Haven't you sometimes heard a broadcast idea so good it made you mad you didn't think of it first? It is such ideas that trademark radio's top creative brains.

Doing things first and better labels Fort Industry Company stations leaders in their markets.

WSPD, Toledo—WAGA, Atlanta—WGBS, Miami—WWVA, Wheeling
WHIZ, Zanesville—WLOK, Lima—WMMN, Fairmont

IF IT'S A FORT INDUSTRY STATION YOU CAN BANK ON IT!
getting the job done for
a dairyman

Another story jams the service-packed WLS files

FOR FIFTEEN MONTHS, a dairyman near Bloomington, Illinois, tried to find a competent man to help him run his big, modern dairy farm.

HE ASKED NEIGHBORS, he advertised in the papers—but had to go right on doing the whole dairy-managing job himself.

THEN HE ASKED WLS if we could do anything for him. Immediately, we broadcast his letter, specifying a man with plenty of experience and the background needed to manage a big herd of 110 Holsteins.

WITHIN A MONTH, 31 replies had been received—and here is what the dairyman's letter said: "When I wrote you, I did not expect such a deluge of applications ... it is indeed a wonderful WLS service."

22 years of broadcasting SERVICE

A Clear Channel Station

CHICAGO 7

Another Yankee Partnership

WITH

Filene's

World's
Largest Specialty Store
selects
Boston's Popular Quiz

"TELLO-TEST"

WNAC - 9:15 A.M.
Monday thru Saturday

TELLO-TEST has Boston listeners rushing to encyclopedias, histories, dictionaries, almanacs and other reference sources — to find the answer before the phone rings.

Another example of Yankee Showmanship that has made WNAC first with Boston's leading stores.

Acceptance is THE YANKEE NETWORK'S Foundation

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON 15, MASSACHUSETTS

Represented Nationally by EDWARD PETRY & CO., INC.
WITH CHARLES LUCKMAN, vice president of Lever Bros., in and out of Hollywood past several weeks, report is current that Bing Crosby and Bob Hope will be teamed for weekly network show when singer’s present Kraft contract expires. Jerry Colonna, comedian, with Frances Langford, singer, would be included. Luckman formerly was president of PepsiCo, now division of Lever Bros., and sponsor of NBC Bob Hope Show.

AN OLD FAMILIAR sponsor will take over 8:15-8:30 a.m. (CWT) segment of Breakfast Club, ABC, for long-term contract effective in June.

IT’S NO SECRET that Russia is beaming scads of “newscasts” to U. S. and Britain in English, but refuses to permit British or Americans to beam news to Russia in Russian. Following current “strong comments” by former Prime Minister Churchill and Secretary of State Byrnes, it wouldn’t be surprising to see both Britain and U. S. start blasting at Russia with legitimate news—in Russian language.

DEMOCRATIC HEADQUARTERS in Washington shortly will appoint radio director for Congressional campaigns coming up this fall. Number of young hard-hitting broadcasters being considered. Best prospect is Washington station-news executive on leave of absence basis. Republicans are well fortified, having had John McCormick on job for more than a year.

A CERTAIN prominent Senator (well known to broadcasters) might have change of heart should President Truman name a certain far-westerner to succeed Paul A. Porter as Democrat on FCC.

WITH FCC flat turndown of WOV New York sale by Arde Bulova to Mester Bros., food merchants, look for prompt new deal on station sale. Watch manufacturer owns control of both WOV and WNEW and one of stations must be sold under FCC’s duopoly regulations. WOV deal with Mesters was attempt in that direction.

WEEKS before telephone strike deadline, responsible officials of AT&T were predicting strike would not occur. That was because they felt neither tempo of the times nor nature of demands warranted crippling of service. But they didn’t breathe easily until half an hour before that 6 a.m. deadline last Thursday.

FCC’S FULL meeting last Monday—first presided over by Acting Chairman Charles R. Denny Jr.—was animated by protracted discussions of purported “leaks.” These dealt largely with predictions on outcome of Washington television grants and on transfer of

(Continued on page 88)
There's but one "Cinderella" story—the glorious tale of a magic wand bringing royalty, riches, and happiness to a penniless girl. In the everyday land of consumer sales, radio's countless "Cinderella" tales have put wand waving to shame.

Nor does it take magic to put radio to work for you. Spot radio fits any budget, large or small. Shoot the works for an old seasoned product on 50 or 100 stations with announcements, a half-hour or a strip—or nurse along a new product in try-out territory as your distribution progresses.

Yes, advertisers using the stations listed here know that spot radio fits any problem—can force distribution, fit distribution, or sell an institutional idea.

REPRESENTED NATIONALLY BY

EDWARD PETRY & CO., INC.

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

THE YANKEE AND TEXAS QUALITY NETWORKS

SPOT RADIO LIST

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<thead>
<tr>
<th>Station</th>
<th>City</th>
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<tbody>
<tr>
<td>WSB</td>
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<td>WAAB</td>
<td>Worcester</td>
<td>MBS</td>
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Ketchikan... Kodiak... Juneau—synonyms for romance and adventure. These names also mean wealth and commerce. They mean Alaska, the land of unbelievably vast natural resources... Alaska, whose per capita consumption of most food products is more than twice that of the continental United States.

Alaska has produced $580,000,000 worth of gold and silver... $130,-000,000 worth of furs. Alaska has 78 billion board feet of timber in Tongas National Forest alone. Alaska's commercial fishing produces an average annual revenue of $60,000,000.

Seattle is the port through which approximately $40,000,000 worth of goods are shipped to Alaska each year. Because Alaska is not industrialized, Seattle is the chief market place for this wealthy American frontier... Seattle sells Alaska.

KIRO is the only 50,000 watt station in this rich market... it brings Columbia Programs to Seattle, Tacoma, and the prosperous surrounding country of the Pacific Northwest.
EDUCATION brings students and dollars to the NASHVILLE area!

Seventeen thousand students in 8 colleges, 4 prep schools and 28 other specialized schools help make this a quality market area for fine clothing, jewelry, cosmetics and other superior products. More than one million style and quality-conscious people in the Nashville trade area spend over 350 million dollars yearly in retail stores. This rich market will be covered for you at rates to fit your advertising budget—by WSIX.

AMERICAN MUTUAL

5,000 WATTS
980 KILOCYCLES

Represented Nationally by
THE KATZ AGENCY, INC.

WSIX GIVES ALL THREE—MARKET—COVERAGE—ECONOMY!
It happened on NBC

JANUARY 10, 1926
The blackface team of Sam 'n' Henry made its debut over a Chicago station. Sam 'n' Henry were created and portrayed by Charles J. Correll and Freeman F. Gosden and were the immediate ancestors of Amos 'n' Andy.

JANUARY 10, 1928
Amos 'n' Andy were born for radio listeners over Station WMAQ in Chicago. They made their debut on the NBC Network under the sponsorship of the Pepsodent Company on August 19, 1929.

MARCH, 1930
The New York Telephone Company conducted a scholarly survey which proved that rows of telephone operators all over the country were practically idle from 7 to 7:15 PM—Amos 'n' Andy Time. Heretofore this had been a busy telephone period with families planning their evening's activities over the phone.

"Firsts" fall over each other when the accomplishments of Amos 'n' Andy are compiled. Theirs was the first five-nights-a-week dramatic show on the air. They were the first coast-to-coast radio sensation and the first radio artists almost to disrupt the habits of a nation when their broadcast time was shifted. They were the first radio stars to create imaginary characters so real to listeners that they have taken permanent places as living figures in American folklore. Lightnin', Brother Crawford, Kingfish and Madame Queen are genuine Americana.

The saga of Amos 'n' Andy has no parallel in broadcasting annals. In 1926 radio programming consisted for the most part of instrumental music, solos, songs, news and talks of various natures. Radio drama was in its embryonic stage, still to be developed. With radio only five years old, Amos 'n' Andy pioneered in presenting
dramatizations of natural, believable characters. They were immediately successful. They brought for the first time to American radio the appeal of life-size human beings. They were welcomed in millions of homes as regular evening visitors. They transformed radio receivers from musical news-boxes to instruments as personal as books filled with well-loved characters.

Today, after eighteen years of broadcasting, Amos 'n' Andy shine brightly for Lever Brothers and Rinso on NBC as each Tuesday evening the nation resounds with the laughter of new friends and faithful millions.

That the story of Amos 'n' Andy happened on NBC is more than incidental. It is the happy result of two master showmen displaying their wares on the network that offers them the finest facilities, the largest audience and the friendly association of other great NBC shows.
Feature of the Week

JUST STICKING aboard a bobsled on the lightning-fast Mount Van-Hoevenberg Olympic run near Lake Placid requires ingenuity enough.

WGY Schenectady engineers left the solution of that problem to Howard Tupper, WGY sportscaster who wanted to broadcast a bobsled view of the run’s twists and turns. But they did devise a special microphone mounting that left him both hands free for holding on.

Engineers Solved Problem

The problem was to bring the microphone close to the broadcaster’s mouth and at the same time permit it to sway with the head of the speaker. It was also important that the voice level be higher than the noise of the ice-pounding bobsled runners and the rush of the wind as the sled careened at mile-a-minute speed.

The station’s engineers solved the problem by combining the mike mounting with a crash helmet, a standard piece of headgear for bobsled racers, who can never be sure when a bobsled may leave the run for an excursion into the bordering forest. Three racing sleds, each with a four-man crew, crashed during this winter’s racing.

When “Tup” climbed aboard a sled for his broadcast on Feb. 23, he was wearing the helmet-mounted mike and carrying a pack transmitter—itself no light load on the tricky curves. His sled, manned by a crew of experts, made the mile in 1:14 minutes on a run where the record is 1:05.

“Tup” not only held on for the complete ride but kept up a running commentary from start to finish. And he has an electrical transcription to prove it.

Howard Tupper, WGY Schenectady sports commentator, with the special equipment used on his bobsled-run broadcast.

Sellers of Sales

FROM G-MAN to timebuyer is the trail Keith Schaffer has traveled in a short number of years. He now buys time for Erwin, Wasey & Co., New York.

Born March 26, 1917, in Madison, Kan., he attended University of Kansas, where he majored in business administration. In 1938, he received his BS.

After leaving school, Mr. Schaffer joined the Fox Midwest Theatres, Kansas City, Mo., as auditor. He remained with the organization for three years. At the end of that time, clean-cut collegiate appearing Keith became an agent for the Federal Bureau of Investigation.

After six months’ training in Washington, he was assigned to New York, where he worked on famous cases. He there assisted in the widely publicized capture of the Nazi saboteurs who landed on Long Island in 1942. Like many an ex-G-Man, Mr. Schaffer is reluctant to speak of his experiences. However, he did emphasize that the "FBI is the most efficient organization in the world."

Always interested in radio, Mr. Schaffer decided to take a more active hand in the medium. Early in 1945 he joined Erwin, Wasey & Co. as timebuyer. In that capacity, he is responsible for approximately four to five million dollars worth of billing. He buys time for the following accounts: Kremlin Hair Tonic, Carnation Milk, Musterol, Pertussin, Larvex, Forhans toothpaste, Consolidated Cigar and Johnson’s Wax (in foreign countries only) and Lydia Pinkham Pills.

The Schaffers have been married for the past five years. They have a daughter, Karen Sue, two years old.

They reside at Elmhurst, Long Island, but are looking for an apartment in New York. The search for the latter has been going on for the past two years, Mr. Schaffer ruefully admitted.

His hobbies include hunting, swimming and tennis.

Keith Schaffer, WGY Schenectady's hard-working timebuyer.
Gleam Shampoo Proves It!......

90% sales increase in just ten weeks! That's the sales record set by Gleam Shampoo in America's Fourth Largest Market! The medium? WAAT of course! The program? "Requestfully Yours"—the participating program of dramatic results, conducted by Paul Brenner who plays records and sets them! *Since April 1943 the makers of Gleam Shampoo have used New Jersey's First Station—because they know:

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

Do you realize this market contains over 3½ million people; more than these 14 cities combined: Kansas City, Indianapolis, Rochester, Denver, Atlanta, Toledo, Omaha, Syracuse, Richmond, Hartford, Des Moines, Spokane, Fort Wayne.

*(National Representatives: Radio Advertising Co.)

"DOLLAR FOR DOLLAR NEW JERSEY'S BEST RADIO BUY"
Cincinnati

WSAI

A GOOD NATIONAL SPOT!

A Marshall Field Station

Representatives: Lewis H. Avery, Inc.
NEW YORK

CHICAGO
Cover the West's Richest Per Capita Farm Market With

Total Agricultural Income in KPRO's Service Area

$206,336,905

Riverside County ........................................ $64,330,539
San Bernardino County ................................... 82,574,066
(Orange and Los Angeles Counties .................. 59,432,300

Based on Eastern portions in KPRO Service area

All figures given above are based on 1944 statistics released by Broadcasting Corp. of America Stations Cover Southern California's Rich Farm Markets

$71,000,000 FARM INCOME IN IMPERIAL VALLEY IN 1945

KPRO - Riverside and San Bernardino
Covering "The Valley of Paradise"

KROP - Brawley and El Centro
Covering "The Imperial Valley"

Here's the kind of a market sales managers dream about. A valley with the highest per capita farm income in the West—a valley entirely surrounded by high mountains making the reception of the majority of outside stations difficult—a valley with only one regional radio station, KPRO, dedicated to serving Valley of Paradise farmers and programmed with their interests in mind. Your time reservation on KPRO is your guarantee of sales in the Valley of Paradise.

Broadcasting Corp. of America Stations Cover Southern California's Rich Farm Markets

$71,000,000 FARM INCOME IN IMPERIAL VALLEY IN 1945

KPRO - Riverside and San Bernardino
Covering "The Valley of Paradise"

KROP - Brawley and El Centro
Covering "The Imperial Valley"
A LITTLE EXTRA EFFORT

FREQUENTLY GETS A BIG RESULT!

Despite all the evidence to the contrary, it's downright funny how many people think that top success can be achieved without top work, top effort.

Not so at F&P. We've seen too many cases where the last 5% of over-time work was just as important as the first 95% of "straight time." And not even one of our eighteen good men is a clock-watcher.

F&P knows that "E" stands for effort as well as for excellence. You'll be doing us a favor to let us be helpful in any way you can find. What can we do for you right now?

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

EXCLUSIVE REPRESENTATIVES:

ALBUQUERQUE  KOB
BALTIMORE      WCBM
BROWNSVILLE   KVAP
BUFFALO        WGR-WKBW
CHARLESTON, S.C. WSGC
CINCINNATI     WCKY
COLUMBIA, S.C.  WIS
CORPUS CHRISTI KRIS
DAVENPORT      WOC
DES MOINES     WHO
DULUTH        KDAL
FARGO         WDAY
HOUSTON       KXIZ
INDIANAPOLIS  WISH
KANSAS CITY   KMBC
LOUISVILLE      WAVE
MINNEAPOLIS-ST. PAUL WTCN
OKLAHOMA CITY KOMA
PEORIA-TUSCOLA  WMBD-WDZ
PORTLAND      KQIN
Raleigh        WPFT
ROANOKE        WOBI
ST. LOUIS      KSD
SEATTLE       KIRO
SHENANDOAH     KMA
SYRACUSE       WFLB
TULSA          KTUL

and WRIGHT-SONOVEX, Inc.
FCC Hits Programs; NAB Strikes Back

‘Commercialism’ Attacked in New Standards

By ROBERT K. RICHARDS

(Text of summary on page 71)

THE FEDERAL government is going into the radio program business. Protestations that this is not true are sprinkled throughout a 139-page report on “Public Service Responsibility of Broadcast Licensees” issued by the FCC last Thursday. But there can be no firmer proof of the fact than the paradox that it takes 139 pages to deny it.

Pledged by Porter

This is the report which was pledged to broadcasters March 12, 1946 by Paul A. Porter, then newly-appointed FCC chairman, when he said: “We have under consideration at the present time a procedure whereby promises of (program plans) will be compared with performance.”

The report opens with 20 pages devoted to a review of five specific cases in which broadcasting licensees failed, in performance, to live up to the program promises they made in applications. This is pursued by six pages in which the Commission sets forth its jurisdiction in program matters; 19 pages of general discussion concerning sustaining programs, local live programs, public issues and advertising; followed by a two-page essay on economic aspects and a ten-page appendage entitled “Summary and Conclusions.”

This latter is subdivided into a drum-beating discourse which urges upon the public and the press its bounden duty to exercise the devil of commercialism from broadcasting; and a tightly written charter in which the Commission outlines its intention to emphasize program review, adding a few curious sentences in which it disclaims any right to do so.

The report generally was accepted by broadcasters as notice to the industry that the FCC was going to enter the program advisory field. This despite an acknowledgment within the report that “affirmative improvement of program service must be the result primarily of other forces (than the FCC).” No mention is made about a “negative” approach toward improvement.

It is widely thought, too, that the broadcasters themselves can accept the trend as sauce from their own apples. Some stations do program unwisely; some are overcommercial; some have not observed their pledges as applicants. The issue involved did not seem to be the logic of some of the FCC contentions, but the Commission’s propriety in making them.

Under the Commission’s program of future policy, the body will give “particular consideration” to four program service categories which it considers relevant to the public interest. These are:

(1) The carrying of sustaining programs, including network sustaining programs, with particular reference to the retention by licensees of a proper discretion and responsibility for maintaining a well-balanced program structure;

(2) The carrying of local live programs;

(3) The carrying of programs devoted to the discussion of public issues;

(4) The elimination of advertising excesses.”

These are standards by which the Commission, in reviewing applications for renewals, transfers and new facilities, will measure performance “in the public interest, convenience and necessity.” It is acknowledged to be the first approach that has been made in two decades to a definition of that elusive phraseology in the law.

To facilitate its measurement of

(Continued on page 70)

May Urge Sen. White to Take FCC Post

Framer of Radio Law Possible Successor To Gov. Wills

By SOL TAISHOFF

AWARE of the work load facing the crippled FCC, President Truman is expected to act this week in filling at least one of the two vacancies created by the transfer of Chairman Paul A. Porter to the OPA and the sudden death last Wednesday of Commissioner William H. Wills.

A move spontaneously developed in Congressional quarters for the drafting of Sen. Wallace H. White Jr., of Maine, the minority leader and framer of the radio law, for the Republican vacancy. A veteran of more than 25 years in the House and Senate, Sen. White through his Congressional career has been the best-informed legislator on radio and communications subjects. The growing importance of communications in domestic and world affairs, according to Congressional informants, would warrant such a high level appointment and would make for greater cooperation between Congress and the FCC.

It was not known, however, whether the distinguished Maine legislator, who is 68, would accept the appointment if proffered. With both a Democratic and Republican vacancy existing, it was thought in responsible quarters that the President might move swiftly to avert the inevitable flood of endorsements of candidates. A half-dozen names were heard, emanating from both Congressional and “downtown” sources.

In addition to Sen. White, here are the names being mentioned: J. Burke Clements, Democrat, chairman of the Interior and Insular Affairs Committee; Richard B. Russell, Georgia, the ranking Republican on the Senate Commerce Committee; Sen. White, here; Sen. Wallace H. White Jr., of Montana, the minority leader and former newspaperman, endorsed by Sen. Wheeler (D-Mont.), chairman of the Senate Interior Commerce Committee (BROADCASTING, Feb. 25).

T. Rosel Hyde, FCC general counsel, whose candidacy had been espoused on two past occasions when vacancies existed. He is a Republican from Utah.

Commodore E. M. Webster, communications chief of U. S. Coast Guard, on leave from FCC, where he served as assistant chief engineer from 1938 until the war. A native of Washington, D. C., Commodore Webster has never voted and is believed to be an Independent politically.

Capt. F. O. Willenbacher, USN, retired special assistant to the Director of Naval Communications, who shortly will return to inactive status. A Naval Academy graduate, he served in the Navy until 1938, when he retired at his own request. He returned (Continued on page 76)
Mr. President, Why Not Wallace White? 

BY QUIRKS of fate and fortune, the FCC today hobbles along with only five of its quota of seven members. Paul A. Porter, by presidential request, has taken over the arduous duties of OPA Administrator. Gov. William H. Wills has passed on because, in the Yankee tradition, he wouldn't shirk on the job, though he knew his heart couldn't stand the pace.

Paul Porter had given to the FCC its most enlightened direction. He was drafted for the OPA assignment just when he had the Commission running smoothly, geared to cope with its staggering work load.

We wonder whether the administration hasn't taken too lightly the job that faces the FCC. Radio is a factor of vast significance in the economic revival that should be ahead. It is no longer small business. It isn't confined to broadcast services alone. There are the common carrier aspects, international communications, safety of life services of aviation and ships and railroads, domestic radiotelegraph relays and scores of other developments made possible by the march of electronics during wartime. The late world conflict was called an electronics war. There's an electronics peace ahead.

Soon President Truman will fill the vacancies on the Commission. All in radio would like to see Paul Porter return. That is the President's clear intention—when Mr. Porter can be relieved at OPA. That will be when the OPA task is completed, perhaps months ahead.

The second vacancy is Republican. It should be filled by a strong man. There will be numerous candidates, some qualified, others merely politically bent. There should be no politically expedient appointments to the FCC. Its work is too intricate and too important.

We think a man of the stature, background and experience of Senator Wallace H. White Jr., of Maine, should be importuned by the President to accept the appointment. We have not talked with Senator White. We do not know that he could be persuaded to accept. He is now the minority leader of the Senate. He has a more intimate knowledge of radio and communications than any man who has served in Congress. He framed the Radio Act of 1927, which is substantially the law which governs radio today. He has repeatedly urged revision of that Act in an effort to have the law keep pace with the art.

White

(Continued from page 15)

to active duty in 1939 in communications. He is a lifelong Republican.

George P. Adair, chief engineer of the FCC since 1944 and assistant chief engineer in charge of broadcasting the preceding three years. 42 years old, he is a native of Texas and a Democrat.

Col. Telford Taylor, Democrat, former FCC general counsel, now on the staff of Associate Justice Jackson in prosecuting the Nazi war criminals in Nuremberg. He is on temporary duty in Washington; he was born in Schenectady the 1908 year before joining the FCC in 1940 as general counsel had served both as head of the Claims Division of the Dept. of Justice and as assistant solicitor of the Dept. of the Interior.

There was also conversation in radio circles of the possible reappointment of former Commissioner Norman S. Case, Rhode Island Republican, who was succeeded last July by Gov. Wills. Gov. Case now is in law practice in Washington. It was doubted whether he would be receptive to such an appointment. Purely on political grounds Sen. Green (D-R.I.), a political adversary, had strongly opposed Gov. Case's reappointment at the time his term expired last year.

When President Truman formally announced Mr. Porter's selection as OPA director last month, it was indicated that the FCC chairmanship would be kept open. For that reason Commissioner Charles R. Denny Jr. was named acting chairman, looking to the day of Mr. Porter's return. Sen. Wheeler, however, had urged Mr. Porter's resignation from the FCC, questioning both the legality and the wisdom of keeping the position open. Mr. Porter subsequently resigned. President Truman at his conference Feb. 21, when asked whether he would fill the Porter vacancy, said he did not plan to do so immediately.

Revive Talk

Gov. Wills' death, however, revived administration talk of filling both vacancies. Should that be done, a permanent chairman also unquestionably would be named. This selection would depend largely upon the caliber of the new Democratic member. Mr. Denny, despite his 33 years, is highly regarded and would have the endorsement of Mr. Porter for the permanent chairmanship.

Appointment of another engineer to the Commission, to flank Commissioner E. K. Jett, its only technical member, has been urged. Falling in that category would be Commodore Webster, Mr. Adair and Capt. Willenbuchar. The latter, while not an engineer, served as communications officer on several tours while on active naval duty and is familiar with problems of allocation and regulation. He also was the Navy's legal member on the Board of War Communications.

The Wills vacancy is for the term which expires June 30, 1951. The Porter term would have run until 1949. Filling of these vacancies would be for the unexpired terms. The term of Commissioner Paul A. Walker, Oklahoma Democrat, would expire on June 30 of this year. His reappointment for another seven-year term is predicted. He is the only charter member of the FCC, having served continuously since its creation in 1934.

Auguring for filling of both vacancies, it was thought, is the fact that a six-member commission can hardly become deadlocked. This, it is understood, has happened in several recent cases.

FCC Action Stories

MAINTAINING its accelerated pace, FCC last week gave through another bumper crop of actions. Story and page index below:

FCC Defines Service Responsibility 15
Capital Video Grants 17
Washington FM Hearings Today 20
Report on FM Allocation Stand 36
WRLS, WLVA Channel Exchange Weighed 38
WCJW, WBOX Appealed 40
Six Get Power Increases 74
WIND Transfer to "Chicago News" 77
Fifteen AM Station Grants 78
KPY Petitions on Cuba 79
WCAM-WTNJ Cases Reopened 84
Hammond, Ind., Construction Permit Denied 85
Seven More Conditional FM Grants 85

CBS Case to NLRB

CASE in which unions are bidding for representation of CBS white collar workers heard before the New York Labor Relations Board last January [Broadcasting, Jan. 29] was transferred last Wednesday to the National Labor Relations Board in Washington.

Drawing for Broadcasting by Sid Hix

"He hasn't been able to get the Green Hornet since I sprayed the place with DDT!"
KDKA, WNAX, Thomas duPont Winners

Radio's Top Prizes Are Given Out In New York

THE FOURTH ANNUAL duPont awards for achievement in broadcasting, radio's equivalent of journalism's Pulitzer Prizes, last week were presented to KDKA Pittsburgh, WNAX Yankton, S. D., and Lowell Thomas, NBC commentator-reporter.

The three winners received the $1,000 awards at a dinner given by the Alfred I. duPont Radio Awards Foundation at the St. Regis Hotel, New York, Saturday night. The ceremonies were broadcast by ABC from 10:30 to 11 p.m. Mark Woods, president of ABC, introduced the program.

Present to accept the awards on behalf of the stations were A. W. Robertson, chairman of the board of Westinghouse Electric Co., owner of KDKA, and Gardner Cowles Jr., president of Cowles Broadcasting Co., owner of WNAX. Mr. Thomas was also present.

Given Annually

DuPont awards are given annually to two stations, one of greater than 5,000 w power and the other to one of 5,000 w or less, "for outstanding and meritorious service in encouraging, fostering, promoting and developing American ideals of freedom and for loyal and devoted service to the nation and to the communities served by these stations respectively."

The annual award to a commentator-reporter is confined to citizens of the U. S., and is "in recognition of distinguished and meritorious performance of public service by aggressive, consistently excellent and accurate gathering and reporting of news by radio and the presentation of expert, informed, and reliable interpretation of news and opinion for the encouragement of unity, integrity, independence and public service through the medium of radio."

Mr. Thomas, who will be 54 next April 6, has been winning popularity awards as a news commentator for many years. As head of a mission appointed by President Wilson to prepare a historical review of World War I, he saw service with various fighting groups throughout the area of battle. He has been broadcasting since 1925, and has a current series heard Monday through Friday on NBC at 6:45 p.m. for the Sun Oil Co.

Although no specific mention of special programming is made in the awards, it is generally agreed that the outstanding effort of KDKA in 1945 was on public service programs; and of WNAX, its Typical Midwest Farmer activity. The Typical Midwest Farmer selection was made by WNAX for the third successive year. The plan was originated by Jack Paige, former production director of the station, now with Cowles' station WOL Washington as publicity and special events director. Jim Allen currently is promotion director of WNAX.

The Typical Midwest Farmer is selected annually by nominations solicited from county agricultural agents and newspaper editors. There are 5,500 to 8,000 nominations from five states. These nominations are studied, sifted and a final selection of one from each station among the extension editors of the five state colleges.

Dossiers on the final five, without their identity noted, are submitted to a jury of public office holders, including five governors and others, and the winner is named. The Yankton station long has emphasized its farm programming; its transmitting tower, the highest in the world, bears a bronze plaque noting its dedication to the "Midwest Farmer" for his service in the Food for Victory Campaign.

