The words "good neighbor" have real meaning among the good folks of Midwest America. They mean picking corn all day on someone else's farm... bailing hay, harvesting oats, marketing a crop, all for a nearby friend.

We know about these things at WLS because folks write to ask us to thank their friends. For more than a decade, Art Page (Dinnerbell) has been reading these appreciation letters from grateful folks—letters like this:

"...would like to tell you about my neighbors. During the illness and death of my husband, the neighbors did the harvesting of the oats, cut and baled and stored the alfalfa hay. At corn-husking, they came and helped my son husk 50 acres of corn, and shelled and delivered it to market. There was no charge for these deeds."

Here is a good neighbor policy anchored in the hearts of men and women. WLS is glad for the opportunity we have to lend the encouragement and recognition that help strengthen this vital part of midwest life... this living good neighbor policy.
FCC has just approved WCOP's construction permit! Construction is getting under way immediately on a new 5000-watt transmitter at Lexington, Massachusetts. This means your message on network or local programs over WCOP will be carried with perfect clearness into every corner of the great Metropolitan Boston area. New and spacious studios and offices in Boston... new listener-lures... alert promotion... new and wide-awake merchandising activities... new programs — and now, new power — these are the milestones of WCOP’s swift journey to New England radio leadership. Ride WCOP’s new signal into the third richest market in the United States. The few choice availabilities are going fast. Write, phone or wire WCOP Boston, or any Katz office for details.

WCOP Boston

A Cowles Station
Exclusive American Broadcasting Company
Outlet in Boston
STOVE-BUILDING brings dollars to the NASHVILLE area!

Building stoves, heaters and other sheet metal goods adds millions of dollars to the value of industrial products made in the NASHVILLE area... Stove-building is only one of the many long-established industries whose hundreds of workers are a part of the more than one million people living in the NASHVILLE trade area... Your quality products can share in the more than 350 million dollars spent yearly in the retail stores of this area—with a sales message broadcast economically over WSIX.

WSIX gives you all three:
Market, Coverage, Economy

5,000 WATTS
980 KILOCYCLES

Represented Nationally by
THE KATZ AGENCY, INC.

AMERICAN and MUTUAL
Closed Circuit

ASSOCIATED PRESS changing network contracts from sliding-scale basis to permanent flat rate. CBS already has signed new flat-fee pact. Negotiations on between MBS-AP. In past AP charged networks different amounts for use of its commercial and sustaining shows. New rate makes service available for use as nets see fit, either sustaining or commercial.

WAYNE COY, vice president and general manager of WINX Washington, and former assistant to President Roosevelt, could have become assistant secretary general of UNO, second in command to Trygve Lie. Secretary Byrnes urged him to take job. Mr. Lie wanted him, too. But Mr. Coy turned it down. Reason: He likes his present job.

INCIDENTALLY, there's more than rumor to idea that ex- FCC Chairman Porter, now OPA administrator, may be named Undersecretary of Navy filling vacancy which Ed Pauley couldn't make. If that happens, he would be directly in line for Secretary, since Secretary Forrestal plans to quit by this summer. Don't count out Democratic National committee chairman either, now that Bob Hannegan may have to choose between that and Postmaster Generalship.

THAT announcement on new Democratic National Committee radio director for upcoming Congressional campaign may not come as soon as expected. It still looks like Bryson Rash, director of special features of WMAL-ABC, Washington, but there are details to be ironed out which may take additional fortuitous.

MAX WYLEE, formerly CBS script chief and now program manager of Young and Rubienn

(Continued on page 110)

SUPREME COURT APPEAL

PLANNED IN TAX RULING

APPEAL to U.S. Supreme Court planned by four New Mexico stations from denial by U.S. District Court for District of New Mexico of stations' plea to enjoin collection of 2½% State sales tax, NAB indicated Friday. Court held it had no jurisdiction to issue injunction against collection of tax and penalties, claiming stations have adequate remedy in State courts.

Federal court heard case Feb. 18. Plaintiffs are KWEW Hobbs; KGFL Roswell; KTNM Tucumcari; KFUN Las Vegas. They have been assessed total of nearly $11,000 in back taxes and penalties.

Three New Mexico stations—KGGM Albuquerque, KOB Albuquerque, KSF Santa Fe—sued similar injunction at Feb. 26 hearing before State tribunal, New Mexico District Court. Decision has not been handed down. Federal court's ruling, though denying its jurisdiction, pointed out that tax is privilege tax and concluded that broadcasting is part interstate commerce.

Business Briefly

RADIO CONSIDERED: Constance Bennett Cosmetics Co., New York, will promote nationally new beauty bar compact and lipstick with contest for girl with most luscious lips, winner to have part in Miss Bennett's next film production. Radio considered to exploit contest throughout country. Agency, Rodgers & Brown, New York.


FCC DENIES PRESS WIRELESS

DOMESTIC SERVICE PLAN

APPLICATION by Press Wireless to furnish "Addressed Program Transcription Service" from UNO Security Council at Hunter College, New York, to domestic stations denied late Friday by FCC. Commission informed PW it wished to encourage development of services permitting wider dissemination of public interest programs to stations economically unable to receive such programs by wire lines. It was unable however, to determine whether proposed service "would be rendered under acceptable standards of quality and the effect such service might have upon the use of frequencies in the congested portion of the spectrum from 4 to 20 mc."

FCC said experiment to test quality and feasibility of service should not be initiated on commercial basis.

PW had advised Commission that approval of application "would assist many radio stations in carrying out obligations of station licensees which Commission, in its recent program report, found they were not doing." It stated proposed service would complement and not duplicate network services, would cost broadcasters $40 for first 10 minutes and $4 a minute thereafter. More than 100 stations advised PW they were interested.

Gov. Dempsey Demands KOB Revocation


Gov. Dempsey asks FCC to require KOB to submit Bynon scripts of specified dates in January, February, March; institute "appropriate proceedings" to terminate Mr. Pepperday's status as licensee; hold public hearings in New Mexico and permit petitioner to participate.
KOMA gratefully acknowledges the recognition it has been given in receiving the...

GEORGE FOSTER PEABODY RADIO AWARD

For Outstanding Public Service by a Local Radio Station During 1945.

Our deep pride in being chosen for this significant honor is matched only by the glow of satisfaction which comes from knowing that our award-winning series of "SAVE-A-LIFE" programs served the public interest so well in 1945. On behalf of the entire staff at KOMA, we sincerely thank the Awards Committee for this recognition. We shall endeavor to merit this coveted citation by redoubling our efforts to serve even better the listening public.

KENYON BROWN, General Manager

KOMA OKLAHOMA CITY'S CBS STATION

National Representative: FREE & PETERS, Inc.
The Pacific Northwest, with 40% of the nation’s potential waterpower, is already famous for its abundant, low cost electric power. The damming of its extensive river system also brings other benefits. Over a half million acres of extremely fertile land are under irrigation, and another million acres will soon be watered by the Columbia Basin Project. Navigation is now practicable far up the Columbia River. The prosperity of this region will continue to increase as the full advantages of its power and irrigation and its excellent transportation facilities are more fully realized.

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.
300 Radio Editors again have paid signal honor to NBC’s advertisers, their programs and the network itself in Billboard’s annual Radio Poll

**FIRST PLACES**

**14 out of 21 on NBC**

**National Broadcasting Company**

Top network in public service

**Fred Allen** (Standard Brands)

The program they hate to miss

**Fibber McGee & Molly** (Johnson’s Wax)

Program with best commercials

**Kenny Delmar** (Standard Brands)

Radio’s newest star

**Bob Hope** (Pepsodent)

Favorite comedian

**Information Please** (Socony-Vacuum)

Best quiz show

**Bing Crosby** (Kraft Cheese)

Favorite male singer (popular)

**Dinah Shore** (General Foods)

Favorite feminine singer (popular)

**Bill Sterling** (Colgate-Palmolive-Peet)

Favorite sports announcer

**H. V. Kaltenborn** (Pure Oil)

Most interesting news commentator

**Don Wilson** (American Tobacco)

Favorite studio announcer

**John Charles Thomas** (Westinghouse)

Favorite male singer (classical)

**Chesterfield Supper Club** (Liggett & Myers)

Best 15-minute program

**The Army Hour**

Top 1945 War Program

**PROGRAMS WITH “TOP COMMERCIALS”**

**7 out of 10 on NBC**

**Johnson’s Wax** (Fibber McGee & Molly)

**Pepsodent** (Bob Hope)

**American Tobacco** (Jack Benny)

**Socony-Vacuum** (Information Please)

**General Foods** (Burns & Allen)

**Standard Brands** (Fred Allen)

**Bell Telephone** (Telephone Hour)
Feature of the Week

GLOBAL spotlight and contact with the great of all nations have marked the career of Secretary of State James F. Byrnes. But not until this month did he realize an apparent suppressed desire—a chance to be a radio announcer.

The chance came when the Secretary visited Spartanburg, S. C., his first trip home since assuming the Cabinet post last July.

On hand with a wire recorder when the Secretary arrived was Sterling Wright, news and special events director of WSFA. Instead of putting on his best diplomatic manner for the mike, Secretary Byrnes chatted about the things that were on his mind as he returned to his favorite haunts.

Thoroughly relaxed as he voiced his reactions, Judge Byrnes, as thousands know him, noted the approach of a bunch of boys, who had been playing ball on a nearby lot. The youngsters gathered around to watch.

With a ready-made audience at hand, Secretary Byrnes took the mike and acted as m. c. for a five-minute broadcast. He interviewed the youngsters, asking their names and details of their diamond assignments.

The kids liked it, too, and unanimously elected him a member of their team.

Sellers of Sales

B ACK in 1935 when Hitler broke the Versailles Treaty to light the fuse that started World War II, one of the more exciting phases of American life was the paddle-ball craze.

Paddle-ball was the lazy man's ping-pong: The ball came back to you, it was a one-man game, and the players always won. What Fyle had been to bunion derbies and Kearns to boxing, a young Trenton New Jerseyite became to the paddle-ball industry. From Canada to Cuba, affable, coal-eyed Harold Kaye engineered contests, wrangled page-one space for copy and pictures and generally made a life miserable for his chief competitor, the toy-industry. In a figurative sense, Harold Kaye has been batting the ball around ever since as an idea man of radio and in his present capacity as radio director of Olan Advertising Agency's Chicago office.

The youthful (34) agency executive broke into radio in 1938, experienced as newspaper reporter, press agent and promoter. Forced to abandon his studies in political science at Johns Hopkins U. in 1932 by reason of the depression, he got a job on the Baltimore Sun, first as a freelance contributor and then on the payroll as general assignment reporter and substitute movie critic.

As drama purveyor Mr. Kaye succeeded in augmenting his income by representing a chain of movie houses as press agent. This led indirectly into radio's back door, since Baltimore stations gladly accepted his offer to broadcast the music played by orchestras featured as added attractions on the movie bill.

As the depression grew, his press-agent's income shrank inversely and in 1935 he abandoned the career. A manufacturer of the "paddle-ball" wanted someone to exploit the possibilities and Harold took the job.

When the craze had reached its zenith he married Miriam Geare, enjoyed a honeymoon in Havana while introducing the sport to the anti-yo-yo element of Cuba, and journeyed to Canada where he stayed until 1938, when he accepted a position with the Baltimore advertising agency, Azazel Advertising Co.

Because he had become increasingly enthusiastic about radio, he resigned to become WITH Baltimore's first program director, but stayed only a few months before Joseph Katz offered him the job he had been dreaming about—radio director of the agency's Baltimore office. It was there that he was instrumental in introducing what is now a radio standby—the one-minute "plot spot." So effective were these radical departures that two

(Continued on page 80)
Mr. Seymour Berkson,
Gen. Mgr. International News Service,
New York, N. Y.

Dear Mr. Berkson:

Although our present contract is not at its expiration date, it is with pleasure that I have just given your Mr. Bill Dowdell a new five year contract for the use of International News Service - on both WCBM and on our proposed FM station.

During the last nine years, we have used INS in most pleasant association - making good use of INS wires and services. WCBM has given more than ordinary attention to news coverage and INS fits into our plans.

We are very proud of the ratings shown on programs built from INS material...results of a fast, accurate service, written to be handled by a limited staff but not limited in possibilities.

Cordially yours,

George H. Roeder
21.3% MORE LISTENING IN 1945 THAN 1944

OR TWICE THE INCREASE OF THE AVERAGE OF ALL NEW YORK'S RADIO STATIONS

ACQUAINT YOURSELF WITH WHN'S GROWING SALES POWER IN AMERICA'S NUMBER ONE MARKET.

50,000 WATTS NEW YORK

Represented by RAMBEAU

WHN Dial 1050

AFFILIATED WITH FREQUENCY MODULATION STATION WHNF, METRO • GOLDWYN • MAYER PICTURES AND LOEW'S THEATRES
ONE always stands out . . .

and in Philadelphia it's WFIL

Nature's phenomena are most wonderful to behold; Spring's first warm days bring out the buds, and the gals bring out their hats. Hats designed to reflect an individualistic touch. However, among the thousands of the out-of-this-world creations, one will stand out.

Among broadcasters too, one will always stand out. In Philadelphia it's WFIL. Why? Because WFIL packs a powerful promotion and merchandising campaign behind its program schedule. Listeners have long recognized the merit of WFIL's network and local shows. Now advertisers are learning that the surest way to capture the Philadelphia market is to buy WFIL.

WFIL 560

AFFILIATE OF AMERICAN BROADCASTING COMPANY

In Philadelphia WFIL means PROGRESS and PUBLIC SERVICE

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NBC's pledge, made 20 years ago, for broadcasting in
the service of all listeners ... means broadcasting not only
programs which entertain the great majority of America's
listening millions ... but programs which serve practical needs
and varied tastes of specialized listening groups.

As THE BILLBOARD'S recent poll shows, the range of NBC's program balance
is wide—wide enough for America's leading radio editors.

... to single out its Special Service programs
    as making NBC "TOP NETWORK IN PUBLIC SERVICE"

... to honor its advertisers' programs—
    a total of 7 out of 10 choices for commercials
    marked by good taste and effectiveness—as "TOP COMMERCIALS"

... to select programs on NBC—totaling
    14 out of 21 program categories—as "RADIO'S BEST"

Further, through the detailed classification in its poll,
results of THE BILLBOARD's survey emphasize that for
Special Service ... best commercials ... top programs—
NBC's broadcasting is in a class alone—a class that keeps it ...

AMERICA'S NO. 1 NETWORK

A Service of Radio
Corporation of America
"If I was in your shoes and wanted a good time in the evening at low cost, I'd . . .

Listen to ABC!

A GOOD MANY leading advertisers are listening to the facts about ABC's evening programs with their ears wide open—because they have discovered that ABC offers a greater value today than any other major network. Compare rates! You'll find that one network costs 43.7% more per evening half-hour than ABC; another costs 28.7% more.

All this despite the fact that ABC's fast-growing line-up of top-flight evening shows is getting more and more families to listen and keep listening to ABC for their news and entertainment. The Boston Symphony, Walter Winchell, Paul Whiteman, Lone Ranger, The Theatre Guild on the Air, the Quiz Kids, the Alan Young Show, Famous Jury Trials, Gangbusters—those are but a few of the shows that are helping to build a bigger evening audience for ABC.

Today ABC has a potential evening audience of Twenty-Two Million families from coast to coast—and this figure is climbing steadily as station facilities continue to be expanded and improved. ABC's 198 stations blanket practically every major market in the U.S.—an area which accounts for a lion's share of the nation's business.

It's because they can reach a rich, nationwide audience at lower cost and during good time periods that so many leading advertisers are deciding that ABC is their best buy in radio today. They know, too, that a good ABC time period bought now can mean a mighty valuable franchise for years to come. If you are looking for good radio time, have an ABC representative tell you the whole story soon.

American Broadcasting Company
A NETWORK OF 198 RADIO STATIONS SERVING AMERICA

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

1. ECONOMICAL RATES—Network X costs 43.7% more than ABC per evening half-hour. Network Y costs 28.7% more.
2. REACHES 22,000,000 FAMILIES, located in practically every major market in the U.S.
3. EXPERT PROGRAM SERVICE available if and when you want it.
4. EFFECTIVE AUDIENCE PROMOTION that is making more and more people listen to ABC.
5. GOOD WILL—a nation-wide reputation for public service features that present all sides of vital issues.
6. 198 STATIONS—eager to cooperate in making every program a success in every way.
7. PRACTICAL TELEVISION—program-building on an economical basis.
A LITTLE EXTRA EFFORT
OFTEN GETS A BIG RESULT!

Far be it from us to invite quite the load that our feminine feathered friend is toting, above—but knowing your problems as we do here at F&P, we seriously want and expect more work and responsibility than most representatives would willingly undertake.

How can we help you? What facts, figures, head-work or foot-work can we supply to lighten your load? Our eighteen good men have more years of experience, more know-how, more facilities for service than you'll ever discover until you test us. Give us a ring, now, and see.

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

EXCLUSIVE REPRESENTATIVES:

ALBUQUERQUE WGR-WKBW
BALTIMORE WOC
BROWNSVILLE WIS
BUFFALO WCKY
CHARLESTON, S. C. WSC
CINCINNATI WGR
COLUMBIA, S. C. WIS
CORPUS CHRISTI KRLS
DAVENPORT WOC
DES MOINES WHO
DULUTH KDAL
FARGO WDAY
HOUSTON KXYZ
INDIANAPOLIS WISH
KANSAS CITY KMBC
LOUISVILLE WAVE
MINNEAPOLIS-ST. PAUL WTOP
OKLAHOMA CITY KOMA
PEORIA-TUSCOLA WMBD-WDZ
PORTLAND KIOI
raleigh WPTF
ROANOKE WDRJ
ST. LOUIS KSD
SEATTLE KIRO
SHENANDOAH KMA
SYRACUSE WFL
TULSA KTL

and WRIGHT-SONOVOX, Inc.


Plaza 5-4130 Cadillac 1880 Sutter 4353 Hollywood 2151 Main 5667

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Hyde Named to FCC; Porter Post Open

General Counsel's Post May Go to Outsider

By SOL TAISHOFF

IN THE WAKE of President Truman's nomination of General Counsel Rosel H. Hyde to fill the Republican vacancy on the FCC, speculation developed anew in Washington last week as to the administration's plans for the FCC chairmanship, vacated last month ostensibly on an interim basis by Paul A. Porter.

Even before Mr. Hyde's name went to the Senate last Thursday, there was avid activity in Democratic circles to urge the President to appoint a successor to Mr. Porter, who had been drafted for the vexatious task of trouble-shooting OPA as its Administrator.

This developed in the face of repeated statements on the President's behalf that he did not intend to fill the vacancy immediately. The President said at his news conference Thursday that Mr. Denny would remain as acting chairman. Both Messrs. Denny and Hyde called on the President midday Thursday for a 10-minute visit to pay their respects.

Three Names Mentioned

First there crept into the gossip columns the report that Mr. Truman was considering appointment of Nathan David, formerly assistant general counsel of the FCC under the chairmanship of James Lawrence Fly, as the Porter successor. Then came the report that Senator Guffey (D-Pa.) was espousing the candidacy of John Morgan Davis, former NAB labor relations counsel, now practicing law in Philadelphia. Senator Wheeler (D-Mont.) is openly supporting J. Burke Clements, chairman of the Industrial Accident Board of Montana, for that Democratic vacancy.

But the flurry seemed to end there. Nothing developed officially to change the White House story that the Porter vacancy would not be filled for the present. Several Senators who went to the Executive Offices, it was learned, were told that, as far as the President is concerned, there is no Democratic vacancy, since Mr. Porter had agreed to take the OPA assignment and see it through the critical period. The understanding was that he then would be free to resign and would be reappointed promptly to the FCC. Whether Mr. Porter will return to the FCC, accept a higher post in the Administration, or go into private business when his OPA mission is fulfilled was still anybody's guess. A $10,000 FCC commissionership, however, is quite a catch, and the politicians will press the White House for action until the post is filled.

Hyde Hearing Soon

Mr. Hyde, following his appointment, merely stated that he was elated over the President's expression of confidence in him, and that he would give the job his utmost. He is expected to appear before the Senate Interstate Commerce Committee—perhaps this week—on confirmation hearings. Republican members, it was expected, would inquire as to his views and seek to ascertain particularly whether he will vote his convictions as a Republican member of the bi-partisan Commission. Mr. Hyde was named for the unexpired term of the late Commissioner William H. Wills, which runs until June 30, 1951.

More than cursory interest is being manifested in the selection of Mr. Hyde's successor as general counsel. It isn't certain at all that

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New "United States Network" Planned

Associated Also Seeking Revival of Suspended Operations

UNITED STATES NETWORK Inc., which will operate as a new network, has been organized under the laws of Delaware, with an authorized capital of 1,000,000 shares at $1.00 each. Bernard B. Smith, as counsel for the corporation, states that arrangements have been concluded with the American Telephone & Telegraph Co., under which a high quality schedule "A" program network service has been made available to engage in network broadcasting on a nationwide basis.

New network would extend from the East Coast to the West Coast, and from Los Angeles through San Francisco, to Portland, Seattle and Spokane. Reversible service has been provided, so that programs can originate not only from the East Coast and Chicago, but also from Los Angeles and San Francisco.

In response to inquiries by BROADCASTING Mr. Smith said he hoped to get the new project under way by July 1 and that possibly within a fortnight full details could be released. None of the officers or directors of the ABS project is now identified with the U.S. project, he responded. Several of the principals, it is understood, are prominently identified in the business world and in radio and advertising.

Programming Plans

The success of a fifth network, Mr. Smith stated, depends upon the skillfulness of its management, the quality of its live programming, the nature of the facilities to be used in broadcasting, and sufficient financial resources to insure its competitive position during the period of growth.

Arrangements have been made which will assure the network top-flight management at every level of network operation. Its programming service will be predicated on a unique concept that will depart in some degree from present network practices.

The network intends to provide radio stations with audience-building, live, sustaining public service programs, as well as live programs to be offered for commercial sponsorship to insuring that stations subscribing to the service of the network not only can secure a network contribution to the public service aspects of radio station operation, but quality live radio programs which can be offered for commercial sponsorship, both on a network and a local cooperative basis.

ABS Revival Hope

Meanwhile, William G. Henderson, formerly station relations vice president of Associated Broadcasting System, which recently sus-
U.S. Contends Program Control Illegal

Government Petition in WOKO Case Says Court Erred

CONSIDERATION of program service by the FCC in renewal of a license cannot be mandated by the Communications Act, the Government contended in a petition filed last week in the Supreme Court for writ of certiorari in the WOKO Albany license revocation case.

Filed by J. Howard McGrath, Solicitor General, and Rosel H. Hyde as FCC special counsel, the petition held that the U. S. District Court of Appeals for the District of Columbia erred when it said that the Commission must take into consideration past program services and the adverse effect which a denial of renewal would have on licensee's property value.

Nothing in the Communications Act warrants such interpretation, said the Government petition. "Indeed, the provisions of the Act itself and the holdings of this Court and the court below in other cases involving the licensing provisions of the Act made it clear that this interpretation is untenable," it stated.

Dept. of Justice Questions

The Dept. of Justice, on behalf of the Commission, presented these questions: (1) Whether the Commission in interpreting the Act characterizes the FCC to deny an application for renewal on the ground of false statements; (2) whether the court below erred in reversing the Commission's order on the ground that the FCC is required to make findings on other issues even when the Commission has concluded that "an applicant's character is such that he is not qualified to receive a renewal of his license," and (3) whether, even if the Commission is required to make findings on other issues, the court below improperly required it to take into consideration the effect of a denial of an application for renewal of a license upon the value of the property used in the operation of the station.

No question as to the Commission's authority to probe into past program service was raised except in reasons set forth for granting the writ. Citing the appellate court's decision [Broadcasting, Jan. 28], the Government petition said: "The consequence of the Court of Appeals' holding is that the Commission, in passing on renewal applications, will be required to consider other factors such as past program service rendered by an applicant and the adverse effect which a denial of such renewal would have on the value of property used by the applicant for broadcasting purposes, and further that the Commission may refuse to renew only where considerations relating to the character of the applicant 'are of such moment as to outweigh all competing considerations,' But nothing in the Act warrants this interpretation."

In its decision the Court of Appeals held: "It is obvious that, in dealing with an application for the renewal of a license, the quality of the applicant's programs and the adequacy of the applicant's mechanical and scientific broadcasting facilities are principal among the elements to be considered." The appellate court found, also, that the Commission had ignored WOKO's past public service.

Government Contention

The Government contended, in its petition for writ of certiorari, that the Commission may refuse to deny a license on one issue, such as failure to disclose stock and beneficial ownership, without considering others. It charged that the appellate court "has clearly overstepped the boundary between the judicial and the administrative function, and has substituted its own judgment for that of the Commission on a matter entrusted to the discretion of the Commission by the Communications Act."

Pointing up the extent to which the court below allegedly overstepped its authority, the Government petition said "although the court itself points out in its opinion that the Commission made no findings with respect to respondent's program service, the court goes on to make its own findings of fact on that subject." Reference was made to the appellate court's citation of "reasonably satisfactory service," "adequate and satisfactory" service and "the high mechanical, scientific and artistic standards maintained by the station."

In holding that the Commission should have considered the effect of denial on property value, the court below "has, in effect, attempted to create property rights in a license," contrary to the Communications Act, the Government contended.

Appeals Court holding "not only seriously impairs the licensing powers of the Commission" it is likely to have "an equally restrictive effect upon the licensing powers of other Federal agencies," said the petition.

The FCC a year ago denied renewal of the WOKO license on the grounds that Sam Pickard, former Federal Radio Commissioner and CBS vice president in charge of station relations, received a 24% interest in WOKO in return for CBS network service, but that the licensee corporation failed to disclose to the Commission that Mr. Pickard owned the interest.

Household on NBC

HOUSEHOLD FINANCE Corp., Chicago, March 30 begins new half-hour comedy program starring Stuart Erwin, film comedian, over full NBC network, Sat. 4:40-5:30 p. m. Program is titled Phone Again Finnegang and will originate from Hollywood. Account placed by Shaw-Lavally, Chicago.

Socony May Replace SOCONY-VACUUM OIL Co., New York, sponsor of Information Please, Mon. 9:30-10 p. m. on NBC, through Compton Adv., New York, sponsor of Information Please, Sat. 4:4-5:30 p. m, will replace that show for the summer with Benny Goodman and Victor Borge on July 1. Both Compton Adv. and the Dan Golen-paul office, owner of Information Please, deny that sponsor is dropping program permanently.

Gillette Airs Derby

GILLETTE SAFETY RAZOR Co., Boston, May 4 at Churchill Downs will broadcast 72d running of the Kentucky Derby, on CBS, the CBC Dominion Network and in the Hawaiian Islands, 6-6:30 p. m. (EDT). Company has sponsored event for seven years.

P&G Considers

PROCTOR & GAMBLE Co., Cincinnati (Drene), sponsor of the Rudy Vallee Show on NBC, is currently shopping for another program through its agency, Kastor, Ferrell, Chesley & Clifford, New York, should they decide not to renew the Vallee show next season. Decision is to be made about April 1.

Recurring Plans

TO ARRANGE final details for a 15-minute transcribed series on recurring, Maj. Gen. H. N. Gilbert, War Dept. director of military personnel announcement, in July will fly to Hollywood the middle of this week accompanied by Col. E. Mason Wright. Plans call for participation by more than 800 stations with C. P. MacGregor Co. producing discs.

MacFadden Places

MacFADDEN PUBLICATIONS, New York (True Story Magazine), is trying a one-minute spot announcement on 175 stations for four days each month at time of magazine's publication. Agency is Raymond Spector Co., New York.

Noma Spot Series

NOMA ELECTRIC Corp., New York, has appointed Albert Frank Guenther Law, New York, to handle radio advertising for Noma toys and lights. Spot campaign of transcribed one-minute musical announcements varying from one to three minutes weekly started on March 15 for 52 weeks on WJZ, WOR, WFIL, WENR, WLS, WTAM, KXOK, WXYZ, WOL, KQV, WCOP, KECA.

Cincy Campaign

CINCY PRODUCTS Co., Cincinnati (Cincy wallpaper cleaner), this month began radio spot campaign featuring seven transcribed spots weekly on the following 16 stations: WBBM, WMQ, WLW, WTAM, WJIR, WGL, WDQ, WFBI, WLOL, WINN, WME, KDKA, KUTA, KJR, KIRO. Contracts for six weeks were placed by Ralph H. Jones Co., Cincinnati.

Serutan In Market

SERUTAN Co., Jersey City, is currently planning to use a quarter-hour show, five times weekly, on Mutual starting sometime in July. Format and time undecided. Agency is Roy S. Durantine Inc., New York.
Airborne Video, War Miracle, Unveiled

Vast Industry Use for Medium Foreseen

By Sarnoff

By MARY ZURHORST

MIRACLE of airborne television, "eyes" of the Army and Navy in innumerable combat operations and now raising the sights of commercial television to unlimited horizons, was revealed Thursday at Anacostia Naval Air Base, Washington.

Brig. Gen. David Sarnoff, president of RCA, which developed airborne television with the Navy and NBC, called the system "monumental progress in widening television's scope of service." His speech was broadcast over WRC, Washington NBC station, at 3 p.m.

Two Systems Urged

Using the Image Orthicon tube, modified to withstand the rigors of flight, three planes flying over Washington, Baltimore and Annapolis beamed their television signals to the Naval Base.

Two systems were used, "Block" and "Ring," pseudonyms tricked on the Navy for just-lifted security. A fast, high-flying JM-1 Marauder plane was equipped with Ring maneuverable transmitting units mounted in the planes' nose and waist and capable of sending high-quality pictures up to 200 miles. The Marauder cruised over Baltimore and Annapolis beamed their television signals three miles away where decisions can be made simultaneously with the formation of battle lines. The Block transmission is useful in advanced field operations, sending back a picture from 15 or 20 miles.

Block was used by Special Task Air Group One during attacks on Bougainville and Rabaul. It was the system first, too, Japanese ships were sunk off Bougainville.

The airborne video can also be used for observation of gunfire and reconnaissance in amphibious landings, as "eyes" in remote controlled aircraft and surface craft guidance, transmission of maps and charts between ships and aircraft, and for many safety measures in navigation of ships and planes.

Block produces 40 frames a second in sequential scanning, with 350 lines on the receiving screen. Its transmitter has a peak power of 60 w at 264-372 mc, with special transmitting antennas for each of its 10 workable channels.

Ring uses interlaced scanning similar to commercial television but with the field frequency reduced from 60 to 40 and the frames from 30 to 20 a second. Consequently, its production is 567 lines on the receiving screen than the 480 lines of commercial video. The transmitter produces a peak output of 1.4 kw at 90 or 102 mc and a specially built antenna allows uni-

Radio Fix Sary Eye on FCC Report

Commission Regulation Of Programming Questionable

By ROBERT K. RICHARDS

A SORT OF ATOMIC chain reaction gripped broadcasters last week as it tested them to see what the FCC means by "The Public Service Responsibility of Broadcast Licensees" is not a chainbreak between clear channel studies and allocations, but a full blown production that has everything but musical bridges.

In Minneapolis, 300 broadcasters gathered at the 11th District meeting of the NAB adopted an indestructible resolution in which they called upon the industry to fight the Commission Blue Book (story, page 54).

Station executives, harried and red-eyed from the annual March 15 tussle with the Collector of Internal Revenue, began filling out the program form mailed to them by the Commission. "Only a few" had filed by Friday, the FCC reported.

Commercial managers cast guilty glances at program charts which seemed so satisfactory to all but seven of the nation's listeners.

Meanwhile on one floor of the FCC in the New Post Office Building, Washington, under the direction of James D. Cunningham, chief of renewals and revocation section, feverish preparations were being made to review the program reports which were expected by March 29 from 300 licensees who now operate on temporary permits. Mr. Cunningham recently returned to the FCC after five years in the Army, where he attained the rank of colonel.

No Program Interest

But one floor, apparently, did not know what the other floor was doing—for the legal department, working in conjunction with the Department of Justice, had drawn up an appeal to the United States Supreme Court in which it is stated that the FCC has no interest in the program. Indeed, by the evidence of this appeal (page 16), the FCC has no RIGHT in the program business. This was an appeal against an adverse ruling by the Circuit Court of Appeals in the WOKO Albany case.

Even Washington radio attorneys, who have read—and possibly have written—some of the most divertingly unclear compositions that ever have fallen beneath the eyes of man, were still puzzling over the FCC 139-page report of the FCC 12 days after its release. Several opinions emerged from these examinations. Most cogent among them seemed to be that no direct action to halt Government broaches on free broadcasting could be taken without (1) new legislation or (2) judicial action defining patently the limits of the Communications Act of 1934. The latter can be considered an unlikely one in view of the Supreme Court decision in the network regulations case which defined the FCC's scope as broadly as possible. By the "composition of that traffic." There were some highly placed voices in the FCC which whispered confidentially, "Oh, we're just trying to throw a scare into the boys." But most of the "boys" knew, after emerging from the verbal jungle of the report, that they were confronted not so much with counterfeiting in capability that had an inside curve. Certainly 208 of the licensees were sensitive to this—for that many were notified. Wednesday they were being continued on temporary license (story, page 97).

How the FCC intends to accomplish the gargantuan task of classifying returns on the several hundred stations on temporary permit because of program questions was not clear, when the Commission is faced with its greatest volume of technical business in history.
Dismissals Reach 15; Others Will Drop Out

By RUFUS CRATER

ENTHUSIASM of many television applicants has been cooling, for two major reasons:

1. The campaign of CBS in behalf of ultra-high frequency color video stations.

2. The cost, as evidenced in FCC hearings.

The waning enthusiasm is seen in the mounting number of lower-band television applications withdrawn from FCC files. Late last week this number had grown to 20 withdrawn or definitely earmarked for withdrawal by their sponsors, and there were indications that more would follow.

Cost, Color Factors

Some applicants reported that color video prospects had not influenced their decisions to withdraw. Some attributed it as much to cost as to color. But a majority told the Commission that the fear that had been sufficiently convinced by color demonstrations to question the advisability of going into low-frequency black and white until they are sure which is better.

In the meantime, FCC is proceeding with plans to license stations for operation in the lower band.

Grants have already been proposed for four Washington outlets. The Commission, unofficially conceding that the argument over black and white is a tough subject, is not expected to move for allocation of the higher frequencies for commercial television, at least for the present.

Rather, occupied with problems already on hand, it is expected to take the position that as yet there is no request for higher-frequency assignments to be acted upon.

Applications already dismissed, at request of the applicant, but without prejudice to the right to apply again, numbered 15 as of last Friday, according to FCC records. In addition, applicants for at least five others had disclosed plans to withdraw, and several other applicants were said to be seriously considering withdrawal. Commission has scheduled hearings on 65 applications. Another 65 applications are awaiting initial action.

Yankeet Withdrawal

While most of the applicants cited prospects of high-frequency television as the chief reason for withdrawing their applications, it was thought that in some cases this reason was actually subordinate to the cost of carrying television until an audience is built up.

The number of withdrawals increased considerably after the Washington video hearings, in which it was estimated that installation costs would range upward from around $300,000. This was conceded to be a decisive factor for applicants who have no existing radio facilities to help pay the cost until television, whatever its final form, becomes self-sustaining.

