Once upon a time there was a little dog named Carl.

Carl had very white paws, but mostly he was taffy-brown and nobody ever heard him snarl.

He belonged originally to a man named Mr. Mawbridge whose house one got to by walking over a Brooklyn drawbridge.

However, one day Carl caught a cold and Mr. Mawbridge, who was quite a hypochondriac and not what people would call kind,

Said, “Look, Carl, here’s a dollar in change. Now, please go someplace and enjoy yourself; because if you don’t, those germs are just going to drive me out of my mind.”

Continued on pages 26 and 27
neighbors often come
aborrowing

And good neighbors
are always glad to lend

WHEN MRS. HAMLIN couldn't find an essential radio tube in her home town of Freeport, Illinois, she thought right away of her neighbor, WLS—and wrote us about her problem, as so many Midwest folks do.

UNABLE TO READ much because of eye-trouble, shut in most of the time, Mrs. Hamlin relies on her radio for pleasure, for news, even for companionship. Without it, she is lost and lonely.

WLS, LIKE ANY GOOD NEIGHBOR, hunted up one of the very scarce tubes and sent it to her. Such service is not a part of broadcasting—but it is very much a part of being the trusted friend of millions of listener-neighbors throughout Midwest America.

22 years of broadcasting SERVICE

A Clear Channel Station

CHICAGO 7

BURCHFIELD BUTLER
President
GUENTHER Manager

The PRAIRIE FARMER STATION

In tune with the market

Philadelphia can't seem to get enough fine music.
In a recent survey, 4 out of 10 said they wanted more symphonic and light classic programs.
That's why so many of them listen regularly to WPEN.

Today WPEN is giving discriminating listeners in the Philadelphia market more good music than ever before.
And doing it every day—at hours when the audience is biggest.

No wonder thousands of Philadelphia listeners have turned to WPEN since this station has been owned and operated by The Evening Bulletin, the largest evening newspaper in America. In music, they count on WPEN for the best.

NATIONAL REPRESENTATIVES
HEADLEY-REED COMPANY
New York • Chicago • Detroit • Atlanta
San Francisco • Los Angeles
**Upcoming**

**April 1**: Canadian Assn. of Broadcasters Board, CAB Hqtrs., Toronto.

**April 2**: FM application hearings before Comr. Jett, Boston.

**April 2**: Joske Radio Advertising and Retail Advisory Committees, joint meeting, BMX Hqtrs., New York.

**April 8**: Industry Music Committee and AFM Negotiating Committee, AFM Hqtrs., 570 Lexington Ave., New York.

**April 10**: Radio News Clinic, New York State Stations, Hotel Utica, Utica.


(FCC Hearings, page 88.)

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**Bulletins**

F. H. Laguardia, who Friday formally accepted director generalship of UNRRA, will continue commercial commitments on ABC for Liberty as long as new duties permit. Liberty officials expressed happiness at honor given him, want him to keep UNRRA post, will not hold him to contract if he feels he has to relinquish broadcast. Former New York mayor scheduled to take over post today.

WITH receipt of contracts from WTVQ Green Bay, Wis., and WHBY, Appleton, Wis., Friday afternoon, BMS announced total of 706 station subscribers for its first study. Deadline is today. (Earlier story, page 83.)

FINAL decisions granting local standard stations to Air-Waves Inc., Baton Rouge, La., and Southern Tier Radio Service Inc., Binghamton, N.Y., announced late Friday by FCC. Both applications had been pending for nearly five years, action having been withheld because of war freeze. Air-Waves application was considered with that of Louisiana Communications Inc., both seeking 1400 kc, with 250 w unlimited. Hearings were held in January 1942 and September 1944. Question of local interests of owners entered into decision favoring Air-Waves [BROADCASTING, Jan. 21]. Southern Tier application for 1490 kc, 250 w unlimited was contested by Binghamton Press Co., a Frank E. Gannett holding. Questions of local residence and newspaper ownership influenced Commission decision [BROADCASTING, Jan. 14].