KDKA Public Service

KDKA's award doubtless was based on a series of public service features which highlighted its schedule in 1945. Among these were programs in five categories: Educational, news for youth, music for youngsters, scientific and a series (Continued on page 78)

WMAL, WOR, NBC Get Capital Video

Last Channel Will Go Either to Philco Or Du Mont

DEPARTING from its traditional method of deciding hearing cases, the FCC last Thursday proposed to assign three of the four available television channels in Washington to Evening Star Broadcasting Co. (WMAL), Bamberger Broadcasting Co. (WOR), and NBC but deferred its determination of the fourth applicant until the conclusion of oral arguments.

The Commission said it was unable to make a choice between Philco Products Inc. and Allen B. Du Mont Labs Inc. for the final channel and would therefore withhold decision until the applicants present their arguments. The remaining applicant, Capital Broadcasting Co. (WWDC), was rejected as lacking necessary financial qualifications and television experience.

First Postwar Video

The proposed decision was the first to be issued on postwar television. A hearing schedule covering 72 applications for stations in all cities where requests for facilities exceed frequencies is expected to be issued this week. Conditional grants will soon be made from among the remaining 66 applications.

Following the Commission's decision, Frank M. Russell, NBC vice president in charge of the Washington office, announced that the network will immediately prosecute its plans for a television station in the Nation's Capital. The Washington station, if approved, will be under the direct supervision of Carlton Smith, general manager of WRC.

Theodore C. Streibert, president of WOR, said the Bamberger Co. was "extremely gratified to be awarded the opportunity to render service to the Nation's Capital and to originate important national programs from there." He declared the transmitter site owned by the company is the highest spot within Washington and will permit erection of a 300-foot antenna tower.

S. H. Kauffmann, president of The Evening Star Broadcasting Co., declared: "The proposed decision of the FCC has presented us with a rare and gratifying challenge which we hope to meet in the near future by offering the television audience of the Nation's Capital the best possible service available. Arrangements have already been made for the construction of a television transmitter and studio on the grounds of American University, a site which will provide a most excellent signal for reception in the Washington area. The association with the University will lend a valuable cultural flavor to our programming which will assist us to serve better the public interest. Operations will later originate in most part from a new radio and television center in the downtown section of Washington, plans for which have already been announced."

Questions Considered

Questions of local residence, financial qualifications, television experience, transmitter site, proposed coverage, network plans, and identification with broadcasting entered into the Commission's decision. Expressing its opinion that preference should be given local interests, other factors being equal, the Commission concluded that the Evening Star should be given a permit on this determining consideration.

In addition to being the only local interest in the proceedings, the Commission said, the Star has selected a satisfactory transmitter site, has made extensive plans for studios and is well equipped financially to construct and operate a station. While it has had no ex-

(Continued on page 76)
Hundreds Pay Homage to Comr. Wills

Wakefield Represents Commissioners at Final Rites

HUNDREDS OF FRIENDS of William H. Wills, among them Commissioner Ray C. Wakefield representing the FCC, crowded into St. Peter's Episcopal Church in Bennington, Vt., last Friday to pay final homage to the late Commissioner.

Wartime Governor of Vermont, his adopted state; a former Vermont state legislator and lieutenant governor, and finally a member of the FCC, he was eulogized in the church which he served as a junior warden.

Governor Wills died in his room in the Bryant Hotel, Brockton, Mass., at 1 a.m. Wednesday. He had been a member of the FCC since July 23, 1945 and had served that agency diligently despite the frail health which finally claimed him. Governor Wills had spent the day preceding his death conducting hearings.

At death, he was 63. He had been in public life since 1929. He had served Vermont as Governor from 1941 to 1948, and had been praised by the late Wendell Willkie as "representative of the finest progressive elements of the Republican Party."

Commission Adjourns

Within a few hours of his death, his colleagues at the FCC met, were informed of the tragedy by Acting Chairman Charles R. Denny and adopted a resolution mourning his passing. The Commission adjourned out of respect until 10 a.m. Thursday, after designating Mr. Wakefield to represent it at final rites.

Mr. Wills died of a heart attack at 12:15 a.m. after he had suffered a heart attack in his Brockton hotel room. He had called Leonard Marks, former FCC aide, to Brockton representing a client at hearings, at 12:15 a.m., an hour after he had separated to go to their rooms.

Mr. Marks wanted to call a doctor as soon as he arrived in Mr. Wills' room. The Commissioner objected. "If you call a doctor, he'll want me to rest. And I have to finish up these hearings," he said. Mr. Marks called the physician nevertheless.

As the elevator bearing the doctor arrived at the floor, Commissioner Wills said: "Leonard, I'm going." He died before the physician could reach his side.

There was no time to summon Mrs. Wills, the former Hazel McLeod, whom he married in 1914. He leaves also a daughter, Mrs. Anne Pikes.

The Commission's resolution eulogizing him stated:

"In the time during which Commissioner Wills was a member of the Commission, he represented the FCC with understanding with which he applied himself to its work, and the graciousness with which he treated all who came in contact with him have earned for him the regard and affection of his fellow Commissioners, members of the Commission staff, and the communications industry."

The resolution was entered in the permanent minutes and a copy mailed to his family.

Mr. Wills, president of NAB, issued this statement: "The death of Commissioner Wills this morning represents a deep loss to the broadcasting industry. His service as a member of the FCC was shockingly short but his constructive work for the industry was known and appreciated by American broadcasters who mourn his untimely passing."

A tribute to Mr. Wills was paid by OPA Administrator Paul A. Porter, former FCC chairman. In the eight months during which the former Vermont Governor served on the Commission, Mr. Porter declared, "he speedily grasped difficult and intricate problems with which the Commission had to deal. His understanding of the problems sprang from a broad philosophy that looked to the future. He was able to make in this short time a substantial contribution to communications development. . . . We have all lost a close friend whose tolerance and energy meant much to us at the Commission."

Mr. Wills had returned from West Coast, Great West will replace Sperry Drifted Snow; in the South, General Mills' food accounts, said the sponsor's present network radio budget (NBC General Mills Hour) would not be affected, but that the "little local business" it bought would be subject to revision.

GM officials said it would continue with the same basic consumer advertising vehicles which it used in past, with only slight curtailments due to the government flour order. With respect to radio, there were only a few minor cancellations, it was announced, with stronger emphasis than ever on service in both radio and printed copy.

During the emergency, all America Enriched Flour will replace Gold Medal "Kitchen-tested"; on the West Coast, Great West will replace Sperry Drifted Snow; in the South, United Blue will replace the Red Band; in the Middle West and Southwest, King Wheat will replace... (Continued from page 88)

Curtailment of Wheat Quotas Affecting Radio Time Budgets

By FRED SAMPLE

WHEAT-BELT radio and advertising were hanging on the ropes after a blow delivered in the form of President Truman's edict against the nation's millers and brewers curtailing the 1946 quotas on wheat and its many by-products.

Hardly an agency, station, or representative doing business with beer and flour accounts had escaped the frantic retrenchment orders on the part of sponsors who simultaneously flooded Washington with protests against government regulations calling for 30 percent reductions on beer production and 80 percent extraction of wheat by manufacturers.

Heaviest hit agency was McCann-Erickson, Minneapolis, which received orders to cancel all Pillsbury Mills spot radio contracts, along with white space curtailment. Sole survivor of Pillsbury's estimated $1,000,000 budget was its CBS program Grand Central Station (Saturday, 12 noon, EST). But while ordering blanket cancellation of its account with the agency in some 60 markets, McCann-Erickson notified BROADCASTING...
Long time been around

That's the Chinese junk "Monlei" as seen when it arrived on the Atlantic Coast some time ago.

This fundamentally designed ship has been part of Chinese culture for thousands of years.

"Fundamental"...that's the word that is the answer to long enduring, successful ships...countries...businesses...radio stations!

Down here in Baltimore we've stuck to fundamental programming. We've never deviated. What we do seems as solid as can be, because W-I-T-H delivers more listeners-per-dollar-spent than any other station in this big five-station town.

W-I-T-H is the successful independent.

WITH

and the FM Station W3XMB
Baltimore, Md.

Tom Tinsley, President  •  Represented Nationally by Headley-Reed
March 11, 1946  •  Page 19
DEPT. STORES FIND RADIO PAY

James G. Gallant, of Belk-Gallant Chain,
Reports on Five Successful Years

Mr. Gallant

Radio should be a major item in the advertising plans of all department stores. That's the conclusion of James G. Gallant, head of the Belk-Gallant Co., part of the Belk chain of stores in the South, after five successful years on the air.

In this instance, small-market radio did a big-time job of appealing Belk-Gallant stores in the La Grange, Ga. area. For the third consecutive year, WLAG (La Grange, 250-w MBS affiliate), has taken the lion's share of Belk-Gallant's advertising budget for five stores in the WLAG primary coverage area.

"We can see no reason why radio shouldn't be a major item in the advertising plans of all department stores," said Mr. Gallant. "Certainly, we have had good results, and we look forward to heavy use of air time for years to come." Not all the 231 Belk stores use radio, but the five under Mr. Gallant's personal direction are thoroughly sold on broadcast advertising.

Began as Gesture

Use of radio by Belk-Gallant began as a "goodwill" gesture when WLAG started operations in early May 1941. The department stores took a "man-on-the-street" program for institutional purposes only and to help WLAG "get started." But the program brought customers to the stores immediately, and caused Mr. Gallant to think seriously about radio advertising.

When war broke out and man-on-the-street programs were banned, Belk-Gallant shifted to a one-hour daily newscast. A few months later a second 15-minute newscast was added and in 1944, at renewal time, Belk-Gallant not only renewed but contracted for 40 spot announcements weekly, took an option on Santa's Mailbag, a Christmas season broadcast and exercised it for six weeks, 30 minutes daily. Belk-Gallant has signed for the same program next Christmas.

Mail count on the Santa program for 1945 was in excess of 3,000 letters. Belk-Gallant also has the broadcast sales literally zoomed because of Kudner casts on WHN New York Mondays 10 p.m. period, moves to 7:30-7:45 for Johnson & Johnson.

Radio brings customers into the Belk-Gallant stores from miles around—further reducing the "per-sale" ad costs, according to Mr. Gallant. Mail orders frequently are received for merchandise described on WLAG.

Howard L. Hausman

GETS NEW CBS POST

HOWARD L. HAUSMAN, former senior attorney in the CBS legal department, has been named director of the newly created personnel relations department, and Fred D. Wilson, CBS vice president and treasurer, has been named director in charge of the engineering department. Previous to joining RCA Victor Division of RCA, Hausman was voted one of the three highest rated personnel relations specialists in the country.

The move, according to the announcement made by Mr. White, "is designed to enhance the efficiency and scope of personnel relations and to provide expanded service for Columbia's New York organization and its company-owned stations."

Appointment becomes effective to-day.

RCA Names Two V-Ps

D. F. SCHMITT, director of engineering of RCA Victor Division of RCA, has been elected vice president in charge of the engineering department, and Fred D. Wilson, director of personnel of the RCA Victor Division, RCA, has been elected vice president in charge of the personnel department. Previous to joining RCA in 1939, Mr. Schmitt worked as an engineer with the General Electric Co., Schenectady, and the E. T. Cunningham Co., New York. Mr. Wilson joined RCA in 1936 after nearly twenty years in the electrical appliance and radio fields.

To Use 70 Stations

CONTINENTAL OIL Co., Ponca City, Okla., has started an eighth-month spot campaign for N-Tane Gasoline and Nth motor oil, using 12-second commercial breaks 15 to 20 times a week on 70 stations in city markets throughout the country. Campaign was placed by Geyer, Cornell & Newell, New York.

FLAMM WILL SEEK WMCA WAVELENGTH

DONALD FLAMM, who 10 days ago won a verdict of $350,000 damages from Edward J. Noble (Broadcasting, March 4) to whom he sold WMCA New York in 1940, will undertake to capture WMCA's wavelength, his attorney, Philip Handelenann, announced last week.

Exact course of action which Mr. Flamm intends to pursue in his effort to recover WMCA's frequency was not disclosed. Mr. Handlennann said the case would undoubtedly go before the FCC.

Meanwhile, Mr. Noble's attorney, Franklin S. Wood, was preparing to appeal the jury's verdict, returned after more than three weeks of trial in which Mr. Flamm charged that Mr. Noble acquired WMCA from him through fraud and duress and threatened to apply political pressure to relieve him of the station if he refused to sell it.

Y & R Threatens Legal Action in 'Archer' Show

YOUNG & RUPHAM, Hollywood, last week threatened legal action to protect what the agency claims is an exclusive option for Corliss Archer series. Letterers were sent to Jack Gallant, president, Sam Jaffe Agency, Hughbert Corp., F. Hugh Herbert, program writer; Ward Wheelock Co. and Campbell Soup Co. by Y&R, serving notice that agency planned to protect its interests.

Ward Wheelock had announced placing Corliss Archer for Campbell Soup Co., Philadelphia, Sam Jaffe Agency, Hughbert Corp., F. Hugh Herbert, program writer; Ward Wheelock Co. and Campbell Soup Co. by Y&R, serving notice that agency planned to protect its interests.

Adam Signs Dempsey

ADAM Itats, New York, has signed a five-year contract with Jack Dempsey, as public relations expert and director of sports. He is an exclusive option for Corliss Archer series.

Mr. Gallant's rating was 18.6 and his share of the listening audience was 87.2.

Adam Sign Dempsey

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BANDLEADER NAMED TO WOR MUSIC POST

TOMMY DORSEY, bandleader, has been named director of popular music for WOR New York, it was announced by Theodore C. Streibert, president of WOR.

In this post Mr. Dorsey will be associated with Sylvan Levin, WOR's musical supervisor, and both musicians will work in conjunction with Norman S. Livington, WOR program director.

Leader Since 1936

Mr. Dorsey has been a band leader on his own since 1936. In music polls for the past 10 years his has been voted one of the three most popular bands in the nation. WOR has budgeted $100,000 for programming, Mr. Streibert revealed at a press conference last Tuesday. Among the new shows to be aired soon under those programming plans, will be a half hour program with Tommy Dorsey, titled "Dorsey's Playhouse." Another show starting about March 15 will be a half hour musical starring Mitzi Green of "Billion Dollar Baby" and Lawrence Brooks of "Song of Norway" in a musical program titled "Passport to Romance." Most of the money appropriated for new programs will go into musical shows, Mr. Streibert said.

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BROADCASTING • Telecasting
RCA's Dual-purpose

New RCA "image-orthicon" camera with sensitivity 100 times greater than conventional television cameras.

Camera control (left) with power supply

Duplicate camera control used for two-camera operation

Master control (left) with power supply

Shaping unit (left) and pulse unit

The average small station starts with two field cameras, two control units (one for each camera) for monitoring the pictures picked up by each camera, a master control and switching unit which contains push buttons to permit operator to select the camera pickup desired, a field synchronizing generator (shaping and pulse unit shown above) to provide standard sweep frequencies for the cameras as well as the synchronizing pulses transmitted with the video signal, and various auxiliary switching, control and audio equipments (not shown).
Portable Pickup Equipment...

a new, low-cost way to get started in Television

IF YOU PLAN to start a television station on a modest scale, you will find this equipment a real money-saver. With it you can enjoy the economies of using already prepared program material such as, baseball games, boxing and concerts—which do not require expensive rehearsals and where lighting is seldom a problem. And you can use it in place of fixed studio equipment until such time as you may want to expand your station facilities.

When used as studio equipment, the small, lightweight camera-control units can be mounted on tables or slid into console-type racks (see models) that RCA will have for this purpose. The same field cameras are used.

For remote pickup, a station wagon or light truck is used to transport the suitcase-type units to the program location. With a station wagon, the equipment is removed, carried to the program area, and connected for operation. A light truck offers greater flexibility in that the equipment can be operated from the truck if shelter is non-existent, or if brilliant illumination makes monitoring difficult. As with the station wagon, where advantageous, the equipment can be removed and set up at the program scene.

Setup can be accomplished in a short time. Quality is comparable to that obtained from standard studio equipment. Best of all, it’s easy to operate.

New Zealand Program Service Takes Exception to Radio Advertising Claims

SHARP EXCEPTION by the New Zealand government clearing house for program importations, National Broadcasting Service, has been taken to claims by the Radio Advertisers Assn. of Wellington, who contend the Service's policies are detrimental to good programming and advertising principles. Radio Advertisers Assn. previously had distributed a circular outlining alleged fallacies in the methods of NBS [BROADCASTING, Oct. 22].

James Shelley, director of broadcasting, commercial division, NBS, in a letter to BROADCASTING, defends the service and enclosed the printed form which the government agency is distributing, answering point by point Radio Advertiser Assn.'s contentions.

NBS, backing its own position of striving for better programming, has undertaken a campaign to solicit and encourage importation of programs and ideas from Australia and America.

Shelley Answers

To RAA's allegation that audiences have declined since NBS' service was placed in effect, Mr. Shelley answers: "At the same time, they (RAA) readily admit their estimate of ZB (New Zealand's designation for commercial broadcasting) audience is incapable of verification. We can only assume the statement was made in an attempt to create a feeling of distrust in the minds of the many advertisers who find the ZB stations such an advertising medium."

To RAA's contention that offering advertisers programs for ZB (commercial) use after they had already been broadcast over YA (non-commercial) stations was placing the ZB stations in a "second-run theatre" level NBS states: "General policy is to broadcast YA programmes over the ZB stations only in those centres where the programs have not previously played."

Exceptions to this policy are granted, NBS explains, where the advertiser specially requests re-playing of a certain program, even if it had been previously broadcasting on a YA station.

As for the price of programs, the government service goes on to say that "20% and more on imported cost is the recognized profit made by agencies. Importation of programs under the new scheme is based on service, not profit. This means we have been able to maintain standard rates despite the increased overseas cost trend."

To RAA's criticism that selection of programs is in the hands of two members of the Broadcasting Service, NBS replies that the two officers merely audition the shows to see if they are suitable to be played in New Zealand, the "same prerogative exercised under the policy before NBS took over."

NBS quotes figures on the importation of programs that are designed to contradict RAA's assertion that the program situation has deteriorated in the past twelve months. NBS adds: "Unfortunately, the impact of war conditions has restricted the output of programs by overseas producers, and but for this fact it would have been possible to remedy in a short time the almost negligible stock position which existed prior to this Service assuming responsibility."

When Bill Met Bill

COLLARED for a man on the street quiz by Bill Stevenson, student announcer of CJVI Vancouver, B. C., Bill Herbert of CBR Vancouver, famed ex-war correspondent and chief announcer for CBC, answered in a deadpan manner the questions of the unsuspecting Mr. Herbert. Finally, after drawing from his interviewee that he was also in radio, the story unraveled to the embarrassed Mr. Stevenson that Special Eventer Herbert was in town to cover the very rugby game carried by both CBR and CJVI that afternoon.

BRITISH MUSICIANS MAKE NEW DEMAND

BRITISH Musicians Union has notified BBC that, effective May 1st, the war-time agreement on re-broadcast of band and orchestral music will be terminated.

In 1942, the union agreed to the use of transcribed popular and classical music on BBC programs with each performing musician getting 25 shillings ($5) for each re-broadcast on the home services and a much smaller fee for re-broadcasts on the foreign and North American services. Now, says Union Secretary Dambman, many musicians are being released from the forces and need jobs. Therefore, all music over BBC will have to be "live" performances.

About 80 hours of recorded music are used each week in the BBC home programs while a greater percentage of transcription music goes out on foreign broadcasting wavelengths. Practically all regular BBC musicians are union men and most of the casual part-timers also belong to the British equivalent of "Local 802."

Veterans Return

VETERANS returning to KPFP Shenandoah, Iowas, include: Mel Eysberg, chief announcer, returned from 26 months' Pacific service; Bob Stenborg, continuity department chief, for three years with Army radio intelligence company; Johnny Dixon, singer-announcer, for three years with AFBS; Curly Dale and Zig Penkel, talent, andRewin C. Gefiler, engineer, in Navy for three years as technician.
"PERSONALITY" PROGRAM
of the PACIFIC NORTHWEST

PERSONALITIES MAKE NEWS. And today, more than ever, the Northwest abounds in Personalities!

KEX of Portland, Oregon, brings personalities to the public, five times a week, in "Northwest Today"… one of the Pacific Coast's most original news programs. Three newscasters… Don Neal, Jesse Leonard, and Paul Crain… produce this program under the direction of Bob Thomas, News Editor.

Industrialists, sports stars, showmen, statesmen… personalities in the news or making the news… reach the KEX microphone in interviews and dramatization at 4:15 P.M., Monday thru Friday. News-minded listeners in Oregon, Washington, and lower Canada make it a point to listen!

Here's a program ripe for sponsorship, in one of the nation's fastest-growing markets. The man from Paul H. Raymer Co. will be glad to show you how this program can stimulate sales in the Northwest, today!
Just recently we invited the press to a preview of full color television in the ultra-high frequencies. Of course, we had planned running an ad on the event. What we hadn’t planned was that the ad should be entirely (and glowingly) written for us. Here’s what the press says about CBS color television.

**SAYS “TIDE”**

...CBS did not overlook the increased advertising potential of color. A women’s style show, almost meaningless in monochrome, came to life in color. Even little things, like packages of cigarettes, do much better when seen in their familiar colors....

...The significance to the television industry of last week’s demonstration would be hard to overstate....

The general reaction: “THIS IS IT!”

**SAYS THE “DAILY NEWS”**

...the demonstrations prove that 3 great obstacles, once regarded by many as insuperable, have been overcome. First, CBS is able to generate sufficient power in frequencies above 300 megacycles to transmit satisfactory color images. Secondly, it modulates a 10 megacycle video band, which most authorities said could not be done. Third, it has eliminated the bothersome reflections known as “ghosts”, which have hitherto marred television pictures.

Ultra-high frequency color television, without annoying “ghost” reflections, is a reality....

**SAYS THE “WORLD-TELEGRAM”**

CBS color video, in debut, proves beautiful beyond description.

...The image is sharp, distinct and completely realistic. Dr. Goldmark has given us a magic casement, and the vistas it will open should
have a profound effect on every phase of the advertising and entertainment business, not to mention the arts, letters and sciences. It is a medium that calls for the best in all these fields.

...those who watched the CBS demonstration feel sure there will be a mad rush to buy television sets as soon as the public has a glimpse of natural color video.

SAYS THE “HERALD TRIBUNE”
There were several new things about the demonstration. The signal was being transmitted in a full 360-degree arc from the Chrysler Building, rather than in a directional beam; one transmitter was sending both sight and sound, instead of a separate transmitter being used for each; there were no multiple reflections, or “ghosts” on the viewing screen; the colors appeared real. There was clear definition in the images as well....

SAYS “TIME”
It was clearly—and colorfully—the most notable television demonstration of the year. ...

SAYS THE “WALL STREET JOURNAL”
Television in color is a lot closer than most people had believed, it was conceded over the week-end by experts in the industry....

The pictures shown by CBS were clear and the color contrasts as good as those of the best color moving pictures....

The CBS demonstration left little doubt that color television has reached the perfection of black and white....

SAYS “P.M.”
The long-awaited press showing of CBS color television demonstrated without doubt that they have achieved a dramatic refinement on image transmission....
RCA AM Units Scheduled This Month

FM by May; Strikes, Material Shortages Delay Production

STRIKES, MATERIAL shortages and attendant reconversion difficulties have delayed production of transmitter equipment—but AM units ranging from 250 w to 50 kw power will begin rolling off the lines this month.

This, at least, is indicated in a statement to Broadcasting made by executives of RCA Victor in Camden, N. J., where magazine representatives toured the vast production plants of the corporation.

“We have delivered some units already,” one official said. “These, however, were assemblies which had been ordered by the Government but remained in our stock as a result of cutbacks.”

FM transmitters in all power categories will be available in May, the same official said. The RCA report was more optimistic than had been expected. There has been some lament among broadcasters recently because many of them have been unable to get established firm delivery dates on transmitter and studio equipment.

Large Backlog

RCA acknowledges that it has a long list of orders for 250 w, 1 kw, 5 kw, and 50 kw transmitters both in AM and FM. Executives of the Engineering Products Dept. say that many of these orders are “contingent”—upon the granting of construction permits by the FCC. This “contingent order” situation and other complications incident to reconversion make it impossible for RCA to predict with any certainty how soon its present list of “orders on the books” will be satisfied. Exact plant capacity under the new unit-assembly scheme of construction which is being undertaken in the Camden factories can only be estimated roughly—and RCA officials will not hazard a guess.

At all events, if a new CP holder now places an order with RCA for a transmitter and/or studio equipment, his name will go to the bottom of this list—with no assurance as to the speed with which he will move to the top. He will know this, however: His order will not be held up by one that is marked “contingent.” These latter must be shuffled aside for the firm orders. There might be some index to delivery problems in the following, however. One broadcaster recently was offered a 5 kw transmitter which was held in surplus. The broadcaster refused it, because the FCC had not yet approved his application for power increase. Subsequently he received his power increase, but the surplus transmitter meanwhile had been sold. He was told he would have to wait about six months for a new one to be built.

This would indicate that an order placed now would, in normal circumstances, be filled six months from date—whether AM or FM.

RCA does not take such a dim view, however. Officials there believe that the stepup in production they expect when they get rolling will provide satisfactory delivery early enough for most broadcasters.

Estimates Revised

Engineering Product Dept. executives have revised their earlier estimates that television transmission equipment would be ready for delivery by mid-summer. They’re shooting for September now. The holdup will be caused, they believe, by slow delivery on some parts. RCA officials point out that they are not concerned about the two major elements which have been understood to confound most manufacturers in the transmitter field: components and labor.

“We have the components and we have no labor problem,” one official remarked.

RCA receiver factories in Indiana do not face such a bright prospect. Like other manufacturers RCA has found production schedules delayed considerably by lack of components. Wood cabinets have been scarce and this has been responsible for some delay in producing console models. In fact, according to RCA officials, only samples of receivers have been delivered to distribution outlets. This problem in the receiver field is general throughout the industry according to Bond Geddes, Executive Vice President of the Radio Manufacturers Association. During the week just past, threatened labor strikes in the East indicated further holdup in the manufacture of essential receiver tubes.

RCA is centering its manufacturing attention in transmission equipment on its new unit scale of manufacturing. In pre-war days, a broadcaster getting a power increase would find his current transmission equipment obsolete overnight. RCA is now manufacturing transmitters in unit assemblies, by

The “home” of rural buying influence in Kansas and adjoining states is WIBW. The reason is simple. We’re a farm station . . . always have been. For over 20 years, our entertainment and services have been planned to meet the interests and needs of farm and small town listeners.

WIBW is deeply entrenched in the daily lives of this five-state audience. So much so that they act on our buying suggestions. Ask any advertiser. Or better still, let us prove it with RESULTS in your sales program.

WIBW IN TOPEKA

BROADCASTING • Telecasting

Page 28 • March 11, 1946
What DID the Doctor Order?

- The modern druggist inherited several intriguing symbols that we familiarly take for granted. The most commonly used looks like a capital R crossed by an x and comes from a sign used by Roman physicians to invoke the help of the gods. The pestle and mortar and the large globes filled with colorful liquids are also trade symbols of long standing.

In radio there's a symbol that time-buyers know as the prescription for building sales in the Baltimore market. This prescription begins with the letters WCBM which mean thorough, dependable radio coverage at really economical rates. For assured results that you can take for granted, WCBM is "just what the doctor ordered."
PUBLIC SERVICE DISCUSSION with Los Angeles health and welfare agencies was attended by area station and network representatives, meeting in studios of KMPC Hollywood. Group comprised (1 to r): Arnold Marquis, NBC Hollywood writer-producer; Ed Cashman, head of his own Hollywood radio package firm; Dick Cutting, assistant director of special events and public affairs for CBS Pacific Network; Mrs. Carolyn Handel, Girl Scouts director; Carl Schlichter, Tuberculosis Assn. radio director and chairman, welfare radio committee; Venna Taylor, program director of KRKD Los Angeles; C. G. Renier, KMPC program director.