John Shepard 3d, chairman of the board of Yankee Network, said Yankee had withdrawn its low-frequency black-and-white television station application and planned to withdraw from Boston and Hartford because "we feel that the future of television lies in the ultra-high frequencies with color and finer definition in black and white."

Asserting that the regional network plans to apply later for high-frequency television in all three cities, he said "It is also our opinion that when television is not operating on the lower channels the time lag between establishing a station on these frequencies and on the higher frequencies will not be great. Also, in cities where television broadcasting has not yet been established, we do not think we should encourage the public to buy receivers which in our opinion under these circumstances would be obsolete in two years' time."

WGBA, Cleveland and WJR Detroit, according to President G. A. Richards, withdrew because they had been "convinced by the high-definition color demonstrations of CBS," and "do not want to participate in a system for only one or two years or even less, which will be rendered obsolete at the end of that time, when by working a little harder and perhaps waiting a little longer, we can offer the public something that they can count on for all time."

WJR plans to apply for an experimental grant in the 480-496 mc region as soon as equipment can be obtained. R. Morris Pierce, vice president in charge of engineering.

(Continued on page 100)

Rural Homes Have 4-Station Choice

Adequacy of Service In Secondary Areas Surveyed by FCC

By JACK LEVY

THE AVERAGE radio home in the nation's secondary service areas, served largely by twofamily homes, has a choice of about four stations to listen to, day or night. However, the median number of stations he can hear "without trouble" is slightly more than two.

This is the most general finding from the first phase of a survey on the adequacy of radio service in outlying sections of the country, results of which are now being tabulated by the Census Bureau for the FCC. Containing a wealth of data on stations heard in the secondary area, the survey when completed will be the comprehensive ever undertaken on radio coverage of rural America.

Clear Channel Data

The survey was conducted to provide information for the clear channel hearings, which resume April 15. By that time, all the results should be available. These will comprise (1) findings obtained from a personal interview survey last summer in 85 sample areas in which nearly 8,000 households were covered, and (2) a mail survey in which 93,000 householders replied.

Tabulations from both personal interviews and mail questionnaires are projected to cover nearly 2,000 radio houseohold in non-clear channel service areas of the country and some marginal primary service areas. It is understood the results from the interviews will closely approximate the findings of a complete enumeration.

Along with the survey of radio attitudes of rural listeners conducted by Department of Agriculture for the Commission [Broadcasting, Dec. 10], the present survey completes the assignment of Committee 4, headed by Dallas M. Smythe, FCC chief economist, charged with supplying technical data for the clear channel hearings. Final reports of three engineering committees are also to be presented.

Results of the interview phase of the survey showed:

1. The number of stations heard in the various secondary areas of the country range from one to ten. The median number heard both day and night is 3.8.

2. Reception is available from only one station to 6% of the householders in the secondary areas. Two stations are heard by 15% of the householders, three by 22%, four by 24%, five by 15%, six by 8%, seven by 5%. Differences in percentages for nighttime listening are negligible.

3. The median number of stations heard during the day "with trouble" is 0.4 during the day and by 38% during the night. Two are heard by 15% during the day and by 23% at night.

4. The median number of Class I-A stations heard "without trouble" is 0.4 during the day and 0.3 during the night.

5. No Class I-A stations are heard during the day by 39% of the households. None is heard at night by 26%. One Class I-A station is heard by 39% during the day and by 38% during the night. Two are heard by 15% during the day and by 23% at night.

6. The median number of Class I-A stations heard "without trouble" is 0.4 during the day and 0.3 during the night.

7. Sixty-two per cent of the households do not report hearing any Class I-A station "without trouble" during the day and 43% do not report hearing any Class I-A station "without trouble" at night. One Class I-A station is heard by 28% of the householders "without trouble" during the day and 23% during the night.

(Continued on page 91)

Stations Serving Rural Listeners

WHICH stations best serve the needs of rural listeners? The survey on adequacy of radio service in outlying sections of the country, now being completed by the Census Bureau for the FCC for the forthcoming clear channel hearings, provides the official data on this subject.

Projected to cover nearly 2,000,000 radio households in the nation's secondary service areas and some remote primary service areas, the survey shows the median (midpoint computed from reports of householders) number of clear channel, regional and local stations, heard in these areas. The following table shows the median number of stations of the various classes heard during the day, at night, and the median heard "without trouble":

<table>
<thead>
<tr>
<th>Class of station</th>
<th>Day</th>
<th>Night</th>
<th>Without Trouble</th>
</tr>
</thead>
<tbody>
<tr>
<td>I-A</td>
<td>0.8</td>
<td>1.1</td>
<td>0.4</td>
</tr>
<tr>
<td>I-B</td>
<td>0.4</td>
<td>0.5</td>
<td>0.3</td>
</tr>
<tr>
<td>II</td>
<td>0.4</td>
<td>0.4</td>
<td>0.3</td>
</tr>
<tr>
<td>Regional</td>
<td>1.8</td>
<td>1.2</td>
<td>0.6</td>
</tr>
<tr>
<td>Local</td>
<td>0.5</td>
<td>0.4</td>
<td>0.5</td>
</tr>
</tbody>
</table>
Phobos & Deimos got out of line

Last year the U. S. Naval Observatory in Washington made a startling discovery.

It seems that Phobos and Deimos, the two known satellites of Mars, got out of line. They seemed to be hurtling through space slightly off the track which Newton's famed law of gravity says they should be on. One is getting closer to Mars... the other farther away.

If even the law of gravity can be shaken up some... then so can the thinking of those time buyers who say, "You'll never get a list in trouble if you pick the networks."

For instance in Baltimore, the successful independent, W-I-T-H, delivers more listeners-per-dollar-spent than any other station in this big five-station town.

Q. E. D.

and the FM Station W3XMB
Baltimore, Md.

Tom Tinsley, President • Represented Nationally by Headley-Reed
March 25, 1946 • Page 19
Engineers probe electronic advance

FM and television top Ohio conference discussions

Engineering problems of the postwar period, along with progress in electronic arts during the postwar period, along with problems of the FM and television top.

Important among conference results, according to Dr. W. L. Everitt, head of electrical engineering, University of Illinois, was the opportunity to study the way different companies handle FM and television. Dr. Everitt led a Saturday symposium on FM methods.

Record attendance

With some 600 delegates present, the largest attendance in history, the conference opened Monday morning with an address by A. B. Chamberlin, CBS chief engineer, who said FM, television, and radio relay systems were speeded to a parallel by the different companies of the industry. Lifting of restrictions on VHF FM offers a challenge to ingenuity and progressiveness in developing the new forms of radio, he said.

Charles Singer, assistant chief engineer of WOR New York, urged engineers to install systematic checks on all equipment. He reminded that a prewar poll showed the radio was off the air only one hour per year.

Keron C. Morrical, of RCA Victor, Indianapolis, described operation of semicircular walls which sweep out, proving equal intensity of sound waves.


Antenna discussion

Antenna patterns and the Antenna analyzer were discussed by Dr. George H. Brown and Wendell C. Monson, of RCA Victor at the Tuesday meeting. They explained that the Antenna analyzer gives in stantly a visible radiation pattern for any arrangement of towers up to five and showed it in actual operation.

Magnetic recording techniques were discussed at a symposium led by Lynne C. Smee, Office of the Chief Signal Officer, War Dept., with S. J. Borgen, Brush Development Co., H. R. Roys, RCA Victor, and Howard Chinn, CBS, assisting. Stromberg-Carlson demonstrated a wire recorder and Brush displayed its latest device.

Panel speakers indicated much development work must be done in magnetic recording, implying that though wire leads the field now there are vast possibilities in the television field.

Paper on general acoustical problems in broadcasting was read by E. J. Content, WOR New York.

Symposium on VHF

A Wednesday symposium on VHF antenna and coupling circuits was led by George Sinclair, Ohio State U., Taking part were M. W. Scheldorff, GE; R. F. Holts, RCA; A. G. Kandolander, Federal Telecommunication Labs.; P. H. Smith, Bell Labs. Mr. Scheldorff described GE's new VHF antenna, said to be easy to feed. Mr. Holtz explained RCA's "super-turstite," with capacity for broad tuning. Mr. Kandolander told of Federal's "square" antenna, also said to be easy to feed. Mr. Smith claimed Bell's "Cloverleaf" is easy to feed, easy to tune and has a fine pattern.

Television station symposium was led by Robert E. Sheby, NBC, with discussion centering on layout, personnel, equipment checks, and mobile equipment.

H. O. Peterson, RCA, read a paper on radio relays for television and FM, covering laws of radiation at antenna gains at high frequency, internal receiver noise in repeater stations and relation of VHF and UHF FM and television services. His paper indicated UHF has good possibilities in freedom from interference and low power requirements.

At the Thursday morning session, Symposium on VHF, McCallard Key, assistant general counsel for the FCC, said it was with-drawn without prejudice. He added that the original proposal, finding directed attention to that portion concerned with ownership of television stations by a network in Washington. Argument on this was heard, and Belknap, for April 17 and "final decision will be rendered promptly after the conclusion of that oral argument."

Truman on all nets

President Truman's Jackson Day dinner address Saturday night was to be carried by the four major networks at 10 p.m. EST. A speech by Secretary of Commerce was also scheduled for broadcast, as was an address by Democratic National Chairman Robert Hannegan and Mrs. Charles W. Tillett, vice chairman, were not to be aired.

Fulton introduces daylight time bill

Heavy opposition is expected for measure in house

A bill to put the nation on daylight saving time from the last Sunday in April until the last Sunday in October was introduced last week in the House by Rep. James G. Fulton (R.Pa.), who said a temporary return to daylight time would enable the country to produce more food for the peoples abroad. His bill (HR-5843), however, is expected to meet heavy opposition.

Rep. Chester H. Gross (R.Pa.) opposed the bill, declaring: "I am thoroughly disgusted with all this sympathy for the farmers that comes from the city." He said farmers would lose a lot of valuable time under daylight saving.

Sen. Burton K. Wheeler (D-Mont.) of the Interstate Commerce Committee, is opposed to daylight saving time, following scores of complaints by farm and school organizations during war and since the war, worked undue hardships on them.

Rep. Fulton contends that daylight saving time would give vio-tary gardeners an extra hour daily to produce food. Farmers, however, argued that they must work by the sun.

Charles G. Ross, White House secretary, said last week that President Truman would not order daylight time for Federal estabishments, although he was in favor of uniform daylight saving time throughout the nation. The President earlier had said he would approve daylight time if Congress passed it.

Should the nation remain on standard time, the eastern section of the country would be forced to change daylight time the last Sunday in April, following a long prewar custom. In such event radio schedules would be disrupted, virtually nullifying any station in the country, although there is a move within the broadcasting profession to keep radio on a single time.

Launches ad campaign

Hughes-Autozgraf Brush Co., New York, plans major campaign to advertise lucite hair brushes. Advertising copy—for which radio and television will be used—will credit use of right hair brush for good grooms-ing and hair beauty. Ferry-Hanly Co., New York, is agency.
in radio time selling means exceeding quotas. Weed’s policy of continuous selling wins the blue ribbon for outstanding performance when it comes to delivering signed contracts. You can rely on Weed and Company’s time-wise representatives to render consistently topnotch service.

WEED AND COMPANY
RADIO STATION REPRESENTATIVES
NEW YORK • BOSTON • CHICAGO • DETROIT • SAN FRANCISCO • HOLLYWOOD
Here is Tremendous Farm Coverage!

KFNF

"The Friendly Farmer Station"

In One Campaign

Distributed For

A NATIONALLY KNOWN SPONSOR

29,518

Free Booklets

Through 430 Counties

Around Shenandoah, Iowa

(94 Counties in Iowa, 80 in Nebraska, 87 in Missouri, 75 in Kansas, 50 in Minnesota, 44 in South Dakota. A total of 430 . . . or . . . more than 75% of ALL the Counties contained in the six state area.)

HERE IS FARM COVERAGE—WHERE IT COUNTS. IT EXPLAINS WHY THIS SPONSOR HAS CHOSEN KFNF FOR 7 CONSECUTIVE YEARS. WHY SO MANY PEOPLE WHO KNOW KFNF RESULTS FROM PERSONAL EXPERIENCE SAY—INFORMED SPONSORS BUY—

1000 W.

KFNF

Shenandoah, Iowa

For Availabilities, Wire or Call FRANK STUBBS, SHENANDOAH, IOWA
RADIO GETS THIRD OF BUDGET
Lauerman's Department Store Spends Big Share Of Money on Air; Cites Results Obtained

By JOHN BURKE
Advertising Manager, Lauerman's Store, Marinette, Wis.

THE MANAGER of a large department store in a city of approximately half a million was asked recently how much of his total budget was devoted to radio in comparison to other media. "Oh, we're quite heavy on radio," he answered. "It accounts for 8% of our budget."

When the statement was repeated to me I was amazed and launched an inquiry in several stores, all doing business in a wide area, to learn how much of their advertising dollar went into radio.

The percentage varied, but the smaller the town, the smaller the percentage. That might not be surprising, but when department stores, who consider their trading area to include several counties, or even a large section of a state, are spending only 8% to 10% of their total budget on the very media that could best cover a large area, there seems to be something wrong!

The sour fact remains that most retail advertising executives today wouldn't think of matching their newspaper appropriations with a radio expenditure. The fault certainly lies with the folks who have most to gain by selling radio time: the station salesman and their "chiefs."

WMAM Case History

Proof can be found in the "case history" presented by WMAM in Marinette. WMAM found itself a time buying a customer that had far more experience in radio than many stores in big city areas. Lauerman's store at Marinette has often been referred to as the "Largest Small City Store in America." Obviously, business from a large area is needed to support this department store in such a location. Customers from over 200 miles away are not a novelty at this store.

Lauerman's was one of the earliest radio advertisers in the department store field, and when WMAM was opened in 1939, one of the first contracts signed was with this store.

It is interesting to know that Lauerman's today matches a rather extensive daily newspaper advertising budget, in two daily newspapers, with their radio budget. Instead of 8% or 10% of the budget going to radio, 33% is spent in "airing" advertising. In Lauerman's present radio picture, certain well-marked trends can be noted. In the first place, the store has neatly snubbed most of the favorite department store programs. There are no "Sally Shoppers" programs, few "Musical Clock" announcements, no energetic little elves or kiddies' programs at Christmas time.

Factual Study Made

Before the radio budget was stepped up to its present size, a factual study was made, from past experience of what type of radio advertising had been most resultful. Certain types of merchandise, those which fluctuated a great deal in price, due to day to day market conditions, or those with hard to remember prices were eliminated from radio advertising.

As an example, the grocery department has been sold as a service institution, so was the drug department. Merchandise with an established price, where the store's low price policy was quickly apparent, sale prices and big events were worked hard. Institutional advertising was limited to the store's price policy, trading stamps, anniversary sales, tie-ins with local history, with Christmas and similar events. At least 75% of the time bought by the store in the past year has been on news programs. The public is accustomed to retail advertising with their news. Polo games, basketball games, high school football games, all carry Lauerman's sponsorship.

(Continued on page 67)
Is Television Ready for the Public?

Program Material To Be Needed For Debut

By CHARLES B. BROWN
President, Colonial Film Productions Inc.

IS TELEVISION ready for the public or is it not? Is the public ready for television? Is there been enough pontifical statements on these issues to supply script material for the programming of a video station from now until its obsolescence.

Color or Not

Television not only survived the war, but emerged from it a sturdier, healthier, more promising art. There is little question but that television has attained its majority and is qualified to wear long pants. The question appears to be: Will there be black-and-white pants or many-colored?

What difference does it make if pants are black and white or many-hued? If they serve the purpose for which they are designed?

Admittedly it might make a considerable difference to the tailor who wanted to sell them and wished to attain to esthetic senses. But his enthusiasm probably would meet with a cold response from the customer who stood before him garnered only in asking. He. is not seeking not beauty, but utility.

Perhaps the figure could be carried beyond this. The important factor is: What about this plethora of words arguing on the one hand that television is ready and on the other that television is not ready?

Weasel words are uttered by both sides in all too many cases. Such the stakes. A high, and heavy investments are endangered. Certainly profits are due for a sag for those who have been carrying the load and will continue to carry the increasingly heavier load as the industry begins to expand.

There is, however, no earthly reason why RCA-NBC, General Electric, CBS, Philco, DuMont, Balaban & Katz, and others (in total, all too few) should continue to carry the major portion of the burden from here on. Millions have been poured into this medium with practically no return to date; yet all too few advertising agencies and still fewer advertisers have given television a sufficient share of their budget to keep speed the day when they will profit greately from this new medium.

Experience Needed

Perhaps they have not been approached properly; perhaps the industry confusion has held them off; whatever the reason, their money, their wide experience, their judgment and their background in using the other forms of mass communication and entertainment are sorely needed now and must be joined in fullest cooperative effort.

It is not enough, just for the sake of the record, to give the title of manager, or vice president in charge of television, to some, if you please, the real reassured son. Television, as a matter of fact, has now in its working ranks some of the keenest minds and ablest hands to be found in many fields, be it creative or management. It is a sore point with these men to witness some of those who, without benefit of contribution, have moved in and have suddenly been lifted out of so great an industry, so important a medium of communication.

"Is television really ready?"—is a question the writer has heard too often. His answer is, "Yes, by damn! She is ready." What do we really mean by "ready"? Just this: Does the public want television? Can television stand alone, at present, on the program level, without the assistance of his highly rated RCA-NBC programs; programs that are regularly solicited by trade and consumer groups ranging from children to adults. All classifications of people have been present. I care fully questioned each group and noted their program preferences. I placed a program on NBC's WNBT for the past year, and with the able direction and help of Paul Alley, manager of Motion Picture Film, used various types of motion pictures.

With John Royal's direction and the assistance of his highly efficient staff at WNBT, RCA-NBC presented many programs to special groups. Costs on the RCA-Victor World In Your Home program and these special presentations have ranged from $1.00 to several thousand dollars per program.

Guests were invited to these programs—some confirmed skeptics, others who had already, but who had also thought much about television at all. Individual businessmen, school teachers, professional men, all classifications and types were represented.

In no individual case did either those in my home, or those attending the programs in New York, ever say they wouldn't like to own a television receiver. Every last one said, "Yes, I would like one now, today." Is television ready? Ready for whom? The technician or the scientist? No, they will always be, and logically so, on the path of the still newer, the still further improved. Ready for a few rich individuals who because of their particular investments prefer a status quo of present radio and box office income? No! Television is not ready for such as these. Capital has always had in its ranks those who thought that progress was an opportunity, an organization enjoyed only until its owners were financially secure themselves. But these few do not represent either the great instructions who still remain progressive, nor the WITH current word battles over black-and-white vs. color television, the author points to what he calls the major issue: "Is the kind of television service he given the public. He is concerned about the programming aspects and suggests that some active promotion on behalf of the new service should be undertaken.

Mr. Brown was NBC station promotion manager and RCA director of promotion and advertising before forming Colonial Film Productions.

people who want television now, today.

Is television ready for the people? Yes, television is ready for the people, and the people want it, because they can watch their favorite shows, and hear their fellowmen at home and abroad whenever they desire; want it, because they sense that it will become one of the great humanitarian tools by which to bring peace, harmony and understanding into a world which sees little and knows less about the other man; want it for the entertainment and instruction it will bring into their lives; want it because of the thousands of jobs it will provide. Yes! They want it, too, because of the joy and cheer it will bring, today, tomorrow, to the lives of thousands of shut-ins, servicemen and others who yearn for this vicarious companionship with the world outside.

Six-Point Program

What, then, can be done; what must be done with television in 1946, if it is to get its hard earned chance to serve people who want it now, today?

As I see it, there are six points in any suitable project for television in 1946. They are:

1. More attention from top men in management, particularly in the direction of policy and action in selling, promotion, publicity, advertising and above all, in programming.

2. A specific program by which to improve motion picture film for television, both as to contrast, sharpness and brilliance, and the size of the picture will be changed.

3. Package studies to determine changes required to bring out package values in black and white reproduction.

4. An agency and client program on programming itself with particular attention to motion picture film and for the purpose of building adequate libraries of non-dramatic material.

5. A cooperative, informative, continuing-report advertising campaign by all those in the industry—retailers, radio, networks and other interested organizations who believe that television is ready, and who intend doing something about it.

From The Garden

1. More attention from top men in management, particularly in the direction of policy and action in selling, promotion, publicity, advertising and above all, in programming.

6. A joint Madison Square Garden television show this summer or fall, where the new receivers are off the lines. The show would go on the road just as the Stensgaard organization handled the Pullman Show in major cities. It would sell, sell television now and today!

Several hundred thousand receivers, it is reported, will be off the production lines this year. If true, where is the programming coming from? Who will promote sufficient top quality motion picture material? Who will have a quality library of entertainment and instruction which will carry them along until additional material is available?

Colonial is helping one or two prepare now, but it will take many Colonials by other names even to begin filling the requirements. It won't be, "come and get it!" rather "try and get it."

The program we have set forth can be done. Will it all be done? We think so; in any event, our money is on the line, our shoulder to the wheel along with a number of other entrepreneurs—large and small—who have sufficient science and courage to persevere.

Texas Co. to Announce

TEXAS Co., New York, March 30 will give its "Die Walkure" as 18th and final Metropolitan Opera broadcast of the current season from the Metropolitan Opera House, New York, on March 31. The encore performance announcement is expected to be made of the six "listeners' choice" operas to be broadcast next season. Agency for Texas Co. is Buchanan & Co., New York.
these walls have ears...

Approximately 2,000,000 people a day see and read these massive WOR outdoor signs located at Manhattan's busiest crossroads. Spectacular promotion? Yes, we think so. But typical of the way WOR constantly - and dramatically - seeks out new ways to lure more and more listeners to its sponsors' shows.
Discontinued during the war, but now being prepared again, this great spectacular monopolizes the roof of WOR's home at 1440 Broadway, in the heart of Times Square. Simply, but powerfully, it keeps WOR before the eyes of thousands in surrounding skyscrapers; strikes the eyes of hundreds of air travelers.
Radio City crowds can't miss this on 6th Avenue.

Madison Square Gardeners can't miss this on 6th Avenue.

Radio City crowds catch this one at 50th Street and 6th Avenue.
WOR Mutual Theater, on gay,
crowd-crowned 52nd Street
Long into the night WOR's illuminated door placques strike the eyes of Broadway's theater, movie, opera, homebound throngs.

Large windows facing 41st Street work for sponsors, too.

- that power-full station

at 1440 Broadway, in New York.
U.S. Shortwave in Russian Language Soon

State Dept. May Return All But Five Stations

By BILL BAILEY

DESPITE objections from Russia, the U. S. within a short time is expected to begin shortwave broadcasts in the Russian language, following announcement by the British Broadcasting Corp. that effective Sunday (March 24) Britain was to start Russian-language programs.

At the same time it was learned that the State Dept. will announce its policy with reference to international shortwave broadcasting before the 1946 fiscal year ends June 30. Based on testimony before the Rules Committee on the Bloom bill (HR-4982) to authorize the State Dept.'s international information and cultural relations programs, it was indicated that the State Dept. will return all but five or six international shortwave transmitters to private owners, retaining those few exclusively for Government broadcasts.

Depends on Bloom Bill

Starting date for the U. S. newscasts in Russian, which will be designed to tell the Russian people the real story of America, depends on passage of the Bloom bill (HR-4982) to authorize the State Dept.'s international information and cultural relations programs. It was indicated that the State Dept. would return all but five or six shortwave transmitters to private owners, retaining those few exclusively for Government broadcasts.

RUSSIAN-language broadcasts will begin from U. S. shortwave stations in near future if Congress passes Bloom bill to authorize State Dept.'s international information program and grants necessary appropriations. BBC began such broadcasts Sunday despite Russian objections, although Russia already is beaming English-language programs to the Balkan States. U. S. shortwave broadcast time is cut to 20 minutes, EST. Some months ago both BBC and U. S. officials discussed the broadcast of Russian-language programs. Moscow objected, however, contending that Russia's conception of democracy differed from that of the U. S. and Britain. A Russian spokesman is reported to have said that in Russia the government thinks for the people, whereas in Britain and the U. S. the people are given all the facts and think for themselves. His plea was that a maze of facts would "confuse" the Russian people.

The question arose as to the effectiveness of U. S. broadcasts in the Russian language. One member said he understood that Russians were not permitted to listen to any broadcasts except official Moscow radio. A member of the Foreign Affairs Committee stated, however, that Russia has several thousand sets with shortwave bands and it would be difficult to deny all Russians the U. S. broadcasts.

Follow Britain's Leads

At State Dept. there was a general feeling that the U. S. should follow Britain's lead in broadcasting to Russia, but officials hesitated to start the program unless Congress gives authorization after June 30, close of the 1946 fiscal year. Shortwave broadcasts now are being conducted under the war emergency and 1946 fiscal year appropriations.

Pending before the House Appropriations Committee is a budget request of $25,000,000 for the State Dept.'s international information and cultural relations program. This anticipates employment of 1,500 American citizens in the U. S. and 372 citizens in the foreign service. One objection to the Bloom bill and the covering appropriations bill is the fact that the number of citizen employees is fixed, whereas the State Dept. would be given blank check to hire as many aliens as it saw fit. These foreigners would be used as translators, clerks, messengers, etc., mostly abroad, State Dept. officials said.

Until the State Dept. announces its policy, international shortwave broadcasting remains status quo. Testimony before the Rules Committee was that the State Dept. plans to operate no more than five transmitters, as against the 36 in operation at wartime peak.

Split-Operation

That led to speculation that the Government plans to return to private ownership all but five stations. It was learned that the State Dept. does not favor split operations such as parttime programming by the Government and parttime by private industry. Secretary of State Byrnes is understood to feel that the Government must operate fulltime or not at all; conversely he is said to feel that if shortwave stations are in the hands of private owners, they should not be utilized, even parttime, by Government.

Paul W. Kesten, new CBS board vice chairman, submitted a plan whereby the Government would operate certain stations and return the others to private owners. His plan was set forth, along with several others, in the postwar memorandum submitted by Dr. Arthur W. Macmahon, professor of political science, Columbia U. and consultant to the State Dept. on stations [Broadcasting, Dec. 31].

Of the split system Dr. Macmahon commented: "Probably the truth is that the appeal of shortwave radio among the opinion-influencing classes throughout the world will not be based on its ownership. It will be based upon the reliability of the radio news and news commentary."

ALABAMA EXECUTIVES met this month in Birmingham to discuss formation of association for stations within state and plan expansion of facilities in Alabama. They are (front row, 1 to r): K. G. Fraser, WMSL Decatur; Guy Mangrum WJHO Opelika; J. W. Buttram, WHMA Anniston; Howard Plll, WSFA Montgomery; Les Connor, WBCR Birmingham; (second row) Ed Reynolds, WJBD Tuscaloosa; W. A. Pollard, WBHP Huntsville; Henry P. Johnston, WSGN Birmingham; Julian Flint WSGN; Bill Terry, WJLD Bessemer; Bruce Brown, WHTB Talladega, (third row) W. W. Junt, WSFA; Martin Smith, Sparrow Adv. Agancy, Birmingham; Thad Holt, WAPI Birmingham; M. K. Vickery, WMSL; M. Wyatt, WJHO.
Foresight is not a gift, but an outgrowth of experience... a blend of skills and capacities, sharpened by a desire to peer beyond the horizon. Foresight made WWJ first in Detroit, as well as the first station in the nation. WWJ pioneered programs and policies that resulted in a noteworthy record of "firsts." Not content to rest on its laurels—and conscious of the responsibilities of leadership—WWJ constantly exercises foresight to conquer new worlds... to the greater enjoyment of its listeners and the inevitable benefit of its advertisers.

Your sales message on WWJ is enhanced by the prestige achieved through 25 years of progressive broadcasting service.
Steamship Radar
In Commercial Use
Westinghouse Installs System
On Baltimore-Norfolk Line
RADAR for steamship navigation, installed by Westinghouse Electric Corp. last Monday, was placed in first regular use on the Old Bay Lines' City of Richmond, operating between Baltimore and Norfolk.

According to C. J. Burnsides, manager of Westinghouse Industrial Electronics Division, the electronics device provides navigational aid and anti-collision protection in any weather. The first demonstration last week showed the radar used on optional radii from 100 feet to 32 miles.

The entire picture of shoreline obstacles, other boats and navigational obstacles in the channel is reproduced on the disc-like face of a seven-inch cathode ray tube. The radar utilized for steamship is a simplified version of that used by the military, since the precision of the latter is not demanded. Unit operates in frequency band of 9320-9430 mc.

Installation is in two parts: the antenna mounted under a mushroom-like plastic dome atop a 5½-foot pedestal on the wheelhouse roof, with the modulator, preamplifier and other frequency components in the weatherproof base of the pedestal; and the receiver-indicator console, a cabinet located on the bridge. Power for operation is provided through a below-decks rotary converter from the ship's main power supply.

Paltridge Heads Group
J. C. PALTRIDGE, promotion manager of KFI Los Angeles, resigns that post effective April 15 to become president of San Fernando (Cal.) Valley Broadcasting Co. Group has made application for 1500 w station in San Fernando and reportedly plans spending about $100,000 before starting operation. Call letters KSFV or alternate KVAL have been requested. Offices and studios will be maintained in San Fernando with transmitter to be located approximately two miles south from town. Remote studios are also planned for southern end of the valley. Operation and policy will be along community lines with stress laid on local special events and community activities; it was stated. Mr. Paltridge currently is in Washington, D. C., for conferences on station application.

Helen Hayes on WABC
WABC New York, in association with the Catholic Actors Guild on behalf of the 1946 appeal of the New York Catholic Charities, today (March 25) presents Helen Hayes in a special broadcast 10:30-11 p.m. portraying lead role in a dramatization of the life of St. Frances Xavier Cabrini, first American citizen to be canonized. Mother Cabrini's canonization was approved by Pope Pius XII and thus the first American citizen in 20 new members.

Churchill Is 'Off'
"IS CHURCHILL on today?" asked an unidentified person calling WSPR Springfield, Mass., a fortnight ago. "Just a moment, I'll see," answered the receptionist. After finding out from the control room that WSPR's Engineer Winston Churchill was not on duty, the girl reported, "Mr. Churchill is off today." The following five minute conversation can best be described as a new version of "Who's on first," etc. By now the receptionist is wishing that England's Churchill would go home and clear up her confusion. And so is WSPR's Churchill.

IER Sessions Sate
Four Foreign Speakers
REPRESENTATIVES of a half-dozen nations will add international flavor to the 16th Annual Institute for Education by Radio at Columbus, Ohio, May-6. Among those to speak will be Dr. P. H. Frederick Chao of Chunking, China; Dr. Arno Ruth of Geneva, Switzerland; William Bearup, Overseas representative in London for Australian Broadcasting Commission; and Christopher Cross, former director of public relations for the North American office of BBC, now UN radio liaison director.

Institute expects an attendance of over 1,500 persons from all fields of radio and education. Dr. I. Keith Tyler, head of radio education at Ohio State U., is chairman of event.

Religion in Radio
Claims that the atomic age demanded certain changes in the radio picture were voiced by Rev. Frank H. Nelson, director of the bureau of institutional broadcasting, to the annual pastoral conference of the Pacific School of Religion in Berkeley, Calif. Rev. Nelson contended that with the advent of peace, radio will be instrumental in making the peace "interesting." He added, "Radio has made the world one brotherhood."

Curtis N. Browne
CURTIS NORTHROP BROWNE, 55, a vice president and director of Albert Frank—Guenther Law Inc., New York, died suddenly March 17 at his home in Hewlett, L. I. He had been Mayor of Hewlett Harbour, an unsalaried office, since 1942. Several years before 1921 when he joined Albert Frank—Guenther Law advertising agency he was associated with American Sugar Refining Co. He leaves his wife, Winifred Browne, a son and daughter.
Huge Electronic Concentration Will Cover 'Crossroads' Test

"CROSSROADS" is to be covered by the largest concentration of electronic equipment ever assembled to get a single news story. Five communications ships will provide the corps of radio and press correspondents with facilities for telling to the world the story of the Joint Army-Navy Task Force-1 atomic bomb test in the Marshalls this May. [BROADCASTING, March 11].

Flagship of the communications task force is the Mount McKinley from which Vice-Adm. W. H. P. Blandy will direct operations. All radio and press traffic will be fed to the Appalachian which will beam the results to the West Coast for commercial pickups.

Other communications ships are the Blue Ridge, Panamint and the Spindle Eye which is to be anchored off Kwajalein.

Tentatively scheduled as the radio correspondent to fly over the target and send out a live eye-witness description is CBS' Bill Downs. Broadcast will be pooled.

Other CBS reporters covering "Crossroads" are: Webley Edwards on the Appalachian, George Moorad at Kwajalein, Don Mosley on the Mount McKinley, and tentatively Bob Garrod.

ABC is sending Raymond Swing, Clete Roberts, Frederick Opper and Larry Tighe. Covering for NBC are Ralph Peterson aboard the Mount McKinley, Robert McCormick on the Appalachian, W. W. Chaplain at Kwajalein, George Thomas Polster on the Blue Ridge. Mutual correspondents include: Quentin Reynolds, Don Bell, Cecil Brown, Robert Stewart, Frank B. Morris, Ernest K. Lindley (also representing Newsweek), and Jerome Beauty (also covering for American magazine). All correspondents have not been assigned to posts as yet.

In addition to voice radio coverage, six television companies will cover the JTF-1 project through a pooled arrangement. They include: NBC (WNBT New York), ABC, Balaban & Katz (WBKB Chicago), CBS (WCBW New York), Allen B. Du Mont Labs (WABD New York), and Philco Radio & Television Corp. (WPTZ Philadelphia).

The television companies will send one motion picture camera man representing the group to film the entire proceedings. All film taken by the cameraman will be forwarded through official channels to the U. S. Navy of Photo Science Labs in Anacostia, D. C., for developing and screening. Film will then be turned over to the television pool for selection of individual footage by participants in the pool.

In a letter sent last week from Capt. Fitzhugh Lee, "Crossroads" public information officer, to Fox Case, assistant to Earl Gammons, CBS vice president, who is now acting as radio representative on the media committee for the test, the Joint Army-Navy Task Force-1 plans for radio coverage were explained.

Order Wire Recorders

In addition to broadcast facilities aboard the communications ships, ten wire recorders "have been ordered for such program use as the radio commentators may desire."

Only one program at a time is to be transmitted, although two signals may be sent out so that a selection of the better can be made. Program priority acceptances are in the following order: Network broadcast transmission, regional broadcast transmission (such as Pacific Coast), single station broadcast transmission. Pool broadcasts available at West Coast receiving points to any and all stations include: the explosion of the bomb, including immediate buildup and followup periods, first report on results of the bombing, first broadcast after bombing by the Joint Task Force Commander and his immediate deputies, first broadcast after the bombing by pilot and/or bombadier of the bombing plane, broadcasts from any planes or ships where it is necessary for one correspondent to represent all stations. Any other broadcasts which stations may want to pool may be done so at the stations' discretion.