**DOUGLAS COULTER LEAVES CBS PROGRAM POST**

DOUGLAS COULTER, CBS vice president and director of commercial program development, resigns effective April 12. Future plans not announced. Mr. Couler joined CBS 10 years ago as assistant director of broadcasts, after 11 years with N. W. Ayer & Son as vice president in charge of radio. In 1938 he was made CBS director of broadcasts and in 1948 elected vice president in charge of programs.

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**Business Briefly**

**ICED COFFEE SPOTS** Pan American Coffee Bureau and National Coffee Assn., New York, June 1, for summer season, start campaign throughout country promoting iced coffee. Two musical transcriptions being sent coffee dealers for local use. Agency, J. M. Mathes Inc., New York.

**TONI CREME SCHEDULE** Noma Inc., Minneapolis (Toni Creme wave), April 8 begins Myrt & Marge daily on WMDB Peoria, Ill., Kenny Baker three times weekly on WHR Harrisburg, Pa., same show twice weekly on KQH Spokane, Wash. Sponsor April 28 to start yet unpicked quarter-hour show on KCMO Kansas City, will forbid contracts placed by J. Walter Thompson Co., Chicago.

**BIGGIO APPOINTS** Biggio Tobacco Corp., Brooklyn, (Regents cigarettes) appointed Ridgeway, Ferry & Youcan, New York, to handle advertising. Plans for spot radio being considered.

**CRC BUDGET** Columbia Recording Corp., Bridgeport, CBS subsidiary, appointed McCam-Erickson, New York, as advertising agency, effective July 1, with Arthur J. Kemp as account executive. Advertising budget reportedly about $750,000, most of it earmarked for spot radio. Company now sponsors Columbia Smith-Stevens, more than 50 stations, placed by Benton & Bowles, New York.

**NAB 7TH DISTRICT JOINS ATTACK ON FCC REPORT**

ON SECOND day of Cincinnati session of NAB 7th District Friday nine resolutions were adopted, among them one seeking relief from program report issued March 7 by FCC (early story on page 18).

The resolutions: Calling on NAB president and officers to appraise record of broadcasters and to seek route of quickest relief from FCC program report, if necessary before Supreme Court; seeking relief from restrictions on new construction; pledging support to President Miller; urging all Ohio-Kentucky broadcasters to become BMB members; urging active support of BMB; expressing appreciation to WCPD, WKRC WKY WVL and WSAI, Cincinnati host stations; extending sympathy to J. D. Shouse, Aveo Corp. vice president and WLW general manager, an NAB director, unable to attend sessions due to illness; urging national pattern for establishment of uniform time in each zone; expressing appreciation to J. Harold Ryan, vice president and treasurer of Fort Industry Co., former NAB president.

In concluding session Don Ioset, WMH Hamilton, presided at small market stations session; J. Porter Smith, WGRC Louisville, and district public relations chairman, directed a meeting on that subject; Charles Topmiller, chief engineer, was chairman of engineering session; Ed Willis, Nunn stations, presided at sales managers clinic.

Mr. Miller addressed over 75 newspaper and radio people at Cincinnati's Cuvier Press Club at lunch Friday, appealing for support of campaign to resist the principle of FCC program supervision.
A station used consistently year after year by an overwhelming majority of local advertisers — those in the know — obviously pays off in sales results. In a nutshell, that's the story with WTAG, preferred and used by more than 100 local advertisers, representing practically every type of local business. Here is a sample of the wide variety of WTAG's locally produced and sponsored programs:

CHILDREN'S PROGRAM
Department Store

ROVING REPORTER
Men's Haberdashery

BOY AND GIRL SHOW
Department Store

VETERANS PROGRAM
Clothing Store

DANCE MUSIC
Leading Hotel

SPORTS BROADCAST
Automobile Dealer

NEWS BROADCASTS
Baking Company

BREAKFAST PARTY
Retail Grocery Store Group

WEATHER TIME
Savings Bank

And here's further proof of WTAG acceptance. Rating high with retailers, because it rates high with listeners, WTAG's Hooper ratings all day seven days a week are greater than those of all other stations in this big, prosperous market combined.
I have been analyzing the Omaha market area situation and on the basis of facts, KOIL is our best bet. Here are the facts I uncovered:

1. Omaha-Council Bluffs is the largest market between Chicago and Denver, Minneapolis and Kansas City — an area that’s a “must” in our campaign.