Twelve Applicants In Hearing Today For D.C.’s FM Channels

WITH 12 APPLICANTS competing for 11 available channels in the Nation’s Capital, the first hearings on FM begin today (Monday) before the FCC. Proceedings start at 10 a.m. in Commerce Dept. Auditorium, Washington.

Three of the original 15 applicants withdrew from the field last week. Eleanor Patterson, publisher of the Washington Times-Herald, petitioned for dismissal on the ground she would be unable to be present at the proceedings. The Crosley Corp. (WLW Cincinnati) dropped out because of “other developments in connection with the petitioner’s radio activities.” FM Developmental Foundation, headed by Edwin H. Armstrong, withdrew but gave no reason.

To speed up procedure for taking testimony at the Washington proceedings, a pre-hearing conference was held Thursday at the Commission with counsel for the various applicants. A similar conference was held the same day in connection with the FM hearings to be held in Boston April 2.

A Commission official said that the Washington hearings, aside from setting a pattern for FM proceedings, will be important in showing what newcomers propose to offer in radio programming. Four of the 12 applicants are new to station management although one has experience in programming.

Lengthy Proceedings

It was estimated the hearings would require two weeks, despite efforts to eliminate all but relevant data. The record achieved by former chairman Paul A. Porter in hearing the six Washington television applications in three days [Broadcasting, Jan. 28] could not be approached in the FM proceedings, it was explained, as a number of the FM applicants are unknown to the Commission and more time would therefore be required.


Navy Veterans

Mid-Coastal Broadcasting Co. is owned largely by J. V. Cosman (49%), chief owner of WPAT Patterson, N. J., and Joel S. Kaufmann (49%), treasurer of Kay Associates Inc., a jewelry chain. Both men were lieutenant commanders in the Navy. Metropolitan Broadcasting Corp. is composed of 21 Washington business and professional men who have also applied for a standard daytime station.

Potomac Broadcasting Cooperative, formed by about 10 Washington cooperative enterprises, is headed by Herbert S. Wood, a retired government official. Other officers, all government employees, are Dayton W. Hull, Jane Bratcher and C. Edward Behre. The group plans to emphasize educational and cultural subjects.

Theodore Granik, founder and moderator of the American Forum of the Air (Mutual), oldest forum program on the air, is also applying for an FM station. He plans to devote a large part of the station’s schedule to public affairs.

Last of the applicants to enter the field is Chesapeake Broadcasting Co., composed of A. B. Curtis (26.39%), A. K. Porter (14.9%), L. L. Altmann (26.39%), and Howard W. Berry (14.9%).

Page 30 • March 11, 1946
That's What I Like About the SOUTH...

WCOA... Because the service and consideration your business will get is as refreshing as a tall, cool mint julep... spiced with courtesy, plus extra attention as the most important ingredient—adds up to buying time, on Southern WCOA, Pensacola, Florida.

WJHP... The friendliest spot on your dial, where you'll find every member of the staff ready to work with you and your product. As pleasant as the tropical heat of the Florida sun, is the welcome you'll find at WJHP, Jacksonville, Florida.

WTMC... A tasty arrangement in a schedule that's full of satisfied clients, is what you'll buy at WTMC. Programs that are hot off the entertainment griddle will sell your product, arrangements made by the master mixers of selling logic and entertaining skill. Yours at WTMC, Ocala, Florida.

WDLP... Where every show is a gem, every program crowded with stars that shine as brightly as the stars in the tropical Florida sky. Tie your business to the fast moving broadcasting comet that's heading straight for continued success. WDLP, Panama City, Florida.

Represented Nationally By:

JOHN H. PERRY ASSOCIATES

John H. Perry Associates

John H. Perry, Jr., Vice-Pres.
WJHP WCOA WDLP WTMC
North Carolina farmers aren't refugees from "Tobacco Road." North Carolina alone produces 23.9% of the total value of all principal crops raised in all nine other Southern states, combined. According to 1945 Sales Management estimates, gross farm dollars in North Carolina exceed 635 millions, more than doubling the average for all nine other Southern states, and outranking the next Southern state by more than 250 million dollars. Isn't this the kind of prosperity that you're looking for? 

**WPORT Opens March 18; Keith Field Is Manager**

KEITH FIELD, former commercial manager of WHEB Portsmouth, N. H., has taken over duties as manager of WPORT, new station at Portland, Me., and is completing staff arrangements for the station's initial broadcasts March 18.

Don Bell and William Mullen, discharged from armed service, have joined the station's sales department. WPORT will operate full-time on 1450 kc with 250 w, and will be affiliated with ABC.

**Decca Dividend**

QUARTERLY dividend of 30c per share on capital stock of Decca Records, payable March 30 to stockholders of record March 16, has been declared by directors of the company.

**NBC Affiliates Discuss Effect of Television, FM on Future**

BROADCASTING's future, with television and FM at hand, was chief discussion topic at a three-day session of NBC affiliated and managed and owned stations at the Waldorf-Astoria, New York, last week. It was the network's first 1946 stations meeting. Other conferences were WHAM: WRAW: WEZ to be held the next month in Atlanta, Fort Worth, Chicago, and Los Angeles.

Representatives of more than 50 stations heard President Nilse Trammell and other NBC executives discuss all aspects of network and station operations, with Mr. Trammell concluding the conference Wednesday with a talk on "Broadcasting of the Future—Television and FM." All sessions were closed.

**Meeting Speakers**

Among featured speakers at the meeting were: Roy C. Witmer, vice president, who discussed the network's search for new talent; William F. Brooks, director of news and international relations, on NBC's peacetime programming; Frank E. Mul- len, vice president and general manager, discussing cooperation between the network and its affiliates; Clarence L. Menser, vice president in charge of programs, on NBC's peacetime programming and the network's search for new talent; William F. Brooks, director of news and international relations, discussing the change in news policies caused by the end of the war; Sydney H. Eiges, manager of the Press Dept., on radio publicity technique. Clair R. McCollough, chairman of the NBC Stations Planning & Advisory Committee, presided.

Last day of the session was devoted mostly to future planning and to discussions of the course which broadcasting may be expected to take with application of new developments such as television and FM.

Robert E. Shelby, director of technical development, and Nor- man E. Kersta, manager of NBC's Television Dept., were featured speakers.

Among the meeting were: Paul Alger, WTTM; Elwood And- erson, WEST; Jack S. Atwood, WRDO; Harry Bannister, WJL; Walter A. Bowry Jr., WMGB; Tru- man E. Kersta, manager of WHER; Karl W. Burke, WIFB; A. O. Coggershall, WGY; J. B. Conley, Westinghouse Radio Stations; Charles E. Denny, WERC; Victor C. Diehm, WAZL; E. E. Eschelman Jr., Mason-Dixon Radio Group; William Fay, WHAM; Kenneth J. Gardner, WHAM; Raymond A. Gaul, WRAW; Mahlon A. Glascok, WBZ; Edward E. Guernsey, WLBZ; Robert Gulick, Mason-Dixon Radio Group; Kolin Hager, WGY; Wilbur M. Havers, WMGB; John T. Hopkins 3d, WJAX.

Walter Johnson, WTN; George E. Joy, WRAK; George F. Kelley, WWSH; John Koepl, Fort Indus- try Co.; A. G. MacDonald, WGY; J. Wright Mackey, WRA; R. H. Mannon, WHAM; J. E. Mathiot, Mason-Dixon Radio Group; Clair R. McCollough, Mason-Dixon Radio Group; T. W. Metger, WMBF; Harold E. Miller, WOR; Walter O. Miller, WGAL; Paul W. Moore, WTIC; C. G. Moss, WKBO; B. B. Musselman, WSN; Gerard P. O'Connor, WERC; Leonard J. Patricelli, WTIC.

W. V. Person, WRAK; J. C. Tully, WUP; William H. Rines, WWSH; B. J. Rowan, WGY; B. W. Sennett, WERC; W. C. Swardright, WBCA; Robert L. Stoddard, KOH; Thomas V. Taft, WEND; Dale Taylor, WEND; Robert Thompson, WBEN; Roy Thomp- son, WFBG; Harold Thoms, WISE; J. C. Tully, WTN; E. R. Vade- boncouer, WSNB; J. Gorman Walsh, WDEL; F. A. Wellman, WTTM; Elmer H. Wene, WTTM; Wilfred M. Wood, WMGB; Jacob A. Young, WERC.

**Trick of the Week**

WHEN they need an apartment, listeners of WBIG Greensboro, N.C., turn to Bob (The Groaner) Jones, who conducts WBIG's early-morn- ing Groans by Jones. In less than 15 minutes on the air he found an apartment for a chaplain at the Army Air Base at Greensboro, and he's matched this performance for a number of newcomers. Tri- bute to his help was paid by a real estate man, through two women who asked his assistance and reported: "The real estate agent told us there isn't a vacant apartment in town but to come to you—that you'd find one anyhow."
Kelly calls 'em as he PLAYS 'em

It happened in Bhamo, Burma, but there was Brooklyn in the air. Two 10th Air Force baseball teams were slugging it out and the busiest man on the field was Long (6'7") Gene Kelly. For, with a microphone strapped to his chest, T/Sgt. Kelly, an ex-pro ball player, was not only playing a fancy first base, but was also giving a play-by-play broadcast of the game—to our knowledge the only time this feat has ever been accomplished.

Out of the army now, Gene Kelly has joined the growing talent staff of Indianapolis' fastest-growing radio station— WIBC. Here, his exceptional versatility and resourcefulness... his gift for ad libbing and his knack for handling and mixing with crowds... have established him as a favorite announcer of special events.

Sponsored by one of Indianapolis' largest stores, Kelly is now winning thousands of followers in the rich Indiana market with his play-by-play account of this week's finals of Hoosierland's famed high school basketball tournament... is making friends with many more listeners through his popular "G. I. Talks It Over" which is heard Mondays through Fridays at 9:45 P.M. over WIBC.*

*Gene Kelly is but one of many live talent stars at WIBC. All of them are "alive to your commercial objective"... and somewhere among them you will find just the talent and just the show which—heamed over the low frequency (1070 kc.) and clear channel of WIBC—will assure you of maximum coverage and maximum returns on your radio dollar. Why not talk it over today with your John Blair man?

JOHN BLAIR & COMPANY • National Representatives

OWNED AND OPERATED BY
THE INDIANAPOLIS NEWS
WIBC
MUTUAL OUTLET IN INDIANAPOLIS
Third Annual AWD Meeting Begins in New York Friday

WOMEN’s responsibility in communicative arts and in developing informed public opinion will highlight the third annual three-day conference of the NAB Association of Women Directors, opening Friday at the Hotel Roosevelt, New York.

Awards to four women in fields of communication other than radio will be presented to Mrs. Anne O’Hare McCormick, New York Times, representing the newspaper field; Mrs. Bruce Gould, Ladies Home Journal, for magazines; Helen Hayes, theatre; Madeleine Carroll, motion pictures.

Principal speakers at a Saturday luncheon will be Lt. Gen. James H. Doolittle and Francis H. Russell, chief, Division of Public Liaison, State Dept. Alma Kitchell, commentator of WJZ New York, AWD president, will preside. Dorothy Lewis, NAB coordinator of listener activity, will keynote the event with the address, "Hungry for Hope." NAB President Justin Miller will extend greetings on behalf of industry.

Advance registration indicates that some 600 will attend. Following is the schedule:

Friday, March 15
OPENING SESSION: Henrick Hudson Room, Hotel Roosevelt, President Alma Kitchell presiding. Discussions by Frank E. Peltz, NAB director of broadcast advertising, and Linnce Nelson, chief traffic director, Thomeson Co.
AFTERNOON: Guests of Good Housekeeping Institute.
COCKTAILS: Diamond Cocktail Party and exhibit at Park Lane, guests of N. W. Ayer & Son.
Saturday, March 16
10-12 a.m.-12:30 p.m., Henrick Hudson Room, Hotel Roosevelt, President Alma Kitchell presiding; theme, "How Does Radio Sell Ideas?"
Introduction of service organization representatives.
Address: Fannie Hurst, author. Panel Discussion: Dr. Lyman Bryson, CBS consultant on education, moderator; participants—Lulu Sergie, ABC and WQXR; Mary Margaret McBride, WRAP-NBC; Don Mildred Thompson, Vassar College, MBS; Marjorie Husted, General Mills; Ezra Maxwell, MBS; Gertrude Berg, author and star, "Rise of the Goldenberg." LUNCH: Waldorf-Astoria, guests of Millinery Fashion Bureau.
AFTERNOON SESSION: 1 p.m., Grand Ballroom, Hotel Roosevelt, President Alma Kitchell presiding.
Hugh C. Ernst Sr.
HUGH C. ERNST Sr., 62, continuity director of KBEC Austin, Tex., died March 2 as the result of an auto accident in which he was injured six years ago. Mrs. Ernst was killed in the accident. Mr. Ernst was previously manager of the talent division for NBC in New York and Chicago, later becoming wholesale distributor of transcription and sets. Burial was last Monday. He is survived by a son, Hugh C. Ernst Jr. of Hollywood.

PARTYING is such sweet sorrow, agrees William Weddell (center) assistant sales manager, NBC Central Division, Chicago, at party following his resignation to become v-p and radio director of Leo Burnett Co., Chicago. Handing him scroll ("NBC Loves Bill Weddell") are Henry C. Ernst Sr., NBC v-p, in charge of the Central Division and Paul McCleer, NBC Central Division sales manager.

ARMSTRONG MAKES ROYALTY REDUCTION WITH ORDERS FOR FM transmitters reportedly accumulating in multi-million dollar lots on manufacturers' backlogs, Maj. Edwin H. Armstrong, inventor of FM, last week announced a 50% reduction of royalties on transmitters.

He reduced his license fees on receiving sets some time ago. Maj. Armstrong's new royalty scale ranges from $150 for a 250 w transmitter to $2,500 for one of 50 kw. He reported that royalties on receiving sets have been reduced 20% below pre-war rates.

Maj. Armstrong announced he would continue his policy of waiving royalties on FM stations operated by religious and educational institutions. To returning service men in FM, he offered to defer royalty payments until the veterans were able to pay.

He also said he would not charge royalties to FM broadcasters holding Armstrong licenses and who must replace present transmitters with new equipment to broadcast on the higher band. In explanation, he said he would not capitalize on what he described as an engineering mistake by the FCC.

He will continue to issue licenses royalty-free to Army and Navy.
FOR FULL COVERAGE OF HAWAII

First with the finest in news, names and entertainment,
KGU brings the world to Honolulu and Hawaii.*

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

1945 RETAIL SALES—$427,387,316
Based on Sales Tax Collections

760 Kc.
2500 W.

NBC IN THE PACIFIC SINCE 1931

Affiliated with
THE HONOLULU ADVERTISER
Represented by
THE KATZ AGENCY, INC.
FCC Report Explains FM Allocation

Denial of Lower Band Plea by Zenith Discussed

REVEALING its reasons for denying the Zenith petition to add the 44-50 mc band to FM allocations, the FCC last Tuesday reaffirmed its conviction that FM belongs in the upper frequencies and that it will provide “an excellent, interference-free and static-free service” in the 88-108 mc band.

In a seven-page report on the hearings Jan. 18-19 on the Zenith petition, the Commission said the evidence presented in support of the petition, the Commission said the hearing Jan. 18-19 on the Zenith petition to add the 44-50 mc band to FM allocations, thereby “the relative monopoly that now exists in broadcasting. Using "a mass of technical verbiage," Commdr. McDonald said, his decision means that the farmer and rural resident will not only be deprived of television but "they will not get FM either."

“Denial of Lower Band Plea by Zenith Discussed”

The Commission said the objection to the dual-band allocation proposed by Zenith appeared to be "decisive," that it was the general consensus of those who testified at the hearing that addition of a second band would decrease the efficiency of the receiver.

It was pointed out that because of the FM allocations a "dead" band would be imposed on millions of set owners who would use only one band, adding $1.50 to $6 to the cost per set and millions of dollars annually for all users. It added that a two-band system would have "an unpredictable effect" on listener habits and further complicate problems of assigning frequencies.

The Commission said the two-band system would give a competitive advantage to the few manufacturers which have proceeded with plans to build such sets.

Need Not Proven

As to the contention that an additional band is needed to satisfy demands for FM channels, the Commission said that on the basis of the record now before it and the needs of other services it "is not able to determine that the public interest requires additional channels for FM broadcasting." The existing allocation, it felt, "provides a fair and equitable distribution of channels among these services."

In the event additional channels are necessary, the report continued, they can be added to the present band as has been done from time to time in the standard band.

The final question which had to be determined, the Commission declared, was whether new evidence was introduced to show that the propagation characteristics of the lower band was sufficiently superior to the higher band as to justify a change in the basic allocation. Taking up the three major factors on which the decision was made to place FM in the 88-108 mc band, the report noted:

1. Agreement that Sporadic E Interference would not be a disadvantage in the upper band.
2. No new evidence on F2 Layer Interference, except testimony of Dr. Kenneth Norton that interference beyond previous predictions may be anticipated during the coming decade because of the sunspot cycle now on the rise.
3. Secondary service provided to areas hundreds of miles from standard broadcast transmitters cannot be expected from FM stations in the upper or lower band.

The Commission said it was unable to accept the opinion of Zenith.

(Continued on page 42)
8864 ENTRIES
FOR A $5.00 PRIZE

It Could Only Happen On WFBR

Amid the extravagant rewards of radio today, a $5.00 prize can loom large only in the light of listener interest—the only interest that counts.

WFBR — Radio Center in Baltimore has listener interest—so much so—that a simple $5.00 prize offered on Club 1300 brought in a deluge of 8864 entries.

That's because to Baltimore listeners WFBR is a living, breathing radio station—not just a tower or a spot on a dial, or a collection of call letters.

For WFBR is Baltimore's Home-Town Station—the only living, breathing radio station in Baltimore—it's Radio City in smaller replica.
Letter to the Editor

EDITOR, BROADCASTING:

Through BROADCASTING, the National Council of the Boy Scouts of America would like to extend its deep appreciation to the radio industry for its generosity and unusual cooperation in joining with the Boy Scouts in observing their 36th Anniversary.

Radio stations, sponsors, advertising agencies and radio personalities all were happy to have a share in the war service activities of our nearly two million members. Many radio stations called attention to our present-day effort—that of helping Scout Associations overseas to rebuild.

To you and others of the BROADCASTING staff, we send our thanks for your friendship.

ELBERT K. FRETWELL
Chief Scout Executive
Boy Scouts of America

MARCH 4, 1946.

Increase of 40.8% in Male Listeners
Of Military Age Is Reported by CAB

INCREASE of 40.8% in male listeners from 17 through 35 years of age in the U. S. radio audience in January 1946, as compared with January 1945, was reported last week by Cooperative Analysis of Broadcasting.

Listening by men of all ages was 19.9% greater than a year ago. These increases were caused by the return of millions of servicemen.

In the same report, CAB said that Sunday night programs attracted the most listeners per listening hour. Last January, the greatest number of listeners was 3.4 for the period 6:45-7 p.m. Sunday. In January 1945, the highest number was 2.8, also on Sunday night.

Nighttime programs with most men, women or children listeners per listening hour for the two periods follow:

January 1945, men: Boxing bouts, 1.5; women: American Album of Familiar Music, 1.5; Manhattan Merry-Go-Round, 1.5; Louella Parsons Show, 1.5; children: The Lone Ranger, 1.1.

January 1946, men: Jack Benny Program, 1.1 and Life of Riley, 1.1; women: American Album of Familiar Music, 1.5; American Melody Hour, 1.5; Detroit Symphony Orchestra, 1.5; Great Moments in Music, 1.5; Walter Winchell, 1.5, and Bob Hope, 1.5.

Daytime programs with most men, women or children listeners per listening hour were:

January 1946, men: The Shadow (limited network), 1.1; women: Nelson Eddy, 1.4; One Man's Family, 1.4; Prudential Family Hour, 1.4; Mary Small Revue, 1.4; Quick as a Flash, 1.4, and Westinghouse Programs, 1.4; children: Terry and the Pirates, 1.5.

January 1946, men: William L. Shirer, 1; women: Nelson Eddy, 1.4; Prudential Family Hour, 1.4; Mary Small Revue, 1.4; Westinghouse Programs, 1.4; Those We Love, 1.4; Metropolitan Opera Presents, 1.4, and New York Philharmonic Orchestra, 1.4; children: Terry and the Pirates, 1.3; Captain Midnight, 1.3; Hop Harrigan, 1.3; Jack Armstrong, 1.3.

Jack Benny program had greatest total listeners per listening hour for daytime programs in January 1946, with 3.1. In January 1945, Mr. Benny and Fitch Bandwagon had highest with 2.9 each.

Of daytime weekday shows Captain Midnight had listeners per listening hour, with 2.6 listeners per listening home. Of daytime weekend programs, The Shadow (limited network) had most, 3.1.

WSLS, WLVA WEIGH CHANNEL EXCHANGE
INTERCHANGE of regional frequencies sought by WSLS Roanoke and WLVA Lynchburg, Va., suggested last week in an FCC hearing on applications involving 590 kc, is being considered as a possible means of protecting North Carolina applicants for 590 kc. Engineering report is to be made March 29, when consideration of the applications resumes.

WSLS is seeking 590 kc with 1 kw fulltime using directional antenna. Commission officials pointed out, however, that this operation would impose limitations upon proposed operations of three North Carolina applicants—WPTC Kinston, WGMT Wilson, WGBR Goldsboro, of which are requesting 590 kc with 5 kw and directional antennas. It was thought this limitation might be reduced if WSLS applied for 610 kc, now being sought by WLVA, with WLVA amending its application to ask for 590 kc.

The three North Carolina applications are mutually exclusive. WSLS is now on 1230 kc, WGMT on 1340 kc, and WGBR on 1400 kc, all with 250 w fulltime. The Virginia stations also operate with 250 unlimited time, WSLS on 1240 kc and WLVA on 1230 kc.

GM Continues

GENERAL MOTORS will continue to sponsor Henry J. Taylor's Your Land and My Land on Mutual Monday and Friday, but will switch time from 10-10:15 p.m. to 7:30-7:45 p.m. Program goes into its second 13-week period on March 18. Knudner Inc., New York, is agency.
Down here in New Zealand we're radio-minded, with well over 90% of homes equipped with sets. The demand for top-line features is high on all time-bands. And so the New Zealand Government's dominion-wide network invites producing units to forward particulars of any programmes... for daytime or evening playing... which they consider suitable for British Audiences. Please state price, number of episodes, average playing time per episode and all relevant details when replying to "The Director", National Broadcasting Service, (Commercial Division), C. P. O. Box 3015, Wellington, New Zealand.
Mesters Appeal WOV Transfer Denial

Statutory Court Will Be Asked to Decide On Legality

FCC's DENIAL of the proposed transfer of controlling interest in WOV New York to Murray and Meyer Mester, made final by the Commission last Tuesday, will be appealed to a statutory court in New York, counsel for the Mesters declared following announcement of the FCC decision.

Members of the Washington law firm of Segal, Smith & Hennessey, representing the Mester brothers, said Philip J. Hennessey Jr., who participated in the proceedings, would file the appeal for hearing by a three-judge statutory court as provided in the Urgent Deficien-

cies Act. Mr. Hennessey was out of town when the FCC's final decision was announced, but is due to return early this week.

Horace L. Lohnes of Dow, Lohnes & Albertson, Washington, representing Arde Bulova and Harry D. Henshel, transferors, said they would not join in the appeal because "as far as we're concerned the contract is over.

Harold A. Lafount, vice president of WOV and WNEW New York, also controlled by Mr. Bulova, told Broadcasting that WOV would be sold to "other interests" in compliance with the FCC's duopoly rule, but that no negotiations to that end had been started. He said WNEW is "not for sale."

Follows Proposed Decision

Following the same line as the proposed findings [Broadcasting, April 2, 1945], the final decision rejected the proposed $300,000 sale and maintained that the Mesters, owners of Balbo Oil Co., "have not established adequate technical,

character and other qualifications to convince this Commission that they are capable of being entrusted with the duties and privileges inherent in a radio station license."

Acting FCC Chairman Charles R. Denny and the late Commissioner W. H. Wills, who were named to the Commission after the transfer proceedings were started, did not participate in the consideration or decision. Commissioner E. K. Jett, the FCC noted, concurred in the result.

The transfer proposal called for the Mesters to acquire 50% of the Class A stock of Wodaam Corp., licensee of WOV, as well as 80% of the Class B. The Class A holdings involved are owned by Mr. Henshel; the Class B by Mr. Bulova (60%) and Mr. Henshel (20%).

Richard E. O'Dea, who opposed the transaction on grounds that it would jeopardize his interest and for other reasons, owns the remaining stock.

In its final decision the FCC declared:

"The transferees have come to this Commission seeking to assume the responsibilities and enjoy the privileges of a broadcast license, but they have shown no understanding whatsoever of the provisions of the Communications Act and the rules and regulations of the Commission applicable to their operations.

Vague Knowledge

"They showed only the vaguest acquaintance with the present operations of Station WOV and were equally vague as to their plans for its future operation in the event they should be approved as licensees.

"They expect to run the station as a secondary business investment relying primarily on others than themselves to carry out their license obligations.

"They propose to increase the station's profits 'by selling more time' even though the station's schedule already shows that 75% of the broadcast time on weekdays and 83% on Saturdays is devoted entirely to commercial programs and most of the 'sustaining' programs are heavily interspersed with commercial spot announcements. From their own testimony it must be concluded that they have no adequate conception of the public responsibilities of the station licensee which they are seeking to assume."

'Lack of Candor'

The Commission also contended that the Mesters in the hearing on their application "revealed an extreme lack of candor in testifying under oath as to their numerous difficulties with various governmental bodies" and that it is "reasonable to assume that similar conduct could be expected of them in the submission of future reports to the Commission if the proposed transfer were granted."

The Mesters, engaged in the edible oil business, were reported by the FCC to "have violated and disregarded the regulatory laws of the states and the Federal government." Five specific instances in which, individually or in partnership, they reportedly were involved in seizure and condemnation proceedings instituted by the U. S. Food & Drug Administration were cited. Irregularities involving them (Continued on page 31)
Evening Listening
10.5 Says Hooper
Also Reports "Fibber" Holding On as Most Popular Show

AVERAGE evening audience rating for the week of Feb. 15-21 was 10.5 according to the Feb. 28 report of C. E. Hooper Inc. which showed Fibber McGee & Molly as the most popular program on the air at that time. 

Young Urges Formation Of WAC Chicago Office

PROUD, and equally as conscious of their fame and some of its fierce inhabitants, St. Louisans began calling KSD newswomen the other evening when it was announced that a lion had escaped from the zoo. Puzzled at statement that KSD had broadcast news of the break, staffers checked control room. Mystery was solved when it was learned Red Skelton's "I do it" sketch that evening had included fictitious radio announcement that a lion had escaped from the zoo.

Agenda for Agency Sessions Outlined

Meeting Set for April 10-11 At Waldorf-Astoria in N. Y.

U. S. ADVERTISING agency men will have their eyes cocked on a future economic situation drearier than the one they are forced to face in the present when they gather April 10 and 11 in New York for the national meeting of the American Assn. of Advertising Agencies. Richard Compton, president of Compton Advertising Inc., New York, and chairman of the Association's program committee, predicted that "when the present honeymoon is over, when the sellers market has passed, "U. S. business must match production skill with efficient distribution."

The Association, taking "Distribution or Bust," as its meeting theme, will seek to discover how advertising must help U. S. industry to develop domestic markets during the two-day meeting, four closed business sessions and a dinner meeting will explore the distribution theme.

Personnel Problems

First session will discuss personnel problems. Second session will be devoted to information services with most leading media, including FM and television broadcasting, on the agenda.

Improvement of advertising content and ethics will be the subject of the third session, including an analysis of advertising's newest development as a tool of top management. Final session will be concerned with "Understanding of Agencies and Advertising," including "What Media Think About Agencies."