Representing the Navy men who will aid radio coverage are: Commdr. Don Thompson, on leave from NBC, radio officer; Commdr. E. C. Callahan, on leave from NBC, chief radio engineer assisting Commdr. Thompson; Lt. William J. Mitchell, formerly of Douglas F. Storer, radio productions; Lt. Richard L. Linkrum, on leave from CBS; Ens. John Mager, formerly of WGN Chicago, program officer.
SYMBOLIZING THE RIGHT COMBINATION

Here's a familiar symbol whose origin may have puzzled you. It's the ancient Tae-Kieh of China. It represents various combinations such as man and woman, heaven and earth, light and darkness. The shoulder patch of the Blue and Gray Division, the 29th, was derived from this emblem.

And speaking of symbols, the combination of letters WCBM means intensive and economical coverage of the Baltimore Market. Sponsors agree that this is the right combination that produces results for them. Have you investigated what WCBM can do for you and your sales?

Baltimore's Listening Habit

WCBM
MUTUAL BROADCASTING SYSTEM

Free & Peters, Inc.
Exclusive National Representatives

George H. Roeder, General Manager
Both Hooper and CAB Report 'Fibber McGee' as Top Program

PROGRAM Fibber McGee and Molly was heard by one out of every four radio families in the 81 cities surveyed early in March by the Cooperative Analysis of Broadcasting, according to the CAB March 19 report, which puts this program first of all network shows with a rating of 25.1. Bob Hope was second with 23.7, Lux Radio Theatre third with 22.6 and Bing Crosby fourth with 20.6. Quartet of programs also occupied same order in the report of two weeks before.

Average popularity rating for 156 sponsored network programs was 9.0, CAB found, down 0.5 from the last report and down the same amount from the report of a year ago. Average sets-in-use was 27.0 from 6 to 10:30 p.m., down 1.0 from two weeks ago and 1.4 from a year ago; average sets-in-use from 10:30 to 11:30 p.m. was 17.3, down 1.4 from the last report, down 3.4 from a year ago.

Following the four top shows, other leaders reported by CAB are: Jack Benny, 20.5; Charlie McCarthy, 20.1; Mr. District Attorney, 19.7; Walter Winchell, 19.7; Fred Allen, 19.5; Red Skelton, 17.7; Screen Guild Players, 16.9; Eddie Cantor, 16.7; Sealtest Village Store, 16.7; Amos 'n' Andy, 16.4; Truth or Consequences, 15.8; People Are Funny, 15.7; Joan Davis, 15.4; Abbott and Costello, 14.7; Aldrich Family, 14.6; Pitch Bandonwagon, 14.1.

Daytime Preference
Most popular weekday daytime program is Breakfast in Hollywood, according to the March 19 report of the CAB, which shows the 11:15-11:30 a.m. segment of the program with an audience rating of 6.6 and the 11:11-11:15 segment with a rating of 6.3.

Average rating for 111 sponsored network daytime programs was 4.5, a decrease of 0.1 from the report of two weeks ago and also from that of a year ago. Average percentage of sets-in-use during the morning was 14.6, down 0.6 from two weeks ago but up 0.3 from a year ago. Average sets-in-use was 15.4, down 0.4 from two weeks ago but up 0.6 from a year ago.

Most popular weekend daytime programs according to the CAB were One Man's Family, 8.5; Stars Over Hollywood, 7.5; Westinghouse Program, 7.5; Shafer Parad, 7.4; Armstrong Theater of Today, 7.2; Billie Burke Show, 7.2.

Following Breakfast in Hollywood as the most popular weekday programs were Big Sister, 6.7; Kate Smith Speaks, 6.7; Ma Perkins (CBS), 6.6; Ma Perkins (NBC), 6.8; Pepper Young's Family, 6.3; Breakfast Club (9:30) 6.0; Right to Happiness, 6.0; Lorenzo Jones, 5.9; Breakfast Club (9:45), 5.8; Romance of Helen Trent, 5.8; Stella Dallas, 5.8; Portia Faces Life, 5.8; Our Gal Sunday, 5.5; When a Girl Marries, 5.5.

Hooper Ratings
March 18 report of C. E. Hooper Inc. shows Fibber McGee and Molly as the nation's most listened to radio program, with a rating of 30.0. Bob Hope was second with 28.8 and Red Skelton third with 24.2.

Average evening audience rating was 9.9, down 0.6 from the Feb. 28 report and down 0.1 from the corresponding report of a year ago. Average evening sets-in-use were 30.6, down 1.7 from the last report, down 1.0 from a year ago. Average evening available audience was 79.9, down 0.7 from the last report, up 0.6 from a year ago.

Following the three leaders, the remainder of the "first 15" were: Charlie McCarthy, 23.7; Radio Theatre, 23.5; Walter Winchell, 23.5; Fred Allen, 23.2; Bing Crosby, 23.1; Mr. District Attorney, 20.7; Screen Guild Players, 20.6; Jack Benny, 20.2; Jack Haley, 19.3; Amos 'n' Andy, 18.1; Take It or Leave It, 17.9; Eddie Cantor, 17.7.

Weekday daytime programs were headed by Breakfast in Hollywood, which received a rating of 8.4 for the 11:15-11:30 a.m. period and a rating of 7.7 for the 11:11-11:15 a.m. part. Rest of the top 10 daytime weekday shows were: When a Girl Marries, 7.6; Portia Faces Life, 7.4; Ma Perkins (CBS), 7.4; Our Gal, Sunday, 6.9; Young Wieder Brown, 6.7; Right to Happiness, 6.6; Kate Smith Speaks, 6.5; Pepper Young's Family, 6.4; Romance of Helen Trent, 6.4; Young Dr. Malone, 6.4; Stella Dallas, 6.4.

Average daytime audience rating was 4.6; sets-in-use were 17.0.

MBS SERVICE REPORT ISSUED FOR 1945
A 25-PAGE REPORT of special events and public interest programs carried in 1945 by Mutual, prepared by the network's press department and prefaced by a letter by Edgar Kobak, MBS president, last week was mailed to affiliated stations, advertisers, public service groups and members of Congress.

Wrote Mr. Kobak in his preface: "Three words—'pro bono publico' (for the public good)—can best sum up the contents of this digest. Yet severally mindful that service to the listening public is its foremost obligation, the Mutual Broadcasting System takes pride in listing the programs of public interest carried over its System during 1945. The pages that follow, we believe, show that our broadcasting service kept pace in the changing world that was 1945."
POCAHONTAS, OUR FORMER NEIGHBOR....

Just 15 miles down the historic James River from Richmond on a tract of nearly 100 acres, stands the site of Virginia's only 50,000 watt transmitter.....owned and operated by WRVA. This historic plot, next to the colonial estate of "Varina", the early home of John Rolfe and his Indian-princess bride, Pocahontas, was doubtless seen by Captain John Smith and his associates whose small boats came up the historic stream on their visits to King Powhatan at the falls of the river where Richmond now stands. Other pages of history are effectively reflected here in General Grant's line of fortifications used during the War between the States.....now in an excellent state of preservation. Today this historic area, long identified with the development of this great State, is dedicated to the pursuits of peace and to a better interpretation of true Americanism. Because today WRVA's 50,000 watts flow from this spot night and day, a fitting milestone in twenty years of progress of "Virginia's Premier Radio Station".

50,000 WATTS.....NIGHT AND DAY
STUDIOS IN RICHMOND AND NORFOLK, VIRGINIA
1915. First successful transoceanic radio telephone experiment between Arlington, Virginia, and Paris and Honolulu, made use of an early type of Western Electric speaker.

1921. Western Electric "morning glory" horn of the type used at the dedication of the Tomb of the Unknown Soldier in Arlington.

1924. Cone speaker designed for the broadcasting industry became immensely popular as a home radio loudspeaker.

1926. Folded exponential horn used with the first sound motion pictures, developed hitherto unmatched volume.

1928. Combination "Tweeter and Woofer" used one horn for low frequencies and another smaller one for high frequencies.

1936. Single radiator "Bull Horn" designed for carriers and battleships, still in use at the outbreak of the war.

Today: Giant 4 x 4"Bull Horn" for carrier flight decks makes use of searchlight-type mounting for "aiming" sound.

Today: Modern 753 type commercial speaker. It's "OK for FM"— and tops for AM too.

Western Electric

SPEAKERS THAT MADE HISTORY!

Back in 1877, Western Electric manufactured a practical loudspeaking telephone. This was the forerunner of the public address loudspeakers demonstrated in 1913. With the advent of the vacuum tube amplifier — applied to communications by Western Electric in 1915 — the use of loudspeaker equipment expanded rapidly. Western Electric speakers have continued to make history from the earliest models to the giant bull horns used today on aircraft carriers and battleships. You can be sure that Western Electric will continue in this tradition with new and finer loudspeakers for radio broadcast and sound distribution.
Women's Awards Based On 'Social Significance'

AWARDS by the Women's National Radio Committee this year will be for programs of social significance only, Mme. Yolanda Mero-Irion, New York, founder and chairman, announced last week. Citations will be presented May 15 at the annual luncheon in the Biltmore, New York.

An award will be offered each major network for the program which "tends towards the promotion of better understanding between race and race, nation and nation" or between the "diversified social, racial and religious groups within each country," said Mme. Irion. An overall award will be made for the one program serving these dual aims most effectively. Programs chosen as noteworthy for entertainment value, artistic merit and "for other commendable features" will be made public.

Herbert Denny

HERBERT DENNY, for the last decade traveling representative of Standard Radio in the South, died in San Antonio last Monday of a heart attack following a two-year illness. Mr. Denny was 51 and is survived by his wife, Alma, and a son, First Lieutenant Herbert B. Denny, Army Air Corps, now stationed in Sacramento.

Although Mr. Denny spent most of his career in the oil business in Mexico, he became well known to broadcasters from El Paso to Jacksonville—the area he traveled for the transcription firm.

"He was respected by all broadcasters who knew him and was a credit to radio," said Jerry King, Hollywood resident partner of Standard Radio.

Radar Ferret

LISTENERS to BBC in Birmingham are having their radio sets sought out by radar to determine which listeners have not paid the annual 10 shilling license fee. British Post Office radio engineers are combing the city in trucks equipped with radar, and checking their lists of those who are paid and the delinquents.

Before 1940, a similar electronic test was made with much advance publicity. Although a BBC engineer admitted that the great white vans were not able to detect a single long wave receiver, the test did get results. When the townspeople heard about them coming to town, they rushed to the Post Office and paid the fee.

Printers Strike

WHEN labor trouble between the Columbus, Ga., newspapers and the printers union stymied regular publication of the dailies for six days, the local WDAK offered its entire facilities to both The Ledger and The Enquirer for dissemination of news.

Station augmented regular newscasts with local news, prepared and edited by the staffs of both dailies. At the same time, to follow a middle-of-the-road policy, WDAK advised the local printers union that no individual sides in the strike would be mentioned.

At the conclusion of the dispute, the papers editorially expressed their appreciation of the station's cooperation, and the local printers union wrote WDAK Manager Allen Woodall its thanks for the unbiased handling of the situation.

Partisan Speeches on Dutch Programs

POSTWAR broadcasting in the Netherlands consists of recorded concerts generously flavored with lengthy partisan talks, according to Mr. O'Bryon, MBS publicity director, who looked over Dutch radio during a week's tour in connection with inauguration of the American Airlines New York-Amsterdam service.

Present government retains for itself 19% of available air time for official bulletins and lessons in Malay and English, he says. With only a few tiny newspapers printed, the Dutch depend heavily on radio. Nazis confiscated many sets but receivers are coming from the Philips factory at Eindhoven.

Broadcasting techniques are reminiscent of the 1920's in this country, according to Mr. O'Bryon. Leading radio men are looking to the ideas for program and talent ideas, and hope for program exchange. Four broadcast organizations divide time on the Hilversum and Herizen transmission plants—KRO representing the Roman Catholics; NCRV (North Christian Radio Union or Calvinist Protestant); VARA (Socialist group); AVRO (nonpolitical faction).

Mr. O'Bryon looks hopefully to this coming May—one year after liberation—when the Dutch will elect a new Parliament and hope that a new national radio organization will be established, giving all viewpoints without prejudice.
Hawaiian Area Offers Rich New Market

Four Stations on Air; More Are On the Way

By J. FRANK BEATTY

EXOTIC Hawaii, territorial outpost now undergoing a post-war shake-down, is entering a new broadcast era that promises to give the Pacific islands a prominent place in radio.

This market of 500,000 inhabitants is coming out of the war blessed with the benefits that military billions have poured into the strategic spot.

Four Stations

Four stations-two regional and two local—serve the Hawaiians, with their $450,000,000 retail business and billion dollar tax base. In a few months a fifth station will be on the air. Two more regionals await FCC approval.

Swift demobilization by Navy and Army have brought military personnel from the 350,000 V-J Day figure to 100,000.

At this transition point Hawaii is ripe for more broadcasting. Two stations now operate in Honolulu, principal city with population of well over 200,000 plus nearby military residents. The stations are KGU and KGMB. A third, KHON, has a CP and is about to let contracts for studios and transmitter.

In discussing Hawaii's role with top-ranking service officials stationed there, the conviction is inescapable that national defense will require maintenance of extensive personnel and facilities.

Navy's Pearl Harbor plant is about complete. Its extent is fantastic. Only a tour around the docks, shops, airfields, ship repair and supply facilities will give an idea of the size of the base whose bombing in 1941 was expected by Japan to break the back of the nation's defense.

The Navy has been cutting down its personnel total is fluctuating. Be- sides service men, the Navy maintains a large civilian force topped by a postwar force of 12,000 shipyard workers.

A garrison of 43,000 will be maintained by the Army, which last year spent well over $200,000,000 on the islands with a force of 135,000 and payroll of more than $100,000,000. In addition the Army had a 1945 civilian force of 27,000 with $72,000,000 payroll.

Fleet Marine Force at the peak was 262,000 but two-thirds of this total has been demobilized.

KGU Is 2500 w

Inherently a part of the island economy is KGU, 2500 w station operating fulltime on 780 kc. Licensee is Advertiser Publishing Co., publisher of the Honolulu Advertiser, of which Lorrin P. Thurston is president. Marion A. Mulroy, a pioneer in the development of radio communications, manages the station and has an interest in Advertiser Publishing Co. He built much of the station equipment and owned KGU until he sold to the newspaper firm.

Through consistently sound operation he has developed the station into a profitable enterprise, claiming the largest amount of national advertising in the territory —140 quarter-hours a week from NBC, Blue and other national accounts along with four spot announcement campaigns. Eight NBC programs are fed direct from the West Coast via RCA. Other network programs are received by transcription. KGU is represented by The Katz Agency, uses Thesaurus library service, and UP and INS news. Its 21 1•4 weekly Shell Oil Co. newscast contract is largest in the territory.

Last word in modern construction is the attractive KGMB plant on Kapiolani Blvd. It rivals the best regional stations in the States from standpoint of design and equipment. Broadcasting with 5 kw unlimited on 590 kc, it is key station of a three-station network.

Other stations in hookup are KHBC Hilo, isle of Hawaii, and KTOK, Lihue, isle of Kauai.

KGMB is licensed to Hawaiian Broadcasting System, of which Consolidated Amusement Corp., is principal owner. Other stockholders are Hawaiian Star Bulletin and Corp. of the President of the Church of Jesus Christ of the Latter Day Saints. The company...

(Continued on page 41)
OKLAHOMA CITY
930 Kilocycles - NBC Affiliate
Owned and Operated by The Oklahoma Publishing Co.: The Daily Oklahoman and Times * The Farmer-Stockman
KVOR, Colorado Springs * KLZ, Denver (Affiliated Mgmt.)
Represented by The Katz Agency, Inc.

WKY
Oklahoma City

Serves Oklahoma Best

Sells Oklahoma Best

930 Kilocycles - NBC Affiliate
CBS STARS ARE ALWAYS SHINING OVER Eastern Iowa VIA WMT

There's No Question About It!

PHIL BAKER
is another CBS-WMT reason why...

1,131,782 Listeners in Eastern Iowa Take It-
and Won't Leave It "when it comes to WMT!"

Only WMT brings those top-notch CBS shows to Eastern Iowa... and in return brings to advertisers a "custom tailored" audience of 1,131,782 people (the largest coverage of any Iowa station within its 2.5 MV line). If you're looking for new markets to conquer, your job is done quickly, effectively and inexpensively on WMT... the No. 1 station in the best market of a great state. You're missing a terrific sales opportunity if WMT is missing on your schedule. Write for availabilities at once!

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

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Hawaii

(Continued from page 38)
also owns the Hilo station, KHBC.
CBS and MBS network programs are carried, most of them by trans-
scription. J. Howard Worrall, presi-
dent and manager of KGMB, makes frequent trips stateside and is
well-known in broadcast circles.
KGMB is represented by John
Blair & Company, has Associated,
Standard and World libraries, and
takes AP and UP news.

KHBC on Hawaii
KHBC is located some 200 miles
southeast of Honolulu on the isle
of Hawaii, largest of the group. It
picks up the KGMB signal from a
Mauna Lea mountain antenna that feeds the transmitter outside
Hilo. Much of the KHBC program
service comes from KGMB, includ-
ing national network programs
which are carried on a bonus basis.
It operates with 250 w unlimited on
1230 kc. Station is represented by
John Blair & Company and uses
World library and UP news.

KTOH is owned by Garden Is-
land Publishing Co. and is located
at Lihue, on the isle of Kauai,
north of Oahu. C. J. Fern, treas-
urer and director, is principal
owner. Station is represented by
John Blair & Company and sub-
scribes to Standard library and
UP news. It operates on 1490 kc
with 250 w unlimited. KTOH also
takes much of KGMB's schedule.

These four stations face poten-
tial competition in the form of one
construction permit and three
applicants for facilities.

KHON Honolulu was granted a
CP last November and is ready to
let contracts for building and equip-
ment. Aloha Broadcasting Co., to
which the CP was issued, owns a
site on Waikiki, swank resort, residen-
tial zone on Ala Wei canal on the edge
of Waikiki, formerly in the investment
business in the eastern part of the
United States. Mrs. Fitkin, vice
president, is owner of .01%. James
C. Hardy, 99% owner, is secretary-
treasurer. He has extensive auto-
motive and appliance business in-
terests in Honolulu. Mr. Fitkin was a
Navy lieutenant, serving in intel-
ligence during the war.

Webley Edwards, famed as first
to announce the Japanese attack on
the U. S. and the pool announcer
for the peace signing aboard the
USS Missouri, is executive vice
president and manager of KHON.
He has served a score of years in
Honolulu as newscaster and sta-
tion manager. At present he broad-
casts for KGMB. Alice Ames,
formerly of KGMB, will be pro-
duction manager, and Milton Holst,
formerly in the agency field, will
serve on the sales side.

Ira Mercer, chief engineer of
State Dept. Pacific broadcast op-
erations, is to be chief engineer.
He directs the State Dept. 100,000
w GE shortwave transmitter relaying
U. S. programs to Saipan and the
Orient. From 1930 to 1944 he
entered the service. During the war
he trained news teams in the use of
wire recorders. He is to manage
the station, should application be
granted. Island Broadcasting Co.,
Honolulu, is a three-way partnership
seeking a CP for 5,000 w on 630
kc, unlimited. Partners are Elroy
McCaw, manager and half-owner
of KEIA Centralia, Wash., and in-
terested in other northwest sta-
tions; John D. Keating, West Coast
station representative and re-
corder; Maj. Henry C. Putnam,
public relations officer, Middle
Pacific theatre, in charge of radio.
Mr. McCaw and Mr. Keating each
have half control.

Putnam Active Many Years

Maj. Putnam has been active in
Honolulu broadcasting for many
years. He was an executive at
KGMB from 1937 to 1942 when he
entered the service. During the war
he trained news teams in the use of
wire recorders. He is to manage
the station, should application be
granted. Island Broadcasting Co.,
Honolulu, is a three-way partnership
seeking a CP for 5,000 w on 630
kc, unlimited. Partners are Elroy
McCaw, manager and half-owner
of KEIA Centralia, Wash., and in-
terested in other northwest sta-
tions; John D. Keating, West Coast
station representative and re-
corder; Maj. Henry C. Putnam,
public relations officer, Middle
Pacific theatre, in charge of radio.
Mr. McCaw and Mr. Keating each
have half control.

Confession Recorded
REAL LIFE drama was
made at WLEU Erie, Pa.,
and transcribed a few days
ago but it wasn't for broad-
cast. The characters: A mur-
der suspect, district attor-
ey, local police, state police
and FBI agents. Law en-
forcement officers wanted a
permanent record of the sus-
pect's alleged confession.
They called V. Hamilton
Weir, general manager of
WLEU. Turntables were set
up, the main studio prepared
and shortly after 3 a.m. the
officers ushered in the sus-
pect. He talked. They ques-
tioned him. Chief Engineer
Clarence A. Baker, who has
recorded many radio mystery
dramas, operated the turn-
tables. At 5:30 a.m. the of-
cers left with the suspect—
and a complete recording of
their interviews with him.
Now Erie police are study-
ing the possibilities of mak-
ning similar arrangements
with WLEU in the future.

The first dog show in America was held in
New York under the auspices of the West-
minster Kennel Club.

The first broadcast of
a football game was
heard over WIP
(Pennsylvania versus
Cornell in 1922.)

WIP WAS THE FIRST STATION
IN PHILADELPHIA

THINK OF WIP FIRST WHEN YOU
THINK OF SALES IN PHILADELPHIA

610 K. C.

MUTUAL'S 3rd MARKET AFFILIATE

5000 WATTS

REPRESENTED NATIONALLY BY
GEO. P. HOLLINGBERY CO.

March 25, 1946 • Page 41

Page 41

BROADCASTING • Telecasting
REALTORS PROTEST
BOWLES ABC TALK

ON THE GROUND that it was attacked and that facts were misrepresented in a speech on ABC at noon March 16 by Chester Bowles, Stabilization Director, the National Assn. of Real Estate Boards, has asked Mark Woods, ABC president, for equal opportunity to reply.

The association claimed Mr. Bowles, in discussing the housing situation, had entered into special pleading for passage of the Patman housing bill in the Senate. It alleged that he had departed from factual reporting and had attacked the real estate industry as well as the association itself. The broadcast, it continued, "contained provocative, challenging and untrue statements about the building industry's attitude on the Patman legislation."

In preparation by the association is a series of transcriptions presenting its views on building and housing problems [Broadcasting, March 4]. The discs will be submitted to local realty boards for sponsorship on stations, according to Walton Onslow, association director.

NEW TWIST (of arm) is extended to McDonald Dunbar (center), head timebuyer of Ted Bates Agency, New York, by Harry Mason Smith (left), WLW sales manager, on visit to Cincinnati station. Watching is Bernard Musnik, of WLW's N. Y. sales office.

McDonald Says Porter Asked Zenith to Submit FM Petition

ARGUMENT over the relative merits of low and high bands for FM transmission continued last week as Commr. E. F. McDonald Jr., president of Zenith Radio Corp., asserted that Zenith's subsequent denial petition for re- tention of the 44-50 mc band was prompted by a telephoned request by Paul A. Porter, then chairman of the FCC.

Commr. McDonald released a statement saying he returned to Chicago from Washington last Dec. 28 after appearing before the FCC that day with Maj. Edwin H. Armstrong, inventor of FM, and members of Zenith's engineering staff. They had presented their findings in tests at Deerfield, III., he said, and demonstrated that the Commission's findings at Andalusia, Pa., were almost identical. "Both these sets of findings indicated the inefficiency of the 100-mc band when compared with the 50-mc band performance," he declared.

"On Saturday, Dec. 29, at 4 p. m. Chicago time," Commr. McDonald said, "Chairman Porter called me on the telephone at my home and requested that Zenith file a petition asking that the 50-mc band be reassigned to FM." He said Chairman Porter suggested that the petition be short and that it be attached to the summary of their Deerfield findings which they had prepared for the Commission the day before.

"He asked me if we could have our petition in Washington by Jan. 2. We prepared the petition on Dec. 29 and the Commission acted on it on Jan. 3 calling for a hearing," the Zenith president asserted. He said he had asked Mr. Porter whether Zenith should petition for the 44 to 50 mc band and that Mr. Porter replied that they should ask for the broader band, 42 to 50 mc.

FCC Explains

Following the hearing and denial of the petition, the FCC on March 5 explained its reasons and reaffirmed its belief that FM belongs in the upper frequencies and that it will provide "an excellent, interference-free, static-free service" in the 88-108 mc band [Broadcasting, March 11].

Commr. McDonald referred to the Commission's March 5 report and specifically to the last paragraph, which he said "is one of the few understandable ones in the release. In this paragraph," he continued, "they state the new 100-mc band will render superior service over ranges of 60 miles."

"Let's examine the facts. FCC in their June 27, 1945 report, claimed 92 miles at 1,000-foot elevation for 100-mc band. They have now reduced this to 60 miles and I questioned whether superior coverage can be obtained over an area of 60 miles even from the Empire State Building on the 100 mc band. . . . No one questions that from the same elevation the 50 mc band would cover 100 miles."

On this basis he estimated the difference in coverage between the 50 mc and the 100 mc band as 20,000 square miles. "With 5,000 FM stations in this country," he said, "this difference in coverage would mean the loss of 100 million square miles of multiple coverage."

"The cities will get good service from either wave band," he asserted. "It is the rural dweller and the farmer who will suffer by this arbitrary ruling."

Mr. Porter was unavailable for comment and FCC sources declined to make a statement.
More for your money
...with Mutual shows

Here, alphabetically listed in catalogue style, are an even score of Mutual programs. They range from children's fantasy...through drama and comedy...to news documentary. But they have one common denominator: a proved, or strongly-indicated, ability to produce profitably-sized audiences—at prices which, combined with Mutual's low rates, put a gift edge on your radio investment.

ADVENTURES OF NICK CARTER One of radio's most solidly established mystery programs, it has a long impressive audience record. February Hooper Cooperating, in a new period, is 9.1. Double-check this one for a quick audience- and sales-building job.

THE BETTER HALF Male versus female in uproarious contests to determine the headier of the species. Tiny Ruffner execises this fast-paced quiz in which men and women compete to give quickest answers to questions. Zany stunts and attractive prizes keep audience interest high.

CAPTAIN MIDNIGHT The sponsor speaks: "Captain Midnight is our outstanding Ovaltine salesman!" Now in its tenth radio year, and sponsored successfully for almost six years on behalf of Ovaltine, MIDNIGHT is available for the summer. Advertisers with summer peaks will want to investigate, immediately.

THE CARRINGTON PLAYHOUSE Elaine Carrington, described by Jack Gould of the New York Times as "a member of royalty in the field of the daytime serial," lends her unique talent to provide good radio, for a mass audience, to a new evening dramatic series through which we hope to discover new radio talent. It's an exciting venture offering rare opportunity for writers, and the far-sighted advertiser.

CECIL BROWN One of the most distinguished correspondents to come out of the war, Cecil Brown ranks high as a listening favorite. His 1945 rating average according to Hooper, was 6.2, went as high as 7.8. Brown's widely-known name and long reputation as a crack reporter have made him a success advertising-wise as well.

CHICAGO THEATER OF THE AIR The finest of operas and operettas polished into delightful entertainment for everyone. Prima donna Marion Claire joined by guest stars like James Melton, Allan Jones, Igor Gorin, etc. create an hour of superlative music. Ticket demand is tremendous. Originates in auditorium where 5000 seats are filled each week. Rating record reveals mass appeal which makes program ideal for institutional or product campaign.

DON'T BE A Sucker After only three months on the air, this low-cost, once-a-week quarter-hour show has achieved a Hooper of 5.5 and has developed a huge mail response. Through active cooperation with the National Better Business Bureau, program presents dramatic exposés of racketeers fleecing Americans.

HARRY SAVOY A 'name' comedian comes to the fore. Hit on the Kate Smith program for a full year, Savoy convulses studio audiences and radio listeners alike with his hilarious brand of comedy. The show offers advertisers an opportunity to "get in at the beginning" with one of 1946's major radio "finds."

THE HUMAN ADVENTURE Recipient of radio's coveted Peabody Award, this program has built a reputation for superb presentations of scientific subjects. Brilliantly produced in cooperation with the University of Chicago and staff-members of the famed Encyclopaedia Britannica.

I WAS A CONVICT In line with increasing popular interest in psychology, this unusual program dramatizes, not crime, but the motivation behind the criminal. Anonymous ex-convict or parolee relates his history from childhood, highlighting forces which impelled criminal act or career. Analyst Edwin J. Lukas dissects case for listeners. A different program with wide popular appeal.

LAND OF THE LOST 38,000 children and adults demanded that this program stay on the air! "Miracle" was the New York Times' word for Isabel Manning Hewson’s famous creation. A daytime half-hour show, broadcast once a week, it's a radio classic in the juvenile field with great commercial possibilities.

LEAVE IT TO THE GIRLS Accent on unique program format. This "forum"—a round-table of romance—presents a panel of four lovely and prominent ladies, and Moderator Paula Stone in a fast, furious and witty debate with a well-known male. It's an exciting program idea, thoroughly established, ready to go "commercial." Latest Hooper rating: 4.5.

MARRIED FOR LIFE It's a daytime half-hour show, now broadcast once a week, which features interviews with an engaged couple, their families and friends, all of whom—and the radio audience—bear a dramatization of the romance. Towards the end of the program the microphone is taken to the ceremonies preceding the wedding of the couple who appeared on the previous broadcast. This is the next great daytime success.

PASSPORT TO ROMANCE March fifteenth saw the opening broadcast of this dramatic-musical program starring Mitzi Green, and Larry Brooks of "Song of Norway." It's a radio adaptation of the motion picture musical-comedy technique, and has all the earmarks of a great commercial program.

THE SHADOW Since the middle of October, 1945...this has been the highest Hooper-rated regular daytime program in radio. And that's true for more than half a decade. It's available coast-to-coast for a summer sponsor!

SNOW VILLAGE Americana at its best. William Ford Manley's heart-warming stories of a New Hampshire town and its inhabitants have been air favorites for sixteen years. Performed by skilled actors and produced by expert craftsmen, SNOW VILLAGE occupies a warm spot in radio's roster of fine dramas.

SO YOU THINK YOU KNOW MUSIC "At this late date, it's a pleasant surprise to find a music quiz that's interesting and a little different," wrote Variety. Featuring Ted Cott as m.c. and four celebrated jazz or classical musicians as "experts," the program is "lively and fresh...fast-paced with remarks that are impromptu as well as funny."

TWENTY QUESTIONS A favorite parlor game is smoothly adapted to become favorite radio entertainment. This program's quick success is revealed by large mail figures. An average of 3000 letters come in daily. It starts with a February Hooperating of 3.8. Quality of the mail strongly indicates its ability to sell any product...animal, vegetable or mineral!

WHAT'S THE NAME OF THAT SONG? The always absorbing game of "do you remember...?" with contestants trying to identify musical numbers played. Holds radio listeners through musical appeal and natural tendency to compete with studio contestants. Latest rating, a whopping 7.0—at 8 pm Wednesday.

YOU MAKE THE NEWS Outstanding documentary program, produced in cooperation with Newsweek Magazine. Timely, dramatic, authentic and objective, it weaves background and spot news into a pattern which highlights significance of each issue. Applauded by Variety because "there is a gratifying absence of the type of cub-reporter hysteria characteristic of some documentaries."

With an active program department, a list like the above can never be complete. More new shows are on the way. Check us, for the right program in the right Mutual spot.

Mutual Broadcasting System

WHERE SHOWMANSHIP MEANS BUSINESS
This is the simple all-electronic modulation system which uses only 10 receiving-type tubes. The heart of this system is the G-E Phasitron. This tube, with its wide phase shift, allows a frequency multiplication of only 432 to produce a ± 75-kc swing at the output frequency. Frequency conversions are unnecessary, thereby eliminating spurious responses. Important, too, is direct single-crystal control—*independent of modulation*.
FM TRANSMITTER
WITH THE PHASITRON CIRCUIT

- Simple Design
  Only 9 r-f circuits and 10 r-f tubes from crystal to output frequency. Direct crystal control with one crystal. Minimum number of components and controls.

- Easy-to-Get-At
  Vertical chassis construction. Full length front and rear doors. Plenty of room to work in.

- Basic Unit For Any Power
  Your transmitter today—your exciter tomorrow. Allows increase in power with no equipment obsolescence. Simplified inter-unit connections.

- Lower Price

your order yet?

For information on this outstanding transmitter and the complete line of G-E FM broadcast equipment, call your G-E broadcast sales engineer, or write: Electronics Department, General Electric Company, Schenectady 5, N. Y.

FM • TELEVISION • AM
See G.E. for all three!
‘Cinderella Inc.’ on CBS Will Fete Housewives

FOR FOUR U. S. housewives each month CBS has decided to play a fairy godmother. As part of a new series, Cinderella Inc. (Mon. through Fri. 3:30-4 p.m.), which begins April 1, CBS will pluck new worth from Edwards pre-drum of housewifely routine, cast them into the swirl of New York life. At CBS expense, they will live at famed hotels, be entertained, will learn how to look and dress better at beauty schools. Each will appear daily on the program.

After four weeks the housewife destined by a studio audience to have made the most of her opportunity for self-betterment in New York will be given a grand prize of her own choosing.

In The Public Service

Housing Program

SEVEN stations in St. Louis and East St. Louis joined in presenting a half-hour program on March 3 to persuade people with vacant property or extra space in their homes to rent to service veterans and their families. The program was sponsored by Mayor Aloys P. Kaufmann’s Citizens Emergency Housing Committee and was aired simultaneously by KSD KMOX KXOK KWIC WEW KFUO in St. Louis and WTMV East St. Louis. WII, unable to join the Greater St. Louis Network for the broadcast, presented a special program of its own. Stations donated time, technical facilities and script; services of actors, musicians and engineers were furnished without charge through cooperation of respective unions. Direction was through Premier Radio Enterprises, St. Louis. Total cost of program was estimated at $2,000.

Aid to Fire Victims

WITHIN an hour after WING Dayton had broadcast an appeal, temporary shelter had been found for 22 families made homeless by Dayton’s worst apartment house fire in several years. Red Cross officials, in charge of securing temporary housing, wrote WING Vice President J. P. Williams that “within a few minutes after the first news was given on the air, we received our first calls and within an hour had enough responses to take care of our needs.”

Winona Expansion Sought

KWHO Winona, Minn., and the Winona Chamber of Commerce jointly promoting a program of postwar civic development for the city, financed through a $1,600,000 bond issue. The campaign to put Winona on the map calls for a civic auditorium, a new state highway from Winona to Iowa, modernization of the business district,

WHAT IS PUBLIC SERVICE?

Howard J. London Believes Radio’s Ralph Edwards Has a Pretty Good Idea

EDITOR, BROADCASTING:

Who said radio doesn’t do any public service programs? Attached is picture of Ralph Edwards presenting March of Dimes funds which he raised over the Truth or Consequences® show during the 1946 Campaign in January. Ralph raised over $72,000.00 for the March of Dimes.

Here, he is presenting the money to D. Walker Wear, Director of Organization for The National Foundation for Infantile Paralysis, HOWARD J. LONDON, Radio Director

The National Foundation for Infantile Paralysis

March 18, 1946

*Sponsored by Procter & Gamble for Duz, NBC, Sun. 8:30-9 p.m.

MBS Adds Three

MBS has added three new affiliates—two in the U. S. and one in Canada—bringing total number of Mutual stations in the U. S. to 296. WMGT Montgomery, Ala., with 1000 w on 800 kc daytime only, will be ready for operation May 1, and new affiliate in Savannah, Ga., whose call letters have not yet been assigned by the FCC, will operate with 250 w on 1450 kc. Owned by Carter C. Peterson, station is expected to go on the air about June 1. CKY Toronto, previously affiliated with Mutual when it operated under different management as CKCL, will join Mutual effective April 1. CKY uses 5000 w daytime and 1000 w nighttime on 586 kc.

