western Connecticut Broadcasting Co. for $161,000 with FCC approval granted in December, changes call to WSTC. Station is on 1400 kc with 250 w fulltime.

Attend Dublin Meet
TWO FCC officials will be among U. S. Delegation to North Atlantic Route Service Conference convening in Dublin today (March 4) to establish an organization to facilitate civil air operations in North Atlantic area. William N. Krebs, chief of Safety and Special Services Branch, Engineering Dept., will be a delegate and E. L. White, chief of the Investigation Division of the Branch, will attend as observer. Communication and navigation radio aids are among principal subjects to be considered.

WABD SELLING TIME AS IT RESUMES AIR
WHEN WABD, DuMont video station in New York, resumes telecasting March 11, it will do so in its former experimental status and begin operations on a full-fledged commercial basis.

Phil Fuhrman, WABD advertising manager, already has contracts for eight half-hour and one quarter-hour a week for Colgate-Palmolive-Per Co., Lover Bros., Max Marxman Pipes, U. S. Rubber Co., Alexander Smith & Sons Carpet Co., C. F. Mueller Co., and others.

Several agencies, he said, have purchased regular periods for programs for several of their clients.

WABD base rate is $500 an hour, or $255 on a 52-time basis. Half-hour rate is $180, or $153 on a 52-time contract; quarter-hour rate is $90, or $76.50 on a 52-time contract.

Quarter-hour programs are now limited to films, Mr. Fuhrman said, as it does not pay to use a studio crew for programs of less than 30 minutes. WABD agency commissions on these rates but not on the rehearsal fees of $40 to $65 an hour, depending on the size of the studio and studio crew, which is the station says is actual cost. Announcement rates are $30 for a minute or less.

Western Union Telegraph Co. made a unique deal, Mr. Fuhrman revealed, by arranging for a portion of the money save on a 52-time contract for a Western Union-Naval Observatory time clock to be superimposed on the WABD test pattern, giving set-owners the correct time whenever they tune in during 7:30-8 p.m. when the test pattern is broadcast preceding the regular program.

WABD's opening night program on March 11 will include live programs originating in all four studios, the three new ones in the Wanamaker Department Store and one at the station's headquarters building, and a pick-up from Washington. One feature will be a charade quiz show sponsored by C. F. Mueller Co. for its macaroni.

WGN Leasing Space
TO PROVIDE additional studio space for audience attendance, WGN Chicago contracted last week with World Broadcasting Co. to lease its Chicago studios at 301 East Erie St. Studios will be used to originate Mutual's Freedom of Opportunity (Mutual Benefit Accident & Life Insurance Assn., through Arthur Meyerhoff agency).

Conclude Testimony
WITNESSES for Federal Trade Commission will conclude their testimony on House sponsored Reece bill this week, according to FTC. Reece bill would draw a sharp line between FTC and Food and Drug Adm. and require FTC to show "preponderance" rather than merely substantial evidence to support its orders.
Press Lauds House Approval Of Lea Anti-Petrillo Measure

(NATIONWIDE press reaction to the House of Representatives' one-sided approval of the Lea Bill (HR-5117) generally hailed the measure as a necessary step in curbing dictatorial labor leaders. Qualified support by a few newspapers arose from the question of propriety in passing a measure aimed at an individual union instead of broader legislation to curb all unions including the American Federation of Musicians.

Typical of the more vehement opinions was that of the Boston Herald. Under the headline "Petrillo De-Caesared," the Boston Herald stated: "Score: American people—223; James Caesar Petrillo—43. In passing by that vote a bill which makes unlawful certain practices of the American Federation of Musicians, the House of Representatives accurately reflected the mounting disgust of Americans with 'make work' schemes of certain labor unions."

AFM 'Most Flagrant'

Observing that the activities of Petrillo have been "among the most flagrant and most publicized," the Herald reasoned that AFM then "got hit first and the hardest." The St. Louis Globe-Democrat commented: "Whatever the Senate may do to the Lea Bill, passed this week by the House, James Caesar Petrillo, dictatorial head of the AFM, has received a legislative spanked which should be an object lesson to all labor leaders."

The Philadelphia Record reminded Petrillo that the utilities and the Stock Exchange operated openly to the public interest until the Government stepped in to regulate their activities. The Record reminded the AFM czar, apparently unmindful of this pattern, that "he kept on thumbing his nose at the public" with the result that the House measure is now up for Senate consideration.

"Petrillo should have been smarter and seen it coming," the Record concluded and pointed the finger at other labor leaders who should have seen what was coming and "tried to tame down Petrillo."

Action Needed

In his syndicated Washington column, Marquis Childs said: "In the full tide of insurrection, the House has passed a bill to put James Caesar Petrillo firmly in his place... The final decision is up to labor," Mr. Childs emphasized. "If the unions do not do their own housecleaning, then drastic legislation will be adopted. And the true friends of organized labor will be powerless to stop it."

The Detroit News hailed the measure "as a salutary thing, as an example and a precedent. In the long run we believe, too, it will be

bating insolence has made something like the House anti-Petrillo bill inevitable," the paper takes the stand that the bill "by its very narrowness is not a corrective of the post-1933 labor policies... The cure is to repeal the special privilege and at one orderly sweep cut Petrillo, Lewis, et al., back to that simple equality before the law.

The Washington Post spanked the House for hasty legislation against a specific union aimed to relieve a single industry. Yet it recognized the need for curtailing Petrillo and urged a broader law which would care for all industries including radio. Typical of Western opinion was the stand of the Los Angeles Times: "One thing at a time is perhaps a good rule. If Congress tends to Petrillo it may get up nerve enough to tackle some of the other czars."

550 kc Applicants Will Get Hearing

FCC Will Hear Plans of 13 Asking Frequency

THE THIRTEEN applicants for new stations or changes in facilities on 550 kc will be given a chance to offer plans for best use of the frequency so as to accommodate the most stations and provide service to the areas most needing it.