2. There are more people in the four counties in the immediate Omaha trade area than in three times the many counties in any section of Nebraska or western Iowa.

3. January Hooper “Share of Audience” shows KOIL is on top during 16 of the 14 hours rated Monday through Friday.

4. Conclusion: KOIL, with 5,000 watts and ABC, delivers more listeners at lower cost in the Omaha-Council Bluffs area. They can do a job for us. How about it? Bluffs.

HEADLINE

HOUSE MEMO

TO

FROM

DATE

SUBJECT

Is

0.6

April 1, 1946

Omaha-Council Bluffs Trade Area

HEADLINE

OK. Lets use KOIL

call a Petry man

for availabilities.
TOURISTS bring dollars to the NASHVILLE area

Serving tourists has long been an important business in this area. Attracted by famous buildings, scenic countryside, resorts and Tennessee Valley power developments—tourists brought over 25 million dollars to the Nashville area each year before the war—and employed thousands. Tourist dollars are new dollars added to the industrial and business prosperity of the more than one million people living in the Nashville area. A rich sales territory for your quality product... covered at reasonable listener cost by WSIX.

WSIX gives you all three! Market, Coverage, Economy

American and MUTUAL

5,000 WATTS
980 KILOCYCLES

National Representative:
The KATZ AGENCY, INC.
Keep your eyes
...where the BIGGEST families in the nation listen to WBT.

Ever watch a Carolina housewife shop? It's a sight to delight an advertiser. She buys groceries by the bushel basket... drugs by the dozen... household articles and what-nots by the careful.

Unusual, of course, unusual. But there's sound reason behind this prosperous spending. Families are kingsize in the Carolinas—bigger than in any other state throughout the country—18% bigger than the national average.†

Manufacturers who aren't cultivating the Carolinas now are missing one of the greatest family markets in the United States with a future unlimted.

Before the war the walloping progress of Carolina industry and agriculture attracted so many new families that more homes were built between 1935 and 1940 in the Carolinas than for the preceding 15 years in North Carolina or the preceding 10 years in South Carolina.*

Today, there are more one-family homes within earshot of WBT than you'll find in the metropolitan areas of New York, Chicago, Detroit, and Los Angeles put together.® Furthermore, one out of every three of these homes is owned by the family itself. • And every contractor has a towering backlog of orders.

That's only part of the Carolina scene for 1946. New business, new industries, new jobs, bigger incomes lie ahead. Keep your eye on the new Carolinas and let WBT—the only way to reach 83 of the South's richest counties—keep Carolina eyes on your product and brand name.

Figures from 16th U. S. Housing Census, 1940 for North and South Carolina on...†Average population per occupied unit.
*Year built for all dwelling units.
®One-family dwelling units.
•Percentage of owner-occupied dwelling units.
©CBS Seventh Series Listening Areas, 1944.

WBT

THE CAROLINAS - 50,000 WATTS
SOUTHEASTERN BROADCASTING COMPANY

Represented by Radio Sales, the SPOT Broadcasting Division of CBS
OUR LISTENERS LIKE TO SEW

They like to run up their own curtains and slip covers. They do a lot of home mending. They’ve been repairing their sewing machines in the old-fashioned homemade way. A wire here . . . a nail there . . . getting along with an out-of-shape bobbin.

And they’re in the market for the new sewing machines mentioned below. To reach these people . . . use WWDC . . . the sales result station in Washington, D. C.

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

BROADCASTING and house-building are not exactly allied arts, but WMEX Boston officials reason that neither was soldiering allied with vats’ prewar jobs.

“Veterans have been called upon to perform duties that were out of their line and they did it uncomplainingly in order to preserve our way of life,” says William S. Pote, general manager of WMEX. Accordingly, he feels that radio stations and other businesses and organizations throughout the country could afford to go out of their own lines a bit and do what WMEX is doing in its “Homes for Veterans” project.

WMEX is building 50 homes for sale exclusively to veterans at non-profit, below-ceiling prices [BROADCASTING, March 25]. FHA has indicated it will approve the plans when land titles have been cleared and said the ceiling prices would be approximately $8,000, varying according to the neighborhood in.