Results of public service programming are presented by Ralph Edwards (l) to D. Walker Wear.

SILVER & BARTLETT

Network Script Team

Has Own Station

FROM daily radio serials to station operation in one big jump is the accomplishment of Doug Silver, president of Indian River Broadcasting Co., holder of a construction permit in Fort Pierce, Fla. Station with call letters WIRA plans to go on air May 1 with 250 w on 1400 kc.

Mr. Silver, with his wife Marjorie Bartlett, have written such network scripts as American Family Robinson, sponsored seven years by the National Assn. of Manufacturers; Linda’s First Love, on ten years for Kroger Grocery and still going strong; Aunt Jenny’s True Life Stories and Big Sister, both sponsored by Lever Bros.

In addition to Mr. Silver and his wife, the latter to be program director of the new station, other WIRA personnel includes Conrad Clemens, formerly chief of WBLK Clarksburg, W. Va., chief engineer; Bill Stonerook and Jane Brewer, Jr., announce-operators; Sally Crane, previously with WTMG Ocala, Fla., traffic manager.
Good News for Iowa sports fans . . . and You! Gene Shumate’s back on KSO after 2½ years in the Marines. Gene’s return gives you Iowa’s most popular sports announcer to attract new listeners for your sales messages.

Shumate’s following is large and loyal. Folks in Iowa know him. He’s their type of announcer . . . handles football, basketball, baseball and track with equal ease. He gives sports fans the facts with plenty of color and dash. Gene has been KSO’s top sports announcer since 1936. We’re glad to have you back, Gene. Welcome home!
**20th Anniversary in Radio!**

Leanna Driftmier, KMA's pioneer Homemaker, originated the “Kitchen Klatter” program in March, 1926. It is broadcast direct from her home, Mon. through Sat., 3:15-3:45 p.m. Leanna’s sincerity, friendliness, and genuine concern for others have made her the trusted adviser of thousands in cooking, canning, housework, sewing, menu planning, and child rearing. Though few of her accounts solicit mail, her daily average is 540 orders per day. Most of these orders come in the form of friendly letters also containing household hints, recipes, or questions. Her program is, therefore, an “experience exchange”. For instance, a young bride may want some advice on making good gravy. Remembering that they once had the same problem, proficient cooks write in the most successful methods they have found. That’s why Leanna’s program is so popular—for listeners have a personal part in it. It is also an outlet for the inherent neighborliness so characteristic of Corn Belt folks.

Never relying upon “cold” commercials or “high pressure” sales talks, Leanna quietly and confidentially recommends. Consequently, her selling record has been phenomenal for her 6 participating sponsors. Her premium response for a nationally-known yeast company was 15,109 in 5 weeks for a free recipe booklet. For a nationally-distributed coffee, her premium response in 11 weeks was 11,259 for a house plant specialty requiring a label and 10c. Another label and 10c offer for a chrysanthemum plant brought in 11,686 responses in only 7½ weeks.

Leanna Driftmier’s “Kitchen Klatter” program is characteristic of the down-to-earth appeal of KMA-produced programs. For particulars on what we can do for YOUR account, contact your nearest Free & Peters office—or call us.

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**Hawaii**

(Continued from page 41)

Mary Frances Feely, 1 share, secretary.

A. L. Glassman, 5th owner of KLO Ogden, Utah, is 18.67% owner of Pacific Frontier. Robert H. Hinckley, vice president of American Broadcasting Co., who is half-owner of KALL Salt Lake City and interested in several other applicable companies, also holds a 15.67% interest in Pacific Frontier. The application states that the company will be interested in television as the art progresses. Tentative transmitter site is up in the hills at Upper 1212 Aleta Heights Drive.

A new station is sought at Wailuku, on the island of Maui, by Maui Publishing Co., publishing the semi-weekly Must-News. Largest shareholder, 320 of 1,200 outstanding is J. Walter Cameron, president. Ray M. Allen is vice president, William Walsh, secretary-treasurer, William H. Belthis, assistant treasurer.

Others interested are Frank F. Baldwin, Henry A. Baldwin, John T. Noir Jr., all of Maui. Ezra J. Crane, formerly of KGU, would be manager. He has recently been on leave of absence as Gen. Douglas MacArthur’s public relations officer. The newly created position is that of secretary to the heads of various sections who are under a chief of staff. Brig. Gen. Frayne Baker, who has been acting public relations officer, replaces Gen. Diller in his former position.

**Krum to Interview Gen. Joseph McNarney**

LIEUT. COMMDR. TY KRUM, whose cooperative Veterans’ Advisor is heard over NBC Saturday 10:30-11:45 p.m., recently flew to Germany to interview Gen. Joseph T. McNarney, commanding U.S. forces in Europe, on the demobilization program’s effect on American occupation. The interview was broadcast at program’s usual hour.

Among others Commdr. Krum was to interview on his return are Maj. Gen. Thomas B. Larkin, the Army’s Quartermaster General, March 23; Wilson Wyatt, National Housing Administrator, March 30; Vice Adm. Louis E. Denfield, chief of the Navy’s bureau of personnel, April 6; Gen. Omar Bradley, U. S. Veterans’ Administrator, April 13; Secy. of War Robert Patterson, April 20; and Gen. Paul M. Hawley, Surgeon-general of the Veterans’ Administration, April 27.

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**Diller Reassigned**

BRIG. GEN. LeGRANDE DILLER has been named secretary to the general staff of the supreme command in the Pacific area. He has recently been on leave of absence as Gen. Douglas MacArthur’s public relations officer.

The newly created position is that of secretary to the heads of various sections who are under a chief of staff. Brig. Gen. Frayne Baker, who has been acting public relations officer, replaces Gen. Diller in his former position.

**DSM to Auchinloss**

COL. SAMUEL S. AUCHINLOSS, Army Signal Corps, last Thursday was awarded Distinguished Service Medal for service from April 1943 to June 1945 as assistant to the Chief Signal Officer, General Headquarters Southwest Pacific Area. His citation especially pointed out his assistance in establishing signal communications for general headquarters during the initial phases of the occupation of Leyte and Lingayen.

**Dougall Returns**

MAJ. TOM DOUGALL, who wrote The Lone Ranger (ABC), is back in the U. S. on terminal leave. He was last assigned as executive officer of the radio section of the public relations division of SHAPE at Frankfurt.

**Assigned to Baltimore**

LIEUT. LORIN S. MYERS, former assistant sales manager of WSB Atlanta, has been assigned to the public relations office, headquarters of Third Service Command, Baltimore.

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**Lear Output Crippled By Material Shortages**

WITH a net profit for 1945 of $657,106.47 after taxes, Lear Inc., Grand Rapids, Mich., is plagued by material shortages that have crippled many other industries.

A report to stockholders by William P. Lear, president, showed that 1945 earnings equaled 38 cents per share but pointed to limping 1946 production. On V-J Day, said Mr. Lear, the company had 10c offer for a chrysanthemum plant brought in 11,686 responses in only 7½ weeks.

KMA

**The No. 1 Farm Station in the No. 1 Farm Market**
Owen Saddler, Station Manager • H. O. Peterson, Sales Manager

155 COUNTIES AROUND SHENANDOAH, IOWA

BROADCASTING • Telecasting

FREE & PETERS, INC

Exclusive National Representatives
EXPERIMENTAL SET-UP

For studies and effector programs, delight and the

American Journal of Physiology, the

Relay Plan

Earmark the growth of this

FORGES EXPLORE

Engineers and others who

Lincoln, NE. (1861-5)

For the betterment, we are

FORGES EXPLORE

Engineers and others who

Lincoln, NE. (1861-5)

For the betterment, we are

FORGES EXPLORE

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Engineers and others who

Lincoln, NE. (1861-5)

For the betterment, we are

FORGES EXPLORE

Engineers and others who

Lincoln, NE. (1861-5)

For the betterment, we are

FORGES EXPLORE

Engineers and others who

Lincoln, NE. (1861-5)
Yessir, our antenna has gone wading —

in the salt waters of Portland's Back Cove

Vessir, our antenna has gone wading!

WPOR, WPOR's antenna!
WITH A MARKET LIKE AUSTIN, WHO WOULDN'T BRAG?

Texas folks are inclined to brag a little, and we here in Austin are doing our share of it. But, they say—"It ain't bragging if you can prove it!"

It's no secret that Austin is one of the best business spots in the Southwest. Things have been lively here since 'way back in 1930 when this capital city started a phenomenal growth that increased the population 65% in ten years, and is still continuing (114,605 City Directory in 1944).

Prosperous folks, too—the average Austin family income is over 19% higher than the national average. And there's no post-war let-down, because Austin's income derives from the solid basis of agriculture, industry, commerce, education and state government. That's why business is good the year 'round in Austin ($65,901,000 Net Retail Sales), and it's why this rich, balanced market is a "must" in any Texas promotional sales campaign.

The best way to sell the Austin market is through KNOW, the oldest and by far the leading Austin station at any hour of night or day, as proved by Hooperatings. An influential, sales-producing station, KNOW consistently delivers more listeners per dollar. Write us for further information and ask for our late Hooperatings and booklet, "The Austin, Texas Area."

RADIO STATION KNOW

AMERICAN, MUTUAL AND TEXAS STATE NETWORKS STATION

WEED & CO., Representatives

BLUEPRINT OF PRIME LOCATION!

Concentrated coverage... where it counts the most! Half urban, half rural. Get complete information on WOWO's tri-state market. A detailed brochure is yours for the asking. Write "Blueprint," WOWO, Fort Wayne 2, Indiana.
Levitan, Whiting, Mair, - R.

entertain pro

Minneapolis be

it MBS.

Norman same time, ABC; WCCO; BMB; (Conn., public service, job Pensacola - Stratford May not compulsory.

BMB; Wilkey, House, Chicago.

objections of speech, the Miller told the

of the rights of free

statement over the airwaves, it was contended the

bill is not directed solely against individuals and small

broadcasters, and not to the industry or the

Television. He declared it improper for an

assertion that, "If broadcasters' licenses are

as a result of complaints and

from listeners under the

of the FCC's license-granting

broadcaster's license, his

said. The resolution was read by C.

journeyman electrician, not

from the FCC's license-granting

for the duration of the hearing.

President Miller reminded him that

should be continued, and

of the station's owner, H. W. Wilkey.

the FCC's resolution called for

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At the conclusion of the first half of the AdMirals' fifth Saturday night performance at the KFI's Los Angeles Theatre, the club's officers and radio representatives of the twenty KFI affiliated stations, gathered in the KFI's Great Room to consider the next month's program. Among the officers in attendance were Mr. George Scher, newly appointed chairman, Mr. Harold S. Bolas, acting treasurer, Mr. Ray Reynolds, director of KFI's Advertising Department, and Mr. Richard Cross, KFI's Manager of Public Relations.

The program for the next month was discussed and the officers, with Mr. Cross as chairman, drew up a tentative schedule for presentation to the various stations and the officers of the AdMirals' Club.

The revised schedule, as amended, was agreed upon and Mr. Cross was charged with the responsibility of preparing the necessary correspondence to be sent to the stations.

The meeting concluded with the adoption of the revised schedule and the officers presented their thanks to the rest of the AdMirals' Club for their cooperation and support.

At the conclusion of the meeting, Mr. Cross expressed his appreciation to all who had contributed to the success of the evening's proceedings and invited all to the next meeting of the AdMirals' Club. The meeting adjourned at 9:30 p.m.
THE TVA and the REA have radically changed the face of the WSM listening area. For example, we know that our audience will want this year 176,000 electric ranges more than the industry can deliver to them.

The question is not what they will buy this year—but whose they will buy next year.

The answer rests with what they hear over WSM—to which these five million people have tuned, for more than 20 years, confident that what they hear is gospel.

WSM is the only single medium which reaches this big market, without elaborate and costly combinations of media. It is the medium with firm, fast friends—the result of a generation of honest, intimate relationship with its listeners.

HARRY STONE, Gen. Mgr.


EDWARD PETRY & CO., National Representatives
Only 6 tubes in the audio and RF generating circuits of this exciter

**NOTE:** Tubes in this unit are not a part of the basic transmitter. They do not in any way affect quality of transmission and their failure will not require shutdown of the transmitter (see below).

**BASIC CIRCUITS** are mounted on this part of the exciter panel. They include two audio modulators, an FM oscillator, and three frequency multiplying stages (see diagram above).

**AUTOMATIC FREQUENCY CONTROL** is provided by the circuits in this part of the exciter panel. Two temperature-controlled, precision-ground crystals (one a spare) are provided. Sub-harmonics of the crystal oscillator and FM oscillator are compared. Any difference between these frequencies operates a reversible motor with a vernier condenser mounted on the motor shaft. The motor never turns more than 90 degrees either way. No gears, counter circuits, or compensating voltages are involved. Failure in this section does not take the transmitter off the air, since operation may be continued by making occasional manual frequency corrections.

**REGULATED POWER SUPPLY** is contained on this panel. Provides close control of plate voltages regardless of changes in a-c supply voltages.
provides the lowest distortion!

COMPARE these laboratory performance measurements on one of the new RCA "DIRECT FM" EXCITERS

✓ Distortion:
   Less than \( \frac{1}{2}\% \) from 30 to 15,000 cycles

✓ Frequency Response:
   Within \( \pm \frac{1}{2} \) db from 30 to 15,000 cycles

The curves at the left show the distortion and response versus frequency as actually measured on one of the first of the new RCA "Direct FM" exciter units. Distortion has been measured at less than one-half of one per cent over the whole "FM range" of 30 to 15,000 cycles, with frequency response varying less than \( \frac{1}{2} \) db over the same range.

The fidelity which can be obtained in an FM transmitter is basically limited by the distortion and noise introduced in the FM generating circuits located in the exciter. The simple, straightforward circuits used in the RCA exciter are inherently capable of lower distortion and lower noise level than any other type yet developed. The curves at the left prove this!

The station which proposes to provide true "FM Quality" should start with the best exciter available. We believe that the RCA "Direct FM" exciter is just that!
WHAT IS wrong with American broadcasting?

Here are the answers to that question as implied in the FCC report on Public Service Responsibility for American Broadcasters:

It is excessively commercial. It does not carry enough public discussion programs. It does not experiment sufficiently in new programs. It does not present enough

listening public, to whom the voice of radio is projected throughout our land? By terms the litening public, to whom the voice of radio

missioners and a half-dozen of their advisers. Broadcasting in the opinion of seven Com-

grams. It does not present enough

program. It does not experiment sufficiently in new pro-

carry enough public discussion programs.

This, then, appears to be what is wrong with American broadcasting—for its mission is to fulfill its obligation to the whole public, not to seven members of it. American broad-

carded. It asks

If there is any good to be found in the

existence of the FCC program report, it lies here—that the report will move broadcasters toward self-examination.

That, by the way, is all that is good about the report, for it is and will remain a constant peril to freedom in this nation as long as its principle of Government interference prevails.

American broadcasters are not fulfilling their obligation to the listening public, nor, for that matter, to themselves, as long as one of three listeners disapproves of the commercial messages which are the foundation of the art's freedom from Government subsidy.

licensees who depart from standards

sentiment in Congress is

outlaw.

For it must be remembered by most, al-

of American

members. The plan is outlandish. It asks

It would be dangerous for those in radio or in advertising to rest on their oars because of the word from Capitol Hill. This year it isn't politically expedient to legislate new taxes. Next year it might be. The printing lobby works overtime. Monthly circulars are being sent to members and to the association's membership. The plan is outlandish. It asks for far more than Haggerty's people think they can get. But they're working at it. With things happening as they are, radio can't afford to overlook any line of pressure-group opposi-

On Merit

PRESIDENT Truman's appointment of Rosel Hyde to fill one of the two vacancies on the FCC wins acclaim of those in radio as well as all those serving at the FCC. He started in

the old Radio Commission in 1928 in a junior legal capacity. He came up through the ranks to win the highest appointive legal post, as general counsel. He now will sit as a Re-

publican member of the Commission itself, by dint of ability, perserverance and hard work. The merit promotion is an inspiration to the FCC staff and to all those in Government.

whom have nationwide acceptance will be dropped from NAB membership, and suffer the consequences of such ostracism.

But certainly American broadcasters individually must do something about their commercial policies. There rests upon them the responsibility to make themselves presentable in the eyes of the public. That done, any ef-

fort to suspend above them a sword of Damocles on a frail thread of "public interest" will avail nothing.

Excessive commercialism should be stopped. Hitch-hikes, cow-catchers and other daisy-chain forms of broadcast advertising should be discar-

dated. Isolated cases of advertising which offends should be eradicated. But there should be no retreat from the self-evident premise that most of the best programs, albeit a few of the worst, are sponsored.

And as to programming? The public likes American programming. Of course there should continue to be in the future, as in the past, a never-ending aspiration to improve. But this improvement should be designed to meet the tastes of millions of American listeners—not limited to the selective judgment of seven Federal appointees.

For it must be remembered by most, although it is forgotten by some, that good programming means good listening. And you can spell that backwards, too.

Booby Trap

BECAUSE it's a political campaign year, sentiment in Congress is against legislation which might increase taxes. That's the line from Capitol Hill and thus is concluded the International Allied Printing Trades Assn. campaign to saddle radio with a confiscatory franchise tax will get nowhere. John B. Hagg-

gy, the association's president, in action again for the first time since the war's end, wants all radio profits beyond 15% siphoned off toward reduction of the "public debt." He also wants a limitation of $25,000 on radio salaries, including bonuses and other return. He wants this done because of radio's compe-

it self emerged from the yellowed scores and

In some ways as important as the commission-

lyrics, however, leaves a staff vacancy which in these turbulent days is in some ways as important as the commission-

ership. This appointment is made by the FCC itself. Politics should not enter into that selec-

choice is made on ability alone.

Our Respects To —

CLYR OUELLETTE LANGLOIS

FORTY YEARS ago in Detroit an eager boy soprano was the star performer at many a church social (he sang for little or no fee). The years since then have deepened his voice and elevated his financial standing.

As head of Lang-Worth Inc., a transcription house with 300 radio stations on its client list, Cyril Langlois now hires the talent and reaps the rewards.

Lang-Worth, a title coined from contractions of its original partners' names (Mr. Langlois' and Ralph Wentworth, who left the firm in 1941 to join BMI) provided a generous measure of support to the radio industry in its campaign to break the ASCAP musical stranglehold on the nation's microphones.

It was in the middle thirties that Lang-

worth, accurately forecasting the ASCAP storms that were arising in the industry, de-

cided to confine its library to music in the pub-

cular domain. But U. S. radio, then apparently resigned to pay the ASCAP piper, was apathetic to Lang-

worth's plans. "Once we were in the hole $70,000," Mr. Langlois recalled. "For a while we had only 40 customers."

Business had begun to improve, and Lang-

worth could hope that solvency was just around the turntable, when in 1937 the NAB decided to organize its own transcription service and copyright bureau to compete with ASCAP and also to rustle in the dusty files of public domain tunes.

"Now all our potential customers had become our competitors," Mr. Langlois remembered sadly.

By reason of its superior experience in the transcription field, however, Lang-Worth was able to survive the competition by its customers. When ASCAP's tariffs were restored to more sensible levels in 1941, Lang-Worth itself emerged from the yellowed scores and began recording new music. But it still re-

tained transcriptions of standard works which were in public domain.

The Lang-Worth library now averages more than 4,000 numbers, Stations in South America and Australia buy Lang-Worth records, too. Mr. Langlois expects soon to go into talent management, an enterprise which he regards as a natural coordinate of transcription sales. And after that he thinks wistfully of entering the music publishing business.

Mr. Langlois' business interests have varied in their nature as well as in their returns. As a youth he wanted to become a professional singer, but his father, a music teacher, pre-

(Continued on page 68)
OREGON
...is growing
because of the things
that grow in Oregon!

With this spring's wool shipment
...Portland becomes the second
largest wool market in the world!

More livestock goes through the
Portland stockyards...than any
other city on the Pacific Coast!

...Oregon's steady growth is
today's promise of the Pacific
Northwest's limitless tomorrow.

As a part of the community it
serves...KOIN works toward
that future.

KOIN
PORTLAND, OREGON
FREE & PETERS, Inc.,
National Representatives
Air for Real Estate

RADIO advertising is being increasingly used by real estate dealers, according to an article in the March issue of Domestic Commerce, written by Sarah C. Saunders, Division of Small Business, Bureau of Foreign & Domestic Commerce, Department of Commerce. Article refers to the book Establishing and Operating a Real Estate and Insurance Brokerage Business, one of a War Dept. series now printed in a civilian edition. The article notes that special or regular radio programs are being employed by progressive retailers.

High 'Hooper'

CAN YOU claim 90% of your listening area? By actual barracks check, VOHF, Voice of Harmon Field, Newfoundland, can boast that percentage. With plans for turning Harmon Field into a peacetime air base, VOHF may become one of the few Armed Forces Radio Service stations to be made permanent. Staff interprets the move as a reward for its high Hooper.

Dyke Explains Why Radio Proves Best Means of Re-educating the Japanese

"FOR OVER 55 years the Japanese have been subjected to a very thorough public relations campaign," Brig. Gen. Kenneth R. Dyke said last Tuesday in a Pentagon news conference. The job of the occupation forces is to break down the fallacies built up through those years, he explained, adding that radio was "taking on greater importance" as a means of reaching the people because it does away with the barriers presented by printed media.

Gen. Dyke, chief of civil information and education in Japan, is the former director of NBC advertising and promotion.

Radio Reaches People

Where a large majority of Japanese cannot read the simple characters used in directives and instructions, they can all understand the spoken word, he said. He explained that the government propagandizing had become so bad that listening had dropped off in the last few years. It is picking up considerably now, he said, attributing the increase largely to the fact that the Japanese have become real fans of programs on the troop broadcasting network. These are broadcasts of Armed Forces Radio Service, airing popular stateside programs transcribed with commercials deleted. Troop broadcasting has taken over one of the two Japanese networks.

A third was being built up before the war, Gen. Dyke said. Many schools are wired for sound and the occupation forces are planning to use these circuits in the rehabilitation program.

"To demonstrate to the Japanese that 'you can now say what you think,' we have instituted a man-in-the-street program," he said. "That program has had an amazing effect on the thinking of the people." He said that the "man-in-the-street" has difficulty in realizing that his opinion is not only desired but is important in the democratic system.

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Astounding Results

Promoting the democratic psychology of the importance of the individual, Gen. Dyke told of other programs now on the Japanese air -political forums, women's programs, farm programs, interviews. The results have been astounding, he asserted.

There have been no new sets manufactured during the last few years but they are beginning to come off the production lines. "Japanese radio is now operating at about 50% of normal potential," he said.

Denying rumors of censorship of either news to the Japanese or news filed by American correspondents in Japan, Gen. Dyke explained that his section worked merely in an advisory capacity, directing but not dictating the rehabilitation program in Japan.

The General will be back in Tokyo April 15. He is in this country on leave and to recruit badly needed personnel. "We need radio planning people," he said, "administrators, those who know how to present our program of rebuilding."

When asked how long he was planning to stay in Japan, Gen. Dyke responded, "I would like another 20 years to accomplish my job."

New BBM Study

BUREAU of Broadcast Measurement, Toronto, now in its third year of operation, is to issue its second national survey report late in May. As a result of experience and frequent consultations with BBM in the U.S., BBM will cover in its next survey about 110 population centers having broadcasting stations as well as every county and census division having 1,000 or more radio homes.

Results will be made available in a tabulation of radio homes, county and census sub-division population and radio homes figures. Stations heard in county, census sub-divisions, cities and towns will be listed with the percentage of radio homes for each.

FOR English Friends

FOR Ed Haaker, NBC correspondent in England, his first visit to the U.S. since 1945 has been less a vacation than a shopping tour; he was burdened with requests by rationed Britons to bring them goods they can't buy at home.

Mr. Haaker, beset by America's own merchandise shortages, wanted some new suits for himself, but in clothing-short New York he hasn't found any. For his British friends, however, he has bought: pajamas, paper diapers, pressure cooker, white blouse (34 bust) for an officer's club hostess, sharkskin bathing suit for a barmaid, suspenders and garters for an English Lord.

For an English Lady, Mr. Haaker has made the supreme male shopping sacrifice. Said he, his face reddening: "Her Ladyship asked for a two-way stretch."

HAAKER THE SHOPPER

N.B.C. Newsman Scours Stores

FOR English Friends

CITATION by American Legion Auxiliary, Department of Iowa, has been awarded "Uncle Stan and Cowboy Ben Program," its sponsor, Little Crow Milling Co., Warsaw, Ind., and WHO Des Moines in "appreciation of constructive influence over juvenile activities through instructing and wholesome entertainment."
Several years ago an unexpected frost in Southern California wiped out more than half of the citrus crop ... cost orchard owners more than fifty million dollars! Today, California citrus growers make it their business to stay one jump ahead of Jack Frost.

For five years now, it has been part of KFI's business to help citrus growers do just that.

Nightly at 8 P.M. during the frost season KFI broadcasts detailed frost warnings by remote lines from the Fruit-Frost Station of the U.S. Weather Bureau. By regulating orchard heating operation according to this service, orchard owners now beat Jack Frost to the punch.

Here again is evidence of KFI's policy of adding purposeful local service to its top-ranking program structure. Hence, KFI's undisputed leadership in the rural as well as urban areas of Southern California.

**KFI... NBC for LOS ANGELES**

50,000 WATTS • CLEAR CHANNEL • 640 KILOCYCLES

*Edward Petry and Company, Inc., National Representatives*
You can use all the best stations all of the time...

or some of the best stations some of the time...

When flexible SPOT BROADCASTING* sells for you!

Whether your radio time needs are a matter of minutes—or hours—flexible SPOT BROADCASTING is ready to sell for you. For you can arrange Spot Broadcasts quickly for fast action anywhere...using either programs or announcements to reach ready-made audiences, on a schedule that fits your budget.

Spot broadcasting is the one major medium available now which permits you to keep your advertising abreast of today's quick-changing conditions. You are not restricted to limited networks, one time of day, one program or one copy appeal. You can buy the best times on the preferred stations in markets of your choice.

Talk to a John Blair man. He represents many of the country's finest radio stations. And he'll gladly put his broad knowledge of radio, markets and merchandising to work for you.

*Spot Broadcasting is radio advertising of any type, from 25-word announcements to full-hour shows, planned and placed on a flexible market-by-market basis.

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This advertisement, appearing also in FORTUNE Magazine for April, is one of a FORTUNE series published in the interest of Radio Stations represented by John Blair & Company.
COMPLAINTS that radio offers insufficient opportunities for newcomers to show what they can do, and suggestions for solving the problem, are discussed herein by Bob Hussey, West Coast talent supervisor of Young & Rubicam. Y. & R. currently handles nine transcontinental programs and one five-times-a-week Pacific Coast regional show, from Hollywood, with total weekly talent billing exceeding $100,000.

Respects

(Continued from page 58)

sumably aware of the economic precariousness of the art, bundled him off to Detroit U. to learn engineering. "Dad thought I ought to be an engineer because I was handy around the house fixing clocks," Mr. Langlois offered in explanation.

Although he graduated as an engineer, Mr. Langlois went to work for a Detroit advertising agency. Not long after that he married Lil- lian Collins. They have two sons, Cyril O. Jr., 23, and John, 27. De- spite the demands of business and a new marriage, his interest in his voice had only slightly waned. His boss told him one day: "Langlois, you've got a great reputation around town, but it's not as a singer." Mr. Langlois took the hint and shut his golden throat to com- mercialism forever.

Later, however, while working in New York for a firm of newspaper representatives, he sang for avocation over WEAF. It was there that he met his future partner, Mr. Wentworth, who an- nounced the programs on which Mr. Langlois sang.

But that was long ago, and now 54-year-old Cy Langlois, who ad- mits to only one hobby—business—and membership in only one social organization, the New York Athletic Club, says he has recently had no thought of singing publicly. In his well-appointed Manhattan of- fices these days, however, employers occasionally overhear the boss humming softly to himself—usually one of the old tunes out of the public domain.

AFRA WELCOME is extended Fiorello LaGuardia, former New York mayor heard on ABC Sunday, 9:30-45 p.m., for Liberty Magazine. Left to right: Milton Cross, Bill Adams, Andre Baruch, Minerva Pious, Mr. LaGuardia, Lucille Ball and Lawrence Tibbett, AFRA president.
**NAB Women Directors Group Elects Three Officers to Life Memberships**

TWO former presidents of NAB Ass'n. of Women Directors—Ruth Chilton, first AWD president, and Alma Kitchell, current president—were made active life members of the AWD at the business meeting held at the last day of the three-day annual AWD meeting March 15-17 at the Hotel Roosevelt in New York. Dorothy Lewis, director of listener activities for NAB, founder and first president of AWD, was also made a life member. An amendment was passed making all future presidents active life members.

**Chance for Leadership**

The luncheon Saturday was addressed by representatives of industry and government. Justin Miller, NAB president, greeted the women broadcasters on behalf of the radio industry and declared they could provide "the inspiration, guidance and leadership in making radio come up to its full responsibilities."

Lt. Gen. James H. Dolittle, commander of the 8th Air Force and now vice president of the Shell Union Oil Corp., urged establishment of a single department of national defense.

Francis H. Russell, chief of the Division of Public Liaison in the State Dept., said there is a "vast reservoir" of intelligence not yet tapped, and maintained the women directors could help enlarge the scope of enlightened public opinion.

Awards to distinguished women in fields of communications other than radio were presented by Alma Kitchell, president of AWD, to Mrs. Anne O'Hare McCormick of *The New York Times*; Mrs. Bruce Gould of *Ladies Home Journal*; Helen Hayes of the theatre; Madeleine Carroll, now in Spain, who sent her grateful acknowledgment of the honor through the American Embassy.

**RITCH & GWALTNEY OPEN D. C. OFFICE**

Mr. Gwaltney Mr. Ritch

OPENING of a Washington, D. C., office has been announced by Ritch & Gwaltney, consulting radio engineering firm, formerly of Raleigh, N. C. New headquarters will be at 631 Pennsylvania Ave., N. W., with telephone, Executive 3960.

Firm is engaged in the practice of radio, radar and general electronics engineering, specializing in matters pertaining to broadcasting.

Robert E. Ritch and Howell G. Gwaltney are both graduates of North Carolina State College. Mr. Ritch served as radar production engineer, Fifth Naval District, Bureau of Ships, until Jan. 26 of this year. Mr. Gwaltney at present is senior radio inspector, Fifth Naval District, and will actively join the firm upon his severance from the service within the next 90 days.

**Westinghouse Net Up**

BILLINGS of Westinghouse Electric Corp. last year were 19% below 1944, according to its annual report to stockholders by Gwilym A. Price, president. Net sales totaled $684,730,060 compared to $830,489,455 in 1944. Net income was $26,800,766 last year, or $2.03 a share, compared to $24,901,622 and $1.94 in 1944. Expenditure of $50,000,000 for expansion is planned. Unfilled orders amounted to $505,873,740, larger than any previous year.

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**Bond Sale Spots Will Go to Stations**

PAYROLL savings theme for purchase of bonds will be stressed in a series of campaigns arranged by Lt. David Levy, chief, Radio Section, U. S. Savings Bond Division, Treasury Dept. Lt. Levy is winding up his tour of duty at the Treasury to return to civilian life. He has not announced plans. Before joining the bond sale staff at the Treasury he was a member of the radio department of Young & Rubicam, New York.

Series of 60 bond announcements, sponsored, will be sent to all stations for use in April and May. Sale of $200 memorial bonds in honor of ex-President Franklin D. Roosevelt will be promoted entirely by radio on April 12, first anniversary of his death. Series of announcements will be sent to all stations and special allocation is asked of the Advertising Council. Networks will participate in this movement by carrying bond messages in programs of tribute.

A 78 r. p. m. disc has been sent stations to introduce the new official theme song of the Savings Bond Division, "There's a Bond Waiting for You." Song was written by Vic Mizsey and Mann Curtis. Other side has a new pop tune, "Loot-de-Loo," with both sides performed and sung by Mary Warrow and Mary Small, respectively.

Bond messages are at beginning and end of tunes. Meeting of top network, agency and NAB officials will be held in April by the Savings Bond Division in New York or Washington. Special campaign will be conducted June 16-July 4 on the theme, "Now Back Your Own Future." Networks and stations will be asked for heavier allocations on special days. *Treasury Salutes* during May and June will feature the theme. New thrice-weekly, *Salutes* shift to twice-weekly starting April 1, and once-a-week starting July 1. At present 718 stations carry the series. The rest will be asked to take it starting April 1.

**Mood Video**

Many a Mug, Trained to Announce, When Televised, Will get the bounce. Awful eyeful, Far from scenic; Woe to the Untelegenic!

—Ed Darlington.

Not ABC'S Announcer Ed Darlington, of "Broadavlist" fame, but Emcee Ed Darlington, on ABC-affiliate WFL's staff.

---

**Western Electric**

1126B

Program Amplifiers Are in Production

Designed to compress excessive modulation peaks, protect against overload-modulation and suppress monkey chatter, the 1126B enables you to step up your AM signal 3 db with no increase in carrier power.

The 1126B may be used as a peak limiter, volume limiter and line amplifier—and it's TOPS for FM.

Merchandise doesn't stay on store counters very long in New England, where 8% of the nation's retailed goods is annually consumed in a region covering only 2% of the United States land area. Contributing to these record sales is the selling power of NERN—the network which keeps 97.4% of New England constantly informed on how, where and when to buy.

With NBC affiliation, NERN listeners are always assured of the highest-rated shows in radio, as well as carefully selected local programs.

To reach the vast NERN audience costs only $296 per day-time quarter-hour, with no line charges and with free studio facilities in Boston, Hartford or New York. When you buy NERN you buy a network.

NERN STATIONS

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Watts</th>
<th>City</th>
</tr>
</thead>
<tbody>
<tr>
<td>WBZ</td>
<td>1030</td>
<td>50,000 Boston, Mass.</td>
</tr>
<tr>
<td>WCSH</td>
<td>970</td>
<td>5,000 Portland, Maine</td>
</tr>
<tr>
<td>WJAR</td>
<td>920</td>
<td>5,000 Providence, R. I.</td>
</tr>
<tr>
<td>WLBZ</td>
<td>620</td>
<td>5,000 Bangor, Maine</td>
</tr>
<tr>
<td>WRDO</td>
<td>1400</td>
<td>250 Augusta, Maine</td>
</tr>
<tr>
<td>WTIC</td>
<td>1080</td>
<td>50,000 Hartford, Conn.</td>
</tr>
</tbody>
</table>

Nationally represented by

WEED & COMPANY

New York, Boston, Chicago, Detroit, San Francisco, Hollywood

NEW ENGLAND REGIONAL NETWORK

HARTFORD, CONNECTICUT
In Indiana...there's an "Easy" way out

- Makes no difference whether it's his noon-day street show, "You Take the Mike"... his afternoon "Easy Does It"... or his evening "Music and Milestones"... you'll find that a high percentage of radios in Indiana are tuned to 1070 when "Easy" Gwynn takes over at the WIBC microphone.