FCC spokesmen explained Thursday that the number of 550 kc applicants has grown rapidly and that consequently many of the directional patterns they now propose are "largely hit or miss." By revising applications with a view to protecting other applicants wherever possible, it was hoped that "at least the 11 or 12" of the applications might be granted.

The Commission announced Thursday that a new issue had been added to the bills of particulars issued in connection with the applications being heard in a consolidated proceeding which opened Feb. 25. FCC also ordered that engineering testimony be postponed to April 2 and gave applicants until March 20 to submit amendments to their applications.

The new issue is "to determine the most efficient and equitable manner in which the 550 kc regional frequency may be utilized." Spokesmen said there was no plan to change the channel's regional classification.

Nine stations now use 550 kc, use of which was restricted during the war to power of 1 kw or less at night because of possible interference with Naval communications on adjacent frequencies. The restrictions were lifted last October but the lifting was not announced until January [Broadcasting, Jan. 21]. Of the 13 applications involving the frequency, most are for new stations.

Page 82 • March 4, 1946
Electric Strikers Clash in N. Y., Pa.

FOR six weeks sporadic skirmishes between pickets and police at idle General Electric and Westinghouse plants, closed by the strike of 175,000 workers, had been the ominous forerunners of bigger battles sure to come. Last week blood began spouting on the picket lines.

As union and management representatives met in secret conferences in New York, riots broke out at numerous plants throughout New York and Pennsylvania. At Philadelphia, 800 pickets faced off against 1,800 policemen, including mounted policemen, after strikers had defied a court injunction prohibiting mass picketing. Police charged the crowd with clubs. Elsewhere smaller yet fierce battles were reported. Meanwhile, the negotiations, with progress unannounced, went on. The meetings were between the United Electrical, Radio and Machine Workers of America (CIO) and the management of General Electric. As yet Westinghouse agreed to further talks with unionists.

GE-WE union conferences were resumed under the urging of Arthur S. Meyer and William H. Davis, specially appointed representatives of the Secretary of Labor. But no indication of the progress of the meetings was given.

At week's end, with chieftains talking in New York, where pickets were firing police on the lines, the question was: Would an armistice be negotiated before the battles got completely out of control?

Seven Canada Licenses

SEVEN NEW Canadian station licenses were issued Feb. 25 by the Dept. of Transport, Ottawa: C. H. Chaputte was licensed to operate 100 kw on station on 1,250 kc at Dunlop, CJBQ; Sudbury Broadcasting Co., to operate 1 kw at Sudbury, Ont.; Frank Ryan to operate 1 kw at Ottawa (Mr. Ryan was press manager of CKLW Windsor-Detroit and for a time with Canadian Wartime Information Board (Ottawa); J. Tieltzman to operate 1 kw at Owen Sound, Ont.; R. L. Kaufman to operate 1 kw in Enid, Okla. (Robert L. Kaufman is account point manager of the beat equipped monitoring service of the beat equipped monitoring service at 592 Columbus Ave., New York 16, N. Y.)

AT&T Report Hints Strikes Can Affect Postwar Planning

AS LABOR difficulties last week threatened the nation's telephone system (see page 9), American Telephone & Telegraph Co. raised its own voice in appraisal of its economics, past and future.

Said AT & T's officers in an annual report for 1945: "The company's earnings, abnormal" in the four war years, must "b称e the period ahead." A two billion dollar post-war construction program is "proceeding as engineered," said the report.

For AT & T the end of war in 1945 brought an increase in demand, the company said. "Present indications are that radio relay systems, as well as coaxial cable and possibly other methods, will play an important part in the expansion of Bell System facilities capable of carrying television as well as telephone service," said the report.

Operating revenues in 1945 were $1,930,889,000, up $161,185,000, or 9.1% over 1944. Operating expenses before taxes increased by $137,604,000, or 12.1%. Total income available to shareholders amounted to $230,405,000, or $5,619,000 more than 1944. Interest paid for the year amounted to $8,897,000, or $5,619,000 more than in 1944. Interest charges were reduced by $1,751,000.

Net income of AT&T for 1945 was $5,619,000 more than in 1944. Interest charges went down from $8,897,000 in 1944 to $5,619,000 in 1945. Net income available to stockholders for AT&T stock for the year was $230,405,000, or $5,619,000 more than in 1944. Interest charges were reduced by $1,751,000.

Net income of AT&T for 1945 (including the company's interest in earnings of subsidiaries only to the extent that such earnings exceeded dividends) was $8,66 per share, compared with $5.34 per share in 1944.

But Bell System earnings in the war years were "subnormal," the report said. Beginning with 1942, earnings on invested capital averaged only 5.5%, lowest in the system's history except in the worst years of the depression. "With the
**Decisions...**

**FEBRUARY 21**

**ACTIONS ON MOTIONS**

Thomas J. Watson, Endicott, N. Y.—Granted motion to dismiss without prejudice application for new station.

WRAL Raleigh, N. C.—Granted petition to amend application for new station to change name to Philco Products Inc.; amendment accepted.

Philo Radio & Television Corp., Philadelphia—Granted motion amended application for new station to change name to Philco Products Inc.; amendment accepted.

850 kc

WOPI Bristol, Tenn.—Petition requesting leave to amend application so as to specify 850 kc instead of 550 kc which was considered as petition to dismiss without prejudice; petition granted and application so dismissed.

Bernard Lee Blum, Waterbury, Conn.—Granted motion to amend application so as to reflect changes in amount of stockholders in Idaho Radio station; amendment accepted.

Virginia Best, Corp., Roanoke, Va.—Granted petition to amend application so as to reflect changes in amount of common stock ownership in five or six stockholders in corporation; amendment accepted.