(Continued on page 77)

11,000 SEWING MACHINES NEEDED IN WASHINGTON

The demand for sewing machines, it is estimated, will be up 150% in the next two years. These figures are from a survey by The Planning Corporation of Princeton, N. J.

They are from a survey by The Planning Corporation of Princeton, N. J. Outstanding listener loyalty in the rich industrial and agricultural area it covers—Delaware, Southern New Jersey, parts of Pennsylvania, Maryland and Virginia—is your assurance of sales results.

You Sell With

5000 WATTS DAY AND NIGHT

SALES REPRESENATIVE:

PAUL H. RAYMER

Feature of the Week

Discussing WMEX Boston’s “Homes for Veterans” are (1 to r) Charles Siegel, L. Grosman Sons, building supplies; Quincy Mayor Charles A. Ross; Joseph Page, architect; WMEX General Manager W. S. Pote.

PEOPLE whose hectic business time is buying or selling radio time often wear a harassed look. However, Cecil Hackett, vice president in charge of radio, of Abbott Kimball Co., maintains the calm detachment of a Wall Street financier.

This is an easily explainable phenomenon; before entering radio he spent many years on “the Street” as a broker.

Born in London April 13, 1908, Cecil was brought to the U. S. when he was three years old. He has lived in New York since. When he was 22, he joined the Wall Street corps of bond traders and salesmen, his first job being with Gertler & Co. Within five years, he organized his own firm, Lord & Hackett. Three years later—about 1938—he sold his interest to his partner and went to work for WMCA New York as a time salesman. In 1939, he joined the sales staff of WHN and in 1940 he became managing director of WINS New York.

In 1943, Mr. Hackett joined Abbott Kimball Co., as vice president and director of radio. His immediate task was to organize the first radio department for the agency. Current billing, for spot announcement campaigns alone, are already more than $500,000 a year. His department is responsible for the following accounts: Joe Lowe (Popsicles), Renoir Perfumes, Bonnie Bell Cosmetics, Colonial Dames (make up), Black Starr & Gorham (jewelers), Odorono, Marvella Pearls, Hornblower & Weeks (Stock brokers), Queen Make Fashions, Koret of California (sports clothes).

The Hacketts—his wife was the former Charlotte Fantoni—have been married for five years. They live in an apartment in Manhattan during the winter and in their Long Island home during the summer.

Mr. Hackett’s chief hobby is flying, with 250 solo hours to his credit. Golf and swimming interest him too. And he still keeps an alert eye on the activities of Wall Street and the security markets.

He is a member of the New York Athletic Club, Swordfish Club of Long Island, Westhampton Golf Club and the Radio Executives Club of New York.

(Continued on page 77)
American Airlines, one of the world's largest, has selected Tulsa as the site for its permanent major airframe overhaul and service headquarters. By the end of this year, 3000 highly skilled persons will be on American's Tulsa payroll, and additional thousands are to be added in the future.

American Airlines backs its selection of Tulsa for this important center of its operations by purchasing a 12-story office building in downtown Tulsa and establishing its Stewardess training headquarters in this city, as well as its expanding, forward-looking operation. We're glad to have you in Tulsa, the modern and progressive Oil Capital of the World!
Presto Cutting Needles in a “Trouble-Proof” Container at no extra cost

FOR YOUR CONVENIENCE! Presto Sapphire Recording Needles now come to you in a new package, designed for utmost needle protection in shipping and handling.

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

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

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

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

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

RECORDING CORPORATION
242 W. 55th St., New York 19, N.Y.

WALTER P. DOWNS, LTD., in Canada

WORLD'S LARGEST MANUFACTURER OF INSTANTANEOUS SOUND RECORDING EQUIPMENT AND DISCS
Announcing

another strong link in the Broadcasting Corp. of America's chain of regional stations serving California's rich rural markets

KROP

The world's only regional station
Built Below Sea Level*

to serve the fertile Imperial Valley

* Transmitter located 149 feet below sea level.