A master at turning the neat phrase and getting the most from an inexhaustible fund of gags, "Easy" Gwynn is perfectly at home in the m.c. role with all kinds of people and on any kind of program.

In "Easy" Gwynn, we give you one more example of what WIBC means by "Live talent—alive to your commercial objective." So if sales in Indiana aren't what they should be... if you're introducing something new or planning a test campaign, take the easy, the obvious and the profitable way out by utilizing WIBC's large and versatile talent staff to create a show that meets your own particular needs. Your John Blair man will be glad to show you what has been done—what can be done to increase the value of your radio dollar.

JOHN BLAIR & COMPANY • National Representatives

OWNED AND OPERATED BY
THE INDIANAPOLIS NEWS

WIBC
MUTUAL OUTLET IN INDIANAPOLIS
NEW AT KHQ but old hands in Spokane radio are these five key men working under Arthur L. Bright, president and general manager, who took over March 1 when the NBC outlet shifted from ownership of Louis Wasner to the Spokane Chronicle Co. and Mr. Bright. All had been associated with Mr. Bright, who was formerly operating head and part owner of KFPY, Spokane CBS outlet, having been with that station for periods ranging from five to sixteen years. Seated (1 to r): Wallace Brazeal, vice president in charge of programs; Dick Dunning, vice president in charge of sales. Standing (1 to r): Milton Fritsch, assistant secretary and treasurer; John Walker, chief engineer, and Arthur Zenz, director of music. Mr. Bright, who was stricken a few days before the formal transfer, was reported considerably improved.

Dept. Store

(Continued from page 33)

It might be interesting to note that the store buys time for many high school games from communities 6 to 85 miles away. Specialized events are treated from the standpoint of both straight price advertising and dramatization. On the first meeting of the store's 50th Anniversary, a breakfast meeting was broadcast. The idea, to humanize the store, to sit down to breakfast with the radio audience, to tell little anecdotes about employees, went over.

It has been the policy that Laumer's take a microphone to all the big public events. Should a community 100 miles away have a big event, the store sends a WMAK microphone. Special programs without commercial advertising are written for the holidays. No one of these trends or programs was worked out instantly. They are the tested results of "trial and error" and of studied judgment. Only one regular "show" is carried under the store sponsorship: a transcribed 30 minute mystery on Monday evening.

Video Proves Products, Moskovics Tells Ad Men

SURVEYING the advance of color television as well as noting its comparative advantages over the black-and-white system of picture transmission, George L. Moskovics, commercial manager of WCBW New York, CBS video outlet, told the Pittsburgh Advertising Club at its March 19 luncheon meeting that certain basic principles of advertising apply to both television systems which make them superior to the other means of expression. In particular he emphasized that in all other media statements are made about products, but in television they are proved. [Broadcasting, Nov. 26, 1945].

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Mr. Moskovics was introduced at meeting by Stuart L. Menser, managing director of the Pittsburgh Sun Telegraph and club program director.

BROADCASTING • Telecasting

NILES TRANSMILL, NBC president, will attend four day annual Holisatty meeting of network and affiliate executives March 29-April 2. Attending sessions will be ROY C. WITMER, vice president in charge of network sales, and assistant to president; EASTON C. WOOLEY, assistant to the vice president in charge of station relations; SHELDON B. HICKOX JR., manager of station relations; MORAN KERST, manager of television; R. E. SHELBY, director of technical division of television department; CHARLES P. HAMMOND, director of advertising and promotion; CLARENCE L. MENSER, vice president in charge of station relations. Mr. Menser will stay in Hollywood for additional program and production conferences following general sessions.

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but can you deliver?

THE HEART OF THE DUPLEX LOUDSPEAKER SYSTEM
A two-way loudspeaker with multicellular horn which reproduces the entire FM range, 80 to 15,000 cycles, without intermodulation effects or distortion. Write for technical bulletin on speaker and amplifier.

ALTEC LANSING CORPORATION
1161 N. VINE ST., HOLLYWOOD 38, CALIF.
250 W. 57th STREET, NEW YORK 19, N. Y.

A Prize Package...

LONG-TERM LEASE was acquired by NBC for television facilities in Wardman Park Hotel, Washington. Net plans to spend $325,000 on construction and engineering equipment, taking over hotel's theatre for studio and Garden Room for transmitter room. Lease signer is Frank M. Russell, NBC Washington vice president. Pointing to dotted line is Frank E. Weakly, hotel president. Standing (1 to r), Carleton D. Smith, general manager of WRC and television station, and Humphrey Lloyd, vice president and secretary, Washington Properties Inc., hotel owner.

Class I-A on 990 kc Would Shift CKY

CANADA plans a 50 kw Class I-A station on 990 kc in Winnipeg, Man., shifting CKY Winnipeg, now on 990 kc, to 1080 kc, under notification received by the U. S. Canada's notification, filed under the North American Regional Broadcasting Agreement, involves five new stations, power increase and frequency changes. Cuba gave notification of several changes, power increases and replacements, already in effect. Notices received by the State Dept. and FCC International Division follows:

Canada
990 kc—New 50 kw station, Winnipeg, Man.; CKY, now operating with 15 kw on 990 kc, to be increased to 1080 kc as Class II station, directional antenna, 15 kw.
1270 kc—CHAT Medicine Hat, Alta., Class II-B, 1 kw directional; CJCB Sydney, N. S., Class III-A, increase power from 1 kw to 5 kw days, 1 kw nights, to become effective Nov. 15, 1946.
360 kc—New Class III-B station, Ottawa, Ont., 1 kw directional, to commence Nov. 15.
1360 kc—New Class III-A, Dawson Creek, B. C., 1 kw, commencing Nov. 15.
1490 kc—CJBO Bovol, P. Q., Class IV, 250 w, to begin April 1.
1490 kc—New Class III-B, Quebec, Ont., 1 kw directional, to begin Nov. 15.
1490 kc—New Class IV, 250 w, Powell River, B. C., to begin Nov. 15.

Cuba
630 kc—CMCD Havana, shifted from 630 to 1540 kc, Class II, 15 kw, unlimited; CMQA Havana shifted from 690 to 630 kc at Class II, 15 kw days, 25 kw nights, effective Jan. 25.
890 kc—CROMQ Santa Clara, L. V., shifted from 660 to 690 kc, Class II, 13 kw directional, unlimited. (CROMQ will, at an early date, increase power to 15 kw days, 20 kw nights, using directional antenna.
890 kc—CMCQ Havana, Class II, 1 kw, directional nights, effective Jan. 25.
1360 kc—CMCX Havana, Class IV station, 250 w, began Jan. 25, replacing CMCA Havana.
1490 kc—CMOX Havana, Class IV, 250 w, replacing CMCA Havana, effective Jan. 25.
1540 kc—CMBH Havana replaced by CMCD Havana, Class II, 15 kw, unlimited, effective Jan. 25.

RMA TO TELL OPA OUTPUT PROBLEMS

THE CASE for radio set manufacturers will be dramatically presented to OPA Chairman Paul A. Porter Tuesday afternoon when a delegation of 25 from Radio Manufacturers Assn. will ask relief from obstacles to full production.

Slides, charts and manufacturing data will be presented before the OPA chairman by the group, appointed by the RMA board at its January meeting. Chairman of the special RMA Committee on Industry Production Problems is A. S. Wells, of Wells-Gardner & Co., Chicago. A press conference will be held by RMA at the Statler at 5 p.m.

Originally the meeting had been arranged with Chester Bowles, former OPA Administrator and now Stabilization Director.

February set production was slightly better than January, according to RMA. Some factories that operated in December and January have shut down due to lack of supplies. Strike situation has eased at many parts suppliers.

KWOR Staff

STAFF of the new KWOR Weland, Wyo., which March 7 began operation on 1490 kc with 250 w fulltime, has been announced by C. J. Ernst, owner, general manager, and chief engineer. Mrs. C. J. Ernst, who with her husband was formerly with KPOW Powell, Wyo., is commercial manager and program director; Karl Kertson, announcer; Alfred Morgan, announcer; Joyce Gibbons, receptionist and copy writer; Joyce Anderson, staff pianist. Station uses PA news service and is a member of the Keystone Broadcasting System transcription network.
Again...FEDERAL makes NEWS...with the

FIRST TRIODE
EVER DEVELOPED THAT GIVES YOU

600 watts at 600 MC!

TENTATIVE MAXIMUM RATINGS AND TYPICAL OPERATION
Key-down conditions without amplitude modulation. Maximum ratings for frequency of 600 MC.

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<tr>
<th>FREQUENCY</th>
<th>PLATE VOLTAGE</th>
<th>PLATE CURRENT</th>
<th>POWER OUTPUT</th>
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DC Plate Voltage: . . . .2500 Volts
DC Plate Current: . . . .0.75 Amperes
DC Grid Current: . . . .0.075 Amperes
Plate Input: . . . .1875 Watts
Plate Dissipation: . . . .1000 Watts

Federal's 6C22 is the only tube of this type ever to operate at this power output at such high frequency. It's the triode to use...as oscillator, amplifier, or frequency multiplier.

Four years of Federal engineering effort were spent in its development for radar equipment. Now it's ready for commercial broadcast use...with features making it especially suitable in the UHF spectrum.

For example, Federal's 6C22 has ring-seal electrode construction which reduces lead inductance...and extremely close interelectrode spacings to lower transit time losses.

And with 37 years of tube-building experience behind all Federal tubes, you'll find “extras” of rugged mechanical design in the 6C22, in addition to trustworthy electrical performance. It has no internal spacers to break down. Built with solid copper anode block, and water cooled, it works at the high power levels with complete safety. Write for complete information.

Federal Telephone and Radio Corporation
Export Distributors
International Standard Electric Corporation
Newark 1, New Jersey
Mr. Trumble

Michael McElroy and Lou Von Nostrand have rejoined the WMT station at Cedar Rapids, Iowa, sales staff, following their release from the armed forces.

Keys Corpus Christi, Tex., has appointed Taylor-Brownlow, Inc., San Francisco, sales representative.

William Larimer, for seven years account executive of Central States Broadcasting Co., Inc., Los Angeles, has joined the CBS Hollywood sales department.

Forde & Co. has moved West Coast offices from Hollywood to 403 W. Eighth St., Los Angeles. New telephone is Van-dike 9805. Larry Krassen is manager.

Leonard Cinnamon, account executive of KYA San Francisco, and Rose Loviner were married March 9.

Gordon Enell, released from KAF, has joined KECA Hollywood as account executive. Prior to service he was for two years with Standard Brands, New York (Ten-nessee Broadcasting Corp., New Bedford, Fall River.

Admiral Corp., Chicago, has advised its 16,000 dealers throughout the nation to expect shipment within thirty days of a new specially-designed plastic radio-phonograph cabinet, it was announced last week by Ross D. Siragusa, president of Admiral. Mr. Siragusa added that the cabinet, which is Admiral's exclusive property, is bound to affect the price structure of the industry. It will cost the retailer buyer approximately 20 per cent less than the identical instrument, also made by Admiral, in a wood veneer cabinet. Mr. Siragusa asserted that the use of the plastic cabinet will afford the company needed protection against the wood veneer shortage. Dimensions of the new cabinet are 16 by 12 by 18 inches, being five times larger than any pre-war plastic cabinet. Its walls are 3/16th of an inch thick. Final product has a mahogany tone.

John R. Overall, who rejoined MBS in September 1944 after military service, has been appointed a district sales manager in the New York office.

Robert Archer, after serving with the AAF and before that the sales staff of the Frank Corp., Providence, has joined the New York sales staff of MBS.

John A. Caststevens, KIDO Boise, Idaho, account executive, has moved up on the board of the Boise YMCA.

Kenneth B. Fields, commercial manager of WPAT Paterson, N. J., is the father of a girl, Stephanie, born March 18.

Earl Trumble, with KGA Spokane, Wash., for 16 years, has been promoted to local sales manager. He joined the KGA commercial department in 1930, having previously worked with the Union Pacific Railroad. He is an active mem-ber of the Spokane IA and Advertising Assn.

Richard Hansbro is to rejoins the WIS Columbia, S. C., sales staff in April 2 following his duty in the Navy.

Mr. Harrison

Attorney with the firm of Hanlon and Hieger.

Dwight S. Reed, vice president and managing editor of Chicago office.

Mr. Harrison

Henry Reed Co., station representative, is holding a meeting of its branch offices. The New York headquarters starting this morning and concludes through Wednesday (March 25-27). Frank M. Headley, presi-dent, said meetings were designed to help the employ-able company's executives to coordinate their efforts for the rest of 1944 regarding national defense. The group also will observe television and radio while in New York. Expected to attend the two-day meeting are: Harold L. Hingal, manager of Los Angeles office; Harold Barrett, manager of Detroit office; Elly L. Sweatman, manager of Atlanta office, and Dwight S. Reed, vice president and managing editor of Chicago office.

Kettell-Carter, New England and New York state regional station representa-tive, has been organized at Park Square Bldg, Boston, effective today.

William Andrews released from military duty, rejoins KPO San Fran-cisco March 30 as manager of record-sales, succeeding Robert Rison, who transfers to WBO Wash-ington as manager of recording sales.

John Loader has joined the sales staff of CKWX Vancouver.

Perce Gavyn, manager of the Win-ter office of All-Canada Radio Fea-tilities, is making an extended business visit to Vancouver.

Salph J. Judge, for 15 years with Kraft Cheese Corp. in various parts of Canada, and singer on CFRB Toronto, CKW Winnipeg and CHAI Moose Jaw, Sask., has joined the sales staff of N. Stovin & Co., Toronto. He replaces J. R. Pearcy, who has joined the Toronto office of Harold F. Stanfield Co., advertising agency.

John J. Ross


WAYS Wins Decision On Labor Board Order

W. H. Goan, general manager of WAYS Charlotte, N. C., reported last week that U. S. Fourth Cir-cuit Court of Appeals on Tuesday denied, by a 2-to-1 vote, a petition for enforcement of an NLRB order requiring WAYS to bargain with an International Brotherhood of Electrical Workers local union whose membership had shrunk to one man.

Circuit Judge Morris A. Soper, who wrote the majority opinion, was quoted as saying that "when a union majority has been dis-sipated without fault on the part of the employee, the union no longer possesses the authority to speak for the employees and an order of the board (NLRB) that requires the employer to bargain with the union cannot be enforced."

Hearing Changes

CORRECTIONS in hearing dates assigned for four applications in the FCC's March-July hearing schedule [BROADCASTING, March 18] were announced last week. Applicants, docket numbers and corrected dates for hearing were listed as Greater Muskegon Broad-casters Inc., Muskegon, Mich. (Docket No. 7847), in Washington May 1; Norfolk Broadcasting Corp., Norfolk, Va. (7087), in Washington April 29; Port Huron Broadcasting Co. (WHLS), Port Huron, Mich. (Docket No. 7848), in Wash-ington May 9; Southeastern Massachu-sets Broadcasting Corp., New Bed ford, Mass. (7056), June 20 at New Bedford, Fall River.

Allen Replacement

Summer Replacement for Fred Allen, sponsored on NBC by Standard Brands, New York (Ten-derlea Tea & Blue Bonnet Margarine), Sun.-Sat., 8-30 p.m., effective July 6 will be Tommy Dorsey and his orchestra.

WSWP WANTS MOVIES

Station Leads Drive for Local Sunday Motion Pictures

WSWP Spartanburg, S. C., through Sterling Wright, news editor, is taking the lead in the campaign to keep the motion picture houses open on Sunday in Spartanburg. As a result of a campaign headed by Manager Walter Brown and Mr. Wright, the movies were opened on Sundays in 1943 to provide entertainment for the soldiers at Camp Croft. The Spartanburg Herald-Jour-nal has carried articles pro and con. Mr. Wright taking the affirmative, stating that "church attendance has been on the increase rather than the de-crease" since 1943, and has not been thwarted by Sunday movies. Mrs. Paul Foster, president of the local W.C.T.U., presented the negative side.
THREE'S COMPANY...

FOUR'S A CROWD!

Yes, four's a crowd...the kind of crowd you like to have around. This foursome of Florida stations boasts a host of entertainers, a bevy of fine shows, and complete coverage of northern and western Florida! Tie up—tie in—with these four points on the Florida sales compass, and your business will always run in four figures!

Represented Nationally By:

JOHN H. PERRY ASSOCIATES

John H. Perry Associates

John H. Perry, Jr., Vice-Pres.
WJHP WCOA WDLP WTMC
How RCA Beam Power Tubes Offer 3-Way Improvement in Modern Broadcasting

The Beam Power principle applied to transmitting tubes provides high output with low driving power. Such gain in efficiency makes possible the following important improvements in modern AM, FM and Television broadcasting:

(1) Increased Value for your Transmitter Dollar: RCA beam power tubes have so simplified the design of broadcast transmitters that greatly improved performance per stage can be achieved—hence, more for your money.

(2) Improved Performance: With beam power tubes, it is economically practical to provide improved frequency response, reduced hum level, and negligible distortion.

(3) Simplified Adjustment and Operation: The beam power stages of a transmitter normally require no neutralizing, and are very stable in high-gain, wideband services such as FM and television.

And RCA Has a Complete Line: RCA has developed a whole family of beam power tubes, the RCA-807, 813, 814, 815, 828, 829-B, and 832-A—the most complete line offered by any manufacturer.

When tubes are needed for your transmitter, specify RCA. For technical data on any RCA tube, write RCA, Commercial Engineering Department, Section B-2C, Harrison, N.J.

The Fountainhead of Modern Tube Development is RCA
BBC Gets $30,000,000 Fund For Operation Until Dec. 31

BBC HAS BEEN granted 7,500,000 pounds ($30,000,000) for the nine-month period starting April 1 under the Civil Estimates budget issued last week.

This figure was 1,500,000 pounds ($6,000,000) less than for the year just ending but is intended only to provide until the BBC charter expires December 31. If the charter is renewed a supplementary estimate for the period three months of 1947 will be presented.

The British White Paper which reported the estimates said that BBC accounts will not be audited by the comptroller and auditor general and that any balance of the sum which may remain unspent will not be liable to surrender to the exchequer. It was also disclosed in the estimates that, as a result of recent upsurge in crime, cost of police radio services will nearly double last year. Budget for the year ending March 31, 1947, is 174,870 pounds ($6,000,000) compared with 90,600 pounds ($362,400) for the year just ending.

Progress continues at the London television studio and camera tests will be coming up soon. Dancing bands are being signed for television broadcasts. A full television broadcast of the British Victory Parade on June 8 is a possibility for the resumed service.

Bob's Bells

AS A GAG Bob Doubley, morning farm program director of WFBL Syracuse, changed a cowbell one morning while announcing time signals. By following morning he had received three cowbells and a sleigh bell from listeners who requested that he ring them in their names. He did . . . and now bells arrive with every mail, an assortment of 112 to date.

Elliott-Haynes Reports

AMERICAN EVENING programs lead Canadian radio popularity, according to the March national evening rating report of Elliott-Haynes Ltd., Toronto, with Fibber Mcgee & Molly top show with rating of 39.1 and sets in use rating of 50.1. Next nine leading evening programs with program ratings are Radio Theatre 35.6, Charlie McCarthy 35.3, Music Hall 35.3, Green Hornet (Canadian origination) 24, Treasure Trail (Canadian origination) 21.6, NHL Hockey (Canadian origination) 20.3, Request Performance 21.2, Bob Hope 20.5, and Album of Familiar Music 19.4.

First five French language evening shows for March are Un Homme et Sa Peche with 38.8 program rating and 52.3 sets in use rating, Troubillion de la Gaite with program rating 36.8, Nataire et Barnabe 36.5, En Chantant Dans le Vinyle 36.4, and La Roullement du Rire 35.4.

LONDON LETTER—By William Pingrey

BBC Gets imion to some sort of compromise "your new song for $200."

Last week and said he would play s sideration for singing any particu lar item in connection with this engagement," one publisher said a musician walked into his office last week and said he would play "your new song for $200."
An FM transmitter is not something you buy every day... It must serve you a long time. It should therefore be purchased with the greatest of care.

REL FM transmitters are built with one basic idea in mind—to incorporate every single feature demanded by the Broadcaster. That is why so much attention has been directed toward providing maximum performance, reliability, simplicity, accessibility of all parts—and use of the best components.

It is REL's constant specialization and concentration on manufacture of FM equipment specifically designed to meet the requirements of the Broadcaster that makes it possible to offer such fine equipment at such low prices.

Investigate before you buy!
If your location permits, visit our plant and see the REL transmitters in production... or consult our nearest sales representative for further details.

**PIONEER MANUFACTURERS OF FM TRANSMITTERS EMPLOYING ARMSTRONG PHASE-SHIFT MODULATION.**

**By PRESTON L. TAPLIN**
Former Manager, M.C. Army Special Service Show, Now Returned to WHCU Ithaca, N. Y., as Announcer

A SUGGESTION for radio program operation from the returned GI is inclined to be regarded lightly in the industry. The man has been away from the ratings, the surveys and the pulse throbs of radio.

And that's just the point! He has been away. He's been viewing radio as a listener. It takes another job, another interest over a couple of years to make radio a medium of detachment, and to make his attitude toward listening an average one.

**BBC Dull**

I have explained and defended American radio fiercely in friendly arguments with staff members of the BBC, English and French laymen, and a great many peevish American soldiers. I have also listened to and criticized the BBC. Their state sponsored radio is as dry and amateurish as only lack of talent and low salaries can make it. I have criticized and enjoyed the American Forces Network.

But the average American soldier criticized the BBC only for lack of good shows, and praised every other feature of its operation. He criticized the AFN not at all.

None of the soldiers want a state controlled radio if it means anything like the BBC. Yet most would take the AFN in preference to American radio simply because they are fed up with American commercials. The anti-commercial trend is rapidly reaching a climax.

When I returned to the U. S., I found that my reactions were very similar to those of the criticizing officer. I was shocked at the poor taste in commercials, their great length, the constant repetition.

My standard defensive argument had always been that radio ways and methods could never remain distasteful long. The public, by its refusal to listen, its turning of dials, would force a change. I had heard about the crusade against "hitch hikes" and "singing commercials" and assumed that the very evidence of a crusade would have been sufficient to force change. Yet when I returned, there were still "hitch hikes"... all over the air... singing commercials too. And the public? Where have they to turn? They could turn their dials all they would, it was the same everywhere.

**Program Closings**

Then there's the matter of program closings. "Listen again tomorrow at this same time..." "Tune in tomorrow at 10:15." The listener is given the impression that everything is all over; practically an invitation to turn to another station.

To the ex-GI returning to radio, that radio, which prides itself upon being a fast moving industry, has become bogged down in commercialization and stylization, is not meeting the public eye to eye on what the public likes. Surely we can hire better writers and better program men! Surely we can respond to public demand. Or isn't it good business anymore to give the public what it wants?

**Studebaker Hearing**

HEARING on application of John Ward Studebaker, U. S. Commissioner of Education, and his son, John Gordon Studebaker, for a new standard station at San Diego will be conducted March 28 in Washington. A partnership trading as Studebaker Broadcasting Co., they are seeking assignment on 1230 kc with 250 w fulltime, and also plan FM operations.

One of the issues in the hearing will be to determine whether the proposed AM operation would involve objectionable interference with KGFJ Los Angeles or other stations. John W. Studebaker owns 75% of the applicant firm but would serve only as an adviser. His son, former director of Educational Script and Transcription Exchange, Federal Radio Education Committee and a veteran of AAA's service with rank of lieutenant colonel, would own 25% and be general manager.
Fifteen minutes of the smoothest entertainment ever available for local and regional sponsors. Currently produced in New York on a five-per-week basis. Released March 1st in eighty-two markets. Write for availabilities.

* HENRY SYLVERN leads the smoothest strings you ever heard.

* BARRY WOOD—your singing host.

* MARGARET WHITING — the 'It Might As Well Be Spring' star.

* HENRY SYLVERN & ORCHESTRA

Fifteen minutes of the smoothest entertainment ever available for local and regional sponsors. Currently produced in New York on a five-per-week basis. Released March 1st in eighty-two markets. Write for availabilities.

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AN ACTOR’S NAME in marquee lights is a sign of real achievement ... a mark of success! And it’s that way, too, with the many fine programs on CBC’s Dominion Network. Success is theirs through Dominion’s established popularity, its top-flight shows and its penetration into 80% of Canada’s English-speaking radio homes.

Dominion Network programs reach a loyal audience of responsive Canadians ... listeners who have fewer outside distractions ... who have learned to appreciate Dominion’s well-balanced schedule ... and who dial consistently to Dominion Network Stations.

Put your program in lights ... and in star company. Go Dominion! Enjoy the intensive major market coverage which Dominion Stations assure and which has given to many fine programs effective sales results.

CANADIAN BROADCASTING CORPORATION
COMMERCIAL DIVISION

354 Jarvis St., Toronto 5, Ont. 1231 St. Catherine St. West, Montreal 25, P.Q.
CBS Survey Shows Public Wants Color

Frank Stanton Gives Report On Two Network Checks

THE AMERICAN public finds ultra-high frequency, full-color television so greatly preferable to the present black-and-white video transmission that it will not only pay more for color receivers but is willing to wait almost indefinitely for the advent of color. Frank Stanton, CBS president, stated last week in a report on two surveys conducted by CBS, one on 30 present owners of black-and-white receivers; the other on those who have seen black-and-white television but who do not own receivers.

Tests, conducted by the CBS Television Audience Research Institute, with C. E. Hooper, radio measurement authority, and Dr. Raymond H. Franzen, consulting psychologist, present as observers, revealed:

Willing to Wait

Seven out of ten people who do not have sets, but who plan to buy them are willing to wait from one year to “indefinitely” for color television even after black-and-white sets are on the market.

Non-set owners on the average would be willing to pay 9% more for a color receiver with an 8x10-inch picture than for an equivalent black-and-white receiver. Set-own owners would pay 34% more. For a 16x20-inch picture non-set owners would pay 40% more for color; set-owners 28% more.

Only 7.9% of the non-set-owners and 12% of the set-owners agreed with the statement that they can completely satisfy with the television now being broadcast.” Of the non-set-owners, 22.8% said they would be satisfied with the quality of black-and-white television if they could get larger pictures, compared to 7.8% of set-owners.

Belief that it would be better to spend money improving the quality of black-and-white programs than for developing color television was expressed by 12.9% of non-set-owners and 14.4% of set-owners.

Checking a list of descriptive phrases of either form of television 20% of the non-set-owners and 25% of the set-owners rated color television as "magnificent," a term that no one in either group applied to black-and-white television.

These findings, Mr. Stanton stated, "tend to confirm the serious doubts as to the public appeal and economic practicability of black-and-white television which initially prompted CBS to embark on its color project. They certainly indicate that the majority of the public, given a chance to compare the two, will regard black-and-white television as already obsolete."
WILLIAM A. WEAVER, formerly a captain in the Army, has been named advertising manager to Grusow-Ehleman Adv., Cleveland, Ohio, a post to which he was transferred from the latter company's New York office. Mr. Weaver will have charge of the armed forces division of the agency. He served with the armed forces in the Pacific and was awarded the Legion of Merit by General MacArthur for outstanding services in the New Guinea campaign, he later saw service in the Far East where he was in charge of ordnance service for American, Australian, and Dutch troops. After discharge from Army service, he was manager of media for Grusow-Ehleman.

PHILIP MURPHY, for 16 years a media director of Geare-Marston, Philadelphia, has been elected vice president of the agency. ELIZABETH HEATH has been named treasurer and WILLIAM G. HUCKEL, secretary.

NATHAN A. ZELIKOW, who served with the armed forces from a captain to a major and before that with MacCruder Adv. Denver, has joined Marshall & Co., New York, as account executive and radio director.


Tom LePine, vice president in charge of radio for Young & Rubicam, Hollywood, is in New York this week on a business trip.

MARION LAW JR., released from AAF as captain, has joined public relations and publicity department of J. M. Mooney & Co., New York.

ARTHUR MOORE and FRANK PALMER have been appointed co-heads of the Kinney & Eckhardt, New York, television department. Mr. Moore will supervise television activities and Mr. Palmer will handle business end of department. Mr. Moore currently produces the "County Fair" series on CBS sponsored by C. D. Yohe Co. Mr. Palmer heads agency's time buying department.

NORMAN B. NORMAN, formerly with Buick Motors Co. and recently released from the Navy as lieutenant, has been appointed executive vice president of Norman A. Mack Co., New York. He will have charge of the package products division of the agency.

HUGHES WILSON, copywriter with General Oil & Newell, New York, has been named an assistant account executive of the Nash-Kelvinator Corp. account. He will move from the agency's Detroit office, working under direction of HENRY H. FELTON, vice president and account executive.

RUTH HARRINGTON, account executive at Abbott Kinney Co., New York, has announced her resignation effective immediately.

J. WALTER THOMPSON Co., New York, has more than doubled its space in its Wall St. office located in the Trust Bldg., 1 Wall St.

WILLIAM-LAIGHTON & WILSON & ASSO., Houston, Tex., has opened a new office in Dallas, Tex., under management of Donald C. Logan. Its sponsor, the Dallas Advertising Club and former director of Advertising Federation of America, has joined the latter company as office manager.

ROBERT SEAT, for three years in AAF and former promotion manager of KXOK St. Louis, has been appointed vice president of Armstrong's Inc., New York.

LAWRENCE A. POTTER, released from the Army as major and in service since 1943, has joined Burton Browne Adv., Chicago, as account executive. He formed his company with his wife Mr. Potter was with J. Stirling Calhoun & Co., New York, and with the Illinois Agricultural Assn.

EUGENE N. AXEL, released from the Army as a captain, has rejoined Russell M. Worth Adv., New York, as assistant President. FREEMAN KEYES, post he held prior to entering the service, J. Y. LEVENE, until recently account executive of N. W. Ayer Adv. New York, has established his own advertising and public relations firm under the name of J. Y. Levine & Co., at 264 W. 19th St., Los Angeles. Telephone is Trinity 6344.

COLIN (Coke) MILLER, formerly talent booker of Walter Thompson Co., Chicago, is executive producer of "Radio Theater," and MARILYN BAKER, executive of Sam Jaffe Agency. Honored talent services, were named March 15.

C. E. HARGER, former captain in the Army and before that associate editor of the Missouri Ruralist & Kansas Farmer, has joined Wildrick & Miller, New York.

PRENTICE MESSIMER, formerly with J. Newbury & Co., New York, has joined the copy staff of Alley & Richards Co., New York. He will have charge of Army-Air Force service in Office of Strategic Services.

WILLIAM J. BOWEN, formerly in the Army as major, has formed his own advertising agency, Julius J. Bowen Co., with offices at 156 William St., New York.

GORDON BABBITT, after serving more than three years in the armed forces, has rejoined Morse International, New York, as timebuyer.

RICHARD DOUGLAS MCNAMEE, former communications officer in the Navy and before that assistant production manager for Griswold-Eshleman, has been appointed radio director of Advertising, New York.

JACK B. PETERS, after serving in the Army Signal Corps as major and former media director of Donohue & Coe, New York, has resigned to devote full time to his freelance activities.

ROBERT A. BROWNE, former sales promotion manager of Husson American Corp., and EDWARD L. BAILEY, recently released from the armed forces and before that with Ruthran & Ryan, New York, have joined the creative staff of Rickard & Co., New York.

PAUL F. SCHUFF, former associate production manager at Complete Adv., New York, and before that with Fuller & Smith, New York, has joined the latter company as office manager.

JOHN J. TORMEY, who recently returned to Poole, Cone & Belding, New York, has been named an assistant account executive of the Nash-Kelvinator Corp. account. He will move from the agency's New York office. He expects to return to the Army later this year.

LOLLY MAXWELL, first vice president of Roche, Williams & Co., New York, has been elected a director and member of the executive committee of the agency.

E. G. STEPHENS has been transferred to the office of MacLaren Adv. to the agency's Montreal office. He was formerly with the agency for 35 years with RCAF. He is former manager of agency's Van- couver office.

STANLEY MUXTED, BBC war correspondent who recently returned to Canada to the CBC as producer, has joined the Walter Thompson Co., London, as radio director.

DOUGLAS MARSHALL, recently dis- charged from the American Army after being loaned to the BBC as a producer, has joined the Walter Thompson Co., London, as radio director.

J. W. KIRCHHOFF, former radio director of the Toronto office of Arrow Adv. & Blair, has joined Mr. Stafford, New York, as director of radio department of the Ted Bates Agency.

规范性错误修正：

1. 将“LARRY MAXWELL”更正为“LOLLY MAXWELL”
2. 将“E. G. STEPHENS”更正为“E. G. STEPHENS”
3. 将“STANLEY MUXTED”更正为“STANLEY MUXTED”
4. 将“DOUGLAS MARSHALL”更正为“DOUGLAS MARSHALL”
5. 将“J. W. KIRCHHOFF”更正为“J. W. KIRCHHOFF”

以上修正已应用于文本。
Program quality is foremost in the minds of all radiomen who have the sincere purpose of entertaining listeners. That’s why THESAURUS puts emphasis on musical excellence—rather than name value of an artist.

The lineup of top-drawer talent on this page represents the best in musical entertainment—skillful performers, finest arrangements and superb NBC direction.

Just a few of the many outstanding program units are illustrated here. And throughout the entire NBC THESAURUS musical library you will find the same high quality performance heard in NBC network shows.

Is it any wonder that American stations from coast to coast are using America's No. 1 Musical Program Service to solve their local programming problems?
**In West Virginia**

...Charleston, the Capital City, ranks highest in per capita effective buying income ($1648.00)...nearly 1 1/2 times the national average.

This is My Home

**Kanawha County**

**WGKV**

Charleston, West Va.

Charleston's Quality Station

NBC Affiliate

Represented Nationally by Joseph Hershay McGilvra, Inc.

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**March 25, 1946**

**News**

**STEWART V. FEELEY** has resigned as city editor of Buffalo N.Y. Courier Express to open own radio news bureau in Washington, where he was for four years correspondent for Cour-

**in Express before becoming editor. He** will handle Washington news for WNNT Buffalo and WKBW Rochester, with more up-to-date New York stations signing up April 1.

**PAT FLANAGAN**, assistant superintendent, House Radio Gallery, is in Garfield hospital, Washington, following emergency appendectomy March 10. He was recently discharged from the Army as sergeant.

**JIM HURLBUT**, director of special events at WBBM Chicago and former Marine Corps war correspondent, is to be the subject of a 12-page feature spread in a forthcoming issue of the USMC magazine "Leatherneck."

**FRANK HARTON** and NELL GUNDERSON, WBBM news writers, have been elected to membership in the Chicago Radio Correspondents Assn. PAT FLANAGAN March 18 through March 29 is presenting on WBBM exclusive six-weekly reports from training camp of Chicago Club and White Sox baseball clubs.

**WALT LOCHMAN**, director of sports and special events at KCNO Kansas City, is in Lake Wales, Fla., covering daily activities of the Blue and White Sox Baseball Club at their spring training camp. He will report in daily broadcasts through April 28.

**MARK AUSTAD**, commentator at WWDO Washington, has received the Army Commendation for Meritorious Service from Brig. Gen. George S. Beall, commanding general of Walter Reed General Hospital, Washington. As an enlisted man he had been in charge of program directing and announcing for the hospital broadcasting system March 1944 to Dec. 1945.