790 kc

Booth Radio Stations Inc., Saginaw, Mich.—Granted petition to amend application so as to specify 790 kc instead of 550 kc, subject to revised engineerings report, etc.; amendment accepted, removed from hearing docket.

KSUB Cedar City, Utah—Granted petition to amend application so as to show certain changes in engineering report to reflect that operation is unlimited; to show new site, etc.; amendment accepted.

610 kc

KGGM Albuquerque, N. M.—Granted motion to amend application so as to specify 610 kc instead of 590 kc, change engineering application to accept and application removed from hearing docket.

WCAU Philadelphia—Commission, on own motion, ordered that WCAU become party interested without prejudice to application for new station.

WSSW Pittsburgh, Pa.—Granted petition to amend application so as to specify new directional antenna array; amendment accepted.

Dual Engineering Corp., Chicago—Granted petition to amend application so as to accept new antenna system which will result in a temporary basis only and upon the express condition that it is subject to whatever action may be taken by the commission upon the pending application for renewal of license of WJOL. Nothing contained herein shall be construed as a finding by the Commission that the operation of the station is or will be in the public interest beyond the expiration of the temporary basis.

KSMA Santa Maria, Cal.—Granted modification of application so as to change corporate engineer to Julian B. Easton Publishing Co. This license is granted upon a temporary basis only and upon the express condition that it is subject to whatever action may be taken by the commission upon the pending application for renewal of license of WJOL. Nothing contained herein shall be construed as a finding by the Commission that the operation of the station is or will be in the public interest beyond the expiration of the temporary basis.

KBBJ San Francisco, Cal.—Granted license to cover CP which authorized installation of a new transmitter and increase power to 1 kw.

KSAU Salina, Kans.—Granted authority to determine operating power by direct measurement of antenna power.

WPAY Portsmouth, Ohio—Granted CP to install a new transmitter.

**FEBRUARY 28**

WFCI Fort Lauderdale, Fla.—Granted motion of WFCI to dismiss the petition of WJOL for reconsideration of the Commission’s action of Jan. 16 granting without hearing the application of WJOL for increase of power from 1 to 5 kw, and to designate that application for hearing, and the petition of WCBM for reconsideration and hearing was dismissed.

The Fort Lauderdale Best, Co., Fort Lauderdale, Fla.—Granted motion of the Fort Lauderdale Best, Co. to use call letters WPFW for new station on granted on Jan. 16.

WSRE Stamford, Conn.—Granted request to change call letters of station WSHR to WSTC.


1510-1140 kc

Mansfield Journal Co., Mansfield, Ohio; The Lorain Journal Co., Lorain, Ohio— Granted for consolidated hearing, the applications of Mansfield Journal Co., Co. for a new station in Mansfield, to operate on 1310 kc 250 w daytime, and application of The Lorain Journal Co., Co., for a new station in Lorain, to operate on 1140 kc 250 watts daytime.

969 kc

KGGK San Angelo, Tex.—Granted petition of KGK, requesting that its application to change operating assignment from WJOL for modification of CP which authorized it to operate on 1400 kc 1 kw, without prejudice, be designated for consolidated proceeding with the applications of Lubbock, Texas, and Worth Bstg. Co., for Consolidated Hearings, which were designated for consolidated hearing on Feb. 1.

1490 kc

Pinnacle Bstg. Co., Middlebury, Ky.—Granted petition requesting that its application be consolidated with the applications of the stations in a consolidated proceeding with the applications of Mansfield Bstg. Co., in a consolidated proceeding with the application of Mansfield Bstg. Co., for Consolidated Hearings, which were designated for consolidated hearing on Feb. 1.

1609 kc

Kenneth Keckston and Charles Penix, d/b/a Radio Engineering Service, Pinetop, Ariz.—Granted hearing for reconsideration of the application of Kenneth Penix, d/b/a Radio Engineering Service, for operating power by direct measurement of antenna power.

1490 kc

Elmer R. Roll and Frank A. Dieringer, a partnership, d/b/a Chillicothe Bstg. Co., Chillicothe, Ohio—If designated for consolidated proceeding, the application of Shawnee Bstg. Co., to use 1490 kc 100 kw unlimited time, is consolidated with application of Chillicothe Bstg. Co., to use 1490 kc 100 kw unlimited time.

1230 kc

James A. Noe, Lake Charles, La.—Granted petition of James A. Noe, Lake Charles, La., to amend application to specify new transmitter site, new antenna system, etc.; subject to Commission approval of installation of a new transmitter and in connection with these applications be granted a temporary basis only and upon the express condition that it is subject to whatever action may be taken by the commission upon the pending application for renewal of license of WJOL. Nothing contained herein shall be construed as a finding by the Commission that the operation of the station is or will be in the public interest beyond the expiration of the temporary basis.

The Board of Education of the City of Detroit, Detroit, Mich.—Granted CP for new non-commercial education station subject to Commission approval of terms hereof, and if approved, for a temporary basis only and upon the express condition that it is subject to whatever action may be taken by the commission upon the pending application for renewal of license of WJOL. Nothing contained herein shall be construed as a finding by the Commission that the operation of the station is or will be in the public interest beyond the expiration of the temporary basis.

**FEBRUARY 22**

**ACTIONS ON MOTIONS**

WWSW Inc., Philadelphia—Represented by Forje & Company

Joseph M. Viana, Woonsocket, R. I.—Adopted order designating for consolidated proceeding with applications of Mansfield Bstg. Co., et al., scheduled for Feb. 7 at Waterbury, Feb. 28 at Norwich, March 1 at Woonsocket, March 2 at Pawtucket; ordered Viana further hearing in Washington at date to be later determined; further ordered bill of particulars in these proceedings amended to include application of Joseph M. Viana, requesting 1490 kc 150 w unlimited.

FEBRUARY 25

1350 kc

Harold H. Thoms, Durham, N. C.—Proposed decision announced, to deny application for CP covering Consolidated station 1350 kc 1 kw unlimited.