Market Data
(1945 Figures)

Population 0.5 millivolt
Imperial County 78,653
Lower California 35,000
Imperial Co. families 20,146
Radio families 18,021
Urban families 8,246
Rural non-farm 5,042
Rural farm 6,858

General Information

KROP is owned by the Broadcasting Corp. of America; W. L. Gleeson, President. Power, 1000 Watts; Frequency 1300.

Network Affiliation

KROP is affiliated with the American Broadcasting Co., and Southern California Farm Group.

Program Facilities

World and SESAC transcription service-INS leased wire--ASCAP, BMI and SESAC music licenses.

Hours on Air
5 a.m. to 1 a.m. daily

KROP goes on the air April 15th dedicated to serving the farmers of the Imperial Valley, and programmed for them and the listeners in the Valley's trading centers, whose interests are agricultural because their living comes from the farmers purchases.

The Imperial Valley has rightfully been called "America's Greatest Vegetable Basket" producing over $14,000,000 of lettuce annually, besides millions of dollars worth of other produce. The following statistics supplied by B. A. Harrigan, Imperial County Commissioner show the Valley's phenomenal growth.

Crop and Livestock Values 1940-1945

1940—$27,000,000
1941 — 34,274,602
1942 — 44,348,971
1943—$58,544,562
1944—— 61,706,241
1945—— 64,233,062

If you have something to sell, and want to sell it to Imperial Valley listeners, KROP is your most economical salesman. Secure your KROP franchise in this outstanding market now.

Sell Southern California's Prosperous Farmers with

KPRO Riverside and San Bernardino
KROP Brawley and El Centro

Covering The Valley of Paradise Covering The Imperial Valley

About June 1st KREO, Indio, California, another Broadcasting Corp. of America farm station, goes on the air to serve the Coachella Valley.

For availabilities wire Gene Williams, general sales mgr., Broadcasting Corp. of America, Riverside Cal.

JOHN E. PEARSON COMPANY, National Representative

April 1, 1946 • Page 13
A LITTLE EXTRA EFFORT
OFTEN GETS A BIG RESULT!

Any organization that wants anything as much as F&P wants to continue being the best outfit in its field—well, Katy bar the door!

Wishing didn't put us there in the first place, and we're not depending on wishes to keep us there. Instead, we've built our organization up to the greatest number of the best men (and girls) in our entire history—six offices, complete statistical and data reference files, telephones, and everything else we can think of that can help.

What are you getting out of all this? Unless it's a lot, we're not happy about it!

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

CHICAGO: 180 N. Michigan
New York: 444 Madison Ave.
Atlanta: 152 Palmer Bldg.
San Francisco: 58 Sutter
Hollywood: 6331 Hollywood

EXCLUSIVE REPRESENTATIVES:
ALBUQUERQUE
BALTIMORE
BROWNSVILLE
BUFFALO
CHARLESTON, S. C.
CINCINNATI
COLUMBIA, S. C.
CORPUS CHRISTI
DAVENPORT
DES MOINES
DULUTH
FARGO
HOUSTON
INDIANAPOLIS
KANSAS CITY
LOUISVILLE
MINNEAPOLIS-ST. PAUL
OKLAHOMA CITY
PEORIA-TUSCALOOSA
PORTLAND
RALEIGH
ROANOKE
ST. LOUIS
SEATTLE
SHENANDOAH
SYRACUSE
TULSA

and WRIGHT-SONOVOX, Inc.

CHICAGO: 180 N. Michigan
New York: 444 Madison Ave.
Atlanta: 152 Palmer Bldg.
San Francisco: 58 Sutter
Hollywood: 6331 Hollywood

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DES MOINES
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FARGO
HOUSTON
INDIANAPOLIS
KANSAS CITY
LOUISVILLE
MINNEAPOLIS-ST. PAUL
OKLAHOMA CITY
PEORIA-TUSCALOOSA
PORTLAND
RALEIGH
ROANOKE
ST. LOUIS
SEATTLE
SHENANDOAH
SYRACUSE
TULSA

and WRIGHT-SONOVOX, Inc.
Vast Construction Program Halted; Await Ruling
By J. FRANK BEATTY
(See FCC Statement on page 93)

RADIO's vast reconditioning and expansion program, involving an estimated 1,000,000,000 in building and equipment for AM, FM and television, came to a temporary halt last week as the Civilian Production Administration clamped a ban on new construction to divert building materials into veterans housing.