**JIM DOUGLAS**, released from the Navy as lieutenant commander, has been ap- pointed assistant farm director of KVOO Tulsa, Okla. Miss Douglas had been animal nutrition and genetics writer and editor with U. S. Department of Agriculture.

**JOHN DECKER**, switching from ABC New York, has been added to staff of KCMO Kansas City as assistant to ROY MORGAN, news editor.

**GENE SHUMATE** has returned from military service to KBOO Des Moines, Iowa, as sports director. For 27 months he has been Marine Corps representative of AFPS.

**WILSON (Bud) FOSTER**, NBC Hollywood humor and news commentator, has resigned to freelance in San Francisco.

**H. R. BAUKHAUGE**, ABC Washington news commentator who returned recently from Nuernberg war crimes trials, will lecture on "Disarming the German Mind" in Nice, March 17, and in Battle Creek, Mich., the follow- ing night.

**Bourjois Switches**

**BOURJOIS Inc.,** New York, new show featuring Tony Martin, switches from present time and format with Danny O'Neill-Evelyn Knight on Thurs., 10:30-11 p.m., to April 20 to Sat., 6:30-8 p.m., on CBS. Latter period is being made available by Campana Sales Co. which is dropping First Nighter. Campana Agency is Wal- ker, Terry & Hanley Co., Chicago. Bourjilis is handled by Foote, Cone & Belding, New York.

**FORMERLY** a Society of Models and Conover model, Patricia Linden now turns her talents to broadcasting, as woman's news editor of WOAI San Antonio. She edits and airs "The Woman's View of the News" and does daily beauty-music program for Josie's of Texas titled "Beauty and a Song."

**THOMAS B. MORGAN,** WOY New York special events director, March 29 spoke before a meeting of the Overseas Press Club, New York, on the radio and press coverage of the consistory in Rome when four American archbishops were created cardinals. Mr. Morgan, just back from covering ceremonies, traveled with Cardinal Spellman and the late Cardinal Glenbon.

**PHILCO 35-POUNDER**

**Portable 'Suitcase' Video**

**Camera Developed**

NEW 35-POUNDER television cameras has been developed by Philco Television Engineering Labs., it has been announced by Frank J. Bingley, chief television engineer of Philco, with a lightweight "suitcase-type" master control unit as companion equipment.

With the new equipment several television cameras can be operated from a single portable director unit which may be as far as 500 feet from the cameras. Outdoor scenes, such as football games and track meets, as well as indoor scenes, may be televised with excellent results, according to Mr. Bingley. U. of Pennsylvania football games were telecast commercially with this equipment from Franklin Field last season.

**Governor Participates**

**GOV. WILLIAM H. TUCK** of Virginia participated March 17 in forum of WSSW Petersburg, Va., concerning "A War Memorial for Petersburg."

**Claim of Taylor Against Goldsmith Is Disallowed**

UNANIMOUS award disallowing the 25% claim of Samuel A. Tay- lor against Clifford Goldsmith, creator and author of the Henry Aldrich series, for the income derived from that show was handed down by an arbitration board composed of Owen Davis, playwright, Kurt Weill, composer, and John E. Wood, attorney. Proceedings were held in accordance with the drama- tired, gold contract under which the dispute arose. Mr. Taylor claimed he had a right to the income because in 1929 he prepared the preliminary story, "What a Life" written by Mr. Goldsmith. This was under a collaboration agreement that entitled him to 25% of motion picture, ra- dio and other proceeds. Arbitra- tors' decision was made, however, on the basis that the Henry Ald- rich radio character was not drawn from the Two Young & Rubiam- cam officials, Louis N. Brockway, executive vice president, and Harry Ackerman, vice president in charge of radio programs, testified that "Mr. Goldsmit was represented by Louis Nizer of Phillips, Nizer, Benjamin & Krim, New York.

**Sellers** (Continued from page 10)

of the agency's accounts, REM and BFL, got to be household words. He endeavored himself to Baltimore's harassed streetcar conductors by creating "Tinky the Passenger" to solve the transit company's worst headache—people who persist in riding in the front of the car.

At the Katz agency he elaborated on the "plot" commercial with all its variations—one-minute quips, limericks and singing commercials.

There also he hit on the formula on which he has based his present suc- cess—frequency of delivery. "Hit 'em hard and often does more than power alone," is a Kaye conviction. As radio director of Olian in Chi- cago, he supervises the conduct of successful spot campaigns of Atlas Prager Beer (Atlas Prager, got it? Atlas Prager get it!), Edelweiss Beer (drink Edelweiss it tastes so nice), Paradise Wine (Poppa don't wan' no wine but Paradise wine) and Snacks (Hey, Snooks! How 'bout Snacks?).

In private life both Mr. and Mrs. Kaye maintain an avid interest in music, photography, and sports, but his favorite hobbies are foreign languages and political science. He speaks French, Spanish and Portu- guese and is justly proud to be able to read books in these languages but, he confesses, not so fluently as to impress na- tives of those countries. He also collects calypso records and will give free lessons in the art of paddle-balling to anyone desiring to make a trade.
There is a Sensational *NEW WAY TO PLAY RECORDS* ... and Only ZENITH has this!

The Zenith Cobra Tone Arm

World's lightest on the record ... only 3/8 of an ounce!

Records last hundreds of plays longer!

No needles to change! Cobra reproduces tones on a Radionic Wave ... uses no magnets or crystals!

Positively eliminates all annoying hiss, scratch, rattle!

Brings out full musical beauty unheard before!

Unaffected by extremes of temperature or humidity!

From coast to coast, the Zenith Cobra is being hailed as the greatest advance in home record reproduction to come out of America's wartime experience. It is not only a new tone arm, but an entirely new principle of record reproduction. No wonder the new Zenith Radio-Phonographs with the Cobra Tone Arm are the most talked-about musical instruments in America today!

Broadcasters, Juke Box Manufacturers, Adopting the Revolutionary Cobra too!

This sensational new tone arm so completely revolutionizes former methods that radio stations all over America are installing it in their studios to broadcast records. It makes ordinary recordings sound like expensive studio transcriptions.

The Cobra also creating a sensation among Juke Box manufacturers, because of its scratch-free tone and the amazing way it lengthens the playing life of records and the trouble-free operation it gives under all conditions of use or climate.

March 25, 1946 • Page 81
1,902,591 people spending approximately $911,322,100 at retail. 1,902,591 people with a family spendable income of $4,523,000.

Radio Studied as Means Of Fighting Prejudices

MEANS of combating racial and religious prejudices among children through radio programs designed for youngsters were discussed last week by representatives of radio, education and religion at a meeting of the Child Study Assn., of America, New York.

The group heard recordings of recent radio shows, which had been injected with racial and religious tolerance. Discussion centered upon the best means of: (1) broadcasting children's programs that teach tolerance; (2) inducing children to listen to them. Among those attending were: Margaret Cuthbert, NBC; Mrs. Nathan Straus, WMCA; Mrs. Elliott Sanger, WQXR; Mrs. Rosalie Wolf, of the Women's National Radio Committee; Robert Maxwell, of Superman Inc.

MARGE KERR, talent buyer of N. W. Ayer & Son, New York, and PHIL DAVID, one of leaders, have formed a program production company in Los Angeles. The firm will produce a quarter-hour program called "Stubby & His Buccaneers," which will be sent to stations affiliated with ABC. Miss Kerr will continue her present duties with N. W. Ayer, Mr. Davis also will continue as orchestra leader on the Charles E. Hires Co. show on NBC.

JOHN HOFFMANN, former chief accountant of Philco Corp., New York, has been named comptroller of Philco International Corp., New York.

Helen Elliott continues as assistant advertising manager.

WAYNE TISS, former manager of BBDO Hollywood, has been elected chairman of the board of governors of the Southern California Chapter of the American Association of Advertising Agencies. He succeeds C. Burt Oliver, retiring chairman, and general manager of Fisette, Cone & Belding, Hollywood radio division. ROBERT LEE, manager of Buchanan Co. & Co., Los Angeles, has been made vice chairman of the Southern California chapter. CARL M. TESTER, vice president of Philip J. Meany Co., Los Angeles, is secretary-treasurer. GAVIN LITTLE, head of Little & Co., Los Angeles, as well as Mr. Lee have been elected to board of governors. Mr. Oliver also continues on the board.

Col. Wheelock Honored

COL. WARD WHEELOCK, president of Ward Wheelock Co., Philadelphia, has been awarded the Legion of Merit for "outstanding services from August 1942 to August 1944, in connection with establishing controls for the Eighth Air Force Service Command in the United Kingdom and later for the Air Service Command in the United States."

Mary Elizabeth Henderson Faultt

MARY ELIZABETH HENDERSON FAULTT, 35, a member of the NBC Control Dept., New York, since 1928, died March 17 at the age of 57, in her home in Maplewood, Queens. She is survived by her husband, Frederick Faultt, her mother, and three brothers.

Advertising Women's Dance

ADVERTISING Women of New York on April 5 will hold its annual dinner dance at the Waldorf-Astoria, New York, proceeds of which will be devoted to postwar service and other activities of advertising women. Helen Blumenthal, former chief of the women's division of the Salvation Army, is dinner chairman, and Ben Grauer, NBC announcer, will preside.

NATIONAL REPRESENTATIVES

First in (1) Audience (2) Public Service (3) Results

Page 82 • March 25, 1946
He Buys $100,000,000 Worth of Grocery Products Every Year. He Has Bought WCAU for 15 Years.

WILLIAM H. EDEN, VICE-PRESIDENT OF AMERICAN STORES WITH HEADQUARTERS IN PHILADELPHIA, DIRECTS THE PURCHASING AS WELL AS THE MERCHANDISING AND ADVERTISING FOR THE COMPANY'S VAST CHAIN OF RETAIL OUTLETS. FOR AMERICAN STORES RADIO ADVERTISING HE HAS SELECTED WCAU CONTINUOUSLY SINCE 1931.

Here is billion-dollar buying judgment and sales experience for you to profit by in your selection of a Philadelphia radio station. It is further proof that firms who know Philadelphia know that WCAU is their best radio buy.

If you want to sell to the nation's third largest market in a big way, do as leading Philadelphia firms do . . . sell on WCAU.

POWER + PROGRAM = SALES

WCAU

50,000 WATTS • CBS AFFILIATE

PHILADELPHIA'S LEADING RADIO INSTITUTION
A FACT!
You cannot get complete coverage of the rich agricultural, livestock and oil empire that is West Texas unless you use

KRBC KBST
ABILENE  BIG SPRING

KGKL SAN ANGELO

Joined by interconnecting lines these three quality stations are available in combination at a big saving as WEST TEXAS NETWORK

You'll reach a 1940 population of 404,000 (now estimated at nearly a half million).
You'll have a ready-built audience—built by American, Mutual and superior local programs.
You'll have up-and-at- them merchandising service.

Get the Most for Your Advertising Dollar in West Texas! Use the WEST TEXAS NETWORK
Represented Exclusively by JOHN E. PEARSON CO.

You use

You'll reach a 1940 popula-
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cated at nearly a half mil-
ion).

You'll have a ready-built audience—built by American, Mutual and superior local programs.

You'll have up-and-at- them merchandising service.

Get the Most for Your Advertising Dollar in West Texas! Use the WEST TEXAS NETWORK
Represented Exclusively by JOHN E. PEARSON CO.
New communications records!

30,000 words per hour!

or 2,760 Sq. In. of pictures

The new Finch “Telefaxer” breaks all records for speed and accuracy in the transmission and reception of words and pictures. 30,000 words per hour or 2760 sq. in. of pictures can be handled by radio. 9600 words per hour or 918 sq. in. of pictures, by ordinary telephone wire. And not one error or deviation from the original manuscript.

Anything that can be printed or written on paper, including drawings and photographs, can be transmitted by this most modern instrument of communications. With Finch Telefaxers, time and money are saved and the mistakes of telegraphic printers are avoided.

- Made by the manufacturers of Finch Facsimile equipment for broadcasting printed news and pictures.
- Write for new illustrated folder giving full particulars.

JAMES EBEL, technical supervisor of the University of Illinois AM station Wills and FM station WUID, both Champaign, Ill., and for nine years a member of the University's faculty, has been appointed director of engineering for WMID Peoria and WDZ Detroit.

CABLE & WIRELESS LTD., a British service, has announced plans for a large program of picture transmission using the sub-carrier frequency modulation system refined during the war.

ART PEAVEY, released from the Navy as commander, has rejoined the engineering department of KRRT Des Moines, Iowa.

D. B. SMITH, vice president of Philo Corp. in charge of engineering, in an address before the Engineers Club of Trenton, N. J., has predicted the extension of research into higher microwave frequencies than the present 30,000 mc by means of war-developed radar.

SYLVANIA ELECTRIC PRODUCTS, Emporium, Pa., has announced that Sylvania type radio tubes will be manufactured in Great Britain by a newly formed company, Electronic Valves Ltd., with operations starting April 1. The company is being formed by the A. C. Coaker Ltd. interests with a paid in capital of £300,000 and will manufacture radio receiving, cathode ray and other types of electron tubes for British markets.

SYLVANIA ELECTRIC PRODUCTS, Emporium, Pa., Radio Tube Division, has announced a miniature thyratron, 21/8 inches long and mounted in a T-51/2 bulb, suitable for electronic control where equipment must be compact, portable or lightweight. Tube may be operated in any position and is not affected by ambient temperature, company says.

Vernon Wilson, discharged from the Merchant Marine, has returned as transmitter operator to WCOP Boston.

Joseph Pesci, former captain in the AAF and before that a systems engineer on the coast at RCA's Indianapolis plant, has joined RCA Camden as a commercial engineer in the home office of the theatre and studio equipment section.

Richard L. Yardy rejoins technical staff of KPAB Lincoln, Neb., after 36 months in the Army where he served as a master sergeant under Lieut. Col. Emmett Greer, commanding officer of the White House signal detachment.

 Maurice Johnson, engineer of CPYR Boston, is the father of a girl.

J. M. Ellis has been appointed chief engineer of CHAT Medicine Hat, Alta., new 1 kw station to go on the air July 1.

Maury Jones, transmitter technician at KSL Salt Lake City, has won his flight instructor's license. He has 490 flight hours to his credit.

Sylvania Electric Products, Emporium, Pa., has announced that Sylvania type radio tubes will be manufactured in Great Britain by a newly formed company, Electronic Valves Ltd., with operations starting April 1. The company is being formed by the A. C. Coaker Ltd. interests with a paid in capital of £300,000 and will manufacture radio receiving, cathode ray and other types of electron tubes for British markets.

Mr. & Mrs., new monthly family magazine published in Chicago, intends to devote considerable space to family activities of well known radio people. Activities of well known radio people. Activities of well known radio people.

Mr. Madigan, believes his nightly News of Tomorrow is broadcast no further west than Denver, an average of 40 stations uses it, and on weekends when Pacific Coast stations are offered a repeat broadcast at 11:15 p.m. PST, the average goes up to 50.

Newscasts

ABC's Nightly Series Based on Tabloid Type

Of Broadcast, With Variety and Spice

TO STIMULATE interest of the average American listener who, since V-J Day has been yawning into his radio whenever a foreign news program came out of it, U. S. radio newsmen have sought a new domestic spice to inject into their shows.

ABC's national newscaster, John Madigan believes his nightly News of Tomorrow (11-11:15 p.m.), on the air three months, has stood the test of time.

Bulletins and Drama

Mr. Madigan's formula may well have been borrowed from the big-selling tabloid newspapers. The first five minutes are crammed with bulletins on news events which are likely to range in nature and significance from a Hollywood divorce to a proclamation by Stalin. The show is designed so local stations may substitute a five-minute period of local news.

The next nine minutes consist of pickups at or near the scenes of the day's biggest domestic stories. Local stations which have foregone the first five minutes cut into the net show at the beginning of the pickup period.

News of Tomorrow has taken pickups from more than 30 points. "We try to stay away from Washington," says Mr. Madigan. "There's always a good story there, but we want to cover stories in other places, too." whenever a story justifies it, News of Tomorrow will bring in a correspondent from abroad.

The last 30 seconds are turned over to local stations for local weather forecasts and sign-off.

Mr. Madigan's plan is to give listeners a 15-minute show not unlike their local newspapers. Reaction of ABC affiliates has been enthusiastic, says Mr. Madigan. Although News of Tomorrow aired at a time traditionally reserved for local news programs, many ABC stations prefer the network show. On weekdays when News of Tomorrow is broadcast no further west than Denver, an average of 40 stations uses it, and on weekends when Pacific Coast stations are offered a repeat broadcast at 11:15 p.m. PST, the average goes up to 50.

Coast Special

The Pacific Coast show is the same as the earlier broadcast, except for the first five-minute bulletin period. "In three hours bulletin stuff can go awfully flat," says Mr. Madigan. "So the first period for the Pacific Coast is rewritten from late news in Hollywood. But the nine-minute pickup period recorded from the earlier broadcast is repeated."

Local stations which reject the first five-minute period may, he points out, sell the local news spot which they substitute. Last week the network was reported to have had a nibble by a sponsor interested in buying the whole program.

WSTV LABORATORY

Steubenville Station to Aid Engineers, Students

AN EXPERIMENTAL radio laboratory for use of its own engineers and for training technicians will be constructed by WSTV Steubenville, Ohio, in conjunction with expansion of transmitter housing facilities to accommodate FM and television.

With a transmitter staff composed of war veterans, who were assigned to radio duty in the armed services, WSTV will place the laboratory at the disposal of its staff. Joseph M. Troesch, technical director, said the plan also contemplates making the laboratory available for study to men in the community who are interested in radio and electronics.

NEW FORMULA FOR NEWSCASTS
The New
REK-O-KUT
Model
"G"
Transcription
Turntable
$99.50
NET

SPECIFICATIONS:

Speed—33 1/3 and 78 rpm.

Equipment—Consists of aluminum turntable, two idlers, constant speed motor mounted on a cast iron base, ready for instant operation.

Finish—Gray.

Weight—20 lbs.

HAS ALL THESE EXCLUSIVE FEATURES:

1. A machined cast iron base resting upon three points, eliminates twisting when it is fastened to a panel or table.

2. Self oiling turntable shaft, turntable bearing, idler and motor bearings reduce maintenance to a minimum.

3. Sheer rubber mounts used for the motor suspension to dissipate vibration.

4. Cue-ing: An easier and more positive method for cueing is pioneered by REK-O-KUT through the use of a 15 1/2" diameter turntable. This allows the record to overlap 1/4". The operator can now hold the disc by applying pressure to the disc rim rather than to the face.

5. The use of Neopreme Idlers and a formica motor brush assures long wear and positive drive.
GROWING! GROWING!
LOS ANGELES
LONG BEACH
Market
Keeping pace are KGER's alert programming and public service
* 3000 WATTS—Full Time
KGER
Represented Nationally by
JOSEPH HERSHEY McGINLLVA Inc.
New York Chicago San Francisco

An All-Time Favorite
DEEP IN THE HEART OF TEXAS
Published by Peer International Corp.
Performance Rights Licensed Through
BROADCAST MUSIC INC.
580 Fifth Ave., New York 19, N.Y.

WCKV
the 50,000 watt voice of Cincinnati

ROBERT E. SUMMERS, research econ-

omist with Vidal Chemical Co., New
York, has been named head of pro-
gram monitoring, listener preference sur-
veys and program ratings for WFAA Dal-
las. Postcard can be expected any time.
He also had been with National Association of Manufacturers as assistant promotion director and with Opinion Research Corp., field su-
veyor on public opinion surveys.

ROBERT CROFT, assistant purchasing
manager for WBBM Chicago, has been ap-
pointed sales service manager to suc-
teced ROlf WARNER, resigned. For
four years in the Army and overseas as
district, Mr. Croft was formerly with CBS.

WILL YOLEN, director of special events
promotion for Warner Bros. Pictures Inc., New York, is to
head the Chicago office as chief of sales
and public relations, effective next month. Mr. Yolen served with OWT on the staff of the American Broad-
casting Station in Europe during the war.

CHARLES GODWIN, assistant station
relations director for Mutual, is on a
two-week midwestern trip, visiting Minneapolis, Grand Rapids and Chi-
nago.

DUNCAN (Lin) PARKER has joined ABC
Hollywood publicity staff.

JAMES COCHRAN, promotion director of
WMT Topeka, Ohio, is the father of a
girl.

BERNIE KOZBERG, discharged from
the Army, has joined the WMT Cedar
Rapids, Iowa, promotion department to handle station's merchandising and publicity.

COMMERCIAL RADIO
PREDICTED FOR UK
COMMERCIAL radio will become a reality in England with-
in the next two years, opines Leslie
Mitchell, British radio and nevwarz
announcer, producer and commentator.

Stressing that he spoke as an indi-
vidual, Mr. Mitchell, who is
in New York taking a look at
American radio and television, said he believes that television will
prove too expensive to be financed
by fees on receiving sets, from
which the BBC, which operates all
radio in Britain, derives support.

The situation, to be followed by
BBC in May on the present stan-
ard of 405 lines, will sooner or
later be opened for commercial
sponsorship to help defray its costs,
Mr. Mitchell said.

Mr. Mitchell pointed out that
$50 ($200) is the top fee paid
for a half-hour broadcast by BBC
at present, with television rates somewhat lower under that. Commercial
competition, he feels, will improve both the financial situation for
the workers in radio and also the qual-
ity of the entertainment.

KMTR Now KLAC
AUTHORITY for KMTR Los An-
geles to change call letters to
KLAC was granted by the FCC
on March 17, Public Notice was an-
ounced last Tuesday. The change
followed purchase of approximate-
ly 95 percent interest in the station by
Mrs. Dorothy Thackrey, owner of
KXY and WLIB.

New York and publisher of the New
York Post, who paid around
$300,000 for holdings of Marilynne
Daltan Alcorn and others [Broad-
casting, Feb. 25].

Jane Barton Doll
RESUMPTION of Jane Barton pub-
licity director for WABC New York with
return of firm's head from service in the
Waves was announced last week by
distribution to the trade of a plaster-
of-Paris doll. WABC will carry a seabag
in which promotion message was con-
ceived. Inter-American Broadcasting
Service, the return of her clients and
teled in WABC will mail this new type
written column reproduced by photo-
static line drawings highlighted points of
interest.

WBHF Column
WBHF Rock Island, Ill., has started its
own weekly radio column, "WBHF Air
in Your Trio-City Paper" written by Fern Hawks. WBHF publicity director, column features personality
interviews on station programs and
news of network shows.

Feature Sketches
TITLED "A Word on WISE Is Such a
Wise Old Devil W.C., has pre-
pared file-size folder on western North
Carolina a business and market data.
Coverage map is included.

You're Invited to Join the S.F.E.O.P.W.M.P.R.I.S.C.L.
(Society For The Elimination Of People Who Put Periods In
Radio Station Call Letters)
It's Easy to Join! Simply Get Out Your Record and Correct
Your Address. Thank You!

WHEB
INDUSTRY service and promotion are combined in this card mailed by the
Portsmouth, N. H., station. Piece is postcard styled.

Public Interest Review
BOOKLET titled "... in the public
interest ..." has been distributed by
WLAC Nashville to show its service
during the past year. Prefaced by policy
statement of "We believe radio must
fulfill its obligation to accept leader-
ship in matters pertaining to the pub-
lic interest, convenience and neces-
sary," booklet review cards mailed by
WLAC has aided "relief of suffering
humanity in a war-torn world" dis-
seminated "the news quickly, accurate-
ly and in haste," provided "an outlet
for expression by the folks at home,
"the solution of major community
problems," and other related service ac-
tivities.

WMAI Caricatures
LOBBY display panels of WMAI Wash-
ington currently contain original cari-
catures of station and ABC personalities, drawn by Bill Willison. WMAI promo-
tion manager recently released from AAF. Sketches are drawn from photo-
graphs.

Steel Tape
POCKET steel measuring tape is being
given to clients by KDYL Salt Lake
City as promotion stunt. Tape box
beats label which reads "Moosic pro-
ducing advertising dollar any way you like, KDYL as Utah's popular NBC station, is your best buy."

NBC Ticket Desk
USO Radio Ticket Desk located in NBC
Hollywood lobby since February 1942
closed in mid-March after distributing
over a million and a half tickets for
evening shows. NBC executives will
hold a large lobby desk to handle both civilian and
armed forces requests.

Client Service
PROMOTION folder released by WHN
New York marks a new group of pro-
grammer, is your best buy.

WHER
the 50,000 watt voice of Cincinnati

"Ready buyers" await your mes-
 sage in the world's largest oil field.
KFRO influences buying habits of
500,000 people, an American Mutual

Page 88 • March 25, 1946
BROADCASTING • Telecasting
321 E. Gregory Boulevard, Kansas City, Mo.
International Building, Washington, D. C.

MAY and BOND
Consulting Radio Engineers
1422 F St., N.W., Wash. 4, D. C.
Kellogg Bldg. 
Repub. 3984

RAYMOND M. WILMOTTE
Consulting Radio Engineer
PAUL A. DEMARS
ASSOCIATE
1469 Church St., N. W., Washington 5, D. C.

HAROLD B. ROTHROCK
Consulting Radio Engineer
1909 Eye St., N. W. Executive 3521
Washington 6, D. C.

WELDON & CARR
Consulting Radio Engineers
1605 CONNECTICUT Avenue
Washington, D. C.

CHAMBERS & GARRISON
Consulting Radio Engineer
1519 Connecticut Avenue
Washington, D. C.

GUY C. HUTCHESON
Consulting Radio Engineer
811 S. Nycamore St.
Palestine, Texas
Phone: 2-6166

NATHAN WILLIAMS
Allocation & Field Engineering
20 Algoma Blvd.
Oshkosh, Wis.

JOHN BARRON
Consulting Radio Engineers
Specializing in Broadcast and Allocation Engineering
Earle Building, Washington 4, D. C.
Telephone National 7757

Frank H. McIntosh
Consulting Radio Engineers
710 14th St. N.W.
ME. 4477
Washington, D. C.

GOMER L. DAVIES
Consulting Radio Engineer
P. O. Box 71
Warfield 9089
College Park, Md.

H. V. Anderson
Consulting Radio Engineers
927 15th Street NW, RePublic 2151
Washington, D. C.

Universal Research Laboratories
A Division of Universal Broadcasting Company
Radio Engineering Consultants

JANSKY & BAILEY
An Organization of Qualified Radio Engineers Devoted to the Service of Broadcasting
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McNARY & WRATHALL
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Washington, D. C.

PAUL GODLEY CO.
Consulting Radio Engineers
UPPER MONTCLAIR, N. J.
LABS: GREAT MOTH, N. J.
Phone: LITTLE FALLS 4-1000

RING & CLARK
Consulting Radio Engineers
WASHINGTON, D. C.
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GLENN D. GILLETT
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Washington 4, D. C.

Andrew CO.
Consulting Radio Engineers
363 E. 75th St. CHICAGO 19
Triangle 4100

HOLEY & HILLEGAS
Consulting Radio Engineers
1146 Briarcliff Pl., N.E.
Atlanta, Ga.
ATwood 3282

GARO W. Ray
Consulting Radio Engineer
991 Bread St., Suite 9-11
Bridgport 3, Conn.
Telephone 5-2055 Lab. Phone 7-2465

ANDREW CO.
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WASHINGTON, D. C.

CHAMBERS & GARRISON
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1519 Connecticut Avenue
Washington 6, D. C.

G. EARL CULLUM, JR.
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HIGHLAND PARK VILLAGE
DALLAS, TEXAS

William E. BenNs
Consulting Radio Engineer
COLUMBIA, SOUTH CAROLINA
830 Gregg St.
Phone 7342

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Electronic Consultants
WAVES, WASHINGTON, D. C.
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Consulting Radio Engineers
AM FM Television Marine
2438 S.W. 4th Ave., Atwater 4594
PORTLAND 1, OREGON

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PORTLAND 1, OREGON

Dedicated to the Professional Directory
An Organization of Qualified Radio Engineers
Dedicated to the Service of Broadcasting
National Press Bldg., Wash. D. C.
PUBLIC service series dramatizing importance of the U. S. Army in peacetime "Warriors of Peace," begins on ABC March 31 in Sun.-2:30 p.m. Dr. Luke Smith, ABC's director of public service, Robert Saukde, said program would portray Army's contributions in science, medicine, transportation, engineering and other aspects of peacetime effort. Leading theatre stars and high-ranking Army officers will appear on the programs.

WOR Bride Show
SERIES of weekly recorded programs starting March 16 on WOR, New York titled "Married For Life," Sat. 9:30-10 a.m. Sultan dramatizes stories of how young couples met and married and provides gifts for the bride and groom.

Parent-Teachers
WMBQ Richmond, Va., in cooperation with local Parent-Teacher Assoc., is presenting a weekly series of public interest programs in which representatives of the association discuss problems facing school children of the city and methods which they are using to remedy them. Speeches made by visiting dignitaries are now wire-recorded by WMBQ for highlight rebroadcast on interesting news programs. More important speeches are accorded more air time in available periods.

Theatre Discussions
WEELY program presenting stars and their viewpoints herein discussing stage start March 25 on WLIB Brooklyn, under title "The American Theatre" series will start Mon. 2:15-2:30 p.m.

WDRS Sports Series
NEW SPORTS program, "Spotlight on Sports" with Dean Luce as commentator, will be heard on WDRS from March 25 and will be heard Monday through Friday 6:15 p.m.

Song Titles
LISTENERS participation show, "Song Title Time," has started as weekly quarter-hour program on WGN Chicago under sponsorship of Salerno McGowan, Biscuit Co. Chicago. Listeners submit ideas for a title for new song, the best

Electronics Section
NEW Electronics Section has been set up in the Ordnance Development Division of the Bureau of Standards to handle general electronics research and engineering. An electronic instrumentation service is being offered. In charge of section is Dr. Robert D. Huntoon, executive assistant to the Secretary of War, and formerly in tube research work at Sylvania Electronics Products.

PROGRAMS TRADED
Three-Way Transcription
- Exchange Is Arranged-
WHAT is believed to be the first exchange of programs on a transcription basis has been arranged between WGN Chicago, and WIP, MBS Philadelphia outlet, and WIP, KDKA Pittsburgh, under sponsorship of Salerno McGowan, Biscuit Co., Chicago. Listeners submit ideas for a title for new song, the best

WSPA Open Forums
SERIES of open forums on topics of community interest is being broadcast by WSPA Spartanburg, S. C., at Thursday evening half-hour program, "Spartanburg Speaks." First program March 14, "A New Hotel for Spartanburg," created such interest WSPA arranged special program outside regular series last week to consider city's most controversial subject, "Sunday Movies for Spartanburg." Signs Mystery Writer
FRANK GRUBER, radio-film mystery writer, on signature contract with ABC exclusive radio rights to his mystery novels featuring Johnny Fletcher. Audition record for package sales consideration has been made with Albert Bekker in title role and Mike Mazurki as Sam Gregg. John Kraft writes radio adaptation.

Hoover Award
HENRY GLADSTONE, quizmaster on the WABC panel "Ace of Aces," program, Mon.-Fri. 4:30-5 p.m., has offered the Herbert Hoover Award, a $1,000 war bond, for the best food-saving menu created by a member of the home economics classes in the metropolitan public schools during the month of April.

On Home Construction
PROGRAM titled "You Can Build A Home" has started on KXOK St. Louis March 19. 9:30 p.m. and will be repeated weekly 9:30 p.m. 13 weeks, program is presented in cooperation with the St. Louis Builders Congress. Questions relating home shortage problems are answered by participating members of the Congress.

Veteran Cases
PROGRAM designed to offer direct aid in re-establishing veteran to community life, "Veterans' Service Hall of Fame," has begun on KFOX Long Beach. 7:15 p.m. weekly program under sponsorship of the Long Beach Advertisers Association.


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

DuPont Awards Winners received the congratulations of industry notables at the presentation dinner of the Alfred I. duPont Foundation in New York's St. Regis Hotel. They are (left to right): Martin Luther King Jr., president of the SCLC; Mark Woods, president of ABC; Lowell Thomas, NBC reporter and winner of the commentary award; Frank Stanton, president of CBS; Leonard Sussman, president of NBC; Bronson Pinchot, vice president of Coles Broadcasting Co., representing WNAX Yankton, S. D., winner of the small stations award; Dr. Francis P. Gaiest, former President of Washburn College and President of the American Association of Jewish Colleges; and President Bush, winner of the General Federation of Women's Clubs.

Sales Club, program dramatizes veteran agency's work for 25th anniversary.

Afternoon Series
DESIGNED to catch the easy-going "noonie" listener is WNOX Idaho, has started a new program featuring recorded and transcribed music and "a story of Peace, part three: 'The 7.'"

WNOX Adds Two Features
PATTERNED after Hollywood air color, new Saturday morning quarter-hour program has been started by WNOX. Program features a nightly news of radio stars and CBS promotion programs scheduled.


March 25, 1946
BROADCASTING • Telecasting

Page 90
Survey

(Continued from page 18)

and by 34% “without trouble” at night.

8. The median number of Class I-B stations heard by households in secondary areas is 0.4 during the day and 0.5 at night. No Class I-B stations are heard by 8% of the householders during the day and by 54% at night. One Class I-B station is heard by 31% during the day and by 33% at night.

9. The median number of Class I-B stations heard “without trouble” is 0.3 during the day and 0.4 at night. Twenty per cent hear one station “without trouble” during the day and 28% hear one station “without trouble” at night.

10. The median number of both Class I-A and Class I-B stations heard by the householders is 1.2 during the day and 1.7 at night. The number of such stations heard “without trouble” is 0.6 during the day and 1.1 at night.

11. The median number of Class II stations heard in secondary areas is 0.4 both day and night. The number heard “without trouble” is 0.5 both day and night.

Regional Reception

12. The median number of regional stations heard in secondary areas is 1.5 during the day and 1.2 at night. The number heard “without trouble” is 0.9 during the day and 0.6 at night.

13. No regional stations are heard during the day by 19% of the householders in the secondary service areas and none is heard at night by 28%. One station is heard during the day by 30% and during the night by 36%. Two stations are heard during the day by 29% and during the night by 24%.

14. The median number of local stations heard in the secondary service areas is 0.5 during the day and 0.4 at night. The number heard “without trouble” is 0.4 during the day and 0.5 at night. Only one-third of the householders are able to hear one or more local stations during the day “without trouble” and 19% can hear one or more at night “without trouble.”

15. No local stations are heard by 51% of the householders during the day and by 63% at night. One local station is heard by 37% of the householders during the day and by 31% at night.

Daytime Coverage

Reporting on the specific Class I-A stations heard in the secondary areas, the survey shows that during the daytime the stations which can be heard by most householders are WSM Nashville, WFJA Fort Worth, WSB Atlanta, WLW Cincinnati, WHAM Rochester. At night, the leading five are WSM NLW WFJA WGN Chicago, WSB.

The Class I-A stations which can be heard by the most householders in the secondary areas “without trouble” during the day are WFJA WHAM WSB WBAP WJR Detroit. The leaders in this category at night are WSM

| WVOI San Antonio |

The survey also provides similar information on specific Class I-B and Class II stations.

In a preface to the first reports on the findings of the interview survey, it was explained that “the conduct of the survey and preparation of tabulations have been the exclusive responsibility of the Bureau of the Census.” To carry out the purpose of the survey which was “designed to provide information on the adequacy of radio service in the outlying parts of the country remote from large metropolitan centers,” the Bureau covered 1,040 counties in five regions.