FEBRUARY 26

(BY ADMINISTRATIVE BOARD)

KONP Fort Angeles, Wash.—Granted modification of license to change call letters to Radio Pacific Inc. License granted to use water power and 360 of the commission’s rules; conditions accepted.

KJBS San Francisco, Cal.—Granted license to cover CP which authorized installation of a new transmitter and increase power to 1 kw.

For a broadcast and television schedule, please consult the Associated Press or the Religion Wire Service.
regional frequency may be utilized."

The Commission further ordered that the engineering testimony submitted in said amended proceeding be postponed until April 1, 1946, and further ordered that the applications to the said proceeding be submitted to the Commission prior to March 7, 1946.

United Bestg., Co., Cleveland, Ohio—Granted CP new station 1340 kc w unlimited.

Boston—Granted CP new station 1450 kc 250 w unlimited, directional antenna for night use and change transmitter location.

The Commission further ordered that any stations sharing a given band, bringing total to 345.

(Caution—please see note page 87)

United Bestg., Co., Cleveland, Ohio—Granted CP new station 1340 kc w unlimited.

Local Board acting for WICA Inc., et al—Amended to change hours of operation now scheduled for March 8-16, upon recommendation of Stone, of KNOX, Inc., et al, and continuing said hearing to April 12, 1946.

(Continued on page 87)
Classified Advertisements

PAYABLE IN ADVANCE—Checks and money orders only—Minimum $1.00. Situation Wanted 10c per word. All others, 15c per word. Count 3 words for blind box number. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

Help Wanted

Radio salesman and experienced announcer for Rocky Mountain NBC affiliate. Must have good voice, send photo, references, experience, and can operate. Must be 25 years old, veteran. Box 928, BROADCASTING.

Chief engineer and sales manager—proposed station in Midwest. Need man with experience in equipment and engineering for starting new station, with supervising training assistants. AM and later FM desired. Prefer veteran in attractive small city. An interesting position. Home and income possible. Box 883, BROADCASTING.

Wanted—we want first class, versatile announcer in our southeastern 5 kw NBC operation. He must have a good sales voice, but also a genuine gift for acting, and an ambition to identify himself with this station. We offer an excellent salary, bonus proposition, name of city to be given on reply. Box 900, BROADCASTING.

Assistant manager—very attractive personality, 2 years experience, excellent background. Box 909, BROADCASTING.

Radio advertising sales manager, new agency. Opportunity for producer. Box 919, BROADCASTING.

Station manager—For Southern California station in prosperous area. Our man must be well connected with successful experience in management, sales, and production. No experience necessary. Full salary and opportunity possible. Write in full, with salary requirements. Box 920, BROADCASTING.

Salesman—We want good man for eastern district area. Must have good voice and previous experience. Do you have 2 years experience, or will you be prepared to send in your ability? Box 922, BROADCASTING.

Situations Wanted

Radio sales and experience announcer for same. Eight years program operation. Prefer southwest. Box 900, BROADCASTING.

Wanted—we want first class, versatile announcer in our southeastern 5 kw NBC operation. He must have a good sales voice, but also a genuine gift for acting, and an ambition to identify himself with this station. We offer an excellent salary, bonus proposition, name of city to be given on reply. Box 900, BROADCASTING.

Program director desires change. Now conducting successful network station. Experienced all phases of station operation. Prefer southwest. Box 900, BROADCASTING.

Announcer—Veteran for same station. Has experience in major market. Available by November 1st. Box 916, BROADCASTING.

Announcer—Desires change. 15 years of experience. Box 917, BROADCASTING.

Writer—Experienced in radio, television, and motion pictures. Send resume. Box 919, BROADCASTING.

Writer—Experienced in all phases of radio and television. Experienced in local, regional, and national stations. Send resume. Box 920, BROADCASTING.

Situations Wanted (Cont’d)

Veteran—25 years diversified experience in radio. Consider all offers. Box 903, BROADCASTING.

New station—You need sure-fire, experienced news announcers who can program, script, write, and operate equipment. Wire or write immediately to Box 886, BROADCASTING.

Announcer—Veteran seeking affiliation with station which is now operating at highest level. Has experience in 1 kw station—news, sports, comment, and commercial. Has experience in all phases of radio station operation. Can also operate controls. Transcription service, Box 886, BROADCASTING.

Announcer—Veteran of 15 years—radio news, sales, and community. Will handle all phases of news work in any size market. Will work in any size market. Box 939, BROADCASTING.

Salesman—Age 36 with network station experience. Box 930, BROADCASTING.

Veteran—First class experience—sales, news, community programming, announcer. Box 931, BROADCASTING.

Proprietor—Available immediately. Prefer full time basis. Small market. Box 932, BROADCASTING.

Salesman—Desires permanent position. Box 933, BROADCASTING.

Announce—Veteran—seeking affiliation with station which is now operating at highest level. Has experience in 1 kw station—news, sports, comment, and commercial. Has experience in all phases of radio station operation. Can also operate controls. Transcription service, Box 886, BROADCASTING.

Announcer—Veteran of 15 years—radio news, sales, and community. Box 938, BROADCASTING.

Wanted—we want first class, versatile announcer in our southeastern 5 kw NBC operation. He must have a good sales voice, but also a genuine gift for acting, and an ambition to identify himself with this station. We offer an excellent salary, bonus proposition, name of city to be given on reply. Box 900, BROADCASTING.

Station manager—Available soon. Veteran, 29 years experience. Will appreciate results and compensate well. Box 934, BROADCASTING.

Announcer—Desires change. 15 years of experience. Box 935, BROADCASTING.

Program director desires change. Now conducting successful network station. Experienced all phases of station operation. Prefer southwest. Box 900, BROADCASTING.

Announcer—salesman for growing station. Desires change. Will appreciate results and compensate well. Box 936, BROADCASTING.