Dinner meeting will be held at the Waldorf-Astoria, where all sessions will be held, on April 10. Besides Mr. Compton, others on the meeting's program committee are Frederic R. Gamble, president of the Association; John L. Anderson, McCann Erickson, New York; Leo Burnett of Leo Burnett Co., Chicago; Gerald Carson, Benton & Bowles, New York; Emerson Foote, Foote, Cone & Belding, New York; Sigurd S. Laramon, Young & Rubicam, New York, and Henry M. Stevens, J. Walter Thompson, New York.

Religious Program

A RELIGIOUS program for youth, with program ideas suggested by youngsters, is planned by the National Council of Religious Education, Chicago, for network airing (probably NBC) in the fall. Program would be a half-hour Saturday morning broadcast with United Christian Youth Movement, represented by ICCE, footing production costs. ICCE says series will not be an attempt to air religious teachings but believes there is need of a good strong youth program beamed to young people.
**FM Allocation**

*(Continued from page 36)*

**Mail Tunes for March**

**March 11, 1946**

Henry "Red" Allen—Vic. 20-1 808  Sippie Wallace—Mercury

Larry Stevens—Vic. 20-1776  

Vaughn Monroe—Vic. 20-1736

**WHAT A DEAL (Vanguard)**

**Broadcasting**

Guy Lombardo—Dec. 18730  Tommy Gordon MacRae—Music. 1 5052  Mark Louis Jordan—Dec. 18734  

The Three Suns—Maj. 1027  Shep Fields—Vic. 20-1751  

Kay Kyser—Col. 36900  Les Brown—Col. 36896

**Pied Pipers—Cap. 207**

Johnny Long—Dec. 18718  Monica Lewis—Sig. 15010

**TO COME IN**

James—Col. 36887  Louis Prima—Maj. 7156

Gene Krupa—Col. 36890  

Warnow—Sonora 3002  Lewis—Sig. 15010

**(Preview)**

Martha Tilton—Cap. 222 (Loft-Marmor)

**(Block)**

**2018**

bands are less satisfactory than others." 

The Commission said, and "serve only be considered as indicating that, tropospheric transmission is above measurements defined 'satisfactory for the country as a whole cannot be based on two receiver locations," it held. Secondly, the Commission said, the Deerfield measurements on the lower band were in disagreement with "proof of performance" measurements made pursuant to the standards of Good Engineering Practice and with other data on propagation. "Where a single series of measurements thus conflicts with the volume of data available, it obviously cannot be considered as conclusive by the Commission," said the report.

Third, the Commission continued, "the analysis made of the Deerfield measurements defined 'satisfactory service' in the upper band as 10 microvolts per meter, but accepted a signal only one-half as strong as satisfactory in the lower band." The report pointed out that the Zenith two-band receiver exhibited a signal only one-half as strong as the volume of data available, it obviously cannot be considered as conclusive by the Commission," said the report.

Fourth, said the report, the Deerfield measurements were made at a point considerably beyond the service areas of the stations measured, gave no evidence to show whether the drop-outs would be greater on one frequency or another within the recognized service contours, and were made during the summer and early fall when tropospheric transmission is above average. "Accordingly," it declared, "the Deerfield measurements can at best be considered as indicating that, in a region so far from the transmitter that satisfactory FM service is doubtful in either band, the service in the lower band is somewhat less satisfactory than the service in the upper band for the period of observations."

The Andalusia measurements were similarly inconclusive, the Commission said, and "serve only to indicate that, if a point were where all bands are unsatisfactory, some bands are less satisfactory than others."

**Goan Declares All Charlotte Stations Aided Police in Search for Kidnaper**

**FOLLOWING letter was received last week from Walter H. Goan, general manager of WAYS Charlotte, N. C.:**

This letter has reference to the recent kidnapping case in Charlotte, N. C., in which little 4-year-old Terry Taylor of this city was abducted by her nurse and a police search was instantly launched throughout the eastern half of the United States. Naturally, all three of Charlotte's radio stations offered their facilities to local police for use in expediting the child's safe return. It so happened that WAYS installed broadcast facilities in the office of the chief of detectives in Charlotte for his instant use in relaying any important news concerning the case. When the case did break and news was received by the police that the little girl had been found safe in Maryland, the first report of this was broadcast over WAYS direct from the office of the chief of detectives by the chief himself. This was at 8:00 on Thursday night, February 28. Later that same night, at 8:39 p.m. to be exact, WAYS broadcast an interview with the child's parents, again direct from the police headquarters.

In each of these instances, WAYS was several minutes ahead of any other Charlotte station in bringing the breaking of the case to the attention of the public. Furthermore, WAYS was the only station with remote equipment installed at police headquarters to expedite broadcasting of this news when the case finally broke.

**Seek Cooperation**

These instances are brought to your attention, not because of any selfish desire WAYS has to commercialize on the acute suffering of the human beings involved in this sensational case, but to seek your cooperation in helping prevent reoccurrences of similar instances. WAYS efforts to obtain complete credit for other efforts in any similar event.

WBT released news to the trade papers and the local papers, emphasizing the "scoop" and "exclusive angle. If the truth were known and had WAYS gone to the opposite purpose of capitalizing on this human tragedy by boasting its own horn, the facts would substantiate what was first in getting the "air-break" and the facilities of WAYS were as much employed by police to help in their solution of the case as were the WBT facilities. It was not a scoop for anyone. It should not have been. It was a serious tragedy that had a father and mother distraught with grief. And radio was playing its part—supposedly unselfishly—in helping locate the child. We do not seek credit. WAYS is happy merely that little Terry is back home. We seek only this—to remain in the eyes of the industry at a station that is community-conscious and is ably staffed and equipped to hold our own with any competing station in our market.

In the interest of sound and sane broadcasting, I remain cordially, W. H. GOAN.
When timing counts... count on

THE STADIUM
1/10 second anti-magnetic timer with time-out. 15 minute register. 7 jewel. $22.50—taxable.

Here's split second timing you can depend on... accurate...easy-to-read... in timers and chronographs that incorporate the most advanced scientific developments.

Timing in 1/5 or 1/10 seconds...with elapsed time recorders to show how long you've been on the air...with time-out features for timing those rehearsals and scripts when interruptions are so frequent.

They're anti-magnetic...precision instruments. Not just "another product" of a watch-maker but timing mechanisms developed by craftsmen who for over 80 years have specialized in timers and chronographs exclusively.

For the finest in timing... for start and stop on the dot accuracy... ask for Heuer.

THE ALL-TIMER
1/10 second wrist chronograph. Anti-magnetic shock-resistant. Regular watch plus 1/5 second stop watch with time out. 30 minute register, also 12 hour register. Tachometer dial. $145.00 Federal tax included.

THE TROPHY
1/10 second anti-magnetic timer with split action for timing simultaneous performances. 15 minute register. 7 jewel. $75.00—not taxable.

for Announcers
Radio Technicians
Producers
Program Managers
Script Writers
Commentators
Advertising Agencies
and for sports and all other activities where split second timing is required.

Write for illustrated booklet RB and name of nearest dealer

Specialists in timers and chronographs since 1864
HEUER CHRONOGRAPH COMPANY • 630 FIFTH AVENUE, NEW YORK 20
A good salesman has "sell" in his voice. In Baltimore WBAL’s voice has that "sell" as proven by impressive direct sales in the food field. And at WBAL, selling thru the air is backed up by an aggressive "behind the scenes" sales promotion and merchandising department that synchronizes program advertising with effective point of sale merchandising.

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

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

BASIC NBC NETWORK
Nationally Represented by
EDWARD PETRY & CO.

WITH THE GREATEST OF EASE
Parasite Loss

WARTIME economics, which knocked pie charts and reference data askew, for radio served one useful purpose. The time-chiseler and the per inquiry artist practically disappeared.

But, it now is evident the time-chiseler was only hibernating. He’s becoming active again on the assumption that station schedules will loosen and that with the influx of new stations the rate card won’t be so sacrosanct.

Before the war radio was doing well in cleaning house. With the war which brought abnormal time-buying, broadcasters found it was relatively easy to turn down the press agents and the contingent buyers. They gave—and are still giving—substantial time to war effort and Government programming; there was no room for the parasite.

Now stations are being besieged with dozens of free-time appeals. Many seem deserving. Where they are properly cleared, most stations carry them. The trouble develops with the borderline cases and the enterprising agencies that use novel and unethical discourse. Every station manager should set up suitable safeguards against time-chiselers. Standards already are established under the NAB code. Where these questionable “accounts” come to the attention of the NAB, stations will be notified promptly. There’s a stock answer for them—the rate card and conditions of acceptance.

Blind Spot or Oversight?

THIS IS for the special attention of WEMP, WISN and WTMJ—all of Milwaukee. Others may read over their shoulders if they wish.

Walter Geist, president of the Allis-Chalmers Mfg. Co. of Milwaukee, has written a pamphlet entitled “A Program for Community Relations”. It is No. 2 in a series of brochures distributed under direction of the National Electrical Manufacturers Assn.

Mr. Geist discusses his company’s policy in “selling itself” to its community. It is an intelligent, if somewhat unexceptional discourse. It mentions all of the devices used by Allis-Chalmers to bring its story to Milwaukeeans. But no place in the pamphlet does the word “radio” appear.

There is heavy emphasis on the company’s newspaper advertising program in two Milwaukee newspapers—each of which is involved in station ownership, incidentally.

In any “Program for Community Relations”, Mr. Geist should know and certainly does, radio must be considered prominently. We may read over their shoulders if they wish.

The Labor Slant

THERE’S NEED for some clarification on radio’s position as to labor. The only bright spot in the otherwise ominous labor picture has been the Congressional rebellion against the Petrillo shakedown—a corrective measure directed against the AFM and no other labor union.

Most disappointing is the move of CIO and of such AFL unions as AFRA and IBEW to rally to the defense of Petrillo. Evidently the only motive is to block labor legislation of any character, in the fear that it will open the floodgates. There is no single instance as far as we’re aware, of major CIO unions attempting to collect for unperformed work, which is the cornerstone of Petrillo’s union structure. CIO, based on its stated precepts, should be for, not against, a ban on make-work practices.

Similarly, AFRA and IBEW, with a few exceptions, have been dealt with fairly and squarely by radio and have prospered. They have enjoyed progressively higher wages and good working conditions as radio has moved forward. How can they hope for continued progress if radio, by dint of the demands of others, is blackjacked for great sums with no production in return?

The anti-Petrillo legislation, which is the outgrowth of public indignation, certainly can’t be regarded as the signal for an anti-labor witch hunt by radio ownership. Station management understands that the working man is here to stay and that in many instances he is going to join unions.

For radio, which lives in a glass house, to start tossing rocks at labor in general would be ridiculous. Radio rebels only against blackmail and extortion, not the legitimate rights of labor, where organized, to bargain.

William Henry Wills

THE PASSING of Commissioner William Henry Wills is keenly felt by his colleagues and by all who had come to know him. In less than a year on the FCC he had endeared himself to his co-workers and to all in radio with whom he had dealt.

Gov. Wills was not a well man when he was appointed to the FCC last July, after having distinguished himself as Vermont’s governor. He had been told by his physician that he should not overtax his strength. Despite his chronic heart condition, he insisted upon pulling his weight, cognizant of the heavy load the FCC had to bear. He took his turn at hearings in the field—a rigorous assignment for any man. He had just completed a fortnight of hearings in Florida when he returned to Washington to participate in last Monday’s Commission meeting. He left the same night for Brockton to resume his hearing schedule. The pace was too fast. He died early Wednesday morning after having presided at the Brockton hearing all day Tuesday.

Gov. Wills had a premonition about his condition. But those around him could never detect it. He exuded cheerfulness. He enjoyed being with people. And he insisted upon pulling his oar.

Radio extends to Gov. Wills’ bereaved family its heartfelt condolences. Radio heads are bowed in reverence to a distinguished public servant.

WILEY POPE HARRIS

WILEY HARRIS came into radio from the clothing store business. He got into the clothing business through the practice of law. Looking back at the sometimes devious routes his career has taken, he concludes that fate probably more than any other factor has picked his path for him.

If ancestry had set the course, he would not today be a broadcaster, director of WJDX Jackson, Miss., a member of the board of directors of the National Assn. of Broadcasters, and president of the Mississippi Assn. of Broadcasters. Ancestry probably would have guided him into a legal or political career, for two of his ancestors were governors of Mississippi and another, his paternal grandfather, Judge Wiley P. Harris, was a noted lawyer and onetime congressman from Mississippi.

Mr. Harris became a lawyer “by persuasion, and not by preference.” After attending Millsaps College, taking a commercial course and engaging in the hardware business at Vicksburg for a while, he returned to his home town of Jackson, Miss., to open a business of his own. There he found that many of his young friends were going to the U. of Mississippi to study law. He went along with them.

Receiving his law degree at the university, where he was a member of Delta Kappa Epsilon and president of the Pan-Hellenic Council, he returned to Jackson to practice law—and suddenly found himself in the clothing business. This came about when one of the partners in a client firm died and Mr. Harris, at the request of the other partner, took over management of the business.

Fate was waiting just around the corner from that clothing store, in the form of P. K. Lutken, an executive of Lamar Life Insurance Co., licensee of WJDX. One day in 1930, Mr. Lutken entered the store and asked: “Wiley, how would you like to manage our radio station?”

Surprised, Mr. Harris first said, “No.” He knew no more about radio than any other layman, and he felt he could not handle the position. But Mr. Lutken was persistent, Mr. Harris finally agreed, but he wouldn’t take over the reins until he had spent several months studying the technique of the new job.

Before he would make a definite agreement to manage WJDX, Mr. Harris exercised considerable foresight in protecting himself in the indulgence of his two main hobbies. He saw to it that his contract contained a clause—and it’s still there—which stipulates that he may

(Continued on page 48)
We know that the families in the WSM listening area want now 866,000 motor vehicles more than can be delivered to them in 1946.

And we know, too, that their choice of make in 1947 will be influenced by what they hear over this station during this year. This is a “choosy” audience, for more than 20 years powerfully influenced by the one medium which reaches, at low cost, these five million buyers.

It would take a costly and elaborate combination of media to cover the families who depend on WSM, because it has never let them down in all these years.

HARRY STONE, Gen. Mgr.
EDWARD PETRY & CO., National Representatives
have reasonable time for hunting and fishing.

Burr, soft-spoken but determined, Mr. Harris in his 15 years as WDJX manager has guided the station from a parttime 500-watt to today's fulltime 5 kw "Voice of Memphis."

He was born in Jackson, the son of James Bowman and Sallie McWillie Harris. He was educated in private schools and in Jackson public schools, moving on to Millsaps College and the state university. During his hardware days in Vicksburg he developed an interest in electronics which, he believes, later was largely responsible for Lamar Life Insurance Co.'s offer of the WDJX managership.

He has taken an active interest in the civic life of Jackson. He was first president of the Young Men's Business Club, a forerunner of the Junior Chamber of Commerce. He is a past president of the Rotary Club and has held several posts in Masonic bodies, being a past master of the Blue Lodge, past commander of the Commandery, past potentiater of Wahabi Temple, and a lifetime member of the Imperial Council.

His love for outdoor life has found a happy outlet in Boy Scout work. He has been chairman of the troop committee, chairman of the court of honor, Eagle Scout commissioner, and has received the Silver Beaver Award "for outstanding work in Boy Scout work."

He was elected director of the 6th NAB District in the Memphis meeting in February.

If Mr. Harris ever regrets that he was diverted from a legal or political career, he doesn't admit it. He had a chance to follow both. Friends once prevailed upon him to offer his candidacy for an unexpired term in the state legislature, but after he agreed to the suggestion of extracting a promise from friends that they would not ask anybody to vote for him, that he would not be representing the station, and that he would not have to promise anybody anything. He was elected to the unexpired term and then to a full four-year term.

Mr. Harris married Grace Watkins of Aberdeen, Miss., and they have a daughter, now the wife of Lieut. Col. , Barksdale, who is serving in Europe. Besides hunting and fishing, his main hobby is golf. He twice tied for low medal score in the state championship matches, and once failed in the finals to cop top honors.

R. B. WESTERGAARD, vice president of Scripps-Howard Radio Inc., has returned to his post as general manager of WNOX Knoxville, Tenn., following release from hospital care by O. L. TAYLOR, who acted in place of Mr. Westergaard during his absence continues as station director.

KENYON BROWN, general manager of KOMA-Oklahoma City, has been appointed general chairman of the Tenth District Board of directors meeting of the Advertising Federation of America to be held in Oklahoma City May 3-6. Keynote of meeting will be the Southern Advertising Fair, an exhibit of broadcast special programs in aid of advertising in the Southwest.

J. WOODROW MAGNUSON, assistant to the station director of WHEN Buf- falo, is now instructor in radio dra- mas at Buffalo YMCA evening school.

J. FRANK BURKE Jr., released from Navy as lieutenant, has resumed duties as general manager of RKO-gele- s. J. FRANK BURKE Sr., station owner-ship, has been appointed manager of a station the second "in Washington."

WALTER COX, station manager of KOW Portland, Ore., has been awarded the Army's silver medal for meritorious service to the Treasury War Service Division.

WALTER EVANS, vice president and executive head of Westinghouse Broadcasting Stations Inc. and vice president of Westinghouse Electric Corp., is recog- nized as station director of WJ-Fla. from an illness brought on by overwork during the war.

DR. W. R. G. BAKER, vice president, general Electric Co. and executive of the BMA engineering department, will speak on the subject of "The Transmis- sion Engineering Body," at the monthly meeting dinner, April 30 in Spring Hill. WALTER COSGROVE, president of BMA, will be toastmaster.

DR. ALLEN B. DU-MONT, president of Allen B. DuMont Labs., will address the March meeting of the So- ciety of Motion Picture Engineers on the use of motion pictures in television at the new DuMont television stud- ious, Walnut Creek, Bldg., New York.

W. T. CRANDON, manager of CKOC Hamilton, Ont., has invited station's staff to lecture on broadcasting as an advertising medium and the advertising and salesmanship course for war veterans at McMaster U. Hamilton Station has been con- ducted by the Hamilton Sales and Adver- tising Club.

ROBERT O. REYNOLDS, vice president and general manager of KMPC Holly- Wood, has returned to the Los Angeles studio to study inde- pendent station operations and confer with agencies and their clients on summer advertising plans. He also will con- fer with executives on WJS Detroit and WJGB Cleveland, returning after three weeks to his West Coast headquarters.

EVELYN HICKS, assistant manager of WSUN Birmingham, Ala., left March 3 for Miami, Fla., on extended leave of absence.

No California Merger

WITH PLAN for a state-wide California Broadcasters Assn. abandoned, Southern California Broadcasters Assn. and Northern California Broadcasters Assn. will retain respective identities but keep their boundaries. Both are currently involved in their areas. Possible consol- idation with state association be- coming a NAB member was dis- cussed formally at 15th and 15th by Mr. Westergaard during his absence. Sub- se- quent discussion convinced execu- tives of the two groups that such consolidation was impractical.

Anchor Hooking Drops

ANCHOR HOCKING GLASS Corp., Lancaster, Ohio, is dropping Dave Elman's "Hobby Lobby," Thurs. and Fri., 9:30-10 p.m. on CBS, but its agen- cy, William H. Weintraub & Co., New York, has bought an option on a new show titled Feature As- signment for possible replacement. The show is owned and pro- duced by Bernard Procter of Procter Radio Productions. Format features outstanding newspaper re- porting jobs with reporter of dram- atized story appearing personally each week to receive a "feature as- signment" award.

Milestones

A. CARMEN SMITH, president of Smith & Drum, Los Angeles, starts his forty-first year in advertising this month. . . . WAYS Charlotte, N. C., is celebrating its fourth an- niversary with open house and studio tours . . . Two NBC shows have a daughter, now the wife of Lieut. Col. , Barksdale, who is serving in Europe. Besides hunting and fishing, his main hobby is golf. He twice tied for low medal score in the state championship matches, and once failed in the finals to cop top honors.

KTMc to ABC

KTMc, McAlester, Okla., effective April 25, was purchased by ABC as a bonus station. Station operating full time with 250 w on 1400 kc, is owned by the McAlester Broadcasting Co. and managed by C. E. Wilson.

WGFH Tests

EQUIPMENT tests are now being conducted by WGFH New York, under the direction of WGFH New York, under the leadership of the New York-based station owned by W. G. H. Finch. Station is assigned 99.7 kc.

Page 48 • March 11, 1946
Oklahoma Network's Concentrated 7-Major-Market Audience In Your 1946 Schedule

Seven stations—each with a concentrated audience in the seven major markets in Oklahoma—each having DOMINANCE in their markets—most of them ALL OF THE TIME! That's what you get when you use the Oklahoma Network... and you can use ALL SEVEN for approximately HALF THE COST of any two of Oklahoma's highest-powered stations—or as few as three—and still get the network rate.

Concentrate on these stations covering and PENETRATING concentrated major market audiences—ONE CONTRACT—ONE CONTACT—ONE STATEMENT!

OKLAHOMA NETWORK

KADA Ada; KBIX Muskogee; KCRC Enid; KGFF Shawnee
KOME Tulsa; K TOK Oklahoma City; KVSO Ardmore

Assures You Audience in the Richest Markets in Oklahoma

AMERICAN BROADCASTING CO. AFFILIATES IN OKLAHOMA
ROBERT D. ENOCH, Managing Director, Apco Tower, Oklahoma City
Dear Norm: I'm beginning to think th...
ARD, vice president in charge of sales; JOE LUCAS, district manager for Co
gen from the Navy to take over Chicago ter
tempts to use signals made by a mixer in
Cincinnati, Pittsburg, Cincinn
ti, Louisville territory while Class
to the Holloway Bldg., Fort-
BUFFALO AREA. KEN MCALISTER re
to post sales in department in charge of
PHILIP F. FRANK has been appointed executive
secretary, Broadcast Measure-
Mr. Frank
COLUMBIA RECORDING Corp. has been named
dependent of All American Cables and Radio,
uled office space at 6039 Hollywood
HOLLYWOOD radio production unit, has established
JOHN HIESTAND & Assoc., Hollywood
which he recently organized.
SKITCH HENDERSON, onetime NBC
nected with their applica-
tional Theatre, has returned to Los
SKICEHENDERSON, onetime NBC
tribution to motion picture houses.
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tional Theatre, has returned to Los
HARRY E. SHUBART, released by the
merchandising.
Want an ideal test market? Then it's KGLO, with its dominant coverage of both a rural and urban area.

1300 K.C. 5000 WATTS CBS AFFILIATE
WEB & COMPANY, REP.

These Two Stations Provide the Only Full Coverage of This Rich Pennsylvania Area

National Representatives
HEADLEY-REED COMPANY
New York, Chicago, Detroit, Atlanta, San Francisco, Los Angeles

Page 52 • March 11, 1946

BROADCASTING • Tele Casting

K EN BARTON, former West Coast newscaster and sports announcer, who has been appointed program director of KWKW Pasadena, Calif. He enlisted in parachute infantry in 1941, served in ETO, Mr. Barton received a battlefield commission just before end of war while with 86th Airborne Division in Berlin.

ELIZABETH HAGLUND, employment interviewer of NBC Personnel Dept, represented radio in a vocational guidance forum presented by Elmira College Career Council at the Biltmore Hotel, New York.

CLARENCE G. ALEXANDER, with NBC Television Dept, from 1938 until 1941 when he entered the Army as a lieutenant, has rejoined the network as administrative assistant to NORMAN KINSEY, manager of the television department. STOCKTON HELLFRICH, manager of the NBC Continuity Acceptance Dept, has also returned to NBC in the scripts and literary rights division of the television department, following service in the Navy as a lieutenant.

BOB HOPE, star of NBC series, will be awarded Gold Membership Medal of Veterans of Foreign Wars on March 19.

DEE ENGELBACH has been assigned director of public relations of the Korea Division of the American Red Cross.

HARRY KRAMER, CBS staff announcer, has returned to announcing staff of KTSW Portland.

FRANK COFFIN, chief announcer of KGW Portland, has been appointed continuity writer. He previously had been with WJBO Baton Rouge. 

JACK KIRKWOOD, CBS Hollywood co-director of programs, has returned to announcing staff of KTSW Portland.

BOB AVERY has returned to the announcing staff of WTHT Hartford, Conn.

RICHARD ERESTEIN, before four years service in the Army, has been appointed director of broadcast services of the network's legal department in New York.

CLARENCE G. ALEXANDER, with NBC News Dept from 1944 until 1948, has rejoined the network as administrative assistant to NORMAN KINSEY, manager of the television department. STOCKTON HELLFRICH, manager of the NBC Continuity Acceptance Dept, has also returned to NBC in the scripts and literary rights division of the television department, following service in the Navy as a lieutenant.

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LILY HENDERSON is new addition to announcing staff of WSIB Columbus, S. C. She previously had been with WTMA Charleston, S. C.

DICK MCDANIEL, announcer of WJOH Roanoke, Va., has been added to announcing staff of KTSW Portland.

ALLEN JEFFREY, for five years with Army in North Africa, Italy and Austria, has returned to his announcing post at KMBC Kansas City.

CONNIE FORD, released from service, is conducting Monday through Friday "People You Should Know" interview feature on WCOF Boston.

HOMER WELCH, program director, and FRANK ZOBIN, chief announcer of KGW Portland, Ore., have been presenters of the U. S. Treasury silver award medals for meritorious service to the Treasury War Finance Division.

JAMES MCCANN returns to KKW Philadelphia after four years in the Army. He is appearing on KYW Philadelphia, has a trailer and is enroute to Mexico.

TOM BASHAW, former producer for NBC Columbia, has joined the WLS Chicago production staff.

HARRY KRAMER, CBS staff announcer, has returned to announcing staff of KTSW Portland.

SHELDON DIXON, formerly chief announcer of WJOH Roanoke, Va., has been added to announcing staff of KTSW Portland.

KENNEDY, now news chief. Is receiving a congratulatory telegram from John H. Pratt, vice president and advertising manager of Kraft. NORMAN Blackburn (11), business manager of WJW Hollywood-knowledgeable, the network's legal department in New York. His duties will include handling matters pertaining to the FCC.

CHEESE! Ten years is a long time to announce for the Kraft Music Hall. It's a fine achievement, and the center (he) is receiving a congratulatory telegram from John H. Pratt, vice president and advertising manager of Kraft. NORMAN Blackbur (11), business manager of WJW Hollywood-knowledgeable, the network's legal department in New York. His duties will include handling matters pertaining to the FCC.

resigned as Pacific Coast representative because of illness. He was first outlaid broadcast director for BBC and while in London reported that broadasts of King George V.

DENNIS SWEETING, announcer at CJAT Trail, B. C. has been awarded Distinguished Service Order. He served four and a half years overseas with Cameron Highlanders of Winnipeg, Can.

DAVE DRUMBOND has resigned as producer at KGO San Francisco.

NAT BERLIN, former continuity chief of NEW York and released from WJBO, before joining Army radio service a producer, has rejoined the announcing staffs of KALL Salt Lake City as writer.

DON BENNETT, program director of KWKW Pasadena, Calif. He enroute to Mexico.

CARLETON BECK is new addition to announcing staff of KOCY Oklahoma City. He is Army veteran, was formerly with WJW-WABC New York. JAMES WALKER is appointed KOCY musical director.

TOM BASHAW, former producer for NBC Columbia, has joined the WLS Chicago production staff.

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These Two Stations Provide the Only Full Coverage of This Rich Pennsylvania Area

Both Stations are Sold in Combination Rate for Network and Spot
A New Case for 200-400 kc AM Band

Its Use In Aviation 'Homing' Is Cited
As Benefit
By PAUL GOLDSBOROUGH

WITH PRESENT PLANS calling for a shift in the Radio Range frequencies from the 200-400 kc band to VHF, it seems opportune to consider possible future use of the frequencies in the 200-400 kc band.

It is understood that there are plans which will provide for the installation of a number of non-directional aeronautical radio beacons operating in this band, and that aircraft equipped with automatic direction finders can use the signals for navigational purposes. Because of the very good propagation characteristics of the frequencies in the range 200-400 kc, these beacons will provide an excellent service for aircraft, particularly for long-range flight. This is especially true if plenty of power is used.