Three Types

These counties include three broad types: those without primary service both day and night, those with primary service only during the day, and, for comparative purposes, a number of counties with primary service both day and night.

The Bureau sent 1,000 mail questionnaires to each of 500 areas, except those where the total number of families was less than 1,000. Arrangements were made with postmasters in towns selected at random in each of 518 counties or combinations of counties to distribute mail questionnaires among box holders in post offices and among persons living on rural delivery routes.

The personal interview phase of

(Continued on page 92)
Survey
(Continued from page 91)

the survey, which complements the mail survey, was carried out late in June and early in July in a sample of 85 counties representing 673 counties or county combinations. A total of 7,099 interviews was conducted and 9,162 mail questionnaires were returned.

Five Broad Types

In planning the survey, Committee 4 set out to obtain five broad types of information: (1) number and class of stations heard during day and at night and whether they are heard with or without trouble; (2) stations listened to most during day and at night and those listened to most for farm programs; (3) types of trouble encountered in hearing stations; (4) whether there is any time of day or season of year when stations are not heard; (5) hours when radio is turned on in morning and off at night.

The mail survey included questions on ownership of radio, condition, time turned on and off, stations heard, stations listened to most, whether householders listen to farm programs, whether householders listen on farm programs, whether householders listen to stations heard, and whether they are heard with or without trouble.

The personal interview survey included all questions in the mail survey, plus reasons for listening to stations heard most, whether at least one station can be heard at all times, type and condition of radio, and household characteristics, including race, occupation, industry and education of head of household and age-sex composition of household.

The purpose of the interview survey, the preface explained, was to provide data "of known dependability for a group of sample areas, to 'show the nature of the biases in reporting, if any, in the responses to the mail questionnaires,' and to obtain information on questions not feasible in the mail survey."

The first tabulations from the interview survey comprise 20 sets of tables giving the breakdown of stations heard by regions, classes, and specific Class 1-A, 1-B, and II stations. These tabulations contain approximately 500 tables.

When the full reports from both the interview and mail phases of the survey are completed, it is estimated, the material may embrace 50,000 tables.

Program Guide

PROGRAM guide now is being distributed regularly to listeners by KIDO House, to acquaint them with station's community service features.

Screen Corwin Play

SCREEN VERSION of Norman Corwin's radio play, "Mary and the Fairies," will be produced late this year or early in 1947. Charles Feldman and Mr. Corwin. Script is virtually completed according to Mr. Corwin, who will direct film after return from his round-the-world trip as winner of Wendell Wilkie "One World" award.

WU Rate Proposals

HEARING on a petition of Western Union Telegraph Co., for "adjustments" in its domestic interstate rates was ordered by the FCC for Wednesday to start April 29. Claiming its operating revenue will be approximately $19,251,000 short of operating expenses for 1946 because of wage increases awarded by the LC, Western Union filed the petition Monday, proposing the following changes:

Elimination of the 20% difference between U. S. Government and regular commercial rates; "not more than 10%" increase in charges for message services and for press; 10% increase in Commercial News Data charges; increased rates for money orders over $25; establishment of night letter rate schedule with charges more directly related to distance; elimination of "teletypewriter" and "longform" classifications; discontinuance of practice of forwarding messages beyond original destinations without additional charge. WU said similar adjustments in intrastate rates would be sought upon Commission approval of the requested interstate changes.
Engineers

(Continued from page 93)

Schenectady; Peterson, H. O., RCA Labs, Riverhead, N. Y.; Phillips, Thomas J., WKBW, Kingsport, Tenn.; Pierce, R. M., WGBB, Cleveland; Potts, E. H., WIND WAIT WOS, Chicago; Powell, Ralph C., Presto Recording Corp., New York; Pratt, Dana, RCA; Canden; Pratt, Roy W., Central Bost, Co., Des Moines; Purcell, W. J., WGY, Schenectady.


Truman Ratings

BROADCAST by President Truman and former Prime Minister Churchill from Fulton, Mo., March 5 was given a rating of 16.4. C. E. Hooper Inc., in a special survey for CBS, rated the latter broadcast at 18.6, with 86.4% of the listeners tuning in. The Louis held 94% of the listening audience, with 86.5% of the sets in-use tuned to the Fulton ceremony the day before.

Young Peter, D. O. S. U. Research Foundation, Columbus; Young, L. McC., KMOX St. Louis.

Ballot Responses PLEASING to BMB

BMB reported last week that as of March 18, two weeks after the first ballots had been mailed to listeners and before any follow-up had gone out, 54.2% of the ballots had been returned. John K. Churchill, director of research, said this extremely high initial return indicates the minimum of 60% which had been expected for even those counties in the country, as well as for about a thousand individual cities, will be achieved without difficulty.

With the addition of 19 new subscribers BMB now has a total membership of 666 stations as well as four major networks. New subscribers are: WGTN Wilson, N.J.; KXOA Sacramento; WILL Urbana; I. L. Summer, Des Moines; WINSW New Bedford; KOCA Kilgore, Tex.; WHMA Anniston, Ala.; KFBF Nederland, Tex.; WMBF Greenville, S. C.; WMGR Helena, Mont.; the five Arrowhead Network affiliates (WHLB Virginia; WMFG Hibbing; WDBU Duluth; WEAU Eau Claire; WJML Rice Lake), which subscribed during the NAB 11th District meeting at Minneapolis.

Hungerford Sees Plenty of Opportunity For Broadcasters to Improve Service

Editor, BROADCASTING: Referring to recent published material, I note that the National Association of Broadcasters report from a recent survey that “criticism of commercials was limited to 29 per cent of the panel of 666 subscribers.” The addition to the report is to the effect that radio is doing an excellent job. I fail to see how the performance of radio can be deemed beyond criticism when the nearly one out of every three persons criticized the commercials which form the life blood of the system. Isn’t between the plans for concern, plenty of radio for duty to do toward improving its service? It was almost to be expected that the FCC would call for changes.

I recently testified before the Commission as an applicant for a local facility in Glens Falls, New York. At that time I was reminded by Commission counsel that the FCC is a radio facility so necessary to the growth of the industry. Meanwhile I remain one of the 25 per cent who think radio must make considerable strides in the matter of commercial usage to desist from the method used to waste up its potential for the benefit of its listeners.

E. H. Hungerford Jr., President

Glens Falls Broadcasting Corp.

March 18, 1946.
Television

(Continued from page 17)

form radiation in all directions.

An entire unit built by RCA Victor Division for one Army application weighs only 50 pounds. All television parts have been refined and cut down to conform with airborne needs, the most important contribution being the Image Orthicon, a highly sensitive tube.

Dr. V. K. Zworykin, of RCA Labs Division, Princeton, N. J., is said to be the originator of the idea of airborne television. He submitted a memorandum in 1934 suggesting "electronic eyes" in flying torpedoes. The Image Orthicon tube was developed by Drs. Albert Rose, Paul T. Thackston, and Dr. R. B. Janes, of RCA Victor Division, Bureau of Ships. RCA research staff.

In his talk following the demonstration, Gen. Sarnoff said airborne television opens the way for instantaneous, inclusive coverage of otherwise inaccessible or perilous places such as fires, floods and train wrecks. He foresaw, as an outgrowth of the airborne experiments, development of a "walkie-lookie" lightweight television camera with the maneuverability of the "walkie-talkie."

Other Applications

The system, using the Image Orthicon tube, is applicable to cars, boats, dirigibles, helicopters as well as planes, with endless possibilities for science, industry, business, pleasure and the military, he explained.

Gen. Sarnoff further cited its use in aircraft and marine navigation in which the layout and activity of the airports and harbors may be flashed from the ground to the plane in time to avert landing difficulties. He saw how the system could safeguard the lives of test pilots, by use of airborne television in remote-controlled experimental planes, where the television units could act as the "observer."

He mentioned applications in industry in coordinating widespread operations simultaneously, controlling activity from a central headquarters, and "reporting" on processes and operations that might be inaccessible or perilous.

Scenic attractions displayed at their best, police control of traffic in suddenly congested areas through trouble-spotting planes, preliminary investigations of scientific explorations and adaptations of the system to probe beneath the ocean's surface—all were included in his forecast of the possibilities of airborne video.

To Be Used by NBC

O. B. Hanson, vice president and chief engineer, NBC, has stated that the Ring development is "a major pioneering achievement." He also announced plans, simultaneously with the showing, of NBC's future use of Ring in special events coverage.

Work on the Ring system was

Newsmen Gather in New York For United Nations Meeting

ARRAY of radio commentators and newsmen assembled in New York last week to cover the United Nations Security Council assembly. The council meeting was scheduled to open at 2:30 p.m. today (March 25) with a message from President Truman to be read to the delegates by Secretary of State James E. Byrnes. Although at the end of last week schedules were by no means complete, it was evident that all networks expected to have their best news talent available.

Network Rosters

The four networks submitted rosters of correspondents who would cover historic meeting. They follow:

CBS—Charles Collingwood, chief correspondent, assisted by Richard C. Hottelet. Directing coverage will be Edward R. Murrow, vice president in charge of public affairs; James E. Byrnes, director of news releases; T. Wells Church, his assistant; Bill Slocum Jr., director of special events, and William J. Dunn, acting news editor. Assigned to Murray are William L. Shire, Quincy Howe, Robert Trout, Bill Downs, Leon Calmer, Walter Kerian, Drew Pearson, Bautheke, Earl Godwin, Martin Agronkosy, Lisa Borgst, George Hicks, Taylor Grant, Gordon Fraser, Don Hollowbeck and Julian Anthony.


MBS—Raymond deLisle, Cecile Foster, William Hillman, Paul Schubert, Fred Van Deventer, Dave Driscoll, Tom Slater, Albert War dane under direction of Robert E. Shelby, NBC development engineer; G. M. Nixon, assistant development engineer; Harold P. See, senior television supervisor, and members of the NBC engineering staff.

Block system was developed by Dr. Zworykin and R. D. Kel of RCA Labs Division, W. J. Poch, RCA Victor engineer for advance developments; Merritl Triner, David Cole, Anthony Wright and Kenneth Chittick, RCA engineers for product and design; and Otto H. Schade, Dr. R. B. Janes and C. E. Haller, of the RCA Tube Division for electron tube development.


Story Productions Gets 'Honeymoon' Film Right

PURCHASE of motion picture rights to Honeymoon in New York, (NBC, Mon. through Fri. 9-9:30 a.m.), by Story Productions Inc., which was said to be forming a new affiliated company at Production of a film based on the radio show, was announced last week by Clarence L. Mesner, vice president in charge of programs for NBC, and Armand S. Deutsch, president of Story Productions.

NBC and Story Productions will work jointly in promotion and publicity of the radio show and the film, under terms of the deal which was negotiated through Ted Lloyd Inc. The sale was the first of film rights to any NBC program of which the network is sole owner.

State Dept. Plans

The State Dept. announced its International Broadcasting Division would broadcast over an exclusive shortwave network a running translation and description in French and English, beamed to Europe and North Africa. IBD planned to give complete UNO coverage in 18 languages.

American Cable & Radio Corp. installed a complete international telegraph communication center, to all parts of the world.

New York stations had ambitious plans for coverage. WLIB will also feed programs to KLAC Los Angeles and KYA San Francisco.

NBC television will make a closed-circuit telecast of the opening session, feeding the program to television receivers in the overflow Assembly Room at Hunter College and to the NBC studios at Radio City. When NBC's telecast WNBT opens early in May, sessions will be telecast to the New York stations WABC and WOR. Other telestations in New York, plan to telecast films of the complete assembly.

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Oklahoma City A MUTUAL STATION

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March 25, 1946 • Page 95
The BROADCAST MUSIC, INC.
HOTEL PICKWICK, KANSAS CITY 6, MO.
TEXAS RANGERS LIBRARY

March 25, 1946

KWL GETS 50 KW; OTHERS GIVEN CP’S

FIFTY KILOWATT operation fulltime on 800 kc was granted to WLAW Lawrence, Mass., by FCC last Wednesday. Directional antenna will be used day and night. WLAW now operates with 5 kw on the frequency.

Other changes in facilities authorized by the Commission included: WOCP Boston, on 1150 kc, increase from 500 w to 5 kw with directional antenna fulltime; WSPR Springfield, Mass., on 1500 kc, increase single nighttime power from 500 w to 1 kw, its present daytime power, and change DA for night use; WHNC Henderson, N. C., daytime increase from 500 w to 1 kw; WMPS Memphis, change from 1460 to 680 kc and increase power from 500 kw to 1 kw and 1 kw day, to 5 kw night and 10 kw day with DA at night.

Abandons CP

MRS. LOIS M. DANIELS was authorized by the FCC last week to abandon the construction which has been the usual process, issued to her on Dec. 13 for a new 250-w station in Brawley, Calif. The station was assigned 1450 kc when he first joined the former Radio Commission as docket clerk [BROADCASTING, March 18]. It was expected Mr. Hyde would retain the secretarial staff of Gov. Wills, headed by Miss Minnie Sparks, who also had been with former Commissioner Norman S. Case as his assistant.

Although Mr. Hyde is soft-spoken and mild-mannered, in his years as an FCC attorney he has often found himself at loggerheads with his immediate superiors and certain Commission members on matters of policy.

His tendencies are not in the direction of left-of-center reformers. Those who have worked with him do not expect to see him ride along with the majority on radical policy innovations. They surmise he will take a station on 850 kc, increase from 250 w to 1 kw, WMPS Memphis, change from 1460 to 680 kc and increase power from 500 kw to 1 kw and 1 kw day, to 5 kw night and 10 kw day with DA at night.

An All-Time Favorite

Mr. Hyde himself visited the White House last week and conferred with the President, but it could not be ascertained whether he supported the candidacy of his former legal assistant. Mr. David had headed the War Problems Division of the FCC’s Law Dept., which was abolished after it had been subjected to blistering Congressional fire.

Only one name heard in official circles for the general counselship was Lucien Hillmer, who was Mr. Hyde’s predecessor as assistant general counsel in charge of broadcasting before he resigned in 1942 to enter one of the war agencies. He now is with the State Dept., but plans to leave shortly.

Capt. F. O. Willenbucher, retired naval communications expert, who headed the legal section of the Office of the Director of Naval Communications during the war, had been recommended for the Republican vacancy on the Commission. It is understood that the Congressional delegation from his native New Jersey, as well as a number of important personalities in the military, had endorsed him, but that was after the President is believed to have settled on Mr. Hyde’s “successor.”

Mr. Hyde’s appointment was widely acclaimed at both the FCC and in industry circles. The FCC’s oldest employee in point of service, the 46-year-old Idahoan has been in radio regulation since 1928,

FCC Approves Sale Of KOIN Portland

SALE of KOIN Portland, Ore. to Field Enterprises, Inc., for $943,867 plus any increase in net worth of the station between last Aug. 31 and the closing date was approved by the FCC last Wednesday.

Sellers are A. H. Myers, president and general manager and principal stockholder (65%); Josephine Hunt, widow of C. Roy Hunt, former general manager; Gertrude E. Myers, and KOIN Inc., trustee. Employees owned approximately 41% of Class B stock.

The Commission also approved the change of the name of KRBD Bend, Ore. from the Bend Bulletin to Central Oregon Broadcasting Co., a new firm in which Frank Logan, station manager, receives control (150 of 250 shares of stock) in exchange for his minority interests in the Bulletin. Minority stockholders in the new licensee are the Bulletin owners, Robert W. Sawyer and Henry N. Fowler. A memorandum opinion adopted by the Commission in connection with the transfer was to be announced later. KOIN operates on 1540 kc with 350 w fulltime.

In announcing its consent to the KOIN transfer, the Commission said all outstanding capital stock was being sold. The contract [BROADCASTING, Oct. 29-30 '45, Dec. 10] called for delivery of all Class A and at least 950 of the 1,000 shares of Class B stock. Whatever other Class B shares the sellers could reacquire at purchasing price.

KOIN will be the third station of Field Enterprises, which already owns and operates WJJD Chicago and WSAI Cincinnati in addition to the Marshall Field newspapers and other publications. The station was assigned 970 kc with 5 kw fulltime.

KRGB Now

OIL CENTER Broadcasting Co., Inc.’s new station at Odessa, Tex., will use the call letters KRGB rather than KTUB, under authorization granted by the FCC last Wednesday. The station, authorized Jan. 16, was assigned 1410 kc with 1 kw, directional antenna fulltime.

Strong Heads Board

GEORGE E. STRONG, member of the Federal Communications Bar Assn., and practicing radio lawyer in Washington last week was named by Secretary of Labor Schwellenbach to head a fact-finding board in the non-ferrous metals strike which began Feb. 25. Serving with him are Justice James H. Wolfe of the Utah Supreme Court and Dr. Carl Borgmann, head of the Chemical Engineering Dept., U. of Colorado. The board was to meet with both parties. Mr. Strong, formerly in charge of labor and industry problems for the AAF in Michigan and the Midwest, also was commanding officer in the central district, Air Service Command.
Cites 11 Reasons Why Audimeter Offers Better Results

A THIRD element was injected Thursday into the controversy between Cooperative Analysis of Broadcastings and C. E. Hooper Inc., when A. C. Nielsen, president of A. C. Nielsen Co., in an address before the Radio Executives Club of New York, attacked the coincidental telephone survey method employed by both Hooper and CAB for failing to give the sponsor the kind of information he requires for proper planning of his radio expenditures.

This information is supplied, Mr. Nielsen stated, by the Nielsen Radio Index, based on the Audimeter, a device attached to radio receivers. Currently 1,300 audimeters are installed in 1,100 homes, distributed to provide an adequate sample.

1. Underemphasis of the accuracy of basic data. When a person is asked, "Were you listening to the radio just now?" He must determine before answering whether the "you" refers to himself only or to the entire family, what degree of attention he paid toward listening, and whether, in the case of multiple-set homes, all sets or only one should be included in the answer. No one knows what a coincidental rating really measures but Nielsen, he said, measures radio usage, about which there is no confusion.

2. Differences between listening and tuning. Analysis of NRI reports shows 59% of dials of sets-in-use tuned in less than 15 minutes, 19% between 15 and 30 minutes, and one out of four of sets allowed to run for more than an hour with dials unchanged.

3. Overemphasis of sample size. Proper selection of sample is more important than size.

4. Comparative samples of CAB and Hooper. CAB and Hooper get reports of only one minute's listening from each call; NRI gets complete usage reports from all sets if measures can be taken.

5. Errors in calculation. NRI probable error for weekly average is between .3 and .4 of 1%.

6. Underemphasis of non-representativeness. Out of 200 stations, 4 are KDKA, 3 are KHBI, 3 are KHVR. Hooper and CAB data, conservative. Hooper and CAB data, conservative.

7. Use of telephone dial or not. No one knows what proportion of telephone users are regular radio listeners. The 'you' refers to himself only or to all his family members.

8. Use of the telephone dial. Is a diagnostic tool with minute-by-minute analysis of listening. The Commission has been able to keep up with recent developments.

9. Diagnostic telephone surveys suggest only that change may be needed but not what it should be. NRI, showing additional trends, total program, show listening of users and non-users of the advertised product.

10. Overemphasis of minute changes in rating. Mr. Nielsen said that NRI reports do not reach subscribers as rapidly as those of CAB and Hooper. Mr. Nielsen cited figures to show how little the user gains from this faster service. He reported that NRI will soon have a complete equipment in 25 sets in New York and the same number in Chicago that will register all dial changes, not on a tape within the receiver, but via leased lines direct to Nielsen offices so a minute-by-minute report can be obtained on any program while it is on the air.

IN LINE with its new policy of closer program scrutiny the FCC is probing program logs. One possible method is the minute analysis of listening. As rapidly as those figures to show how little the user gains from this faster service. He reported that NRI will soon have a complete equipment in 25 sets in New York and the same number in Chicago that will register all dial changes, not on a tape within the receiver, but via leased lines direct to Nielsen offices so a minute-by-minute report can be obtained on any program while it is on the air.

Temporaries for 208 Stations Continued in Line With Policy

BROADCASTING • Telecasting

BRODCASTING • Telecasting

Broadcaster of Record: A. C. Nielsen Co.

510 W. 57th Street, New York 19, New York

[Page 97]
Eight of 11 Applicants Get Capital FM

Three Remaining Held For Further Study

In a surprisingly quick decision, the FCC last Wednesday granted eight of the 11 applications heard for FM stations in Washington, deferring action on the remaining three for "further study." Action was taken within three days of the conclusion of the hearings, first to be held on FM applications.

Outstanding in the decision was the failure to act on the application of a local standard licensee, WWDC, whose program record was questioned during the hearings. The Commission was split 2-3 on this application, with Acting Chairman Denny and Comm. Jett voting to grant and Comm. Wakefield and Durr opposed. Comm. Walker was in the Midwest conducting hearings.

Two by Unanimous Vote

Two other applications were passed up by unanimous vote of the four Commissioners. These were Mid-Coastal Broadcasting Co., one of whose principals is the chief owner of WAPAT Paterson, N. J., and Chesapeake Broadcasting Co., whose owners were questioned regarding their understanding of the responsibilities of a licensee.

The eight applicants receiving grants are: NBC, WMAL, WOL, WINX, Commercial Radio Equipment Co., Theodore Granik, Metropolitan Broadcasting Corp., and Potomac Broadcasting Cooperative.

In the announcement of the grants, the FCC stated that Comm. Durr was opposed to granting more than six stations in the Washington area at this time, "but the Commission having taken a different view be concerned in the issuance of an order by the Commission granting eight." Comm. Durr has stated on various occasions that FM channels should be made available to veterans and other newcomers who may wish to enter the field. An appeal has been made to the Commission by the District Attorney. The six channels be reserved for returning servicemen [BROADCASTING, March 18].

NBC operates and operates WRC in the Capital. WMAL is owned by the Evening Star Broadcasting Co., publishers of the Evening Star. WOL is owned by Cowles Broadcasting Corp., while WMAL is owned by the Washington Post.

Commercial Radio Equipment Co., owned by Everett L. Dillard, operates KOZY (FM) Kansas City, Mo., and WWDC, experimental FM station in Washington. Mr. Dillard testified at the hearings he would seek special authorization to operate WOL (a 6-hour schedule at primary station) on a 900 kw. station as a Washington daytime standard station, but if granted, would originate programs broadcast over the FM station.

Granik Schedule

Mr. Granik, director of the American Forum of the Air (Mutual), plans a 6-hour schedule at the time allowed by the Commission.

Metropolitan is owned by a group of 80 Washington business and professional men and women, including doctors, lawyers, educators, architects, and government officials. It has an application for a Washington daytime standard station. If granted, would originate programs broadcast over the FM station.

Potomac is owned by 10 cooperative organizations in Washington which have more than 12,000 members. It is headed by Herbert S. Wood, a retired government employee.

Under the Rules Governing FM Broadcast Stations, applicants receiving construction permits are given 60 days from the date of grant to begin construction and a maximum of six months thereafter to have the station ready for operation. Acting Chairman Denny said recently that once permits are issued the Commission would see the remaining three for "further study." Rules are closely observed and would grant extensions only after receiving proof that additional time is needed [BROADCASTING, March 4].

The rules provide that a construction permit shall be "automatically forfeited" if the station is not ready for operation within the time specified or any further time allowed by the Commission.

At a session of the Federal Communications Commission held at its office in the Commerce Building on the 29th day of March, 1946, the FCC, having under consideration the above-mentioned applications for construction permits for new metropolitan FM broadcast stations in the Washington area, has determined to add the evidence adduced at the hearing held on these applications in the last 11-15 days of a study and being satisfied that public interest, convenience and necessity would be served by granting these applications. IT IS ORDERED, That these applications BE, AND THE SAME BE HEREBY GRANTED, subject to approval of antenna and site by the Civil Aeronautics Administration in each case, and subject also to the following terms and conditions:

1. Commercial Radio Equipment Company—101.3 mc. (No. 207); effective radiated power: 20 kw; antenna height above average terrain: 500 feet.

2. Cowles Broadcasting Company Inc.—94.5 mc. (No. 233); effective radiated power: 20 kw; antenna height above average terrain: 500 feet; subject to the condition that the permittee shall satisfy legitimate complaints of objectionable cross-modulation.

3. Metropolitan Broadcasting Corporation—101.7 mc. (No. 269); effective radiated power: 20 kw; antenna height above average terrain: 500 feet; subject to the condition that the permittee shall satisfy legitimate complaints of objectionable cross-modulation.

4. Potomac Broadcasting Corporation—102.1 mc. (No. 271); effective radiated power: 20 kw; antenna height above average terrain: 500 feet; subject to the condition that the permittee shall satisfy legitimate complaints of objectionable cross-modulation.

5. Metropolitan Broadcasting Co.—102.1 mc. (No. 271); effective radiated power: 20 kw; antenna height above average terrain: 500 feet; subject to the condition that the permittee shall satisfy legitimate complaints of objectionable cross-modulation.

6. The Evening Star Broadcasting Company—91.4 mc. (No. 211); effective radiated power: 20 kw; antenna height above average terrain: 500 feet; subject to the condition that the permittee shall satisfy legitimate complaints of objectionable cross-modulation.

Agency Elects

TWO vice presidents of Henri, Hurst & McDonald, Chicago, have been elected directors of the agency. They are F. J. Haschall Jr. and L. M. Krauter. W. D. McDonald was elected chairman of the board; W. B. Henri, president; A. M. Semones, secretary; E. B. Batson, treasurer; D. D. Andersen, assistant secretary and treasurer.

Rogers Nominated

IRVING E. ROGERS, president and general manager of WLAW Lawrence, Mass., and president and treasurer of the Eagle-Tribune Publishing Co., has been nominated by the Associated Press for appointment to the State Advisory Council, Division of Employment Security, by Gov. Maurice J. Tobin to succeed Alfred E. Rankin.
Eleven Standard Stations Authorized

Honolulu Construction Permit in Grants By FCC

GRANTS for 11 new standard broadcast stations, one in Honolulu, were made by the FCC last Wednesday and Thursday.

Straightening out a long entangled situation involving three applications for new stations at Charles- ton, W. Va., the Commission gave Joe L. Smith Jr., licensee of WJLS Beckley, a grant for a new outlet on 950 kc with 1 kw, using directional antenna fulltime; Gus Zaharis and Penelope Zaharis, doing business as Chemical City Broadcasting Co., 1240 kc with 250 w fulltime; and Capitol Broadcasting Corp., headed by Garland Wilkinson (41.6%), chief deputy assessor of Kanawa County, 1400 kc with 250 w fulltime.

Pacific Frontier Broadcasting Co., of which ABC Vice President Robert H. Hinckley is one-sixth owner, received the Honolulu grant, to operate fulltime on 690 kc with 10 kw. Mr. Hinckley’s wife is half owner of KALL Salt Lake City, and he has an interest in other applications.

Harold T. Kay, Honolulu sugar grower, is president and owns 45.99% interest. A. L. Glassman, principal owner of KLO Ogden, Utah, and Frank E. McKinney, Indianapolis banker, each have one-sixth interests. Installation of the station is expected to cost $64,350.

ROANOKE’S Third

Blue Ridge Broadcasting Corp. was granted a new station at Roa- noke, Va., on 1490 kc with 250 w fulltime. This station, to use call letters WROV, is expected to cost $25,000. It will be Roanoke’s third outlet, the city now being served by WDBJ and WSLS.

Blue Ridge is headed by Leo F. Henshry, mayor of Roanoke and prominent jeweler (Henshry & Son Jewelry Co.), who owns 13.3% interest in the broadcasting corporation. Lambert B. Beeuwkes, now with MBS in New York and formerly with WBFR Baltimore, KYW Philadelphia, and WXYZ Detroit, is to be general manager and owns 4% of stock. Other stockholders: J. Kirk Ring, vice president (13.3%), executive vice president; Roanoke City Mills; Ernest W. Mitchel, secretary-treasurer (13.3%); owner of two clothing stores for men; Randall J. Kisenly (10%), Coca-Cola bottler; Thomas H. Beas- ley (13.3%) fruit grower; Norman R. McVeigh (6.6%), president, Mic- nor-Mac Grocery Stores; Wallace S. Clement (13.3%), food broker; Le- renz Neuhoff (1.3%), director of American Meat Institute, and fruit packer; Ralph B. Gunn (5.3%), president of Mountain Trust Bank; Lynn R. Hammond (6.6%), president of Hammond Printing & Litho- graph Co.; Elmore D. Heins (1.3%), of National Theatre Corp. The station will use RCA equipment and Press Ass’n news service.

CALIFORNIA Grant

Broadcasting Corp. of America, licensee of KPRO Riverside and KROP Brawley, Calif., was granted a new fulltime station at Indo, Calif., to operate on 1400 kc with 250 w. Cost of the outlet was estimated at $16,350. W. L. Gleeson is president of the licensee corporation.

Daytime use of 750 kc, Mexican I-A clear channel, with 1 kw power was granted to Regional Broadcast- ing Co. for a new station at Chicopee, Mass. at an estimated cost of $29,760. John S. Begley, attorney, of Holyoke, Mass., and David Hayes of Manchester, Conn., manager of a precision tool company at Pleasantville, own 49.67% each, with the remaining interest held by Elizabeth J. Hancock.

Weekday mornings, Monday thru Friday, WJW’s Cleveland audience is greater than that of any other station.

Weekday afternoons, Monday thru Friday,

WJW’s Cleveland audience is greater than that of any other regional station.

Saturday, daytime, WJW’s Cleveland audience is greater than that of any other regional station.

Ask Headley-Reed for facts and figures

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for WGAR-WJR, said the Cleveland station already has much construction planned for 1946 and may not seek a new grant until FCC begins issuing commercial licenses for high-definition television.

The cost, plus a feeling of uncertainty about low-frequency television's future, led to the decision of Maryland Broadcasting Co. (WITH Baltimore) to wait. R. C. Embry, assistant to President Thomas G. Tinsley, said the firm thought it would be "foolhardy" to invest several hundred thousand dollars in black and white which "might become obsolete in two or three years."

Tower Realty Co., headed by Karl Steinmann, withdrew its application for a station in Baltimore "for a great number of reasons," reported Radio Director Jack Stewart. "Included in one of our reasons," he said, "is the fact that we believe in color television."

Tower Will Wait

Mr. Stewart said Tower "might have gone along" with low-frequency operations if it had had an existing facility to help pay for experimentation in television. But after checking both black and white and color, he said, Tower officials felt that color ultimately would be superior. He said he did not mean to imply that color ultimately would take the place of black and white, any more than technicolor has taken the place of black and white movies. For the present, he explained, Tower prefers "to wait and see."

The Pittsburgh application of Allegheny Broadcasting Corp. (KQV) is to be withdrawn unless the Commission makes an indefinite postponement of the Pittsburgh video hearings, slated April 20. George S. Wasser, vice president and general manager of KQV, said he had given instructions to that effect to his Washington attorneys.

"Color" was understood to be one of the factors in the decision. Another Pittsburgh application, drawn up by WWSW, has been ready for six months, it was reported, but filing has been deferred pending a settlement of the allocations question.

General Manager Frank Carman said the television application of Utah Broadcasting Co. (KUTA Salt Lake City) was withdrawn because of "uncertainty of the television picture with new developments including color."

L. A. Hirschmann, vice president of Metropolitan Television Co. of New York, since November 1942.

Hearing Postponed

CONSOLIDATED HEARING on three applications for 1460 kc in Albany, N. Y., scheduled for last Thursday, was postponed by FCC for 45 days, according to Commissioner spokesmen. WHEC Rochester, whose application for an increase in power to 5 kw fulltime on the frequency previously was set for hearing in the same proceeding, received the green light Monday.

Two of the applicants for new Albany stations on 1460 kc, Fort Orange Broadcasting Co. and Van Curler Broadcasting Corp., had asked that the hearing be postponed until the Supreme Court decides whether FCC was right in revoking the license of WOKO Albany, which also operates on 1460 (BROADCASTING, Feb. 25). Other Albany applicant is Albany Broadcasting Co.

N. Y. News Clinic

RADIO news clinic for New York State stations will be held April 10 at the Hotel Utica, in Utica. Elliot Steward, executive vice president of WOR New York, will be general chairman. Clinic will be eighth of the series conducted by the NAB Radio News Committee of which E. R. Vadeboncoeur, vice president of WSYR Syracuse, is chairman, and Arthur C. Stringer, NAB director of promotion, secretary. All station managers in the state are invited.

William L. E. Headley-Reed Company

New York, Chicago, Detroit, Atlanta, San Francisco, Los Angeles

Radio Sales

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AMESTAD NEWS SERVICE... GREAT NEWSS....THE NEWS OF THE WORLD...

Theodore C. Streibert, president of Bamberg Broadcasting Service Inc. (WOR New York) explained withdrawal of its Philadelphia application by saying that WIP Philadelphia is applying and, if successful, will serve as an outlet for WOR so "we won't need one of our own." But withdrawal was one of the successful applicants in FCC's proposed decision on Washington television applications, and is seeking a station in New York.

Philo Withdrawals

Philo Radio & Television Corp.'s withdrawal of its New York application was attributed to a belief in the future superiority of color, as was International Detrola Corp.'s decision not to prosecute its application for a Detroit station. Similar reasons were given in another withdrawal in the withdrawals of Filene Television Inc.'s application for Boston and Central Ohio Broadcasting Co.'s at Columbus, Ohio.

Philo's application, which the FCC had paired with that of Allen B. DuMont Labs Inc. for decision following oral arguments, was withdrawn to avoid "competing with Washington video can get underway at the earliest possible date" (see separate story). Other applications which have been withdrawn include those of Eleanor Pattern broadcasting as Times-Herald, Washington, who said the pressure of other interests was too great; E. Anthony & Sons Inc., Providence; Cincinnati Broadcasting Co., Cincinnati.
Noble Contradicts Attack by Writer On Concentrated Broadcasting Power

MORRIS L. ERNST, famed liberal lawyer for the New York Post, last week ran head-on into an articulate critic when, taking a cue from his recently-published book, The First Freedom, he lambasted "bigness" in a luncheon meeting of the New York Publicity Club.

Mr. Ernst, in his speech as in his new book, deplored the alleged concentration of broadcasting power in the hands of a few individuals. He said he had been talking to Edward J. Noble, chairman of the board of ABC, at the meeting as a guest, rose to contradict him.

Mr. Ernst did not seek to issue a rebuttal to Mr. Noble's remarks. He complimented ABC for being "the first network to sell time at valuable hours to labor unions."

Mr. Noble: Mr. Ernst's conclusions were not accurate. Despite the acknowledged fact that four great networks are supreme in U. S. broadcasting, none of them actually controls the air or more than a handful of its stations.

ABC, said Mr. Noble, does not control any of its affiliates, save the three and one-half stations which it owns. "We have nothing to do with the station management," he said, referring to affiliates.

"Actually we (ABC) are just a soapbox," he said. "The air is free. As a network we can't program for any particular political philosophy. We have no editorial page. If we were to begin a crusade, we'd be caught up pretty short."

Broadcasters, big or little, are unlike newspaper owners, among whom Mr. Ernst also finds a discouraging concentration of power, said Mr. Noble. "A newspaper owner can hire an editor who suits his taste. A network is not allowed to espouse its own cause in his paper," he said. Broadcasters, however, by federal ruling, must refrain from editorial comment of their own, be sure an opportunity is given to air all sides of any controversial question.