Sales manager—Desires change. 15 years of experience. Box 937, BROADCASTING.

Announcer—Veteran with acting, sales, community activities, and connections. Available March 15th. Box 938, BROADCASTING.

Chief engineer—Desires change. Has experience in programming, sales, engineering. Current placement. Box 939, BROADCASTING.

Announcer—Veteran—seeking affiliation with station which is now operating at highest level. Has experience in 1 kw station—news, sports, comment, and commercial. Has experience in all phases of radio station operation. Can also operate controls. Transcription service, Box 886, BROADCASTING.

Announcer—Desires change. 15 years of experience. Box 938, BROADCASTING.

Wanted—we want first class, versatile announcer in our southeastern 5 kw NBC operation. He must have a good sales voice, but also a genuine gift for acting, and an ambition to identify himself with this station. We offer an excellent salary, bonus proposition, name of city to be given on reply. Box 900, BROADCASTING.

Announcer—Veteran seeking affiliation with station which is now operating at highest level. Has experience in 1 kw station—news, sports, comment, and commercial. Has experience in all phases of radio station operation. Can also operate controls. Transcription service, Box 886, BROADCASTING.

Salesman—Age 36 with network station experience. Box 933, BROADCASTING.

Writer announcer. Desires change. Has experience in all phases of radio. Has sales experience, but willing and capable working interest. Box 934, BROADCASTING.

Chief engineer—For proposed station in southeastern states. W. V. Rockefeller, Wood River, Ill. Box 935, BROADCASTING.
FCC Actions
(Continued from page 85)

use and change transmitter and studio locations from Anconas to Butte, Mont.


Wicz, WAPR Parkersburg, W. Va.-new FM station to be operated on 1200 kc unlimited.

BROADCASTING  Telecasting

James to Erwin, Wasey

W.RGB-Dallas, Tex.-Modification of CP which authorized new station for change in direction of antenna and transmitter locations.

W.S.L. Jackson, Miss.-Modification, of CP which authorized a new standard broadcast station for change in direction of antenna and transmitter and approval of antenna for night use.

Want-Buy (Cont'd.)

W.B.R.K. Pittsfield, Mass.-Application for permission to use and change transmitter and studio locations.

Merce Johnson, Pa.-Modification of CP which authorized a new standard broadcast station for change in direction of antenna and transmitter locations.

W.W.I. Boston, Mass.-Modification of CP which authorized the development of high voltage switching equipment and electronic converters for transmission of music from Institute's summer convention June 24-28 in Detroit.

Prince Is Honored

DAVID C. PRINCE, vice president of general engineering and consulting laboratory, General Electric Co., has been awarded the 1945 Lamme Medal of the Institute of Electrical Engineers "for his distinguished work in the development of high voltage switching equipment and electronic converters for transmission of music from Institute's summer convention June 24-28 in Detroit.

BROADCASTING  Telecasting

FCC Actions

Your radio property needs (1) financial assistance, (2) managerial and personnel guidance, (3) an aggressive and tested method, I might be your man. I have been a day, half day and night use and specify transmitter and studio locations.

750 kc Sun River Broadcasting Co., Great Falls, Mont.—new CP station 970 kc 5 kw unlimited, using directional antenna and night use.

Applications Received:

Day State Bestg. Co., New Bedford, Mass.—new metropolitan FM station to be operated on channel 259.

Twin City Bestg. Co., Inc., Lewiston, Idaho—new metropolitan FM station with coverage of 7,421 sq. mi.

Applications Returned:


Applications Tendered for Filing:

980 kc Antilles Bestg. System Inc., Rio Piedras, P. R.—new CP station 760 kc 5 kw unlimited.

1310 kc Clearwater Bestg. Co., Inc., Clearwater, Fla.—new CP station 1340 kc 250 w unlimited. (Application for transmission of WFLK application.)

February 26

W.XKX Concord, N. C.—Modification of CP which authorized a new station for sale of all materials and equipment and studio locations.

The Trustees of the University of Pennsylvania, Philadelphia, Pa.—new non-commercial educational broadcast station to be operated on 1420 kc 250 w daytime.

Applications Received:

2500 kc Crockett, Texas—new FM station to be operated on directional antenna and studio locations.

Applications Tendered for Filing:


1600 kc Northern Kentucky Radio Corp., Covington, Ky.—CP new station 1180 kc 250 w daytime.

1180 kc Eugene J. Roth, Jack L. Pink and James M. Brown d/b a Radio Bestg. Associates, a partnership, Houston, Tex.—new CP station 1180 kc 250 w daytime.

Applications for Sale:

For immediate sale—One used 250 watt RCA transmitter in good condition. Box 905, BROADCASTING.

For sale—One RCA one-kw transmitter that is complete and operating, 375 tc, Plesio Eke, Oscillator and 1-type 581-B Deane Transmitter. Complete with tubes, instruction books, and crystals for 1130 and 1180 kc modified by Western Tube Co., WTCN, Minneapolis.

Miscellaneous


Esso Travel Film

Esso MARKETERS last Wednes- day previewed by television salesmen in New York, N. Y.—"Down With West Virginia," first of a series of travel films the company is making to promote touring in the states where Esso products are sold. Pro- gram produced by Marschall & Pratt, Co., New York.

Test by the Blind

FOUR blind servicemen last week tested dramatic series of "You Make the Missle Thru," 10-10-30 p.m., as part of a rehabilitation program con- ducted by the Institute for the Education of the Blind. Institute be- lieves telecasting pictures and dramatic audiory, perception, should make good test for the transmission of dramatic im- pact of radio shows.

WMLT Dublin, Ga.—Voluntary ar- rangements for permanent national voice stations.

640 kc KLPJ Minot, N. D.—Modification of CP from 1340 to 1500 kc, change power from 1 kw day and night to 5 kw day and 1 kw night, and replacement of directional antenna for night use. Amended to direct and studio locations.