Infrasonic identification of commercial broadcasting stations leads to some doubt in the navigator's mind that the station to which he is tuned is the desired one, and detracts to some extent from otherwise a very satisfactory AERO beacon. It is realized that broadcast programs cannot be interrupted every three or four minutes for station identification. Several years ago, a New York broadcast station installed equipment to broadcast a sub-audio identification. While unheard by broadcast listeners, this signal was satisfactorily received in aircraft flying between New York and Washington.

The converter in the aircraft increased the ADF receiver weight by only eight pounds. The ADF function and the station identification were satisfactorily received after the broadcast program was entirely unintelligible.

It is believed that when transition is made from radio range operation in the 200-400 kc to the VHF band that consideration should be given to the possible use of the vacated channels for high-power clear channel commercial broadcasting stations employing sub audio identification, operating continuously and located so that a minimum service to air navigation can be assured. It is true that these channels have excellent propagation characteristics for both aviation and broadcast reception. The dual use (broadcast and aero) would provide a service at no operational cost to the Government.

It is not known whether the commercial broadcast companies would be interested in operating in this band, but in the writer's mind, from the standpoint of large area coverage, this band offers many advantages over the FM bands. There is no doubt, however, that long-range aircraft using ADF working against high-power clear channel broadcasting stations in this band would have an excellent navigational aid.

The foregoing reflects the writer's personal opinions, and not necessarily those of the U. S. N.

Market Research Firm
Opens in Three Cities

NEWEST market research organization in Chicago was formed last week by former officials of Ross Federal Research Corp., who resigned February 1, reportedly over dissatisfaction with company policies. Incorporated as Gould, Brown & Sumney, with offices at 20 West Jackson Blvd., Chicago, company will specialize in coincidental radio surveys, taking in radio listening habits and market saturation of commercial broadcasting stations in 500 cities, providing service for stations, manufacturers, wholesalers and advertising agencies.

Headed by Walter I. Brown, chairman; Donald J. Gould, vice president, and Dr. Herbert Sumney, company president, the firm's first office will be in the Chicago Office. St. Paul office is headed by F. W. B. Brown, also of Ross Federal, and the Cincinnati office by H. A. Sumney.

Aeronautical Radio was president of Aeronautical Radio Inc. practically from its inception in 1929 until he went on active duty in the Pacific. He is now in the Navy. Aeronautical Section under the Director of Naval Communications. The captain here states his opinion that the 200-400 kc band used in air navigation "offers many advantages over the FM bands" for commercial broadcasting. Aeronautical Radio is the licensee for all except five ground stations for air-ground-air and point-to-point aeronautical communications in the U.S.
STANLEY A. BROWN in order to take an extended rest has resigned as chairman of the board of Brown & Weir, New York. Firm henceforth will be known as Walter Weir Inc., Mr. Weir having purchased interest held by Mr. Brown. Mr. Weir continues as agency president. MAURICE B. SOLOMON continues as secretary-treasurer, WILLIAM A. JENKINS vice president and ARTHUR E. MACON vice president in charge of advertising design.

ALLAN DINGWALL, released from the Navy as lieutenant, has joined the radio production department of Ted Bates Inc., New York.

BURTON A. REAVIS, formerly with D'Arcy Adv., New York, has joined the foreign department of McCann-Erickson, New York.

GORDON CATES, vice president of Young & Rubicam who during the absence of COL. TOM LEWIS headed agency’s radio department, resumes his former position as contact supervisor. Mr. Lewis has returned to a vice president in charge of radio [BROADCASTING, Dec. 10]. Mr. Cates will share supervision of General Foods account with HARRY HARDING who has been elected a vice president. ED BARNES, vice president and supervisor, switches with HARRY HARDING who has been in charge of radio [BROADCASTING, Dec. 10]. Mr. Barnes will share supervision of General Foods account with HARRY HARDING who has been elected a vice president. ED BARNES, vice president and supervisor, switches 

EDWARD B. SCULL, who served as a captain on Okinawa with Army Engineers, has returned to the radio department of Geare-Martinson Agency, Philadelphia.

AUSTIN ADV, New York, has moved headquarters from 393 Seventh Ave. to 476 Varick St., New York.

DAN KANE, after four years’ service with the Army, has joined Dancer, Fitzgerald & Sample, New York, as assistant timebuyer.


CARROLL R. RAYMAN, released from the Navy as lieutenant after three years service, has been named account executive of T. B. Ruckle Adv., Chicago.

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available in combination at a big saving as

West Texas Network

Affiliates of American, Mutual and Texas State Networks

John E. Pearson Co. • Chicago, New York, Kansas City

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Audiences Survey Started by BMB

Premium Enclosed With Each Ballot Mailed Out

Balloons for BMB’s first nationwide survey of station audiences went into the mails from Chicago last week. Each was accompanied by four cork coasters wrapped in glassine printed with the words: “This is your gift from BMB.”

Hot on the heels of the ballots went follow-up postcards urging that ballots be filled out and returned immediately. Ten days later those who have not been heard from will receive a follow-up letter containing a second ballot and a second premium—a polishing cloth. After another 10 days those still not responding will receive a third letter with a third ballot—but this time no premium.

If any counties still lack the 50% return required by BMB, its laggard voters will receive a fourth letter and an automatic pencil tagged with a request: “Please test me on the ballot.”

George Baille, production manager, is in Chicago supervising the mailing. About the first of April Richard Wycoff, BMB statistician, will go to Chicago to direct the tabulation of the returns.

Summer Plans

FORD MOTOR Co. in June is to replace Sunday Evening Hour with Ford-Fun Hour. The program will be a two-hour program of light music to originate from Hollywood with weekly guest artists. Series is broadcast on ABC, Sun. 8-9 p.m., placed by Kenyon & Eckhardt, New York.

name, has resumed agency duties following recent release from armed forces duty. HENRY BRENNUS, with W. B. Doner & Co., future service, has rejoined firm as production manager.

J. MANNING SULLIVAN has been appointed sales manager at WIBS, Nashua, N. H. His duties include purchase of radio time.

RICHARD ROSE, television art director of N. W. Ayer & Son, left last week for six-week stay in London and Paris to study television.

EARLE, LUDGIN & Co., Chicago, a partnership, has been incorporated effective March 1.
BOARD OF DIRECTORS of Broadcast Measurement Bureau held its annual meeting March 1 at the Waldorf Astoria Hotel, New York. Seated at the meeting were: J. Harold Ryan, chairman of the board; John K. Churchill, BMB research director; Donovan B. Stetler, Standard Brands, Inc.; Paul West, BMB vice chairman and president of the Assn. of National Advertisers; Leonard T. Bush, Compton Advertising, Inc.; Carlos Franco, Young & Rubicam, Inc.; Robert F. Elder, Lever Bros.; Frederic R. Gamble, BMB vice president, and D. E. Robinson, LaRoche & Ellis, chairman of BMB Research Committee.

10-Minute Video Film for $50-$60

Ad Clubbers’ Questions Are Answered by Experts

QUALITY television programs on film will be available to advertisers in a library service for from $50 to $60 for a 10-minute program, Ralph E. Austrian, president of RKO Television Corp., told members of Washington’s Advertising Club at a luncheon meeting last Tuesday.

One antenna to serve all of the tenants of an apartment house will be practical and no doubt a number of systems will be available, Mr. Austrian said.

He does not think that there will be continuous television at first, just as there was no continuous radio when it began.

Video receiver manufacturers may make available films which local television outlets can alternate so that some broadcast will be under way much of the time. This will enable dealers to demonstrate sets. Programs must be short, clear and succinct both because of the cost and to sustain listener interest. Most programs will be 15 or 30 minutes.

Networks will gradually be developed. Movie programs are more expensive than live programs but may be used again and again as long as people look. No old and creaking techniques will win video audiences.

Film costs will probably be based on number of sets in area.

Mr. Bingley said . . . .

Experiments indicate television sets are as rugged as any other piece of electronic equipment.

Overhead cabled aerials are often unnecessary. Sometimes a piece of wire strung around a room has been found sufficient.

Daytime programs are clear and distinct with venetian blinds drawn. Specially darkened rooms are unnecessary.

Sets will be available this summer at from $175 to $250.

New radios cannot be easily equipped to receive television nor can black and white television sets be easily adapted to color.

Chelsea Drops

LARUS & BROTHERS Co., Richmond, Va. (Chelsea cigarettes), drops sponsorship of Guy Lombardo and His Royal Canadians, Tues. 9-9:30 p.m. on ABC effective April 2. Agency is Warwick & Legend, New York. Firm is reported to be considering discontinuing this brand for a new king-size cigarette.

APPOINTMENT of General Electric Supply Corp., wholesale distributing organization for General Electric radio and electronic equipment, as exclusive national distributor for Signature Records, has been announced. Signature Recording Corp. makes phonograph records.

KCMO is a Selling Natural in more ways than one!

Lowest cost per radio family . . . . healthy program ratings . . . . more value per advertising dollar in this thriving market. For availabilities on KCMO, Greater Kansas City’s outstanding selling station, contact your nearest John E. Pearson office.

Today. 5000 WATTS COMING 10,000 WATTS DAY & NIGHT at 810 kc

BASIC STATION AMERICAN Broadcasting Co. Represented by JOHN E. PEARSON CHICAGO NEW YORK KANSAS CITY

March 11, 1946 • Page 55
HARRY D. KOENIG & Co., New York, has advertised its new line of cosmetics and perfumes, has appointed Dayton Inc., New York, to handle its advertising.

POTOMAC ELECTRIC POWER Co., Washington, D. C., has placed its advertising account with John H. Hoeder & Co., San Francisco.

WEIBOLDT'S STORES Inc., Chicago, drops the Sat. 8-8:30 a.m. (CST) segment of daily “Your Neighbor” program on WMAQ Chicago to present a spot for the 5th Annual Chicago schools. Agency is Needham, Louis & Brophy, Chicago.

POTOMAC ELECTRIC POWER Co., Washington, D. C., has placed its advertising account, which includes radio, with Henry J. Kaufman & Assoc., Washington.

CONTINENTAL ELECTRONICS Ltd., New York, record player and radio manufacturer, has signed Shaw Adv., New York, to handle its advertising on radio. Radio may be included.

NEW YORK HERALD TRIBUNE, New York, is expanding its current radio schedule and has signed a 2-week contract direct for sponsorship of participation show of Martha Deane on WOR New York, five times weekly 5-5:30 p.m. effective March 6. Firm also plans in spring to use station breaks and other participation shows on WJZ WRAP WABC WEAN, all New York.

LAWRSONY, London, Ont. (Snowflake Ammonia), has started weekly French quiz show on CKAC Montreal and extended network quiz show “Name-It” on CFRB Toronto and OHML Hamilton to June 28. Agency is MacLaren Adv., Toronto.

ESSO MARKETERS has signed 26-week contract to sponsor two-a-week 10-minute television show to be called “Your Easo Reporter” over WNET New York. Series will begin sometime in April when WNET resumes telecasting and schedule will be set later. Agency is Marseall & Pratt, New York.


FREESE SEAFOOD Co., Los Angeles (Certifresh sea foods), on March 4 started sponsoring five-weekly quarter-hour transcribed musical “Hit Songs of the Years” on KPAC Los Angeles. Firm also sponsors five-weekly quarter-hour recorded musical program on KFED KXLA. Contracts are for 52 weeks.

WESCO WATER PAINTS Inc., Berkeley, Calif., has signed “The Drinking Water Show” on KFRC San Francisco for 3 weeks.

WESTERN HARNESS RACING Assn., Hollywood, Calif., has appointed Smith, Bull & McCreery, Hollywood, to handle advertising. Radio will be used.

CHURCH OF ENGLAND IN CANADA, Toronto (financial campaign), has started a radio advertising campaign on a large number of Canadian stations. Agency handling account is McKim Adv., Toronto, and Russell T. Kelley Ltd., Hamilton, Ont.

MENNEF Co., Toronto (shave and baby products), has started 5-minute early morning program five days weekly on a number of Canadian stations. Agency is A. J. Denne & Co., Toronto.

BELL TELEPHONE Co. of Canada, Montreal (classified section), has started one-spot announcements on 12 western Canadian stations.

MENNEF Co., Toronto (shave and baby products), has started 5-minute early morning program five days weekly on a number of Canadian stations. Agency is A. J. Denne & Co., Toronto.

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Network Accounts

New Business


SAFeway STORES Inc., San Francisco (Mrs. Wright’s bread), on March 5 started “The Count of Monte Cristo” on 39 Don Lee Pacific stations, Tues. 8-8:30 p.m. (PST). Agency: Walter Thompson Co., San Francisco.

Net Renewals

GENERAL FOODS Corp., New York (LaFrance, Satina, Post Toasties, Maxwell House Coffee), April 1 renewed for 13 weeks “The Second Mrs. Burston” on 141 CBS stations, Mon.-Fri., 2-2:15 p.m. Agencies: Young & Rubicam and Benton & Bowles, N. Y.

CHRYSTIE BLANCA WINE Co., Los Angeles, has signed contract for 22-week run of “This Is My Best” on 116 CBS stations, Tues. 9-9:15 p.m. Agency: BBDO N. Y.

Net Change

COLONIAL DAMES Corp., Los Angeles, Los Angeles, has replaced “Song of the Week” with “Suarez the Story of the Week” on CBS Pacific stations Sun. 8-8:30 p.m. (PST). Agency: Dixon-O’Donnell Adv., Los Angeles.

CBS Revises

STARTING March 17, CBS is re-vamping its Sunday morning and early afternoon schedule in accordance with what CBS calls “mood sequence” but which is generally referred to as “back-to-back” programming. The two half-hours of the network’s Church of the Air, formerly broadcast 10-10:30 a.m. and 11-11:30 a.m. will now be heard consecutively, 10-11 a.m. From noon to 1:45 p.m. is a sequence of discussion-type programs: Invitations to Learning, Evaluating Great Books, 12-12:30 p.m.; Transatlantic Call, 12:30-1 p.m.; People’s Platform, moved from Saturday evening, 1-1:30; Time for Reason, Lyman Bryson program formerly titled Problems of Peace, 1:30-1:45. Farm news has been added to the 9-9:15 a.m. news report to keep it in tune with the preceding Country Journal. Wise and Jordan is grouped with Salt Lake Tabernacle into an hour of religious music in the later morning.

Short Version

WINSTON CHURCHILL’S Fulton, Mo., speech broadcast by the four major U. S. nets Tuesday, was carried only in part by the network of his own country. BBC broadcast approximately 20 minutes of the former Prime Minister’s address in a transcription played several hours after the address was delivered.
Mitchell Resigns

As WJR Engineer

Leydorf Succeeds Him as Head
Of Technical Operations

RESIGNATION of M. R. (Bob) Mitchell as chief engineer of WJR, Detroit and appointment of G. F. (Fritz) Leydorf as his successor was announced Thursday by R. M. orris Pierce, vice president of the G. A. Richards stations in charge of engineering.

Mr. Mitchell, a veteran of over 20 years with the Richards organization, decided to retire from active technical direction because of ill health. He remains a stockholder, however.

He has established a boys' camp in Northern Michigan, 200 miles from Detroit, and proposes to operate it largely in the interest of under-privileged children. This summer Mr. Mitchell is taking 50 underprivileged to "Mitchellwood." Mr. Mitchell is one of radio's best known engineers and, in addition to his installation of WJR, has perfected a number of basic radio and electronics patents. He started in radio in 1913 and in broadcasting in November 1920. He has worked in radio aviation, television and ultra high frequency development. One of Mr. Mitchell's major innovations was the radio frequency heat-treating equipment.

Mr. Leydorf, now technical supervisor of the Crosley Corp.'s radio operations, including WLW Cincinnati, is an expert in high-power transmission, as well as in antenna design and propagation. A native of Ohio, he was building crystal sets in 1920 as a youth of 12. Specializing in radio in his school work, he joined Crosley in 1933, when 25, and participated in the installation of WLW's 500,000-w experimental station. Mr. Leydorf has attended practically all of the engineering conferences having to do with allocation and propagation.

He developed the theory of the re-entrant rhombic antenna for WLW, 50,000-w international shortwave station. In 1942 he was given honorable mention Eta Kappa Nu award for "outstanding contributions to the design and construction of high-power broadcasting systems and interest in community affairs."

Broadcasting Adds Levi, Davidson and Tuchman

TWO FORMER servicemen returned to BROADCASTING last week, in the same time a third ex-Army officer joined the staff.

Winfield R. Levi, former sales promotion manager of WSAI Cincinnati, has been assigned to promotion at BROADCASTING's Washington headquarters. A major in the Army Air Forces, he saw service in the India-China Division, Army Transport Command, as deputy assistant chief of staff, priorities and traffic section. He entered service as an infantry private in November 1941.

Martin Davidson has been assigned to the advertising department of the magazine's New York bureau, working under S. J. Paul, New York advertising manager. He recently was released from the Marine Corps as a first lieutenant. He originally joined BROADCASTING in the editorial department in Washington in 1940 and afterward served on the New York news staff. He enlisted in the Marine Corps in 1942 and served through the Tarawa, Bougainville, Guam and Iwo Jima campaigns. Ralph G. Tuchman has returned after three years in the Army Air Forces. His last assignment, as captain, was as deputy public relations officer, AAF Training Command, Fort Worth. Mr. Tuchman joins the West Coast bureau in Hollywood under David Glickman, manager. He originally joined BROADCASTING in February 1942.

Search Ended

TALENT search for m.c. to conduct "Try 'n' Find Me," sponsored by Southern Cotton Oil Co. (Wesson Oil and Snowdrift Shortening), has ended with selection of Bert Parks. He served in Army for two years as a captain and prior to that was one of the youngest officers on the air, formerly on the "Eddie Cantor Show." Program will be heard five times weekly, 4:15-4:30 p.m. on ABC when it switches from CBS this month.

BROCHURE BY NBC

COVERS OWN VIDEO

NBC last week issued a brochure describing production procedures and establishing charges for television facilities on WNET New York.

The brochure, entitled "NBC Television—Guide to Commercial Production Procedures," divided charges into three parts: (1) transmitter charges of a flat rate of $100 as basic charge for 11 minutes to one hour, day or night, and $75 for 10 minutes; (2) program facilities charges, and (3) program production charges.

For facilities NBC listed: Use of studio 3-E, $750 for an hour segment, $500 for a half-hour, $300 a quarter-hour, $250 for 10 minutes. Film studio charges are $250 for an hour, $200 for a half-hour, $150 for a quarter-hour, and $125 for 10 minutes. Provisions are made for rehearsal time in both live and film studios.

Without listing specific rates, the brochure explained that production charges would vary widely, depending on quality of talent, production staff, scripts, sets, etc.

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SWEET COOKIES?

- OUR DISH FOR

12 YEARS!

Consider, if you will, our long association with the Manchester Biscuit Co. of Fargo. Five days a week, for twelve years, we've sold its fine products.

A record to be proud of, don't you think? WDAY has eighteen year-round local advertisers who have been with us, steadily, from 10 to 23 years!

WDAY, INC.

FARGO, N. D.

970 Kilocycles... 5000 Watts

FREE & PETERS, INC., NATIONAL REPRESENTATIVES

March 11, 1946 • Page 57
Radio Day

Radio Day of East Lake City Advertising Club was highlighted by demonstration broadcast titled "Your Radio Industry" presented by KLX, KSL, KUTA. Presentation consisted of flash-back review, a survey of radio's marketing power and entertainment features. Historical transcriptions were included. Program was transmitted and broadcast in the evening as a public demonstration of station's community service.

Clippings

SIMULATED clippings of a "stop press" item from a newspaper front page have been mailed out to members of Media, Inc., by Australian advertising agencies. Items an-

Radio Merchandising Pays

Quick Dividends

Radio has a split personality, Hooper only tells about the half that goes into the air. The other half—selling dealers "on" the air—is equally essential.

Merchandising the product—plus the program—WJW’s Merchandise Sales Staff made 1356 dealer presentations of Interstate Creamery’s radio campaign . . . sold 987 cases of sponsor’s new Babs Evaporated Milk . . . opened 750 NEW dealer accounts . . . ALL IN ONE MONTH!

Design for Distribution:

"and the favorable propagation characteristics of WFDF Flint should occasion no surprise."
WITH grand prize of $10,000 in one dollar bills to be given lucky guesser of song title within a sealed envelope, daily half-hour audience participation program, "You're in the Act," started March 4 on CBS station, WPAI. Applause meter will determine daily prize winner.

Miss Hayes Honored

HELEN HAYES, dramatic actress, will be presented with the American Red Cross Award of Honor in recognition of her wartime achievements in the organization’s nursing service, in a special CBS broadcast from Washington, D.C., March 12, 4:45-5 p.m. Broadcast is a birthday memorial to Jane Delano, first national director of the Red Cross nursing service during World War I. Hayes currently is a CBS national policy maker and was a Red Cross nurse in France and England in the first time since their arrival in the U.S. over ABC on March 17, 1945, the day of the surrender.

Radio Visit Home

SEVEN British GI brides and their husbands, along with six American families, will be present in England for the first time since their arrival in the U.S. over ABC on March 17, 1945, the day of the surrender.

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EXCLUSIVE broadcast will be aired from London on a half-hour basis each evening. Six programs written and produced by the National Council of the Protestant Episcopal Churches of America titled "Building for Peace" started March 1, Fri. 6:30-7 p.m. on WINS New York. Programs feature true to life dramatizations of American women and men and a three-minute talk.

KMPC Forum

ANSWERING questions of social agencies regarding radio and pointing out how educational campaigns can be adapted to radio use, open forum with representatives of the industrial community under auspices of KMPC Hollywood Feb. 28.

Hints on Charm

PARTICIPATION program featuring John Robert Powell starts March 11 on WJZ New York Monday through Friday 12:35-1 p.m. Program is designed to keep women advised to retain their charm and will include interviews with former successful models.

Florists Sponsor

FOUR leading florists of Stamford, Conn. cooperatively are sponsoring "Flowers for Freedom," a CBS New York weekend afternoon words-with-music-quarter-hour program of romance and sentiment, "Say It With Flowers." Memories of local war goodness are invited to these themes.

Choral Concerts

A DIFFERENT choral group of Salt Lake City will participate in the first Sunday evening concert program series of KMPC Sunday March 23. Brief history of each group performing will be presented.

Early Morning Show

AIMED at early morning workers of hotels, nightclubs, etc., "WQAM Morning Show" is being aired daily 4:30-5 a.m. by the Miami, Fla., station. Request records are played.

News Discussion

WEEKLY analysis of national and international issues, including a listener's opinions on topics discussed by the correspondents and guest panelists, begins March 11 over ABC in Mon. 10:30-11 p.m. period. Title is "Question of America."

Home of the Kentucky Derby

LOUISVILLE

No 24 years of profitable peach fuzz

Each year over 2 million bushels... 10% of all the peaches produced in the whole South...picked in Spartanburg County alone!
German Discovery May Aid Equipment Makers

A GERMAN machine which may revolutionize the manufacture of condensers for radio, radar and other electronic equipment soon will be available for inspection by U. S. manufacturers, the Dept. of Commerce Publication Board announced last week. The type of condenser turned out by the machine heals automatically after an electrical breakdown and numerous breakdowns can occur before the effective value of the condenser is reduced below the workable limit. Consequently, metalized paper capacitors may be operated at from 20-50% higher voltages than capacitors, according to Commerce.

It is estimated that any present manufacturer of fixed paper condensers could adopt the new process with an additional capital outlay of $25,500. Frederic E. Henderson, superintendent of manufacturing engineering, Western Electric Co., Baltimore, as investigator for the Technical Industrial Intelligence Branch, obtained full information on the machine production costs are expected to be about 20% less. The process is covered by U. S. Patent 2,244,090, in custody of the Alien Property Custodian. It is estimated that any present manufacturer of fixed paper condensers could adopt the new process with an additional capital outlay of $25,500. Frederic E. Henderson, superintendent of manufacturing engineering, Western Electric Co., Baltimore, as investigator for the Technical Industrial Intelligence Branch, obtained full information on the machine.

Ralph Warren, control room technician at WCOP Boston since 1941, has been appointed studio supervisor. Warren Stevens, control engineer at WEEI Boston, has been appointed television news engineer.

AP Invites Benton to Explain Plans

William B. Benton, assistant Secretary of State in Charge of Public Affairs, has been invited by the Associated Press Board to explain in detail how he plans to carry out his international information and cultural program at the next AP Board meeting, April 17 in New York. But Mr. Benton hasn't decided whether to accept or not.

A fortnight ago the NBC U. of Chicago Round Table wanted to air the AP-UP vs State Dept. controversy in which both news associations withdrew their wire services from State Dept. use on the grounds that State's department might be using news copy for propaganda purposes. Invitations were extended to Kent Cooper, AP general manager, and Hugh Baillie, UP president, to participate with Mr. Benton on the Round Table broadcast and to explain their positions to the American people. Both declined.

Meanwhile State Dept.'s international broadcasts of news continue on a daily basis, with International News Service still providing its wire. During hearings last week before the House Appropriations Committee on its 1947 fiscal year budget, State Dept. is understood to have presented an impressive case on behalf of continued shortwave news broadcasts and cultural programs. Mr. Benton's department presented comparative charts showing that the U. S. has reduced its shortwave broadcasts more than the other major powers, while Russia and Britain still beam heavy schedules to all parts of the world.
These new ideas in FM circuits designed by Westinghouse bring you important advantages never before available in FM transmitters.

Modulation, for example, is a simple, straightforward diode type... noncritical, non-microphonic, no-trick tubes (see drawing above). The effective resistance of the tubes is a function of plate current in the modulator-control tube.

Thus, the master oscillator tank circuit is frequency-modulated due to \textit{resistance variation} in response to audio signals applied to modulator-control input circuit. And the frequency-modulated master oscillator operates at only 1/9th the F.C.C. assigned center-frequency.

There are other important benefits in the new Westinghouse design. Frequency is held without using critically-tuned elements or moving parts and nowhere does frequency stability depend upon a tuned circuit.

These new improvements are born of intensive wartime radar experience and actual operation of five FM stations... a background unmatched by any other transmitter manufacturer. Ask your nearest Westinghouse office today to give you all the facts, and look at Westinghouse before you buy! Westinghouse Electric Corporation, P. O. Box 868, Pittsburgh 30, Pa.
Billings Rise 300% For Tobacco Network

TOTAL BILLING upsurge during the past five months of over 300% has been reported for the Tobacco Network by Phil Whitten, general manager of the Eastern North Carolina regional hookup. Stations in the network include WRAL Raleigh, WPNC Fayetteville, WGMT Wilson, WGTC Greenville, WGBR Goldsboro, WHIT New Bern and WJNC Jacksonville.

Ten new contracts, most of 52-weeks' duration, have been signed for programs, effective Jan. 1. In addition, one advertiser has added four other Carolina stations to its Tobacco Network shows. Programming within the network has been intensified, says Mr. Whitten, with each member station supplying network shows. Revised rate card for the Tobacco Network, effective Jan. 1, has been sent out. This month will see the first edition of a house organ, The Tobacco Network Smoker, sent out to stations, agencies and advertisers.

WPAY Joins CBS

WPAY Portsmouth, Ohio, joined CBS on March 1 and marked the new affiliation by opening its newly enlarged quarters to the public in a two-day open-house celebration. The observance included a special broadcast of congratulatory messages from city officials and community leaders. General Manager Paul Wagner pointed out that during the past year WPAY has spent approximately $6,000 for improvements and expansion of studios and offices and $5,000 for technical improvements. The station, formerly a Mutual affiliate, operates fulltime on 1400 ke with 250 w.