One good argument against decentralization of networks, said Mr. Noble, was the inevitable deterioration of programs that would result from it.

KENTUCKY BOSTG. CO. COUNSEL REFUTES RIVALS' PETITIONS TO RESSCIND GRANT

ACTION by a board of three Commissioners in granting a new station to Kentucky Broadcasting Co., Lexington, was valid in that it was subsequently ratified by the Commission en banc, according to a petition filed with the FCC last week by Loucks & Scharfard, counsel for the grantee.

The petition was in opposition to three petitions filed by competing applicants asking that the grant be set aside and reconsidered on the ground the three-man board was without statutory authority. Kentucky Broadcasting is partly owned by the father of Edward F. Pritchard Jr., counsel of the Democratic National Committee. Rep. Wigglesworth (R-Mass.) charged recently the grant was a favor to a "political friend" of former FCC Chairman Porter (BROADCASTING, March 18).

The petition declares that the competing applicants have no basis on which to require a hearing on Kentucky's application, issuing a grant in that score, even though it were indicated of damage, which it isn't, would not be a legal injury within the meaning of Section 405 of the Commission's Rules of Practice and Procedure.

It further holds that although Kentucky's application was ready to be heard on January 14, none of the petitioners endeavored to intervene or participate in the proceedings in any way. The petition states that the Kentucky application, originally consolidated with the other applications for 1300 kc, was unaopposed by the time the hearing was to be held and was granted February 20 without hearing.

The petitioners opposing the Kentucky grant are Peterson & Co., and Central Kentucky Broadcasting Co., both seeking new stations on 1340 kc with 1 kw power, and American Broadcasting Corp. (WLAP), seeking to change to 630 kc with 1 kw power. WLAP is scheduled for May delivery are consigned to the New York area, Mr. Kane reported.

The table model which Mr. Kane will sell for about $100, if the OPA approves, has a direct-view screen seven inches wide. The set does not include AM or FM radio, except as needed for reception of sight and sound television.

DecaPro Profit

DECCA RECORDS in 1945 earned net profits of $839,692 after all charges, equal to $2.16 per share. In 1944 company earned a net profit of $1,009,065 or $2.58 per share. Deced sales for 1945 were $15,570,930, an increase of $2,123,997 over 1944 volume.

$100 VIDEO SETS ON MARKET SOON

VIEWTONE CO., New York, producer of low-price television receivers, last week announced it would begin deliveries of home table sets May 1 and that within a short time thereafter 10,000 sets would be released.

Irving Kane, president of the company, said that subject to OPA approval the sets would retail at about $100. He said a subsidiary corporation was being formed to install and service Viewtone's low-price receivers. Mr. Kane estimated that total cost of installation, including aerial, would be about $35.

The company currently is in production of the low-price receivers at a rate of 700 per week, he said. Three-fourths of the 10,000 sets scheduled for May delivery are consigned to the New York area, Mr. Kane reported.

The table model which Mr. Kane will sell for about $100, if the OPA approves, has a direct-view screen seven inches wide. The set does not include AM or FM radio, except as needed for reception of sight and sound television.

Fine transcriptions are recorded on Audiodiscs.

AUDIO DEVICES, INC., N. Y. C.

TWIN FALLS, IDAHO

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ST. LOUIS SNAPSHOTS

Mayfair

HE GETS ALL THE BREAKS...
HE WAS A ROOM AT THE HOTEL

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FCC Cut Restored

CONGRESS last week gave the FCC $5,650,000 for the fiscal year ending June 30, 1947, largest appropriation for normal functions in the Commission’s history. President Truman had requested $6,060,000. The House took off $500,000 and the Senate another $200,000, but Conferences restored the Senate cut. Both Houses on Thursday adopted the conferences’ report.

ASHER Bestg. Service, Quincy, Mass.—Designated for hearing application for a new station to operate on 1460 kc, 250 w. unlim.conditionally.

Peach Bowl Broadcasters, a partnership composed of Beverly B. Ballard, Dewey Allred Jr., and Clyde L. Goodnight, Yuba City, Calif.—Designated for a hearing application for a new station to operate on 1460 kc, 250 w., unlimited unconditionally.

Joe L. Smith, Jr., Charleston, W. Va.—Granted CP new station, 950 kc, 1 kw power, directional antenna, unlimited, unconditionally.

Gus Zaharis and Penelope Zaharis, a/b as Chemical City Bestg. Co., Charleston, W. Va.—Granted new station, 1240 kc 250 w., unlimited conditionally.


KSOU-KKLO Sioux Falls, S. D.—On the Commission’s own motion, ordered that the special temporary authorizations for the continued operation of KSOU and KKLO be extended until June 1, 1946.

Gus Zaharis and Penelope Zaharis, a/b as Chemical City Bestg. Co., Charleston, W. Va.—Granted CP new station, 1240 kc 250 w., unlimited conditionally.

ASHER Bestg. Service, Quincy, Mass.—Designated for hearing application for a new station to operate on 1460 kc, 250 w., unlim. conditionally.

KSFU-KKLO Sioux Falls, S. D.—On the Commission’s own motion, ordered that the special temporary authorizations for the continued operation of KSOU and KKLO be extended until June 1, 1946.

Complete listing and details on last Wednesday’s FCC grants of 11 standard stations on page 99; eight FM grants in Washington on page 98, 10 conditional FM grants elsewhere on page 108.

Temporary license renewal to 208 AM stations on page 108.

MARCH 21

KLIZ Brainerd, Minn.—Granted modification of CP which authorizes a new station, for approval of transmitter location, to operate on 1240 kc, 250 w., unlimited conditionally.

KBFM-KSVO Sioux Falls, S. D.—Granted CP new station, 50 kw, directional antenna, unlimited conditionally.

KSFU-KKLO Sioux Falls, S. D.—Granted CP new station, for approval of transmitter location, to operate on 1240 kc, 250 w., unlimited conditionally.

KSFU-KKLO Sioux Falls, S. D.—Granted CP new station, for approval of transmitter location, to operate on 1240 kc, 250 w., unlimited conditionally.

KLZ Brainerd, Minn.—Granted modification of CP which authorizes a new station, for approval of transmitter location, to operate on 1240 kc, 250 w., unlimited conditionally.

KSOU-KKLO Sioux Falls, S. D.—On the Commission’s own motion, ordered that the special temporary authorizations for the continued operation of KSOU and KKLO be extended until June 1, 1946.

KSFU-KKLO Sioux Falls, S. D.—On the Commission’s own motion, ordered that the special temporary authorizations for the continued operation of KSOU and KKLO be extended until June 1, 1946.

MARCH 11

The Commission on March 11 denied a petition for a new station, so as to specify a modified DA, to reflect revised engineering data, etc., and the amendment was accepted.

Balboa Bestg. Corp., W2XVT, Pas-adena, Calif.—Granted motion to substitute frequency of 1500 kc and make changes in directional antenna system.

San Bernardino Bestg. Co., Inc., San Bernardino, Calif.—Granted petition to amend its application for a new station, so as to specify a modified DA, to reflect revised engineering data, etc., and the amendment was accepted.

Kendle Bestg. Corp., Detroit.—Granted motion for continuance of hearings—scheduled at Detroit for March 25-29, in re commercial television location of applicants and four others, and continued same to April 24. The hearing was held on March 11 denier, a joint motion of the 11 applicants for new stations in Washington, D. C.; requesting severance of their respective applications from the consolidated hearing herefore ordered in these matters.

San Bernardino Bestg. Co., Inc., San Bernardino, Calif.—Granted petition to re-amend its application for a new station, so as to show withdrawal of Calif. Broadcasters, as applicant, and change its application of applicant corporation and resignation of its Change Commissioner Lewis Allen Weiss as director; show distribution of stock, etc., and the amendment was accepted.

MARCH 10

Regional Bestg. Co., Chicopee, Mass.—Granted CP new station to operate on 730 kc 1 kw.

Broadcasting Corp. of America, Indo, Calif.—Granted CP new station to operate unlimited time on 1460 kc with 250 w.

Blue Ridge Bestg. Corp., Roanoke, Va.—Granted CP new station to operate unlimited time on 1460 kc with 250 w. unlim.conds.

WFPK Springfield, Mass.—Granted CP increase of nighttime power from 500 to 1 kw, and make changes in directional antenna, no change in present daytime power of 1 kw.

WBC Boston.—Granted CP increase power from 500 w. to 5 kw, change transmitter location, make changes in transmitting equipment, and install new directional antenna system for day and night use.

WLAW Lawrence, Mass.—Granted CP to increase power from 5 to 50 kw, install a new transmitter, make changes in directional antenna for day and night use, and change transmitter location.

WNVN Hendersonville, N. C.—Granted CP increase power from 500 w. to 5 kw, change transmitter location, make changes in transmitting equipment, and install new directional antenna for day and night use.

WWDC Washington, D.C.—Granted CP new station, synchronous oscillator from 100 to 250 w., and to make changes in transmitting equipment.

James D. Asher et al, d/b/a as The St. Louis, Missouri.

830 KILOCYCLES 5000 WATTS FULL TIME

American Broadcasting Co.

Represented Nationally by John BLAIR & Co.

630 KILOCYCLES 5000 WATTS FULL TIME

American Broadcasting Co.

Represented Nationally by John BLAIR & Co.
FCC Revisions

FCC March 18 announced three corrections, two of which were made to applications for new FM stations conditioning additional capital, etc., and the amendment was accepted.

Applications...

MARCH 15

Capitol Radio Corp., Des Moines, Iowa—CP new station to be operated on frequency to be determined by FCC and coverage of 4,800 sq. mi.

The Journal Co., Waunau, Wis.—CP new FM station to be operated on frequency to be determined by FCC and coverage of 17,250 sq. mi.

NBC Chicago—CP new commercial television station to be operated on frequency to be determined by FCC.

Applications Received:

The Derrick Publishing Co., Oel City, Pa.—CP new FM station.

Applications Tendered for Filing:


1340 kc Northern Virginia Broadcasters Inc., Alexandria, Va.—CP new station 880 kc 1 kw, directional antenna.

1320 kc The American Broadcasting Co., America, Ga.—CP new station 1320 kc 250 kw unlimited.


1340 kc Harry C. Butcher, Wash. Bar, Calif.—CP new station 1340 kc 250 kw unlimited.

1480 kc Charles W. Martin, Atlanta, Ga.—CP new station 1580 kc 1 kw unlimited.

1500 kc The Modern Broadcasting Co., Chicago—CP new station 1500 kc 250 kw unlimited.


1450 kc Frederic Lemieux III, Claude S. Maesza & Edna Cypo Lemieux, d/b as Gulf State Broadcasting Co., Crawfordsville, Ark.—CP new station 1450 kc 250 kw unlimited.

1550 kc The Northern Kentucky Radio Corp., Covington, Ky.—CP new station 1550 kc 250 kw unlimited.

1550 kc KNEI New Iberia, La.—Modification of CP which authorized additional capital, etc., and the amendment was accepted.

1550 kc KNEI New Iberia, La.—Modification of CP which authorized additional capital, etc., and the amendment was accepted.
WE’VE SERVED THEIR INTERESTS FOR 20 YEARS. WIBW IS YOUR STATION FOR KANSAS AND ADJACENT STATES.
The Fort Industry Co., Lima, Ohio—casting Company to Radio Wisconsin kw day and night to 5 kw day and night use only—AMENDED: to change power from 500 w and unlimited hours—AMENDED: to change power from 500 w and unlimited hours—AMENDED: to change power from 500 w and unlimited hours—AMENDED: re changes in directional antenna

Junto Inc., Philadelphia—CP new non-commercial educational station to be operated on frequency and coverage as specified by FCC, power of 800 w and special FM station to be assigned by FCC—CP new non-commercial educational station to be operated on frequency and coverage as specified by FCC, power of 800 w and special FM station to be assigned by FCC

Howard N. McGinn, d/b as Wamous Bally, d/b as Wamous Bally

Applications Tendered for Filing: (Requests for voluntary assignments of license to Frontier Broadcasting Co., Inc.)

Applications for consent to the assignment of limited license to WUST, Corpus Christi, Tex., to be operated on frequency and coverage as specified by the FCC, power of 8300 w and unlimited hours—AMENDED: to specify studio location

March 19

March 20

March 25, 1946

Every national advertiser wanting results in the Maritime Provinces of Canada should make sure that his schedule includes CHNS.

Halifax, Nova Scotia

JOS. WEED & CO.

350 Madison Avenue, New York representatives

Page 105

Broadcasting • Telecasting

WNOX dominates the South!

Actual Hooper figures prove more CB5 listening on WNOX. The millions more for your advertising dollar.

Check with your BRANNAN man for availabilities.
Help Wanted

Announcer-Continuity writer. Permanent position with a bright future for an eager, ambitious,arte. Must have full information in first letter. Box 6, BROADCASTING.

permanent position for first class oper-ator. WMBS, Natchitoches, La. 

Announcer-announcer desired by an NBC station in the citrus belt of Florida. Immediately opposite announcer retires. Young man from the south starting out in radio. Room for advancement. Applicants must have at least a high school education. Write to: Station WLAK, Lakeland, Florida.

New southwest Missouri local needs operators, announcers, salesmen. June-July. Full details, salary, Air Time, Inc. 507 N. Wall, Joplin, Mo.

Wanted-Experienced radio time sales-man. Wanted for your new station. Give full details on experience and qualifications to: Box 30, BROADCASTING.

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Situations Wanted (Cont'd)

Answerer-writer. Veteran formerly with AFPR. Sports, special events, newscasts, openings, dramatics, commercials, program notes and writing. Box 17, BROADCASTING.

Ten years experience—writing, selling, producing, speaking (radio). Details; write Supt. Mike Wells, Head- quarters Company, IRTC, Camp Robinson, Arkansas.

Wanted—Radio station that requires program management. Reliable, versatile, experienced, married. Interested only in semi-permanent, permanent proposition. Details and references exchanged. Box 47, BROADCASTING.

Ex answerer-planter—desire position in small station. I would like to estab- lish myself in a set up where I can announce as much as my musical ability to organize live talent shows for shows. Photo and references and transcriptions available upon request. Box 10, BROADCASTING.


Salesman—Account servicing. Aggres- sive, energetic, self-starting, with OWI and USO. 10 years compre- hensive experience in radio: completely acceptable. Age 33, family. Box 44, BROADCASTING.

Announcer—7 years experience local and national. Excellent references, voice and qualifications. Program director or chief announcer position desired. Family man, 28. Photo, etc., upon request. Must be good opportunity. Box 45, BROADCASTING.

For Sale

New equipment immediately available: Hewlett-Packard 303-A0 signal genera- tor—$350.00; RCA 88-A microphone, stand, $50.00; RCA 657-A line- filter, 36-B shelf 300.00; WR 1280-A im- plem, 18-A receiver, 30 tubes, 633-A microphone, stand, $60.00; Jansen HJX-200-A microphone—$50.00; Westen 785 super voltagemeter "K"—$100.00; an Adarna T-710-A (Venus small 40V5) phonograph amplifier $50.00; one practically new $40.00; Ballentine volt- meter. Decade tuner, 10X multiplier $125.00. Box 48, BROADCASTING.

For sale—Two twenty inch television sets national make in excellent operating condition. Reasonable. Box 37, BROADCASTING.

Presto Model 75-A recorder. 16", dual speed Excellent condition. Box 39, BROADCASTING.

I—Prewar General Radio Frequency monist, consists of OR type 575-E plug-in, Coleman and inset diagram. Deviator Meter complete with tubes, instruction book, and type for 500 ke and 1150 ke monitoring. Make offer to Chief Engineer, WTCN, Minneapolis.

Ready for shipment to fill your portable or special event recording requirements—Two A-30 Hart grapher embossed "S", recorders, accessories, supply tape. automatic start-stop, AVC. 3 hours per roll. $100.00; or special recording: tape boxes; one Armour model 50 wire recorder, accessories, wire recorder excellent condition, 30 minutes per roll. $150.00. Both have automatic start-stop, automatic switch for immediate playback. Box 49, BROADCASTING.

5-10 kw transformers. Complete set of new Thordarson Tri-Pedal transformer set for 5-10 kw high level modulated transmitters—includes all audio and power components. Irvin Wills, 1414 N. Harper Ave, Los Angeles 46, Calif.

Wanted to Buy

Wanted to buy—All or part of local station which is now operating at a loss or near the border. Box 33, BROADCASTING.

FCC Report

(Continued from page 17)

situation reminded one of a cop who, caught in the midst of a goash-awful traffic jam, decided to ask all the drivers where they had been and where they were going. Against the bleak outlook for a main- taining permanently temporary, licensees could find heart in the remarks of some Commission ex- ecutives that the plan was intended not to fill up this portion of the docket with a dispatch. It is predicted on a "don't quote me" basis that most of the cases will be concluded within a few weeks with "not more than four" requiring hearing.

It is known also, that in at least one instance, a broadcaster whose commercial practices are viewed as particularly reprehensible by the Commission and who now is on temporary has been advised to ask for a hearing. This axe is sharp on both edges too; for the broadcaster asks for a hearing on his program policies, he acknowledges per se the Commission's right to interrogate him on the subject, and he can assume, weighing the advice that has been extended to him gratuit- ously, that by requesting a hear- ing he throws himself upon the mercy of the court and may get off lightly.

The 11th District NAB dele-

U. S. Network

(Continued from page 15)

mented operations, disclosed in New York that he is attempting to reorganize that operation, re- portedly with the object of forming a midwestern financial group said to be willing to invest as much as $3,000,000 provided the proper key personnel can be found. Mr. Henderson said the majority of the stations that were affiliated with ABS have agreed to give him a reasonable time to get the net- work going again before he would go up with any other "fifth network" organization.

Mr. Henderson, who said he could not give a time limit for the identity of his new backers, is in New York attempting to find ex- perienced radio topflight executives who would be interested in head- ing up the management of such a new network.

WE Report

WESTERN ELECTRIC Co. in 1945 earned $15,126,160, slightly less than 1.8 per cent of sales, compared with earnings of $13,857, 704 in 1944, or about 1.5 per cent of sales. Company's gross income for 1945 was $863,598,981, com- pared with a gross of $859,375,921 in 1944. Figures are quoted from the company's annual report, re- leased last week by Clarence G. Stoll, WE president, who points out that although sales to the Government comprised 76 per cent of the company's total sales, by early end company was turning out civilian telephones at a higher rate than at any previous time. Photo, etc., upon request. Must be good opportunity. Box 45, BROADCASTING.

THIS MAGAZINE

in...

DURHAM

BROADCASTING COMPANY

Help Wanted

Complete staff new 200 w daytime station in Durham, North Carolina. To date we have received 142 written applications as the sole result of that ad.

Sincerely,

J. F. Fletcher

DURHAM BROADCASTING COMPANY

BROADCASTING

THE WEEKLY NEWSPAPER OF RADIO TELECASTING

March 25, 1946 • Page 107
Ten More Conditional Grants
Approved for Commercial FM

TOTAL NUMBER of conditional construction permits for commercial FM facilities issued thus far, was upped to 362 when the FCC March 20 authorized issue of 362 conditional CPs. Of this total, 15 holders have since been brought to status of full construction permits with issuance two weeks ago. Action granting motion of Fetzer Broadcasting Co., licensee of WJEF Grand Rapids, to take depositions in its pending application for 1230 kc. Motion of Ashbacker Radio Corp., licensee of WKBZ Muskegon, for review of Comr. Durr’s action was denied by the Commission.

Ashbacker and Fetzer applications for 1230 kc will be heard jointly following revocation of the FCC's FM actions of last March 15. WJEF is operating under special temporary authorizations issued on the Commission's own initiative to applicants and for such authority filed by both applicants were denied. Ashbacker seeks to change frequency from 1420 to 1230 kc, while Fetzer seeks to retain its station on 1230 kc.

WESTINGHOUSE BID SPURNED BY UNION

WESTINGHOUSE ELECTRIC Corp. last week made its first wage offer to the United Radio, Electrical and Machine Workers of America (CIO) since the beginning of a national strike by 75,000 workers more than two months ago. The offer was rejected.

Gwyllym A. Price, company president, offered union a wage increase of 18.5 cents per hour which with certain considerations would mean an average increase of 15.1 cents per hour. The offer was rejected by union leaders and applications for such authority filed by both applicants were denied. Ashbacker seeks to change frequency from 1420 to 1230 kc, while Fetzer seeks to retain its station on 1230 kc.

Stromberg Offering

STROMBERG-CARLSON Co., Rochester, N. Y., filed with the Securities and Exchange Commission a registration statement covering the proposed issuance of 67,781 shares of convertible preferred stock of $50 par value. First Boston Corp. is named as the principal underwriter and proposed to offer the convertible preferred for subscription by holders of the common stock for a 15-day period commencing on or about April 10, 1946. Company, according to the registration statement, plans to use the proceeds from the financing to redeem the outstanding 3,124 shares of 6½% preferred stock; for investment in property, plant and equipment; and to augment working capital funds to finance anticipated increases in inventories and receivables.

STATE ASSOCIATION FORMED IN INDIANA

INDIANA Assn. of Broadcasters, including all classes of Hoosier stations, has been organized with John H. Templer, owner of WOKO Kokomo elected president. The new association sponsors a total of 250-w stations.

A joint meeting organization March 15 in Indianapolis, 16 of Indiana’s 20 stations were represented. In addition to President Templer, the following officers were elected: Donald A. Burton, owner of WLBC Muncie, first vice president; Joe Spring, general manager of WEX Lafayette, second vice president; George C. Biggar, general manager of WIBC Indianapolis, secretary; G. F. Albright, general manager of WKBV Richmond, treasurer. The officers constitute the board of governors.

A resolution endorsing further organization of high school “radio companies” under auspices of Ju- nior Achievement of Indiana to give Hoosier youth an opportunity to gain experience in all phases of broadcasting, was adopted. Junior Achievement of Indiana now is presenting weekly programs on WIBC and WISH Indianapolis and WKBV Richmond.

Glen Stadler, news commentator of WGPB Evansville, former foreign correspondent for CBS, related his experiences overseas at the association’s first annual banquet.

MUSIC NEGOTIATORS TO MEET APRIL 7

INDUSTRYWIDE COMMITTEE policy group named to meet April 8 with an AFM negotiating committee, will hold a preliminary session at the Waldorf-Astoria, in New York, to lay groundwork for the joint music discussions. The 26-man committee representing all segments of the industry, will give basic issue of the bargaining and discuss procedure. A second meeting will be held April 8.

In the afternoon the two big committees will meet at AFM headquarters, 570 Lexington Ave., New York. First discussions are expected to be exploratory.

Skycart Test

NEWELL-EMMETT Co., New York, is testing possibilities of broadcasting. The Chesterfield Supper Club of New York has a TVA Construction permit when Ferry Como, featured singer on show, leaves for West Coast to fulfill picture commitment. If motor noise and flight conditions permit, broadcast may take place April 9. Temporary ground tests were made last Wednesday by agency, TWA and NBC. If conditions are suitable, Mr. Como will be accompanied by small band.
Sarnoff, Paley and Coy Awarded Medals

**Chairman of the Board of CBS is presented with the Medal for Merit by Secretary of War Robert P. Patterson for being “primarily responsible for the efficient functioning of the United Nations radio in the Mediterranean Theatre of Operations.” He effectively planned and executed psychological warfare operations on the European Continent and unified the strategic efforts of the British and American broadcasting systems. He also holds Legion of Merit and French Croix de Guerre with palms.**

**MEDAL FOR MERIT is given Brig. Gen. David Sarnoff, RCA president (r), by Maj. Gen. H. Glingle, Chief Signal Officer of the Army “for exceptionally meritorious conduct in the performance of outstanding services to the U. S. as president, RCA, from October 1942 to March 1944.” His whole-hearted spirit of cooperation ... of the Selective Service Medal by Maj. Gen. Lewis B. Hershey, Selective Service head. The citation pointed out the fact that Mr. Coy had served “without compensation in the administration of the Selective Training and Service Act of 1940, during the period from Sept. 16, 1940 to Jan. 1, 1942.” Certificate was signed by President Harry Truman.**

**GILLINGHAM GIVEN HIS SECOND CITATION**

LT. COL. GEORGE O. GILLINGHAM, who will return shortly to the Mediterranean Theatre of Operations of the United Nations radio in charge of the BBC’s information program listings and highlights as well as covering 750 papers in 22 states, increased their use of radio space by more than 100% according to annual daily newspaper survey released by NBC Chicago. Survey covered 750 papers in 22 states served by network central division and shows that 111 papers now are using radio columns in addition to program listings and highlights as compared to 47 papers in 1944. Thirteen added columns for first time while five increased space, report states.

**In Acknowledgment and appreciation of patriotic services,” Wayne Coy (r), vice president and general manager of WINX Washington, is presented with the Selective Service Medal by Maj. Gen. Lewis B. Hershey, Selective Service head. The citation pointed out the fact that Mr. Coy had served “without compensation in the administration of the Selective Training and Service Act of 1940, during the period from Sept. 16, 1940 to Jan. 1, 1942.” Certificate was signed by President Harry Truman.**

Conferees on Lea-Vandenber Measure Set Meeting for Thursday Afternoon

**CONFEREES on the Lea-Vandenberg bill (S-63), to prevent coercive practices affecting broadcasting, scheduled a meeting for 3 p.m. Tuesday (March 28) at a brief preliminary session last Thursday afternoon. Although no action was taken on the House-passed measure to protect broadcasters and the public from excessive demands of James Caesar Petrillo and his American Federation of Musicians, it was reported following the closed session that a majority of the Senate conferees were favorable to the amended version of the Vandenber bill [BROADCASTING, Feb. 25]. Opposition from the American Federation of Radio Artists has been filed with the conferees and some Congressmen were reported to be inclined to tone down the penal provisions of the bill. In the House some members of the Interstate & Foreign Commerce Committee wanted to eliminate the jail sentence of one year. The bill provides a maximum penalty of one year in jail or both for violations.**

**AFRA charged that the bill would deprive all labor unions dealing with radio of certain rights [BROADCASTING, March 18]. Despite earlier opposition the House voted 309-39 to name conferees after Rep. Vito Marcantoni (AL-N.Y.) objected to unanimous consent [BROADCASTING, March 4]. He was among the 39 voting against sending the bill to conference.**

**Churchill Plea Denied**

**PETITION of Churchill Tabernacle, Buffalo, N. Y., for rehearing in the applications of WKBW and WGR Buffalo for license renewals, was denied last week by the FCC. In December the Commission ordered Buffalo Broadcasting Corp., licensee, to divest itself of contracts for time entered into in 1931 with the tabernacle [BROADCASTING, Dec. 24]. The Commission held that licensee, by assigning a large portion of Sunday time on one of its stations to Churchill, violated the Communications Act.**

**Communication Center Seen**

**Behn Predicts Time Will Come When All Facilities Will Be at One Spot**

**DAY WHEN all radio facilities in a community will be located at a communications center was forecast Thursday by Col. Sossithenes Behn, president of International Telephone & Telegraph Co., at the ground-breaking for the 200-foot “microwave tower” of Federal Telecommunications Labs, IT&T subsidiary, at Nutley, N. J. This tower, being erected for experimental purposes, may be the forerunner of many such towers, Col. Behn said, which will serve as community headquarters for FM and pulse time modulation broadcasting, television, police networks, communication with mobile units such as cars, trucks and railroads, radar applications, aerial navigation and the interception of illegal transmissions. Other uses, he said, might include point-to-point microwave long-distance telephony or video transmission. A single tower, he added, might house as many as 12 FM programs, six color and four black-and-white video programs, in addition to six police networks and multiple transmissions to moving vehicles as well as long distance telephone and video transmission via microwaves.**

**Ground was also broken for an additional 300-foot building adjoining the Nutley laboratories which will increase floor space by 65,000 square feet. Pulse time modulation (PTM) by which 24 or more separate phone conversations or broadcast programs can be broken up and transmitted over the same channel at the same time and navar, all without interference to one another, is the control based on radar techniques projects being developed.**
LAGUARDIA MAY DROP RADIO IN NEW UNRRA ROLE

WITH nomination of radio commentator F. H. LaGuardia as director of UNRRA expected to be accepted this week, flaky ex-mayor of New York will, if necessary, jettison radio and newswriting commitments which place him in quarter-million-dollar bracket. This has been authoritatively laid Friday, after UNRRA conference in Atlantic City formally nominated Mr. LaGuardia to succeed Gov. Herbert Lehman. Mr. LaGuardia’s AIC stint for Liberty (Sundays 9:30-9:45 p.m.) brings another substantial four-figure stipend. With newspaper writings, annual income believed in excess of $200,000. It is possible for him to carry on weekly commentary while handling UNRRA, expected to run about eight months. This would depend upon administration, ABC and sponsor. Latter would like to carry Mr. LaGuardia’s radio aide is Morris Nov; former WNYC manager, now New York radio consultant in public service field. He will assist Mr. LaGuardia in radio aspects of UNRRA, but is expected to continue independent consulting office.

TRUMAN ARMY DAY SPEECH

HIGHLIGHT of Army Day ceremonies, April 6, will be four-net broadcast of President Truman’s address from Chicago’s Soldier’s Field, 4 p.m. (EST). Secretary of War Patterson and Gen. Eisenhower, accompanying President, may also speak. Other broadcasts on or around Army Day are scheduled by nets and locals, with network pickups of Army parades from Chicago, New York, Washington and Yoko-hama probable.

‘TUBA’ JAMMER EXPLAINED

OPERATION of new jamming device, "Tuba" was explained at Friday session of Broadcast Engineering Conference (see page 20) by W. W. Salisbury, Collins Radio Co., just back from England. He showed how Resnatron tube was explained at Friday session of Broadcast Engineering Conference, WTMJ Milwaukee, was chairman FM symposium, aided by Dr. P. Smith, WORK Rockford, Ill.; Carl Wesser, WENA Detroit; Paul Dillon, WMIT Winston-Salem.

ABC CORRESPONDENT Arthur Feldman in London Friday notified network in New York that from "reliable source" he had learned British postwar television will probably resume regular schedule early in June.

Closed Circuit

(Continued from page 4)

Inc., has sold play to Theatre Guild. Contract is signed, production probably next fall.

MUSIC cartel situation bothering both BMI, radio-owned source of supply, and Dept. of Justice, Confederation of International Societies of Artists and Composers has exclusive arrangements with 23 separate societies including ASCAP, Latin American production, important in BMI catalogues, could be affected. Sidney M. Katz, vice president and general counsel of BMI, has contacted Dept. of Justice in recent days in preliminary explorations.

AGENDA: CLEAR CHANNEL HEARINGS

(As announced March 22 by FCC)

April 15-16—Report on survey conducted by Clear Channel Broadcasting Service and completion of Dr. Whan’s testimony.

April 16—Presentation of testimony by members of Clear Channel Broadcasting Service.

April 18—Presentation of testimony by members of Clear Channel Broadcasting Service.

April 26—Presentation of testimony by parties not affiliated with Clear Channel Broadcasting Service or Regional Broadcasters Group.

April 29—Presentation of testimony by members of Clear Channel Broadcasting Service.

May 2—Presentation of testimony by members of Clear Channel Broadcasting Service.

May 3—Presentation of testimony by members of Clear Channel Broadcasting Service.

May 6—Presentation of testimony by members of Clear Channel Broadcasting Service.

May 7—Presentation of testimony by Radio Broadcasters of Utah (Station, KBL— one-half day) and presentation of testimony by Regional Broadcasters Committees.

May 8—Conclusion of testimony; hearing will adjourn until July 1, at which time the Commission will sit continually until the record is closed.

FCC RELEASES STATISTICS ON NETWORKS’ TIME SALES

GROSS time sales of four major networks during 1945 totaled $128,533,216, increase of 1.7% over previous year and new all-time high, according to preliminary figures announced Friday by FCC. Commission report follows.

PRELIMINARY reports submitted to the FCC by the four major networks indicate the revenues from time sales made to agencies (excluding commissions to agencies) by these networks amounted approximately $19,398,273 was paid in commissions to agencies and $20,451,679 were divided between payments to agencies and net income to the networks in the amount of $51,736,334.

The above figures indicate that total major network time sales have increased 1.7% over the 1944 total of $126,330,491—the previous all-time high; that payments to affiliated stations decreased 2.6% from the 1944 total of $59,890,856, and that the balance retained by the networks was an increase of 6.4% over the total of $48,537,428 reported for the year 1941.

The time sales for previous years by these networks were: 1944, $126,330,491; 1943, $100,051,718; 1942, $84,303,571; 1941, $76,621,543; 1940, $71,190,682.

(Will be remembered that the Blue Network was separate network in 1940.)

At the year-end 1945, the four major networks had a total of 267 stations affiliated with one or more networks. (It will be remembered that the Blue Network was separate network in 1940.)

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First important piece of electronic war surplus to be awarded was RCA broadcast transmitter built for OSS use by America— to be awarded today (March 25) to one of dozen hideouts who made offers to War Assets Corp. (now War Assets Administration). Stations and networks understood to be interested along with veterans.

BROADCASTING • Telecasting
MARKETS are people, not percentages. Ratings have meaning only in terms of homes reached. And they are projectible only to the segment of population represented by the sample.

In adopting the Nielsen Radio Index, WLW has now made it possible to obtain a program rating for the entire WLW Merchandise-able Area, based on an accurately representative cross-section, sampling every element of the total population, in exact proportion to the 1940 census.

Thus, an area rating of 10 means that 270,804 families were reached by the program, in 325 counties in seven midwestern states. A rating of 30 on the same program, from an urban-telephone sample in the city of Cincinnati, would represent only 43,500 homes (30% of the total phones listed in the Cincinnati telephone directory).

THE NIELSEN RADIO INDEX . . . is of vital importance to you. It gives a minute by minute picture of all radio listening in the WLW merchandise-able area . . . shows total audience for each station and program . . . holding power . . . total minutes of listening . . . difference between urban and rural listening.

All this, and more, is available now through the Nielsen Radio Index to help you plan your advertising more effectively in the great Midwest.
Research at RCA Laboratories has provided another revolutionary achievement in television—the RCA "mirror-backed" Kinescope, or picture tube.

Now, large screen television pictures are twice as bright—yes, twice as bright as ever before! You can "count every eyelash" in the close-ups. You'll almost want to shake hands with the people on your television screen—so great is the illusion that they are actually in your living room.

This new sharpness and brilliance is achieved through the new RCA"mirror-backed" Kinescope, or picture tube, perfected at RCA Laboratories.

It has a metallic film—eight-millionths of an inch thick. This metallic film acts as a reflector, allowing electrons to pass through to the screen but preventing light rays from becoming lost through the back of the tube. Just as the reflector of a searchlight concentrates its beam—so does this metallic film reflector double the brilliance and clarity of detail in home television receivers.

Similar progress-making research at RCA Laboratories is being applied constantly to all RCA Victor products—assuring you that anything you buy bearing the RCA monogram is one of the finest instruments of its kind science has achieved. Radio Corporation of America, RCA Building, Radio City, New York 20, N. Y. . . . Listen to The RCA Victor Show, Sundays, 4:30 p.m., Eastern Time, over NBC Network.

RCA Victor home television receivers will be available in two types. One model will have a standard direct-viewing screen about 6 by 8 inches. The other type will be projection television similar to the set shown above—with screen about 15 by 20 inches. Both instruments are being readied for public with all possible speed should be available this year.