KASA Elko, Okla.—Voluntary changes in directional antenna for night use, and WHP, Philadelphia, Pa.—Modification of CP which authorized a new standard broadcast station for change in type of trans- mission from Walter G. Russell and Hoyt T. Wells, with approval of antenna for night use and change transmis- sion of antenna to be operated on 42.9 mc.

Canadian Stations Order Transmitters
Close to 60 Broadcasters Get New Postwar Equipment

ABOUT 60 CANADIAN broadcasters have ordered new transmitters. These range from 250 w to 1 kw transmitting sets. With the exception of a few who have composite equipment, most equipment comes from Canadian Marconi, Northern Electric (Canadian subsidiary of Western Electric) and RCA, all with factories at Montreal.

CFRQ Toronto is understood to have ordered a new 10-kw RCA transmitter. Five-kw transmitters have been ordered by Canadian Marconi by CFCF Montreal; CPNB Fredericton, N. B.; CFWC Saskatoon, Sask.; CHAB Moose Jaw, Sask.; CHRC Quebec; CJCA Edmonton; CJBQ Sydney, N. B.; CJOC Lethbridge, Alta.; CKQC Hamilton, Ont.; CKS CS Sudbury, Ont.; and CKEY Toronto; from RB, CFCA Calgary; CFPL London, Ont.; CHL Edmondton; CHML Hamilton, Ont.; CHOK Sarnia, Ont.; CKL Kirkland Lake, Ont.; CKCK Regina, Sask.; CKMW Medicine Hat, Alta.; CKGB Timmins, Ont.; CKRC Windsor, Ont.; CKSK Kingston, Ont.; and CFCB St. John, N. B.; from Northern Electric by CHNC New Carlisle, Que.; CHNS Halifax; CHSJ St. John, N. B.; CGBR Ile- Mousai, Que.; CJCH Ile Perrot, Que.; CKBI Prince Albert, Sask.; and CKNB Campbellton, N. B.

Orders for 250-w transmitters from RCA have been placed by CFJR North Bay, Ont.; CFOS Owen Sound, Ont.; CKMO Vancouver and CHAT Medicine Hat, Alta.; from Canadian Marconi by CHGB St. Anne de l'Eau Claire, Que.; CHLT Sherbrooke, Que.; CKPC Prince George, B. C.; and CKDC Dawson Creek, B. C.; from Northern Electric by CFCO Chatham, Ont.; and CKSB St. John's, N. F.

Orders for 250-w transmitters from RCA have been placed by CFJW Brockville, Ont.; from Northern Electric by CHEP Granby, Que.; CFGB Belleville, Ont.; CFJS Yarmouth, N. S.; and CJOB Winnipeg; and from Canadian Marconi by CKCV Quebec; CPBG Prince George, B. C.; and CKTS Charlottetown.

Composite equipment has been ordered by CFCY Charlottetown, P. E. I.; 5 kw; CGFX Antigonish, N. S.; 5 kw; CFPO Grande Prairie, Alta.; 1 kw; CJIV Whitehorse, B. C.; 1 kw; CFRQ Kingston, Ont., 250 w; and CHWK Chilliwack, B. C., 250 w.

**AUDIENCE MEASUREMENT** techniques are being learned by these four veterans, training at New York headquarters of C. E. Hooper Inc. They are (1 to r): Edward Hynes, AAF; Ralph de Castro, AAF; Robert Rogers, USNR; William Peavey, USNR. Hooper station expansion plans include enlarged staff at Hollywood for West Coast ratings.

**MEDIATOR SARNOFF**

**RCA President Assumes Arbitrator's Role**

In Averting New York Transit Strike

A CITY'S heartfelt "thank you" was Brig. Gen. David Sarnoff's birthday greeting last Wednesday, when the president of RCA celebrated his 55th birthday.

Reason for the gratitude was that the day before, largely through the efforts of Gen. Sarnoff, assisted by Edward J. McGrady, RCA vice president in charge of labor relations, Mayor William O'Dwyer of New York had been able to announce that the Transport Workers Union (CIO) would not go through with their threatened strike against the city's subway system, which had been set for midnight Tuesday.

In announcing the settlement Tuesday afternoon, Mayor O'Dwyer stated: "The mayor and the people of the City of New York are deeply indebted to Gen. David Sarnoff, of the RCA Red Writing House, and others for the important part they played in the settlement of this crisis. They worked patiently and unselfishly from the time I called upon them last Thursday afternoon."

After several long phone conversations with Philip Murray, CIO president Mayor O'Dwyer on Saturday called Gen. Sarnoff and Mr. McGrady to an official meeting at City Hall, which shortly adjourned to continue as a secret session in a New York hotel. A call was made to Mr. Murray in Washington and on Sunday evening Gen. Sarnoff and Mr. McGrady met Mr. Murray in his Washington hotel. Monday evening Gen. Sarnoff and Mr. McGrady reported to the Mayor in a meeting at Gen. Sarnoff's office in the RCA Bldg. At the same time, Arthur S. Meyer of the New York State Mediation Board whom Mayor O'Dwyer had also asked to help, met in his office with representatives of the union.

Several hours later this group joined the other at Gen. Sarnoff's office.

At 3 a.m. a call was put through to Mr. Murray, telling him the strike had been averted. Two hours later, at 5 a.m. at Gen. Sarnoff's office, the agreement recommending that the strike be called off was signed. It was made public at 2 p.m. Tuesday.

Announcement was first aired by WNYC at 2:06. At 3 p.m. WNYC, WOR and WEAF carried a broadcast by the mayor, Gen. Sarnoff and Mr. Murray. This 10-minute program was later re-broadcast by a number of other New York stations.