Lucky Tiger Breaks

LUCKY TIGER Mfg. Co., Kansas City, opening a spot campaign which it plans to extend to most major markets [BROADCASTING, March 4], is sponsoring Washington Reports thrice weekly on WLW Cincinnati and is using 75-second chain break transcribed announcements on KCKN KCMO KMBC WDAF WHB KFQ KANS KPH KVVO KOMA KTOK WKY. Merritt Owens Adv., Kansas City, agency.
SARNOFF GIVES LABOR FORMULA
RCA-NBC Head Says Fact Interpretation Vital; Misunderstandings Cause Trouble

PROPER interpretation of facts and their practical relationship to problems of both sides are of vital importance in management-labor difficulties, according to Brig. Gen. David Sarnoff, RCA president and NBC board chairman. Gen. Sarnoff is credited with averting strikes a fort night ago [BROADCASTING, March 4.]

"Improper interpretation and practical relations of facts to the problems of both sides constitute the "root of much misunderstanding," said Gen. Sarnoff. "I think that 50% of the trouble is due to misunderstanding of each other's problems and the remaining 50% is due to understanding of each other's purposes."

In genuine collective bargaining the "black shadows of misunderstanding" must be cleared up first, he explained. Willingness of each side to make reasonable concessions without sacrificing basic principles he called "the essence of genuine negotiations between labor and management.

"Management, labor and consumer all lose when relations between the parties are bad and all gain when the relations are good. Good management-labor relations are reflected in better production, lower costs, greater volume, lower prices and steadier employment."

Gen. Sarnoff said that in dealing with management-labor problems,

CBS Replacement
NASH-KELVINATOR Corp., Detroit, reports successful use of "camera代替" in new "Mattress Maintenance" program following broadcast of March 27 and replaces it with new "Camera代替" in broadcast program the following week.

Firm holds Wed. 10:30-11 p.m. (EST) time. Agency is Geyer, Cor nell & Newell, New York.

Canadian Ratings

Leading French-language daytime programs for February were "Quelles Nouvelle" with sets-in-use rating of 44.8 and program rating of 30.1, "Jenisse Dorée" with program rating of 29.3, "La Rue Principale" 24.1, "Joyeux Troubadours" 23.8, and "La Metairie Lanconnet 23.8."

Letter to the Editor
EDITOR, BROADCASTING:

Those people who profess a hatred for singing commercials can prove it. They'll sing them for you, lyric for lyric. Product impression has been achieved with at least that group which claims choral copy to be the bane of radio.

Should a commercial sing? Well, why not? They've been delivered in every other manner, shouted, coed, rhymed, whispered, and blasted, depending on the copy directives and the vocal virtuosity of the announcer.

Rhythm, rhyme and song are among the earliest of art forms. If the passions of hate, love and loyalty can be best expressed in music, why object to paeans for Peter son's Plums?

The critics of the symphonic sell have induced a sort of schizophrenia within the industry. This we-really-hate-it-but-everybody's-doing-it indecision can be corrected by refusing to okay the first cadenza that creeps into a piece of copy merely because it sounds like a singing commercial—and by seeking the kind of inventive expression that goes farther than just finding a rhyme for the sponsor's product.

That brings us to the point that a melodic plug has to be created with the same finesse that goes into any other song intended to please. Only rarely can a phrase be lifted from straight commercial copy, shoe-horned into a P. D. tune and deliver entertainment as well as sell.

The best song ever written can stay just so long at the top of the hit parade. Commercials, singing or otherwise, likewise need a change of oil at measurable periods.

The singing commercial is really a rehearsal for more diversification to come. When the image orthicon begins to pick up programs across the board, commercials will not only sing, they will dance, grimace and demonstrate.

Meanwhile, set this to music:
You get up to twice the wear
Say it again—Virginia Dare.
Everybody's a practitioner,
Even Drene with Hair Conditioner.
Who'd choke Chiquita (Miss Bana
She's part of our Americana.
Don't kick that jingle, learn to pet

If you ain't got it, you're gonna get it!

Robert M. Guilbert
Continuity Acceptance Editor
NBC Central Division

BROADCASTING • Telecasting

WHEN TIME MEANS MONEY
AIR EXPRESS EARN ITS WEIGHT IN GOLD

22% slash in rates since 1943 makes this fastest delivery service a better business buy than ever

Do you need something fast — to keep your business going and men at work, to serve a customer or to get one? Do you need “delivery speed” on new merchandise or sales pieces to keep a customer happy? Then use Air Express. Let its speed save time (a matter of hours from coast-to-coast). And the time you save means money — money that makes this fastest delivery service "earn its weight in gold!"

Specify Air Express-Better Business Buy Than Ever

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

AIR EXPRESS
-GETS THERE FIRST-

Write Today for new Time and Rate Schedule on Air Express. It contains illuminating facts to help you solve many a shipping problem. Air Express Division, Railway Express Agency, 230 Park Avenue, New York 17. Or ask for it at any Airline or Railway Express office.

Phone AIR EXPRESS DIVISION, RAILWAY EXPRESS AGENCY

Representing the AIRLINES of the United States

March 11, 1946 • Page 63
NEW YORK SCHOOLS FORMING FOR VIDEO

FORMATION of a special committee to supervise development of television use in New York's school system has been announced by the city's Board of Education.

Dr. Elias Lieberman, associate superintendent of schools, to whom the committee will report, said the committee's work "will fall naturally into three main areas: the evaluation of educational telecasts, which will be viewed by selected teachers and students; the preparation of new educational programs in cooperation with professional broadcasters, and the training of teachers in methods of utilizing educational telecasts in the classroom."

The committee's first project will be cooperation with NBC in production of an educational television series, to begin sometime after April 7 over WBNB New York. The series will feature dramatic presentations of educational material, featuring the physical sciences at first. Committee members are James F. MacAndrew, broadcasting coordinator for the Board of Education; Dr. Maurice Ames, science supervisor of city schools; Alfred Beck of the junior high school division; Mrs. Dorothy Klock, of WNYE, the Board of Education's station; Mrs. Mildred Pascale, social studies supervisor for the vocational high school division; Mrs. Dorothy Weigand, of Public School 206, Brooklyn, and Edward Stusheff, television producer and director for WNYE.

Roma Plans


FCC Cites Realflex

MARTIN J. Goldstein and Isabelle Goldstein, trading as Realflex Products Co., 335 38th Street, Brooklyn, have been charged by the Federal Trade Commission with falsely advertising their spark plug cable sets by using the names "Champion," "Goodyear," and "Zenith." The Goldsteins claim they are entitled to use the names because they have been registered for use in marketing their products.

KPO-Stanford Institute

FOR THE FOURTH consecutive year KPO San Francisco, in cooperation with the Stanford U. Dept. of Speech & Drama, offers an eight-week summer Radio Institute. Institute faculty members include: John W. Elwood, general manager, KPO, and Harlan M. Adams, assistant professor, Stanford U., along with the following members of the KPO staff: Alfred W. Crapsy, sales manager; Floyd Farr, chief announcer; John Grover, staff announcer; Don Hall, engineer; Dwight Newton, commentator.

LATIN SUDS SERIAL

Catch Pan-Am Hearers

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Radio Potent

INFLUENCE of radio as a molder of public opinion was stressed by Will Rogers Jr., speaking at the organization meeting of Radio Unit of Hollywood Independent Citizens Committee of the Arts, Sciences and Professions in Los Angeles. Mr. Rogers, a candidate for the U. S. Senate, declared he and Senator Sheridan Downey both agree radio is the most important factor in politics today.

He denounced proposal of the Rankin Committee on Un-American Activities that radio commentators be required to keep copies of scripts for FCC examination.

Electronic Detector

ELECTRONIC DEVICE which will detect any and all metal particles in non-metallic industrial materials and set up a reaction which can be used to operate a visual or audible warning signal or to deflect the metal-bearing object into a special channel for reprocessing, has been designed and built by RCA Victor and was given its public debut at the Chemical Exposition in New York.
HERE IS WHAT YOU WANT

In your 250 Watt AM Transmitter!

Study these Raytheon features before you choose any transmitter, for replacement or new installation.

1. Simple, Speedy, Accurate Tuning. Uses only two tuned stages—RF drive amplifier and power amplifier, tuned by low-speed, clutch-equipped motor, giving micrometer control and eliminating back-lash.

2. No Buffer Stage Tuning. Use of Triode type amplifier in buffer stage eliminates this complicated tuning.

3. Lower Distortion Level—inherently lower — due to use of Triode type tubes.

4. Greater Dependability. Use of Triode type tubes means that feed-back failure will not put you off the air. (Feed-back is included to improve quality of signal, but is not necessary to the circuit.)

5. No Forced Ventilation, therefore no excessive dust to cause arcs. Fresh, cool air circulates freely upward by convection, thanks to vertical chassis, properly vested.

6. Silent Operation. No fan noise. Especially important if transmitter is located in studio.

7. Exceptional Signal Quality. Full tonal beauty and really exceptional clarity has been obtained by careful engineering throughout.

8. Highest Quality Components used throughout: each part exhaustively tested before inclusion in the design.

9. Easy Servicing. Two full-height back doors give instant access to all wiring and components. The simpler circuits reduce servicing to a minimum.

10. Meets all FCC Requirements: Frequency response from 30 to 10,000 cycles 21 DB greater than FCC minimum. Transmitter operates well under the maximum noise level requirement.

Raytheon Manufacturing Company
Broadcast Equipment Division, 7517 No. Clark Street, Chicago, Illinois

Devoted to Research and Manufacture for the Broadcasting Industry

March 11, 1946 • Page 65
Chicago ‘Master Plan’ Is Proposed

System to Halt Exodus Of Talent, Business Offered to CRMC

WEEKS of discussions by representatives of Chicago’s radio industry before members of the Chicago Radio Management Club resulted in a proposed “master plan” which the group believes will revitalize the ailing industry and halt the exodus of talent and business to New York and Hollywood.

Prepared by Holman Faust, vice-president of Mitchell-Faust Advertising Co., Chicago, and submitted Feb. 27 for approval, the plan calls for cooperation between networks, stations, agencies and talent to encourage production of new programs and the discovery of new writers, producers and actors.

Mr. Faust proposed that a “farm system” be created to provide auditions for talent of all kinds, using either their own or prepared material.

Audition Staff

The audition staff would consist of (1) representative of AFRA; (2) representative of Directors Guild; (3) member of the Chicago Radio Management Club, and (4) secretary provided by the network or radio station where audition is to be held.

Members of the staff would serve on a rotating duty list, Mr. Faust explained, with auditions held either weekly or semi-weekly.

Persons desiring auditions would be furnished data sheets listing previous experience, etc., and would receive definite appointments for hearings. This would eliminate, Mr. Faust pointed out, the custom of networks and stations holding regular “audition nights” which he contended made it “virtually impossible” to form a fair opinion of the person’s ability.

Results of the auditions would eliminate “painlessly” those persons who obviously lack qualifications for radio work, Mr. Faust said.

“I for one think that no one should be in radio who can’t be talked out of it. Too many think it’s an easy and glamorous way to make a living and stand in the way of others who want to work hard and get somewhere,” he told the group.

Mr. Faust recommended the establishment of a “Chicago Playshop” (also recommended several weeks ago by the Chicago Radio Writers’ Guild in which new talent auditioned could be given an opportunity to appear on regular broadcasts. Such a workshop, he said, should select material by new writers, with programs supervised by new directors or producers who will make a living and stand in the way of others who want to work hard and get somewhere,” he told the group.

Goal of the proposed plan, Mr. Faust said, is to get all factors in Chicago radio to cooperate in locating new talent, to coordinate audition methods and to reach all branches of the industry, particularly agencies, who have an interest in creating new programs.

He admitted, however, that such a work would require a waiver of fees by AFRA but pointed out the actor’s union should be “responsive” to a system aimed at increasing their membership.

During the past month, the Chicago Radio Management Club has invited representatives of the radio industry to submit their solutions to the common problem of what’s wrong with Chicago radio?”

Ray Jones, executive secretary of AFRA in Chicago, said AFRA members are leaving Chicago because “there is a lack of good shows to hold talent that has created a name and a reputation.”

Advertising Opinion

Various advertising executives have told the CRMC that Chicago cannot expect to hold back ambitious talent, “whatever the incentive may be to stay.” They have complained that unknown talent takes too much time and trouble to develop; that guest artists, a standby of radio, are too difficult to obtain, and that “package” shows are easier to produce in Hollywood and New York where “name” talent adds to the show’s salability. They also complain that Chicago writers are not equal to establishing

Chicago Radio to be “Mastered”

By RAY JONES

C H N S

THE KEY STATION OF THE MARITIMES

Is your first choice for broadcast results in Halifax and the Maritimes. Ask your local dealers.

or JOE WEED

530 Madison Ave.

New York

WHBF

BASIC MUTUAL 5KW 1270Kc

Page 66 • March 11, 1946

WCKY

the 50,000 watt voice of Cincinnati

KGHL

BILLINGS, MONTANA

5000 WATTS

790 KC

NBC

Represented by

THE KATZ AGENCY, Inc.

WHBF

BASIC MUTUAL 5KW 1270Kc

67th Market

TRI-CITIES

ROCK ISLAND - MOLINE - DAVENPORT

Largest market in Illinois and Iowa, outside of Chicago.

WYFI

ROCK ISLAND

500 WATTS

550 KC

Represented by

THE KATZ AGENCY, Inc.

WHBN

BASIC MUTUAL 2KW 1205KC

67th Market

TRI-CITIES

ROCK ISLAND - MOLINE - DAVENPORT

Largest market in Illinois and Iowa, outside of Chicago.

WYFI

ROCK ISLAND

500 WATTS

550 KC

Represented by

THE KATZ AGENCY, Inc.

WHBN

BASIC MUTUAL 2KW 1205KC

67th Market

TRI-CITIES

ROCK ISLAND - MOLINE - DAVENPORT

Largest market in Illinois and Iowa, outside of Chicago.

WYFI

ROCK ISLAND

500 WATTS

550 KC

Represented by

THE KATZ AGENCY, Inc.

WHBN

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RCA

a new design which accomodates power increases through installation of an additional unit. Useful equipment consequently need not go into complete discard when facilities are changed.

Transmitter Haul Easier

Another advantage of the new process is mobility. The new model units can be conveyed to building heights by ordinary freight elevators. Previously many assembled transmitters had to be hauled to location by block and tackle.

The firm’s activity in television transmitter and studio equipment is proceeding apace. It is difficult for officials to place any price tags on completed installations. But one 5 kw unit for a simplified station, it is estimated, will cost the licensee about $150,000. That is an approximate price only and subject to revisions induced by wage and price policies finally adopted in Washington.

Mobile Video Unit

RCA also is developing a special mobile video unit which will be housed in a small truck. This unit will be delivered complete with cameras and all other necessary accoutrements. No price has been placed on the package.

RCA has several new wartime-inspired electronic developments which it is not prepared to unveil as yet.

They have made great progress in experimentation with mobile radio equipment in the 160-162 megacycle band. Employing FM, they have developed transceivers which offer notable fidelity at ranges up to 16 miles. Remarkable factor here is the clarity and the absence of fading and noise.

Prewar equipment in this category, employed by police and fire departments and for many other uses, was operated in low, civil frequencies. Invariably there were dead spots—in underpass, on structural bridges and in canyon-like metropolitan streets. Now thorough tests of the newly developed equipment, conducted for observers who rode with RCA engineers in one of the mobile test cars, demonstrated thoroughly that objectionable factors disappear in the higher bands.

This equipment will be employed widely, it is believed, by broadcasting stations in covering remote special events. It is adaptable especially, because of its mobility, to first hand reporting of fires, police activity and other spot news events.

Activities Sectionalized

The RCA plant in Camden will devote most of its capacity to turning out transmitters, studio equipment, communication apparatus, and other electronic products. Receiver manufacturing will be carried forward largely in the company plants at Indianapolis and Bloomington, Ind.

The company’s structure is being sectionalized, according to Meade Brunet, vice president in charge of the Engineering Products Department. F. M. Folsom, executive vice president, heads up responsibilities of the entire RCA Victor Division. There are major departments for records, tubes, receivers, and apparatus. Each of these departments will function as a complete entity, with separate engineering, manufacturing, and commercial facilities. Some plants will specialize on a single product as for example the Detroit operation, which will be devoted entirely to motion picture projectors. Mr. Brunet indicated that this organizational structure is the equivalent of a number of small businesses within a large corporate organization, permitting individual attention and control to be given to each of the company’s many products.

Streamlining Extended

This organizational streamlining has been extended recently in the Engineering Products Department, responsible for the electronic apparatus produced by RCA. W. W. Watts has been named general sales manager of the department. He has had a considerable background of both technical and merchandising experience, having been previously with Montgomery Ward & Co. and the Zenith Radio Corp. T. A. Smith heads direct sales operation including broadcasting, television, communication, and electronic production. C. M. (Buck) Lewis is broadcast equipment sales manager and H. E. Rhea heads television broadcasting sales. J. B. Taylor is advertising manager for the department.

COMMADR. CHEW IS CITED FOR WORK IN TELEVISION

COMMADR. THORNTON CHEW, formerly with Don Lee Television, Hollywood, has been cited by Vice Admiral E. L. Cochrane, chief of the Bureau of Ships, for “outstanding performance of duty” in research, design and development in the field of television, relay radar, and infra-red detection.

Commadr. Chew supervised remote television pickups for Don Lee before joining the Navy in May 1943. Since that time he has been serving in the Bureau of Ships, Washington, D. C., as project engineer in the Air Special Weapons Section of the Air Group, Design Branch, Electronics Division. His principal duties have been in the design of video equipment.

With Don Lee for two years, he formerly was with Television Products Co., Los Angeles, and is a past director of Hollywood Television Society. He was promoted to commander on Jan. 30. Commadr. Chew plans to return to commercial television upon release from the Navy, probably in June.

ABC Promotes

ABC’s Central Division promotion department (WNEW-ABC Chicago) began its most extensive promotion campaign since V-J day, by contracting with Chicago Transit Co. for subway space, in addition to extensive use of billboard and other outdoor advertising media. Karl Sutphin, ABC Central Division promotion director, announced that all copy will concentrate on ABC’s Monday night mystery and comedy features, with new copy provided monthly. More WNEW promotion activity concerns new ABC programs with window displays at strategic downtown points, and the distribution of 100,000 book matches selling station program and services to clients and agencies.
Navy Plans Pool For Atom Coverage
Live Mike Is to be Aboard One of Target Ships

PLANS for radio coverage of the Navy atomic bomb tests were announced last week by Joint Task Force—1, preceding a late Friday meeting of industry representatives in New York at which time eight radio correspondents were to have been selected for the "Crossroads" project.

The JFT-1 plan calls for a pool broadcast of the explosion including the 30 minutes before and after the blast and first reports on results of the explosion, first broadcast after the bombing by the Commander of the Task Force and any of his deputies. A radio correspondent will fly over the scene of the explosion for a live, eyewitness account.

Radio men hope to telecast the explosion and following scenes to Appalachian, main radio and press ships and any of his deputies. A radio correspondent will fly over the scene of the explosion for a live, eyewitness account.

Two high quality voice transmitters will be provided for the Appalachian, main radio and press ship. The "observer" ships and the Flagship will be provided with less powerful voice broadcast transmitters. Broadcasts from these ships will be received by the radio and press ship and relayed. A transmitter on the main target ship and one other will be "on the air" at all times of the explosion to pick up the sound—if any—which occurs before the microphone is disintegrated.

RCA will probably be the commercial company designed to receive transmissions from the Appalachian at its West Coast station.

**Lever Brothers Official Addresses Coast Group**

KEYING his words to need for industrial support, Charles Luckman, executive vice president of Lever Bros., and former president of PepsiCo. Inc., March 5 addressed joint meeting of Los Angeles Advertising Club, Sales Managers Assn., and Food Industries Sales Managers, at Biltmore Hotel, Los Angeles. Stressing necessity for expanding economy, increasing production and raising living standards, Mr. Luckman pointed out as necessary, good management, good products, good sales organizations, advertising plans, good public relations and good advertising.

In commenting on advertising, he said, "The next great task ahead of advertising and advertising men is the rehabilitation of the American commercial system in the eyes of American people. The public knows, even though for the moment it may have forgotten, the plans that those who have played in progress of our nation. The way to begin is clear."

**Stratovision Ideal for Color, Declares Westinghouse Official**

STRATOVISION as a "natural" for CBS color television is seen by C. J. Burnside, manager, Industrial Electronics Division, Westinghouse Electric Corp., Baltimore.

Following announcement by CBS that Westinghouse had been licensed to produce color television under CBS patents, Mr. Burnside last week revealed that Westinghouse has been working in close cooperation with the network since late last year in the development of very-high frequency television.

Now under way in the Baltimore plant are first studio pickup units built to CBS design for experimental work essential to the development of both transmitting and receiving equipment, said Mr. Burnside.

"The new units—first to transmit both sound and picture on the same carrier—employ pulse transmission borrowed from military technique," he explained. "Undertaken originally as a CBS-Westinghouse development the new unit soon after such important advances in television progress, the art is limited number are being made available to other leaders in the radio industry so that all may work concurrently to bring color television a swift and complete maturity."

System Explained

Mr. Burnside explained that under the CBS-Westinghouse system, picture information is transmitted as each component line of the scene is traced, or scanned, in the camera tube, while FM sound is added in the fraction of a second which the electron beam is moved back to the left edge of the picture to begin scanning the next line.

"Two particular factors add to our overall interest in the new system," said the Westinghouse executive. "First, all signs indicate that CBS color operation will be particularly adaptable, because of its small antennas and light-weight equipment, for Stratovision, the revolutionary new system of airborne television. Rapid transmission under development by Westinghouse in cooperation with the Glenn L. Martin Co."

"And second, it would seem that Stratovision is a 'natural' for CBS color since the problems of transmitting the wide frequency channel necessary for color operation are not readily solved by any system using direct broadcast or existing coaxial cable."

Color Impressive

Color television made a deep impression in the minds of Congressmen who witnessed a CBS demonstration on March 1 [Broadcasting, March 4].

Returning to Washington early last week Sen. Burton K. Wheeler (D.-Mont.), chairman of the Senate Commerce Committee, declared: "It's very fine, indeed; very much superior to black-and-white television."

Sen. Albert H. Hawkes (R-N.J.), member of the Senate Interstate Commerce Committee, said: "I think it was a very interesting demonstration. It proved great progress in the art. My own experience in technicolor clearly satisfying me that the public doesn't want black-and-white when they can have color. Why at the present rate of progress, it, you ought to give it to them."

Rep. Richard W. Harless (D.-Ariz.), member of the House Interstate & Foreign Commerce Committee, commented: "After having seen the color demonstration, I'm very much impressed. It's like drinking something with real punch in it compared to drinking a cup of water. I never could be satisfied with anything but color television, of course."

**Format Changes**

FORMAT of Spotlight Bands sponsored by Coca-Cola Co. Three times weekly on Mutual and placed by D'Arcy Adv., New York, changes on April 1 to include three permanent orchestras as a regular basis instead of three different bands. Guy Lombardo will be aired each Monday from New York, Xavier Cugat will broadcast Wednesdays from Chicago and Harry James on Fridays from Hollywood. Series of Coca-Cola conventions will be held April 2 to June 15 in Boston, New York, Chicago, Galveston, Jacksonville and Los Angeles from where one of the three bands will broadcast during the convention.

**Check with your BRANHAM men for availabilities.**

**EVE**

**R**

**VER**

**SO HUMBLE**

**IS**

**SWEET**

**HOME** (Ky.)!

And the poet was wrong when he said there’s no place like it! There are lot’s of ‘em in Kentucky—oddly-named hamlets that are exactly alike in two ways: First, that they’re not worth reaching via radio—and, second, that WAVE doesn’t reach them! Actually, there’s no place in Kentucky like the Louisville Trading Area—a better market than the state of the state combined. This is the sweet home of prosperity . . . and WAVE offers it at lower rates! Want the key, pal?

**LOUISVILLE’S**

**WAVE**

5000 WATTS — 970 K.C. 1.B.C.

FREE & PETERS, INC.

National Representatives

**when its noon in**

**WNOXville**

**sales go up!**

WNOX’s big noon show, the MIDDAY-MERRY-GO-ROUND breaks all sales records. 90 minutes of variety—daily—plays to a studio audience of hundreds.

Check with your BRANHAM men for availabilities.

**March 11, 1946 **

**Page 69**
**Programs (Continued from page 15)**

A station's merit, the Commission will ask for a full accounting by licensees on sustaining programs: the number carried, the time they are scheduled, and their general character. It will examine into network sustaining productions, asking networks to report to it the sustaining programs it offered with a list of affiliates which carried them and a list which did not. This will be checked, evidently, against a similar compilation gathered from affiliates, for too will be asked to report what networks contain and rejected and what programs they scheduled in such time segments.

"Undue" Local Emphasis

The Commission admits that it has, in the past, placed "perhaps undue emphasis" on local live programs. Nevertheless, the report notes, this category will be considered heavily in the future as an index to a station's performance in the "public interest."

The FCC likewise will scrutinize carefully the programs devoted to discussions of public issues to ascertain whether the amount of time devoted to that purpose is in proper balance to the remainder of the program schedule. What constitutes proper balance is not noted.

Applicants will be asked to state how much time out of each broadcast hour will be used for advertising purposes. This is undertaken, it is pointed out, since "the public interest clearly requires that the amount of time devoted to advertising shall bear a reasonable relation to the amount of time devoted to programs."

Renewals Will Be Watched

There will be, the report reveals, "a generally more careful consideration of renewal applications." What this portends can only be guessed; there is reason to believe that even now renewals are enjoying more than a passing glance, since currently there are about 300 stations operating on temporary licenses.

Most of these, says the FCC, are on temporary because the Commission has had no time to process them. The FCC "deemed it preferable to issue temporary licenses pending the adoption of the more expeditious procedure outlined in the report."

That there will be no question of its serious intent, the FCC report offers its definitions of network, commercial and sustaining programs. Summarized, these are:

- A network program is any furnished to a station by a network or another station.
- A commercial program is any program paid for by a sponsor or a program which is interrupted by commercial by announcement at intervals less than 15 minutes.
- A sustaining program is one that is neither paid for nor so interrupted.

The report reveals an entirely new concept in one program category. This is called a "wire program." It is defined as "any program the text of which is distributed to a number of stations by telephone, teletype or similar means and read in whole or in part by a local announcer."

A news program, performed locally, is a local program only if more than half of its content concerns local news or comment.

"Wire' Shows Not 'Line'"

This definition conflicts somewhat with the FCC's contention that a "local live program is any local program which uses live talent exclusively, whether originating in the station's studios or by remote control." The FCC specifies, however, that stations should not, even granting that their announcers are alive, categorize a "wire" program as "live."

The report eliminates the designation "ET" (electrical transcription) when it asks that all recorded and transcribed programs be noted as "R." It adds a new classification for announcements designated "PSA." This means sustaining public service announcement. It is defined as an announcement which is not paid for by a sponsor but which is devoted to a non-profit cause: such as the Red Cross, victory bonds, public health, etc. It resists the contention that a public service announcement can be paid for, although elsewhere it acknowledges that a public service program can be.

Spot announcements—defined as any announcement which is neither a PSA nor a station standby—cannot be sustaining. If a department store buys an announcement and devotes its copy to the Red Cross, it's a SA, not PSA.

There is some haze surrounding the FCC viewpoint on weather reports and time signals in this regard. If a weather report is seen as a sustaining program, it can be paid for by a sponsor; but if it is seen as a news program, an announcement can be paid for, although elsewhere it acknowledges that a public service program can be.

But shining through these gathering clouds with Radar-like clarity is one sunbeam which broadcasters may clutch: they need report their "wire" announcement as "live." They are cited in the FCC report as evidence that promises for "public interest" programming made by some applicants are not kept and set aside.

In further extenuation of its vigor for the program task, the FCC recalls to roost some chickens whose feathers have turned gray with the passing years. It quotes:

"Commercial announcements, as the term is generally understood, shall not be broadcast between 6 a.m. and 11 p.m."

"Advertisements, as the term is generally understood, shall not be broadcast between 6 a.m. and 11 p.m." (From "Standards of Commercial Practice," compiled by the NAB, March 25, 1929).

"Our rule, however, in our station list that no more than one minute out of the 30 minutes is devoted to advertising sponsorship."