**CONDITIONAL grants for FM stations reached 345 last week as the FCC authorized 15 additional outlets. The Commission also designated one application for hearing, bringing the number of FM hearing cases to 125. Approximately 265 applications were awaiting action.**

Last week's grants were all for metropolitan or "metropolitan, possibly rural" stations. The conditional authorizations permit grantees to proceed with preliminary planning of their stations but require further examination of engineering proposals.

**Newcomers**

Four newcomers were among the week's grants, the remainder going to existing standard broadcast stations. Wabaub Valley Broadcasting Corp. received authorization to build a station in Terre Haute, Ind. The largest block in the company is held by Frank E. McKinney (36.6%), president of the Fidelity Trust Co., Indianapolis. Other participants are Robert H. Hinckley (15%), former director of the Office of Contingent Settlement, whose wife owns 50% of KALL Salt Lake City; George C. Hatch (6.25%), who owns 25% of KALL; Wilda C. Hatch (6.25%), wife of Mr. Hatch and owner of 25% of KALL; A. L. Glassman (5.5%), chief owner of KLO Ogden, Utah; Frank M. Meal- lone (8%), senior member of an Indianapolis law firm. Estimated cost is $54,600.

Lee Segall Broadcasting Co., received a grant for a station in Wichita, Kan. The company is owned by Louis, Max and John Lewand, publishers of the Wichita Beacon. They estimate cost of the station at $60,000.

Midwest Broadcasting Co. was granted a station in Milwaukee, Wis. Owners are the company and John Fleissner (21%), part owner of Taylor Mfg. Co.; G. E. Inghram (21%), operator of a radio time sales agency with offices in Milwaukee; Oliver T. Furniss (21%); Herbert E. Whipple (21%), a Milwaukee business man.
and Clifford A. Randall (16%), an attorney. Estimated cost of the station is $45,000.

The commission designated the application for Consolidated Broadcasting Co., Washington, D.C. The action brought to 15 the number of applications for the 11 available frequencies in the Capital, hearings on which are to begin March 11.

This Commission also granted a construction permit to United Broadcasting Co., Cleveland, for a developmental FM station, using 1 kw power, frequencies to be assigned from time to time.

Following are grants made:

<table>
<thead>
<tr>
<th>City</th>
<th>Grantee</th>
<th>Type of FM Station</th>
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<tbody>
<tr>
<td>Jacksonville</td>
<td>City of Jacksonville (WJAX)</td>
<td>Metropolitan</td>
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<tr>
<td>Jacksonville</td>
<td>Jacksonville Broadcasting Corp.</td>
<td>Metropolitan</td>
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<tr>
<td>Nampa</td>
<td>Frank E. Hurt and Son (KFUXD)</td>
<td>Metropolitan</td>
</tr>
<tr>
<td>Terre Haute</td>
<td>Wabash Valley Broadcasting Corp.</td>
<td>Metropolitan</td>
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<tr>
<td>Wichita</td>
<td>Louis Levand, Max Levand and John Levand (WICH)</td>
<td>Metropolitan</td>
</tr>
<tr>
<td>Manchester</td>
<td>The Radio Voice of New Hampshire, Inc. (WMUR)</td>
<td>Metropolitan</td>
</tr>
<tr>
<td>Lewistown</td>
<td>Lewiston Broadcasting Co. (WRFM)</td>
<td>Metropolitan</td>
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<td>Ahlborn</td>
<td>The Reporter Broadcasting Co. (KRBC)</td>
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<td>Dallas</td>
<td>KRKL Radio Corp. (KLKD)</td>
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<tr>
<td>Dallas</td>
<td>A. H. Ros Company (WFAA)</td>
<td>Metropolitan</td>
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<tr>
<td>Port Worth</td>
<td>Carter Publications Inc. (WBAP)</td>
<td>Metropolitan</td>
</tr>
<tr>
<td>Houston</td>
<td>Lee Segal Broadcasting Co. (KGBX)</td>
<td>Metropolitan</td>
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<tr>
<td>Tyler</td>
<td>East Texas Broadcasting Co. (WBCR)</td>
<td>Metropolitan</td>
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<tr>
<td>Vernon</td>
<td>Northwestern Broadcasting Co. (WNCI)</td>
<td>Metropolitan</td>
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<tr>
<td>Milwaukee</td>
<td>Midwest Broadcasting Co.</td>
<td>Metropolitan</td>
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A Berkeley hearing set for April 11

Consolidated hearing on the Ashbacker-Fetzer applications for 1220 kc, ordered by the FCC to comply with the U. S. Supreme Court decision in the case (Broadcasting, Feb. 11), last Thursday was postponed from March 12 to April 11.

Postponement was granted by Motions Commissioner Paul A. Walker on request of M. Segal, Smith & Hennessey, representing Ashbacker Radio Corp., Louis G. Caldwell of Kirkland, Fleming, Green, Martin & Ellis, Washington attorneys for Fetzer Broadcasting Co., opposed the motion.

Ashbacker’s original application to change frequency from 1220 kc was granted and construction permit and license had been issued. Ashbacker carried the case to the Supreme Court, which ruled that the Commission cannot grant one of two mutually exclusive applications while deciding the other. WJEF is now operating under special temporary authorization.

Joy Returns to Coast

DICK JOY, co-owner of KJMY Palm Springs, Calif., and currently handling announcing duties for the NBC Sunday Afternoon Super Show, has returned to West Coast announcing duties after several months in New York. He will continue network announcing duties as well as those of station operation.

March 4, 1946 • Page 89

FREE RADIO IN JAPAN

American Effort Towards Re-educating Minds—Of Japs Reliant on Broadcasting

Radio’s role in rehabilitating the minds of the Jap citizenry was described last week in San Francisco by Brig. Gen. Gen. Dyke, chief of civil education and information in Tokyo, shortly after his arrival in the country. Formerly NBC director of advertising and sales promotion, Gen. Dyke was called to active duty in 1943 to serve with General Douglas MacArthur as chief of civil information and education and assumed his present post following VJ Day.