The composite week for 1945 will be Monday, Jan. 15; Tuesday, March 13; Wednesday, April 26; Thursday, June 7; Friday, Aug. 24; Saturday, Oct. 13; and Sunday, Dec. 2.

Reports will be made on three time segments of the day: from 8 a.m. to 6 p.m.; from 6 p.m. to 11 p.m. and all other hours.

The schedule forms will be uniform and will be used by applicants for new facilities, for renewals and for changes of facilities.

The uniform schedule information will be treated as "a responsible estimate rather than a binding pledge." the Commission states. It adds: "However, attention should be called to the fact that the need for trustworthiness is at least as important with respect to representations concerning program schedules as with respect to statements concerning financial matters."

Cites Five Cases

These five cases concern KIEV Glendale (1932); Van Curler Broadcasting Corp. and Western Gateway Broadcasting Corp., competing applicants for facilities in Schenectady (1939); WTOP Tuc- peda, Baltimore (1934); KHMO Hannibal (1939).

The cases involved, respectively, a new application; decision in competing applications; an application for new facilities; transfer of control; and judicial review.

They are cited in the FCC report as evidence that promises for "public interest" programming made by some applicants are not kept and set aside.

"Commercial announcements, as the term is generally understood, shall not be broadcast between 6 a.m. and 11 p.m." (From "Standards of Commercial Practice," compiled by the NAB, March 25, 1929).

"Our rule, however, in our station list that no more than one minute out of the 30 minutes is devoted to advertising sponsorship."

(William S. Hedges, now vice president, NBC, then—1930—general manager of WMAQ Chicago and president of the NAB)

"... a few weeks ago our research department told me that all the time used on the air during a particular week, that the actual time taken to present the material was seven-tenths of 1 percent of all our time." (William S. Paley, chairman of the board, CBS, then
A. ROLE OF THE PUBLIC

Primary responsibility for the American system of broadcasting rests with the licensee of broadcast stations, including the networks. It is to the stations and networks rather than to federal regulation that listeners must primarily turn for improved standards of program service. The Commission, as the licensing agency established by Congress, has a responsibility to consider overall program service in its public interest determinations, but affirmative improvement of program service must be the result primarily of other means.

One such force is self-regulation by the industry itself, through its trade associations. Licensees acting individually can also do much to raise program service standards. Their progress has indeed been made. Here and there across the country, stations have evidenced an increased awareness of importance of sustaining programs, live programs, and discussion programs. Other stations have eliminated from their own program schedules the middle commercial, the transmitted commercial, the piling up of commercials, etc. This trend toward self-improvement, if continued, may further buttress the industry against the rising tide of informed and responsible criticism.

Forces outside the broadcasting industry similarly have a role to play in improved program service. There is need, for example, for professional critics to play in this field the role which literary and dramatic critics already assume in the forms of artistic expression. It is, in fact, in the interest of all stations to cooperate in this adjustment to changed circumstances that while plays and concerts performed to comparatively small audiences in the "legitimate" theater or concert hall, the press, radio's best productions performed before an audience of millions, have received only occasional and limited critical consideration. Publicity does play a role in the function it performs. Responsible criticism can do much more than mere promotion; it can raise the standards of public appreciation and stimulate the free and unfettered development of radio as a new medium of artistic expression. The independent radio critic, assuming the same role long occupied by the dramatic critic and the literary critic, can bring an objective judgment on questions of good taste and of artistic merit which lie outside the purview of this Commission. The reviews and critiques published weekly in Variety afford a good indication of the role that independent criticism can play; newspapers and periodicals might well consider the institution of similar independent critiques for the general public.

Radio listener councils can also do much to improve the quality of program service. Such councils, notably in Cleveland, Ohio, and Madison, Wis., have already shown the possibilities of independent listener organization. First, they can provide a much needed channel through which listeners can convey to broadcasters their wishes for the best but not critically articulate audience. Second, listener councils can engage in an effort to raise the standards of public taste and attitudes. Third, listener councils can help meet the problem of listener's comments that while plays and concerts are substituted for outstanding network sustaining programs.

(Continued on page 72)
Hearings Continue

FCC HEARINGS in Brockton, Mass., on applications for use of 1460 kc proceeded on April 15. The Commission voted to deny a two-year-long petition for a hearing by ... Despite Commissioner Wills' death. The Commission assigned J. Alfred Guest, regional attorney in the New York office, to conduct the two-day hearing.

In the People's Cause

PORTLAND, OREGON
CBS Affiliate

Koin Radio Station Representatives
DAILY PROGRAMS IN
Italian Polish English
German Jewish

Koin 600 WATTS DIRECTIONAL OVER NEW YORK
America's Leading Foreign Language Station
Where Dua and Broadway meet Hopper and Crosby

The Voice of the Palm Beaches

GRAN \N
\N
\N
\N
\N

Vet Station

AN ALL-VETERAN partnership was formed between the Commission and Coastal Broadcasting Co. for a new 250 w AM station in Charleston, S. C. Frequency is 1450. If the FCC grants the application, all personnel of the station, as well as program content, will be veterans. Members of Coastal Broadcasting Co. are Lt. Commdr. Richard E. Adams, USNR, and James H. Shoemaker.

The Voice of the Palm Beaches

BROADCASTING • Telecasting

The Commission has always recognized certain basic categories of programs—radio commercials and sustaining programs. These have been classified as "commercial" programs, a "network" program, etc. Accordingly, the Commission has adopted uniform definitions of basic program terms and a classification system to be used in all presentations to the Commission.

1. Uniform Definitions and Program Categories

(a) All program time is paid for by some agency, which may be a profit-making organization or a group representing some public service. Accordingly, the carrying of such program time should be addressed during the public discussion of public issues. The crucial need is to avoid an overemphasis on dull or inappropriate material, while encouragin...
in the respect that they are syndicated to scores or hundreds of stations. The "local live programs" are of the best listening hours from 6 to 8 a.m., and also in a degree out of 8 a.m. to 6 p.m. All other hours Total.

The above schedule will be uniformly utilized in Commission application forms. The forms are in lieu of the various types of schedules now prevailing. In using the tabulations may be calculated as a responsible estimate rather than a binding pledge. However, attention should be called to the fact that the need for trustworthiness is at least as important with respect to representations concerning program service as to statements concerning financial matters.

Stations will also be asked whether they propose to render a well-balanced program service, or to specialize in programs of particular type or addressed to a particular audience. If their program service is specialized rather than well-balanced, a showing of the uniform schedule form is required, unless otherwise authorized by the Commission. The information requested will be in terms of the definitions and time periods set forth above. Statistical analyses and trends will be published annually.
CONFIDENT with announcement by NAB that additional research is underway on study of radio advertising for retailers, being conducted in San Antonio by Joske's of Texas, the NAB revealed that the retail promotion film, "Air Force and the Retailer," is available to all stations without cost.

Although the original film ran 100 minutes and contained five programs, a condensed version with two parts, "History and Development of Retailing" and "Why Radio Works" is being made available. The film runs about one hour. Stations may use the film for local meetings with retailers.

Consumer-Attitude Survey

In progress at Joske's is a consumer-attitude survey, being conducted by Crossley Inc. to determine the effects of a year's use of radio on consumer attitudes in buying. Also planned for this year is a series of checks and measurements within the store to determine the relative effectiveness of radio and newspaper advertising of specific items, lines, departments and store services. NAB plans to employ a fulltime research assistant who will remain at Joske's to supervise the checks. Search for a qualified assistant is now under way. NAB members have been asked to recommend personnel to the NAB Dept. of Broadcast Advertising.

Ernst & Ernst are conducting a year-end audit of Joske's sales for its fiscal year ending Jan. 31, 1946, in an effort to determine comparative sales increases or decreases by departments receiving a greater or lesser share of radio advertising.

Miss Lee Hart, NAB assistant director of Broadcast Advertising, who was Joske's director of radio advertising in 1945, is compiling the Joske report. Preliminary studies will be released to all NAB members and retailers throughout the country.

Program Summary

(Continued from page 78)

service will be expected to show the extent to which they have in fact fulfilled their proposals during the period of their license.

Stations affiliated with a network will further be required to list network assigned program sets representative of their total promotional program schedules, and the programs carried in place of such programs.

If the Commission is able to determine from an examination of the application that a grant will serve the public interest, it will grant forthwith, as heretofore. If the Commission is unable to make such a determination on the basis of the application it will, as heretofore, designate the application for hearing.

(5) Action on Renewals

With the above changes in Commission form and procedures the Commission will have available in connection with renewal applications, specific data relevant to the finding of public interest as required by the statute. First, it will have available all the data concerning engineering, legal, accounting and other matters as heretofore.

Second, it will have available a responsible estimate of the overall program structure appropriate for the station in question, as estimated by the licensee himself when making his previous application.

Third, it will have available affirmative presentations of the licensee concerning the time to be devoted to sustaining programs, discussion programs, and advertising matters.

Fourth, it will have available from the annual report to the Commission data concerning the overall program structure of the station during a sample week in each year under the existing license.

Fifth, it will have available a statement of the overall program structure of the station during a week immediately preceding the filing of the application being considered, and information concerning the carrying of the station's sustaining programs.

Finally, it will have available the station's representations concerning program service under the license applied for.

If the Commission is able to determine from the basis of all the data available that a grant will serve the public interest, it will continue as heretofore, to grant forthwith; otherwise, as heretofore, it will designate the renewal application for hearing.

WINNERS of the George Foster Peabody Radio Awards were to be announced last week-end in New York by the national advisory board. The more than 200 entries represent 38 states and two foreign countries (Italy and Canada). In addition, many of programs have been recommended by listening posts.

Recognition is given stations and programs, with awards for: Public service by a regional station, public service by a local station, outstanding reporting and interpretation of the news, outstanding entertainment in drama, outstanding entertainment in music, outstanding educational programs, outstanding children's programs.

U. of Georgia, of which George Foster Peabody was a trustee, was to have been represented at the meeting of the advisory board by Dean John E. Drewry of the Henry W. Grady School of Journalism, the unit of the university which administers the awards, with the assistance of the NAB.

Board Members

Members of the national board are Edward Weeks, editor, Atlantic Monthly, Boston, chairman; John H. Brown, former president, American Assn. of Advertising Agencies, N. Y.; Dr. Ralph Casey, director of School of Journalism, U. of Minnesota; Jonathan Daniels, editor of High (N. C.) News and Observer; Miss Addie T. Nichols of Louisville Courier-Journal and Times; Earl J. Glade, Mayor of Salt Lake City; Joseph Henry Jackson, literary editor of San Francisco Chronicle; Waldermar Klemmert, science editor, New York Times; Dr. I. Keith Tyler, director of radio education, Ohio State University; Mrs. Elizabeth Ames, executive secretary, "Yad-do," Saratoga Springs, N. Y.; Dixon Weeter, professor of English, U. of California.

Last year's winners were WTAG Worcester, Mass., for its Worces-

ter and the World, Raymond Swing, Col. Edward Kirby, WLW Cincinnati, Cavalcade of America, Fred Allen, Telephone Hour, Human Adventure, Philharmonic Young Artists series, WNYC New York and Mayor LaGuardia, WIBX Utica, and special citations to KOIN Portland, KVOO Tulsa, WFBFL Syracuse, KMOX St. Louis.

Available for hearing is a retail promotion film, "Air Force and the Retailer," is available to all stations without cost.

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ter and the World, Raymond Swing, Col. Edward Kirby, WLW Cincinnati, Cavalcade of America, Fred Allen, Telephone Hour, Human Adventure, Philharmonic Young Artists series, WNYC New York and Mayor LaGuardia, WIBX Utica, and special citations to KOIN Portland, KVOO Tulsa, WFBFL Syracuse, KMOX St. Louis.
A VIEW behind the scenes of television is presented in the current (March 9) issue of Saturday Evening Post in an article entitled, “Television: Boom or Bubble?” by Alva Johnston. It is the first in a series of three on television.

Mr. Johnston predicts that the televising of the Louis-Corn fight in June will do for television what Jim Corbett did for the movies in 1894 and what Jack Dempsey did for radio in 1921. His article covers the advantages of the “immediacy” of television as contrasted with the news reels where the audience knows the outcome. The real thrill comes, he says, in not knowing what is going to happen next.

This “unexpectedness,” Mr. Johnston says, is of special advantage in sport, where television is at its best. But the same quality often lends interest to dramatized action too long and caught the dead in which “the camera remained in action too long and caught the dead Romeo away from her.”

Contrasting Two

In contrasting the television industry with the motion picture industry, the article states that although the public pays $1,300,000,000 a year to see movies, and is not required to have a ticket to watch them. It has no such reser-voir that zoos and puppets are a great money-saving device used in the television industry.

Mr. Johnston has the opinion that zoos and puppets are a great reservoir of money-makin-gevenings, and should be used for their ben-efit.

NBC Recording Names Smith

HENRY SMITH, engineer, has been ap-pointed recording supervisor of NBC Hollywood Radio-Recording Division. He will oversee all night-time and week-end activities of that division.

Capt. W. G. H. Finch

CLARENCE G. DAVENPORT

FOUR MORE RADIO NEW’S CLINICS SET

FOUR MORE radio news clinics, sponsored by the Council on Radio Journalism and the NAB, were announced last week by Arthur Stringer, NAB director of pro-motion and Council secretary.

The first is scheduled for March 22 at Hotel Roosevelt, Cedar Rapids, Iowa, for all Iowa stations. John J. Gillin Jr., general manager of WOW Omaha, and NAB Dis-trict 10 director, and J. O. Maland, general manager of WHO Des Moines, and president of the Iowa Broadcasters Assn., are coordinat-ing the Iowa clinic, with M. 0. Lotttridge, vice president of WOC Davenport, named as clinic chair-man. William B. Quarton, general manager of WMT Cedar Rapids, is in charge of local arrangements.

Mr. Lotttridge has invited, as special guests, Wilbur Schramm, direc-tor, School of Journalism, U. of Iowa; K. R. Marvin, head, Dept. of Technical Journalism, Iowa State College, Ames; Richard B. Hull, WOI Ames. Mr. Schramm is vice chair-man of the Council on Radio Journalism.

First Texas clinic is scheduled for March 26 at the Rice Hotel, Houston. Martin B. Campbell, general manager of WFAA Dallas and NAB District 15 director, will supervise all Texas meet-ings. Mr. Campbell has named Jack McGrew, program director of KPFC Hous-ton, as clinic chairman there. James Byron of WBA Fort Worth will preside at a clinic in Fort Worth March 27, and Ken McClure of WOAI San Antonio, will have charge at a March 28 conference in charge of local arrangements.

Mr. Stringer will attend all four clinics.

Capt. W. G. H. Finch

Given Legion of Merit

CAPT. W. G. H. FINCH, USNR, president of Finch Telecommunications and owner of WGHF, FM station in New York, has been awarded the Legion of Merit for his outstanding service to the country from Dec. 1, 1941 to Sept. 1, 1945 when he was head of the Counter-measures Design Section, Electronics Division, Bureau of Ships.

Citation states: “Directly in charge of research, development and design of counter-measure electronic systems, Captain Finch was personally responsible for the successful prosecution of the war. His enthusiasm and tenacity of purpose resulted in the successful performance of a task of great magnitude and importance to the welfare of the United States.”

Named Account Executive

CLARENCE G. DAVENPORT with release from APBS has joined The Mc-Curtis Co., Los Angeles agency, as account executive.

March 11, 1946 • Page 75
GE Settlement Appears Likely; Little Change Seen in Westinghouse Strike

The Commission held, "public interest is better served by granting a license to the newcomer, other factors being substantially equal..." Narrowing the choice to NBC, Du Mont and Philco, the Commission said it realized that the company and union had agreed to enter into direct negotiations this week, and GE's president, Charles E. Wilson, was unusually optimistic. "We feel," he said, "that considerable progress is being made.

As between Du Mont and Philco, the Commission noted that NBC has imposed a nationwide television network and has had extensive experience in network network. The commission asserted that the applicant's ability to successfully operate a television station "depended upon the ability of station WWDC to earn money at a higher rate than it has ever earned before.

Narrowing the choice to NBC, Du Mont and Philco, the Commission selected NBC largely on the basis of its more comprehensive network plans. Noting the importance of Washington as an originator of entertainment, the decision stated that "the effective operation of a nationwide television network will be greatly aided by network ownership of a television station in Washington.

It should be noted," the decision continued, "that this finding is limited to television only where much developmental and experimental work remains to be done. Nothing herein said is to be construed as a finding concerning network ownership of AM or FM stations.

The Commission noted that NBC has imposed a nationwide television network and has had extensive experience in network AM operations. Philco, it pointed out, proposes an experimental relay service between Philadelphia and Washington but has no plans for a nationwide network. Du Mont, it added, plans to connect its New York station with proposed stations in Washington, Chicago, Cleveland and Cincinnati but has no plans for a nationwide network.

Programs
(Continued from page 15)

that type of government control and regulation from which our forefathers struggled to escape. In this instance just as with the issue of freedom of the press, there can be no compromise.

"Highlighting a few examples of inadequate programming, the report then proceeds to indict the entire radio broadcasting industry. Relying upon its own administrative practices, it now asserts powers far beyond those given to it by Congress and inconsistent with the constitutional limitations under which Congress acted.

"The radio broadcasters of this country fully recognize their responsibility to the American people. In a bare quarter century of existence this industry has accomplished incomparably more than has any other industrial or professional group in a similar period of time in development of its standards of performance. An honest objective comparison of radio programs today with those of 10 years ago will demonstrate this fact beyond question."

"The radio broadcasters recognize frankly that they, like all other human beings and institutions, are far from perfect. Both as individual licensees and through their national association, they will continue in the future as they have in the past to improve both their programs and other phases of broadcasting."

"On the other hand the broadcasters are fully aware that they, as the champions of the people in resisting both direct and indirect encroachments of government upon the freedom of speech. Encroachments which in their inception may seem innocuous to many people and which perhaps may seem justified in the light of isolated instances of good taste or poor judgment—nevertheless strike at the very heart of our system of broadcasting and constitute bold steps toward government domination which we may eventually deprive us of fundamental rights."

Video

(Continued from page 17)

experience in operating a television station, it added, it has had extensive experience in operating a standard station in Washington.

In selecting Bamberger, the Commission gave importance to the fact that this applicant does not have a commercial television station while NBC, Du Mont and Philco are television licensees. "Where there is a choice between two applicants, one of whom has a television station and another which does not," the Commission held, "public interest is better served by granting a license to the newcomer, other factors being substantially equal..."

Under this policy, it is possible for the maximum number of qualified stations to be devoted to enlarge the theme of original local interests.

Speares, speaking of the newcomer, said it was "enlarging the theme of original local interests for the newcomer, other factors being substantially equal..."

In allocating additional channel Nos. 7 and 9 were granted to Westinghouse. These will be devoted to enlarge the theme of original local interests for the newcomer, other factors being substantially equal..."
Army-Navy Game ‘Monopoly’ Is Hit

Rep. Chelf Sends Letter
Of Denunciation
To Schools

"EXCLUSIVITY" as practiced by the networks and the spotlight was<br>turned on it last week by a letter written by Rep. Frank L. Chelf (D-Ky.) to the Naval Academy and West Point condemning the selling of exclusive rights to NBC for the coverage of the Army and Navy football games.

"I further feel," wrote the Representative, himself an Army veteran, "that the broadcasting of the Army and Navy game should be looked upon and dealt with as a matter of ‘public policy’ wherein and whereby the paramount interest of the public should be considered rather than any one certain system. In the interest of the general public, this game should be available through the known and existing radio broadcasting system and facility."

'Monopoly'

The letter was dated March 6. No answer has been received by Friday, Rep. Chelf told Broadcasting that he felt the method of presentation was "a monopoly that should be protested." He cited, as he also set forth in his letter, the fact that out of 14 Kentucky stations, only one "has a direct tie-up" with NBC (WAVE). Consequently many Kentuckians had complained of not being able to hear the game.

CBS and Mutual expressed the opinion that the games did not warrant four-network coverage. ABC had protested the arrangement, and, without result. NBC refused to comment, as did the War Dept., which said that the radio facilities for the games were handled by the Naval Academy and West Point.

Robert Knight, ABC vice president in charge of public relations and related activities, told Broadcasting that following last year's Army-Navy game, which had been broadcast commercially exclusively on NBC, ABC had written to the Secretary of War protesting against the exclusive commercial sale of the broadcasting rights to the game to any single network.

ABC did not protest the sale of the broadcast to a sponsor, Mr. Kintner said, but only the exclusive angle, arguing that since the two institutions involved are publicly supported, their broadcast should be available for sponsorship on all networks on a non-exclusive basis. The War Dept.'s reply, Mr. Kintner said, was that it considered it had the right to sell the broadcasting rights on an exclusive basis.

CBS Statement

"No part of the country should be denied day or night of the Army-Navy game," said Frank Stanton, CBS president, but added that aside from that provision there is no reason that it should be broadcast by all four networks. He said that if an advertiser were to attempt to sponsor a broadcast of the game in one part of the country only, some provision should be made so that it could be heard in the rest of the U.S., but that there would seem to be no objection to an advertiser sponsoring the broadcast on a single network if that network provides nationwide coverage.

In a statement especially written for Broadcasting, Abe Schechter, Mutual's director of news and special events, declared: "I am still a firm believer that only matters of transcendent importance such as a Presidential speech should be carried on multiple networks. As for the Army and Navy game I think that anyone who wants to hear the game can hear it whether it is on one or more networks but that the right to carry the game should be put on an equal basis so that all networks can at least try to get the game."

"Naturally one must be selected but it should not be dropped into one network's lap without the others having a chance to show their wares or merits in carrying it. This, of course, I am referring to in the case of an Army-Navy game, which institutes are owned by the public, and not by individuals who, of course, have a right to negotiate as they please."

WIND SAE GIVE
APPROVAL OF FCC
SALE

SALE of 42¾% interest in WIND Chicago to Ralph L. Atlass, member of his family and others to John S. Knight's Chicago Daily News (Broadcasting, Feb. 4) was consummated last week following an FCC board composed of Acting Chairman Charles R. Denny and Commissioners Paul A. Walker, and E. K. Jett.

Sales price was $1,641.20 per share for 469 shares—$818,958.80—plus 3% per year of sales price from closing date to Dec. 16, 1946. The Commission's approval gives Knight his second radio interest; he bought half-interest in WQAM Miami last October. Mr. Knight also publishes Miami Herald, Akron Beacon-Journal, and Detroit News.

Of the 499 shares of WIND stock transferred, 357 are owned by Mr. Atlass, manager of the station, and 142 by Ralph L. Ball, Washington attorney for the Chicago City Council that its request submitted last September to change city's day-saving ordinance, would be presented at public hearing before Judiciary and State Legislative Committee.

Amendment to city's time ruling would provide that daylight saving time in Chicago would end on the last Sunday in September. Present regulations prolong daylight savings time one month longer than the rest of the nation. Harlow Roberts, president of the CRMC and a committee which appeared before Mayor Kelly last September repeated their arguments in favor of putting Chicago in line with New York when daylight savings time goes into effect.

Lifting Phoebe

EXPLOITS of Allen La Fever, New Jersey farm boy, who has been lifting Phoebe, Borden Co.'s prize Jersey calf, for 180 consecutive days, were told on the floor of the U. S. Senate by Sen. Albert W. Hawkes (R-N. J.). Sen. Hawkes told about Allen's weekly appearance on the Borden Co. Country Fair broadcast on CBS each Saturday where he lifts Phoebe and collects $10 a pound for each that she has gained during the week.

W.R. Ennell

SAYS...

PERFORMANCE COUNTS...

Some people pick horses by name, some by superstition, but those "in the know" bet on performance. Performance is the most important factor in radio advertising too.

WRN L has held the majority of daytime listeners for many years in the Richmond area. You can count on WRN for top performance—and results.
Fifteen New AM Stations Authorized

Two Daytime Outlets Granted by FCC on 830, 840 kc

FIFTEEN new standard broadcast stations, three for daytime operation on U. S. clear channels, were authorized by the FCC Thursday and Friday. The grants represent initial investments totaling $334,650.

Following up its policy of assigning daytime stations to U. S. Class I-A clear where it will not tend to prejudice the final decision in the clear channel proceedings [BROADCASTING, Feb. 11, March 4], the Commission granted new 1-kw daytime outlets on 830 and 840 kc, the former to be located in High Point, N. C. and the latter in New Britain, Conn.

As in previous cases, the allocations to I-A channels were made for stations sufficiently distant—but not too distant—from the dominant outlets, so the move may not be interpreted as a step toward clear channel breakdown. Grant of new daytime stations “too distant” from the dominant stations, FCC spokesmen explained, might be considered “a foot in the door.”

Dominant station on 830 kc is WCCO Minneapolis; on 840 kc, WHAS Louisville.

Other Grants

The Commission also granted authority for a 250-w daytime outlet on 680 kc, U. S. Class I-B clear; 1-kw daytime stations on 900 kc, Mexican I-A, and 1110 kc, Mexican I-B; and a 250-w daytime outlet on 1560 kc, Cuban I-B.

The 830 kc daytime assignment, with 1 kw, went to High Point (N. C.) Democrat Enterprise Inc., publisher of the High Point Enterprise. The decision was understood that this year each of the judges had polled other leaders in his special field for their choices of stations and commentators for the awards. Although the poll was by no means binding, it was said, the judges took their constituents’ suggestions into consideration in arriving at their own choices of stations and commentators for the awards. Although the poll was by no means binding, it was said, the judges took their constituents’ suggestions into consideration in arriving at their own stations and commentators for the awards.

In the daytime category, the KFRE station, which had been granted a construction permit for a new 1-kw station on 1270 kc at Lebanon, Pa., was expected to cost $38,500.

New Britain Broadcasting Co. was granted the 1-kw daytime assignment on 840 kc, for a station in New Britain to cost $25,275. Installation of the station was expected to cost $38,500.

Lancaster firm is principally owned by Joseph E. Rodman, owner of KFRE Fresno, Calif., who was awarded a construction permit for a new 1-kw station on 1110 kc to Bay City Broadcasting Co. for a new 1-kw daytime station at Bay City, Tex., to be built at a cost estimated at $30,592. The licensee is owned by T. C. Dodd, who engaged in the cattle business among other interests, and J. A. Clements, formerly with KPAC Port Arthur, Tex., now with Addressograph-Multigraph Corp., Houston. Regional assignments went to Peoples Broadcasting Co. for a new 1-kw daytime station at Bay City, Tex., to be built at a cost estimated at $30,592. The licensee is owned by T. C. Dodd, who engaged in the cattle business among other interests, and J. A. Clements, formerly with KPAC Port Arthur, Tex., now with Addressograph-Multigraph Corp., Houston. Regional assignments went to Peoples Broadcasting Co. for a new 1-kw daytime station at Bay City, Tex., to be built at a cost estimated at $30,592. The licensee is owned by T. C. Dodd, who engaged in the cattle business among other interests, and J. A. Clements, formerly with KPAC Port Arthur, Tex., now with Addressograph-Multigraph Corp., Houston.
KFI Seeks to Keep Cuba Off 640 kc

 petition the United States to enter into a bilateral agreement with Cuba. They believe that the 640 kc as arranged under the NARBA Interim Agreement [Broadcasting, March 4], was filed last week with FCC Commission E. W. Mazerall, chairman of the U. S. delegation at the Second American Regional Broadcasting Conference, by W. B. Ryan, general manager of KFI Los Angeles.

Mr. Jett was noncommittal. So were State Dept. officials, but unofficially it was learned that the State Dept. likely will not act on the petition, taking the position that the Interim Agreement represented the best efforts of this country to maintain Pan American solidarity.

Considered significant in some quarters was announcement last Friday of formation of the United States Cuban Sugar Council by a group of sugar companies owning sugar operating properties in the United States. David M. Keiser, council chairman, president of the Cuban American Sugar Co., and an executive of other sugar enterprises, said that the primary objective of the new organization is to "assure a continuing supply of sugar for the American consumer at a reasonable price by maintaining an adequate flow of Cuban sugar into the United States market," and to "demonstrate the value of a close relationship between the U. S. and Cuba in promoting trade between the two countries."