Three days before the formal surrender, he and his staff took over, assigning one of Radio Tokyo’s three networks to AFTRS and operating the other two with Japaneese assisted by an advisory committee of Jap citizens.

When the AFTRS programs first were aired, it was found that the Japs listened to Jack Benny and other American entertainers avidly as our foreign news, long denied Jap listeners, became the top listening item.

In operating their own networks the Jap Advisory Committee is responsible to the Civil Information and Education Office. The importance of radio is emphasized, according to Gen. Dyke, when the much-vaunted literacy myth is understood.

Percentage misleading

Although the Japs have claimed a literacy rate of 99.6%, he explained that this “becomes less impressive when you discover there are 15,000 characters in the Japaneese alphabet (lifted directly from the Chinese), that there are seven systems of writing and in order to understand the Chinese characters side writing made up of phonetics is necessary for Japanse.”

He reported that the average “educated” Jap recognizes 1,500 to 2,000 characters and the average newspaper uses 4,000. By test he said that one of every 10 Jap citizens could not even read the names of the Japanese war criminals when posted, much less translate the brief account of the crimes.

Considering this, “trying to reach such a nation, unless you can speak to it directly, as by radio, would be an impossibility.”

Before the American occupation there was little variety to Jap programming and such staples as agricultural programs, political discussion periods, and special events were excluded from the radio fare, he said. Through the introduction of agricultural and women’s programs, “farmers and women not only learn about the outside world but also about internal reforms and needs. In their own language Jap farmers understand how near the country is to starvation and how hoarding of food means death to a large portion of the population.”

Gardner Cowles Dies on Birthday

Gardner Cowles Sr., founder of the Des Moines Register & Tribune, died Thursday on his 85th birthday, Father of Gardner Jr. and John, he encouraged his sons to expand their operations into radio in 1931, with the founding of Iowa Broadcasting System, comprising KSO-KRT Des Moines and WMT Waterloo-Cedar Rapids. These comparatively modest holdings have grown into Cowles Broadcasting Co., comprising KRT Des Moines; WNAX Sioux City-Yankton; WOL Washington, WHOM Jersey City-New York; WCOF Boston. In addition Look Magazine was founded in 1937 with Gardner Jr. as president-editor. Two years earlier Gardner Jr. combined with his brother John in purchasing the Minneapolis Star.

Starting as a country lawyer, Mr. Cowles entered newspaper field in 1908, eventually acquiring all of newspaper properties in Des Moines which he merged into the Register and Tribune, Born Feb. 28, 1881 in Okalossa, Ia., he was graduated from Iowa Wesleyan College in 1882 and received his M.A. in 1885.

JAP NEWSPAPERS complete with radio listings explain the pleased expression of KPO-NBC San Francisco Manager John W. Elwood (l.) as he hears the details of the radio education campaign backed by Brig. Gen. Ken R. Dyke (r.)
WEST COST in fall following New York be capitalized at $250,000 and plans due to bulging enrollments. Institute and existing schools are turning them are said to want radio or electronics training.

Veterans Administration. Touse surplus Army expects to start May 1 in New York as resi-

Kirby, public relations counselor for

mert, who write soap operas for networks,

producer, who has handled AFRS C.

the Hummerts, crack radio writing

WBIR Knoxville) for $250,000.

pointing out that picture had

Wanger counsel also filed complaint with

in Atlanta after being banned endeavoring to have film, Scarlet Street,

Board membership

increase from 18 to 21 and Justin Miller,

such use is confined to the current period

use their BMB audience index figures, provided

BMB subscribers to authorize publications to

of Hugh Feltis, BMB president.

and Frederic Gamble, AAAA president, vice

station and network audiences total $1,096,180,

said to stockholders of record March 11.

WHERE THERE'S A WILLS THERE'S A WAY

COMMISSIONER William H. Wills of the FCC and President Truman have something in common—enough white shirts to run them thin.

in the audience heard his stage whisper.

GOV. WILLIS had occasion to swear one Mr. Wills, which pictures had been approved by Motion Picture Producers Assn. and that

MILLER at FOOD CONFERENCE

AID of broadcasting industry in carrying out food conservation plan designed to relieve starving nations was sought by President Tru-

MARCH 4, 1946

Radio

Radio News

March 4, 1946
The Texas Rangers have returned to civilian life and are ridin' down the trail into New York for personal appearances and transcription-making! Before entering the armed forces, The Texas Rangers were named America's finest western musical unit. You've heard them on coast-to-coast network radio with their own show—and with other famous stars such as Gene Autry and Johnny Mack Brown. Their transcriptions have been broadcast by scores of stations in three countries. See if the critics are not right when they say, "They're better than ever!" Tune them in for yourself Monday night (March 11, 12:05 PM EST) on the CBS origination, "Nighttime on the Trail". Then give Jimmy McConnell a ring at New York's Hotel Lincoln for availabilities as a sure-fire network program idea—tested and successful!

There is no question as to the excellence of The Texas Rangers living library of transcribed western tunes. While in New York, they will be making fresh additions to this library. Now, more than ever, you'll find that The Texas Rangers are the answer to that program problem on stations large and small. In order to improve its service to the eastern seaboard, Arthur B. Church announces the opening of an office at 475 Fifth Avenue, New York 17, New York.

Anxious to be Johnny-on-the-spot is Arthur Poppenberg, newly appointed eastern sales manager. His background qualifies him to be of valuable assistance in getting the most out of The Texas Rangers library in any part of the country. Give him a ring (Lexington 2-4991), and you'll find him "popping in" with full details and prices on The Texas Rangers living library—and other Arthur B. Church tested features.
MORE ADVERTISERS—LOCAL AND NATIONAL—BUY MORE TIME ON KLZ THAN ON ANY OTHER DENVER STATION

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

IF YOU ARE READY TO GET DOWN TO BUSINESS!

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