Announcement of the Sugar Council came less than a fortnight after the NARBA Interim Agreement was signed.

Interference Charged

Mr. Ryan's petition charged that Cuban interference on 640 kc would be much greater than that of ZNS Nassau, the Bahamas, but the U. S. delegation, which negotiated the Interim Agreement, felt that Cuba's interference was limited to such a degree that KFI would feel little, if any, ill effects of the 640 kc assignment to Havana.

Mr. Jett explained that under the proposed agreement engineered to by Cuba, interference from a Havana station operating on 26 kw would be less than that of ZNS, now using 5 kw non-directional. The interfering signal of the Havana station shall not exceed 25 microvolts 10% of the time at night at the present 400 microvolt contour of KFI. That, in effect, would reduce the Cuban signal in the direction of KFI to something like 1 kw, according to engineers.

Mr. Ryan pointed out that ZNS actually signed off at 10 p.m., EWT, making 6 p.m. Los Angeles standard time, long before nighttime interference began. The Cuban station will operate unlimited time. The KFI general manager said he had been advised that the over-water signal from Havana would be about four times as strong as it would be entirely overhead.

Despite limitation of interference, the Interim Agreement "still permits Cuba to transmit a sufficiently strong signal in the direction of Los Angeles to cause interference up to points 100 miles or less from Los Angeles," said the petition. "This is on the assumption that Cuba will perform her obligations. If it does not, the interference will be very much worse."

The 201 Series Rectifiers

The 201 Series consists of the 201-A which has a single filter stage and 201-B which has a dual filter stage. The latter type is designed to supply filament and plate power for pre-amplifiers, such as Types 106 and 111. The 201 Series also supplies power for associated line amplifiers, such as Types 102 and 103. Both units of the 201 Series possess excellent regulation and low ripple content.
Decisions...

MARCH 4

WBIG Glenside, Pa.—Adopted memorandum opinion granting application for license to operate the new station within the city limits of Glenside, Pa., under the name of "Glenside Radio Network".

KMOV Meridian, Miss.—Granted modification of CP for a new station for installation of new transmitter, approval of antenna and transmitter location at city limits, Southeast of Meridian.

KROW Oakland, Calif.—Granted petition requesting amendment so as to remove Philip G. Lasky as a stockholder in the applicant corporation, etc., and the amendment was accepted (action taken Feb. 26).

WMFF Plattsburg, N. Y.—Granted application for license by direct measurement. License authority to determine operating parameters.

WXXY Meridian, Miss.—Granted application for station, approval of antenna, transmitter and location at city limits.

WCAM Camden, Ark.—Granted application for station to reopen the record in re its application for modification and retransmission of signal.

WJPS Evansville, Ind.—Granted application for station to reopen the record in re its application for modification and retransmission of signal.

The New Britain Bcastg. Co., New Britain, Conn.—Granted application for new station.

B balanced between the interests of the Commission and the public interest in the matter of applications of the Wisconsin stations to transfer control from the holder of the majority stock from Joseph W. Chichester to Joseph H. Jordan.

KORC Rochester, N. Y.—Adopted an order granting application.

Applications...

MARCH I

WJST St. Louis, Mo.—Granted application for new station, approval of antenna and transmission facilities.

WBAP Fort Worth, Tex.—Granted application for station, approval of antenna and transmission facilities.

WCAM Camden—Upon consideration of an offer of provision, date of March 15, 1946, by Mack Radio Sales Co., Camden, N. J., to acquire the station, the station has been put into operation under the name of "Camden Radio Network".

WKY Kansas City, Mo.—Granted application for station, approval of antenna and transmission facilities.

WJimmy Chicago, Ill.—Granted application for station, approval of antenna and transmission facilities.

WNCA Ashville, N. C.—Granted application for station, approval of antenna and transmission facilities.
stall new transmitter and directional antenna for day and night use, change transmitter location (contingent on grant of WKBW).

1420 kc

WHKK Akron—CP change from 460 kc to 1420 kc, increase from 1 kw with directional antenna and change hours from limited to unlimited, install new transmitter, change transmitter location for day and night use, change transmitter location with new transmitter.

Community Bestg. Co., Toledo—CP new metropolitan FM station, 1180 kc 250 w unlimited.

Lawrence M. Walshak & Frank Wilson—Amendment for CP new FM station 1230 kc to 1420 kc, change transmitter location from 1 kw to 1 kw daytime and night, unlimited.

KCOO Provo, Utah—CP 960 kc 5 kw unlimited, change hours from 250 w to 1 kw, install new transmitter and directional antenna for day and night use, change transmitter location.


Applications Tendered for Filing:

J. Higgins, Eastland, Tex.—CP new station 1490 kc 250 w unlimited.

WAGF Chattanooga, Tenn.—License to determine operating power by direct measurement of antenna power.

KUMO Minneapolis—CP change from 730 to 990 kc, power from 5 kw day to 250 w night, 250 w unlimited.

KBSA St. Louis—License to authorize a new station.

Peoples Bestg. Co., Lebanon Ohio—CP new station 1180 kc 250 w unlimited.

Applications Tendered for Filing:

1490 kc

The Huntville Times Co., Inc., Huntsville, Ala.—CP new station 1490 kc 250 w unlimited.

Robert L. Weeks, Red bluff, Calif.—CP new station 1490 kc 250 w unlimited.


Applications Tendered for Filing:

1490 kc


WTBO Cumberland, Md.—License to operate a new station 1230 kc 250 w unlimited.

The New World Bestg. Co., New Britain, Conn.—CP new metropolitan FM station on frequency to be assigned to owner of station.


Calendar This Week

MARCH 5

MARCH 6

MARCH 7

MARCH 8

MARCH 9

1090 kc

John Raymond Bartlett, tr/As Radio South, Quitman, Ga.—CP new station 1490 kc unlimited.

KTIS Odessa, Tex.—Modification of CP for new station to change type of transmitter and type of towers and extend commencement and completion dates to 60 days after grant and 180 days thereafter.

WMFT Florence, Ala.—Modification of CP for new station to change in transmitting equipment; station to serve an area of 1,937 sq. mi., to install directional antenna and approval of transmitter and studio locations.

George T. Morris and J. Newton Thompson, d/b as Dublin Bestg. Co., to George T. Morris and J. Newton Thompson, d/b as Dublin Bestg. Co., change frequency from 48.9 mc to channel 258 as assigned by FCC, coverage from 5,000 sq. mi. to 5,600 sq. mi. by specification population and class of station as rural, change type of transmitter.

WBBW Topeka, Kan.—CP to mount FM antenna on top of building.

KBCN Corning, W. Va.—Wichita Bestg. Co., Inc., Wichita, Kan.—License to authorize a new station 1270 kc 1 kw day unlimited.


Volunteer State Bestg. Co., Inc., Nashville, Tenn.—CP new station 1290 kc 250 w unlimited, change transmitter location.


Applications Tendered for Filing:

1490 kc

The Huntville Times Co., Inc., Huntsville, Ala.—CP new station 1490 kc 250 w unlimited.

Robert L. Weeks, Red bluff, Calif.—CP new station 1490 kc 250 w unlimited.


Applications Tendered for Filing:

1490 kc


WTBO Cumberland, Md.—License to operate a new station 1230 kc 250 w unlimited.

The New World Bestg. Co., New Britain, Conn.—CP new metropolitan FM station on frequency to be assigned to owner of station.


Help Wanted

Radio salesman and experienced announce-
ner for ABC Mountains West station. Nuis-
ance in hunting and fishing mecca. Send
resume, photo, references, and $500. Bar-
ounter, send transmission to Box 784, BROAD-
CASTING.

Station manager—for Southern Califor-
nia station. Experience in executive area.
Our man must be aggressive but success-
ful. Experience in management and com-
munity activities. Salary within $15,000.
Ex-
cellent opportunity. Reply in confidence,
write to Box 829, BROADCASTING.

Writer—Wants experience in selling and
writing for national radio sales at least
three years experience. Full details to
Box 825, BROADCASTING.

Wanted—Experienced announcer and
salesman. Opportunity in developing and
selling 60 BFM stations in eastern metro-
politan center of 1,000,000 seeks quali-
ative veteran radio personnel. Chief
engineer—For new 250 watt station, average
salary $55,000. First class AFRS engineer
wishes position in New England. All offers
considered. Box 943, BROADCASTING.

Chief engineer—Experienced in station
operation and engineering; has originality
and leans to dramatic writing. Will work
anywhere that meets his qualifications, and
salary expected. Will enclose snapshot. Box
937, BROADCASTING.

Secretary—Wanted by veteran—Another vet with
experience installing broadcasting equip-
enment. Knowledge of continuity and
production. Full details to Box 951, BROAD-
CASTING.

WANTED—Chief engineer—For new 5000
watt station before change. Box 947, BROAD-
CASTING.

Chief engineer—Segue to larger position and
earnings. Interested in percentage agree-
ment; local and network. Outstanding
qualifications; when available and possible.
Replies in confidence. Box 945, BROAD-
CASTING.

Situations Wanted

Chief engineer seeks position with pro-
gressive company. Eight years experience
in all phases of radio station operation, main-
taining, and engineering. All offers consid-
ed. Box 951, BROADCASTING.

Wanted—Experience radio time sales-
man capable of selling and servicing all
floors of a large metropolitan city. Remains
in top eastern market, wants experi-
cence and growth with large-wide area
poility. Send full particulars in first
letter. Box 950, BROADCASTING.

Chief and assistant engineer. Good
person, high class commercial station, good
financial position. Good opportunities.
Mr. T. E. B., Box 922, BROADCASTING.

ANNOUNCER—For new 250 watt sta-
tion in southeast. Good man with ex-
perience installing broadcasting equip-
enment. To have excellent training
pro-
duced. Audition available. Box 931, BROAD-
CASTING.

Secretaries—Wanted. For AM and
FM broadcast stations in eastern metro-
politan cities. Salary $35 weekly. Pre-
furred to positions. Box 934, BROADCASTING.

Wanted—For 5000 watt Texas station. Sober,
reliable, fully experienced. "on-the-ball" commercial copywrite-
scripts and apicots. Fine salary,瀑
sature but sufficient for average good living.
Very open to moving conditions. Will
move at full salary. H. H. Anthony, 1126
Waite building, Seattle, Wash.

Veterans wanted. Applicant for AM and
FM broadcast stations in eastern metro-
politan cities. Salary $60 weekly. Pre-
furred to positions. Box 932, BROADCASTING.

Army veteran desires to enter radio field
as salesman. College education, 31 years
insurance selling experience. References
on request. Bernard G. Fold, 2100 Lincoln Pk. W. West, Park
evil, Ark.

Doctor's orders—Change N. Y. climate for
dry southwest or west coast, makes ex-
ceptional offer. Ex. Army, 5th Corps, script-
writer, musician, 3rd class phone license
operator. Box 957, BROADCASTING.

Sports announcer—8 years network and local. Recently honorably discharged.
R. W. T., Box 826, BROADCASTING.

Veterans—9 chief engineers, 1000
 years experience in all phases of radio
 engineering. Will work anywhere. Call or
write Box 964, BROADCASTING.

Situations Wanted

Chief engineer seeks permanent position as
announcer. Experienced in all phases of
radio station operation and engineering.
Willing to work anywhere. Box 944, BROAD-
CASTING.

Producer—Professional engineer. Employed
at present by prominent eastern 50,000
watt station. Will work anywhere. Box 940, BROADCASTING.

Announcer—Veteran. No professional ex-
perience. Willing to break into any mod-
erate station. Box 941, BROADCASTING.

Producer—Announcer. Employed in east. Willing to
play up to present by prominent eastern 50,000
watt station. Will work anywhere. Box 942, BROADCASTING.

Situations Wanted

One inch classified display will be
One insertion $12.00 non-commissionable.

Price of picture and transcription upon request.

Help Wanted

WANTED—FOR—

in

ANNOUNCER BOX 951 BROADCASTING

D ON T!

— decide on a manager for your station till you've checked and compared all possibilities!

An inquiry will bring you the facts on an experienced, capable and reputable man—available now! Box 953 BROADCASTING

EFFECTIVE MARKET

One inch classified displays will be acceptable.

One insertion $12.00 non-commissionable.


Emphasis on Farm Urged For Radio

NBC's Mitchell Cites Rich Market in Rural Areas

GREAT emphasis on farm broadcasting was urged last week by one of the nation's top agricultural broadcasters, NBC's commentator on its National Farm & Home Hour, Everett Mitchell.

Mr. Mitchell, who directs NBC's Central Bureau for agricultural broadcasting activities in Chicago, said farm radio activities must assume greatly increased importance to broadcasting as an industry, if more national advertisers are to divert advertising budgets into radio to reach wealthy rural markets.

Citing recent survey conducted by the Department of Agriculture, Mr. Mitchell pointed out rural listening habits and program preferences today differ little from those of urban audiences. Farmers place more importance on news, the highest program preference, he said, and listen to their radios much earlier than do city listeners.

Mr. Mitchell pointed out that, while purchasing power, plus his native thrift has in many instances enabled him to match, or even surpass present savings with which city audiences were faced during the years curtailed by the war. Mr. Mitchell voiced the opinion that Chicago has long been looked upon as the foundation of farm radio broadcasting by the American farmer, Chicago, he added, has been a pioneer in providing radio service and entertainment to Midwest farm audiences.

More programs aimed at rural audiences should emanate from Chicago, he said. This would aid materially in increasing Chicago's radio output and halt the tendency to look elsewhere when considering a radio program.

Flour Firm Places

PROMOTION MAN WANTED

FISHER FLOUR MILLING CO., Seattle, April 2, 1946, for CBS affiliate South-eastern station. Must be a capable man with successful background in ideas and writing.

Write Box 973, BROADCASTING, giving age, experience, references and salary expected.

March 11, 1946 • Page 83
WCAM-WTNJ Renewal Cases
Partially Reopened by FCC

ENTANGLED proceedings in the renewal applications of WCAM Camden and WTNJ Trenton, N. J., which share time with each other and with WCAP Asbury Park on 1310 kc, were partially reopened last Thursday by the FCC.

WCAM’s application, which the Commission proposed last October to deny without prejudice [Broadcasting, Oct. 22], was designated for further hearing. One of the issues will be to determine whether any changes have occurred in the relationship between the city-owned radio station and Mack Radio Sales Co., Camden. In its proposed decision, FCC found that WCAM had transferred approximately 85% of its time to Mack Radio, leaving the station little voice in its own programming.

Matters Corrected
Mack Radio contends that the present manager of the station exercises control over programming and operation, and that other matters of which the Commission complained have been corrected.

In the matter of WTNJ, which had applied for license renewal and operation, and which other matters of which the Commission complained have been corrected.

The FCC first started work on the WTNJ-WCAM-WCAP case in 1940, held hearings in 1941 and 1943, and since has received additional evidence. Last October’s proposed decision granted renewal of license to WCAP, which the Commission found had corrected reported violations “promptly and conscientiously.”

In its proposed denial of the application of the city of Camden, the Commission has not yet been made final, FCC left the way clear for WCAM to file again for the same operation if it can show that the city of Camden will have exclusive control and use of the station. Mack Radio, FCC spokesman said, contends this requirement has been met.

When it proposed outright denial of the WTNJ application last October, the Commission said it was convinced that individuals entrusted with operation of the station do not meet the responsibilities required of a licensee.

House Demanding Action on Lea Bill

AS MEMBERS of the Industry Music Committee, advisory group representing all broadcasting elements, met in Washington Thursday to discuss stress in the April 8 conference with the American Federation of Musicians, an overwhelming majority of the House was demanding action on the Lea-Vandenberg bill, adopting a resolution authorizing the House to vote on appointment of conferences after Rep. Vito Marcantonio (Al-N.) objected to March 1 on unanimous consent to name conferences [Broadcasting, March 4].

Others Have Priority
Rep. Sabath failed to file the resolution last week. It must lay over a day before it can be considered. Rules Committee clerk pointed out that some 14 other bills had priority rules and that the Lea-Vandenberg bill under normal procedure must “take its turn.” Speaker, in its pocket week a rule that would bring the bill to the House floor for appointment of conferences to sit with Senate conferences. Rules Committee last Tuesday, by an overwhelming majority, adopted a resolution authorizing the House to vote on appointment of conferences after Rep. Vito Marcantonio (Al-N.) objected to March 1 on unanimous consent to name conferences [Broadcasting, March 4].

Studebaker Sponsors
STUDEBAKER Corp., South Bend (autos), March 15 starts sponsoring Melody Town on 39 Don Lee Pacific stations, Fri. 8:30 p.m. (PST). Contract is for 52 weeks. Originating from Hollywood, program will feature Felix Mills’-17-piece orchestra with Sally Sweetland and Jimmy Cash, vocalists. Carleton Ka-Dell will narrate vignettes of early western history. Marvin Best has been assigned announcer with Carl Coleman as writer-producer. Agency is Roche, Williams & Cleary, Chicago.

Petri Schedule
PETRI CIGAR Co., San Francisco, has started sponsorship for 52 weeks of a series of Italian programs varying from 5 to 15 minutes on WHTH WNHC WFCI WSPR WESX WILD WSAY-WHJ WJLB WMBS WMEX, Live on WHOM New York, The Two Friends, Monday through Saturday, 6:45-7 p.m., features comedy sketches, as well as musical program Nicola Paone With Gutter is heard three to six times weekly on the other stations. Agen-

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CALIFORNIA STATION SOUGHT BY BUTCHER

APPLICATION for a new local station in Santa Barbara, Calif., was filed with FCC last Friday by Harry C. Butcher, former CBS Washington vice president and for three years naval aide to General Eisenhower during his tenure as supreme allied commander in the European Theatre. Application is for assignment on 1340 kc with 250 w.

Captain Butcher, author of the forthcoming volume My Three Years With Eisenhower as well as the Saturday Evening Post series on 1340 kc with 250 w. has been in “grave financial condition” immediately through Goar Mestre, Circuito CMQ, S.A., Monte y Prado, Havana, Cuba. Plans contemplate a 10-day session, during which a constitution and bylaws for the Inter-American Association of Radio will be drafted and adopted.

Authorization Cancelled

At Request of Licensee

KITTITAS VALLEY Broadcasting Station, one of two applicants granted construction permits for new local outlets in Ellensburg, Wash., last fall, was given authority by the FCC last Thursday to abandon its CP.

On request of the licensee, owned by Gilbert H. and Howard W. Kaynor, the Commission cancelled the authorization, granted Nov. 25, at a new station to operate on 1400 kc with 250 w. unlimited time. Other Ellensburg applicant granted a CP about the same time was Central Washington Broadcasters Inc., for KCOW, on 1240 kc with 250 w. fulltime. Commission ordered Dr. Courrier or Miss Keane, 14.8% of common and 15.3% of common and 30.4% of preferred. As a result of subsequent transactions, it was pointed out, the list later was amended to include 11 stockholders plus Dr. Courrier, whose holdings then were given as 50.3% of common and 33.3% of preferred, and Miss Keane, 14.8% of common and 30.4% of preferred.

The Commission said one of the stockholders listed, Paul Saliner, testified that he had never purchased any stock in the applicant, had never entered into any agreement authorizing Dr. Courrier or anyone else to purchase such stock, and did not care to become associated with the applicant in any way.

Raytheon Merger

BOARDS OF DIRECTORS of Raytheon Mfg. Co. and Submarine Signal Co., have unanimously approved combination of two companies.

Seven More Conditional FM Grants Increase Total Authorizations to 352

SEVEN additional authorizations for FM stations were made by the FCC last Friday, bringing total grants to 352. The grants were conditional and are subject to further examination of engineering and other plans before construction permits are issued.

One of the applications, Metropolitan Co. (WJHP), Jacksonville, Fla., was rejected on objections of Commissioner Durr, who voted for a hearing.

All but one of the grantees are standard broadcast stations with a limited program schedule, is Observer Publishing Co., Washington, Pa. Principals are Margaretta D. Stewart (65%), who owns a 65% interest in the Tribune Publishing Co., publisher of the Observer and Reporter, Washington, Pa. Other interests are held by Grace Gesford (7%), Lucy Northrup (7%), W. P. Wilson (6%), and other local residents. Estimated cost of the station is $29,050.

One of the grantees who received grants were: Redwood Broadcasting Co., Eureka, Calif. (KIEI) ; American Broadcasting Co., San Francisco (KGO) ; Winona Radio Service, Winona, Minn. (WOW) ; and KCUM Broadcasting Co., Kansas City, Mo.; WKST Inc., New Castle, Pa.
EGOLF FLAYS PETRILLO; PREDICTS 4,000 STATIONS
BRANDING James Caesar Petrillo's edict banning dual broadcast of live musical programs on AM-FM unless standby fees are paid to AFM as "a serious deterrent to FM," Willard Egolf, NAB special counsel, addressed opening session Friday of four-day Radio Conference, sponsored by U. of Oklahoma in Norman. He said AFM ultimatum is greatest handicap to development of FM and "will postpone the day when musicians will find work in the medium of broadcasting."

Mr. Egolf predicted 4,000 stations in next five years, said sight-and-sound will become one of most powerful selling combinations in history. He anticipates broadcasting will employ an added 25,50,000 persons—possibly 75,000 in near future. Other speakers at opening session: Judith Waller, NBC Chicago public service director, and Robert Hudson, CBS New York assistant director of education, who said outlook for FM educational programs is bright. Speakers at Friday night's dinner at Biltmore Hotel, Oklahoma City: Jack Ryan, NBC Chicago press manager; Mel Barker, Chicago Times promotion manager; Bob Coe, KSD St. Louis. More than 400 delegates attending conference.

STUDIES PLANNED FOR UNO SECURITY COUNCIL COVERAGE
TECHNICAL ARRANGEMENTS for coverage of UNO Security Council starting March 21 in Hunter College gymnasium, New York, completed Friday at meetings with independent stations and networks held under direction of George Barnes, UNO Press & Radio Division chief. Commentators' booths have been assigned the four U. S. networks, to BBC, CBC and State Dept's Office of International Information & Cultural Relations. Three commentators' studios will be shared by the non-network stations in New York area. UNO also plans to erect nine good sized studio in basement of building.

Closed Circuit
(Continued from page 4)

KQW San Jose-San Francisco from Bruntous to CBS, neither of which had been decided at time.

McCANN-ERICKSON New York headquarters at 50 Rockefeller Plaza, too small for its activities, may move to a 26-story New York building of its own. Agency spokesman refused to confirm rumors thatMcCann-Erickson had purchased the building at Madison Ave. and 41st St., but admitted "we have been thinking about it."

THERE is good chance FCC will be able to act on television applications for Baltimore without hearings, as result of withdrawal Friday of Maryland Broadcasting Co. (WITH) from field. Previously Tower Realty Co. had dropped out, leaving only two applications for three frequencies.

ARMSTRONG CRITICIZES FCC CONCLUSIONS ON FM
FCC "virtually admits that its engineering department has made one of the colossal mistakes of radio history," Maj. Edwin H. Armstrong, FM inventor, commented Friday on Commission's March 5 opinion giving reasons for denying Zenith Radio Corp. petition to retain FM in 44-50 mc band.

He agreed with FCC that FM at 100 mc would reach 60 miles, but said: "FM has demonstrated and is demonstrating every day that it will go over 100 miles on the old band and cover two to three times the area of the new one. . . . The reason the Commission gave when it first moved FM was the superior rural service of the higher band, based on the theoretical calculations of a Commission engineer, K. A. Norton. Those calculations were disproved by Zenith's and the Commission's own measurements."

Maj. Armstrong said FCC report, which "is full of mistakes of technical facts," will be "laid bare" at Broadcast Engineering Conference March 23 in Columbus, Ohio.

D. C. FM APPLICANTS ENTER PROGRAM DATA
IN LINE with procedure laid down in its new licensing policy, applicants for FM stations in Washington will submit program plans to FCC presidential officer when hearings begin this morning (Monday). Arrangements made with counsel for applicants at pre-hearing conference provide that each applicant present his program proposal and staff plans to examiner before testimony begins. Applicants will then make available to each other copies of their proposals for use in cross-examination.

To expedite proceedings, applicants agreed to submit engineering and financial data in form of exhibits. Hearings will continue through Saturday, with morning sessions from 10 a.m. to 1 p.m. and afternoon sessions from 2:30 p.m. to 5:30 p.m. Benedict Cottone, FCC assistant general counsel in charge of common carrier activities, will preside.

TO ENCOURAGE manufacture of low-priced radio sets and other household necessities, OPA late Friday authorized further increases to manufacturers. For radios, if manufacturer's price to distributor or jobber is $8.15 or less, he may add 3% profit, which is half of industrywide profit for 1936-39.

MILLER FOOD APPEAL
NAB PRESIDENT Justin Miller, radio member of President Truman's Famine Emergency Committee, Friday issued following appeal to all broadcasters:

"The President of the United States has requested the radio industry to conduct another urgent public interest campaign. "As a member of the Famine Emergency Committee representing radio, I have pledged to the President the full support of the industry. I know that American radio will have no reason to apologize for its efforts when this fight against famine has been won."

FCC HELP SHORTAGE
INDICATIVE of difficulties facing FCC these days in obtaining examiners to preside at hearings is designation of Benedict P. Cottone, assistant general counsel in charge of common carrier division, to preside at Washington FM proceedings this week. It was originally planned to have member of Commission conduct first FM hearings. Vernon Wilkinson, assistant general counsel in charge of broadcast division, has been drafting lawyers from all over Law Dept. to preside at hearings.

KFWB IN MILLION DOLLAR SUIT
MILLION DOLLAR SUIT against Harry Maizlish, general manager, KFWB Hollywood, and Warner Bros. Bestg. Corp., licensees, entered in Los Angeles Superior Court by Al Jarvis, master of ceremonies and originator of Make Believe Ballroom. Temporary restraining order already prevents KFWB from using program title, The Original Make Believe Ballroom. Mr. Jarvis, with partner Peter Potter, today shifts from KFWB to KMTR under new seven-year contract, claims KFWB last Thursday used title Radio Ballroom. (Earlier story, page 78.)
Your Sales strategy may be vitally affected by these facts:

- In the 4-state area that is WLW-land, there are 2,708,038 radio homes.
- According to NRI for August-September, 1945, the average home listens to the radio 1,347 minutes per week.
- The average amount of listening to WLW alone is 321 minutes per week—23.8% of all listening to all stations.
- Projected to total radio homes in the area—it amounts to more than 866 million "home-minutes" of listening to WLW in an average week.

Bear in mind, these are not figures for a single city ... not even for a single county or state, but for an empire of 325 counties in seven states ... where 12,296,337 people live.

If you have something to sell this great mass market, you can reach it through WLW effectively, economically.

ALL FIGURES ON RADIO LISTENING GIVEN IN THIS ADVERTISEMENT ARE FROM THE NIELSEN RADIO INDEX FOR AUGUST AND SEPTEMBER 1945.

HERE ARE MORE FACTS
84.9% of all radio homes in WLW-land were tuned to WLW at least once for a full 6-minute period or longer during four measured weeks.
Bill Brundige has just terminated a three-year "contract" with Uncle Sam, bolting 1000 as chief of the sports section of AFBS shortwave. For the past three years, he has averaged two shortwave sports programs a day to overseas audiences which AFBS officials estimated in seven digits. Forty-five per cent of all GI fan mail to AFBS shortwave was addressed to Brundige's sports section.

BILL BRUNDIGE is WOL's new sports director—
one of the brilliant new stars whose programs will be featured on the "NEW Voice of Washington," when WOL begins operation (on or about May 1) with increased power from a new ultra-modern transmitter at a new location. Brundige's nightly roundup (preceding Fulton Lewis, jr.) becomes Washington's choicest availability.

To get the inside track, better call Katz immediately.

BASIC MUTUAL
WOL
"THE VOICE OF WASHINGTON"
Represented nationally by The Katz Agency, Inc.