Issuance of the order brought fast action from FCC and NAB. The Commission, pointing out that there is no ban on apparatus, equipment or towers, said new buildings can go forward if cost of structure is under $1,000, and many permittees can get by if they confine structures to essentials.

FCC and CPA agree construction of stations will have no adverse effect on veterans housing. The Commission will continue to process applications, with decision on actual construction up to CPA.

To Ask Amendment
NAB may request CPA to shift broadcasting stations from the $1,000 to the $15,000 class. This would permit a large number of new station projects to go ahead.

CPA's order now requires all new radio station buildings costing over $1,000 to be submitted to local CPA offices for approval. It is believed the limit applies separately to studio and to transmitter buildings.

Though CPA was bombarded with requests and protests from a confused nation, stunned by the severity of the building ban, the special plight of the broadcasting industry was quickly recognized.

CPA was told that the greatly expanded broadcasting system envisioned by the FCC—a possible 160 television and 2,000 FM stations within a three-year period—was crippled by the construction order.

On top of that is the accumulation of equipment and facility improvement and replacement, as well as studio and plant construction, that developed during the wartime FCC freeze and WPB limitation.

Involved in all this work are perhaps 75,000 jobs, it was estimated, along with the corollary jobs in industries contributing materials and equipment. This was described as an important factor in the national reconditioning program and CPA is on record as desiring of avoiding interference with reconditioning.

Many New Stations

New station construction already is far behind schedule due to conflicts on allocations, need for hundreds of FCC hearings and production bottlenecks caused by low price ceilings on components for both transmitting and receiving equipment. CPA's ban, if not relaxed to meet the broadcasting industry's special needs, might delay the expansion program a year or more.

An idea of immediate plans for new stations is shown by FCC figures on applications and CPAs. As of Friday 137 CPAs for AM stations were outstanding and 624 were pending. Of the 624 applications, 338 are in the hearing process.

While only 23 CPAs for FM stations have been granted, 373 conditional grants are pending and many are expected to reach the CP stage shortly. Pending are 120 FM station applications in the hearing stage, with still another 301 applications on the docket.

John D. Small, CPA Administrator, said enforcement of the construction order was being placed on the local level as contrasted with the national perspective of WPB. Special authorizations for new construction, regardless of maximum limitations in the order, can be granted by the 71 local CPA directors who will enforce the CPA rules and policies.

(Continued on page 78)

Vast Construction

Radio Seeks Answer to CPA Building Ban

Joint Conferees Insert Only Minor Changes In Measure

By BILL BAILEY

THE HOUSE Friday served notice on James Caesar Petrillo that the people of the United States are fed up with his excessive demands on broadcasting. A conference report on the stiff House-passed Lea version of the original Vandenberg bill (S-3) was passed by a standing vote of 186 to 16.

Sen. Ed Johnson (D-Col.), chairman of the Senate conferees, said he would call up the conference report and House-passed bill in the Senate early this week. He predicted the Senate would pass the bill by an overwhelming vote.

Rep. Vito Marcantonio (Al., N.Y.), who led the opposition, termed the bill the “most vicious anti-labor measure ever presented” to Congress. “This bill does nothing to Mr. Petrillo but helps to impoverish American musicians,” he said. Rep. Marcantonio charged that the NAB had “exceeded a million and a half dollars to popularize Mr. Petrillo’s middle name.”

Rep. Clarence J. Brown (R-Ohio) said: “Of course this bill affects James Caesar Petrillo, but for just reasons because James Caesar Petrillo has taken a labor organization and used it for his own purposes against the welfare of labor unions and the people of the United States. . . . If this bill was anti-labour, members of the great labor organizations of the country would have been in here protesting.”

He said that outside of “this particular group” no labor organization had come before Congress “to defend what this bill says shall not be done.”

Rep. Marcantonio attempted to challenge the standing vote. He called for the “ayes” and “nays” but was voted down. Rep. Robert Hale (R-Me.) and Rep. Margaret Chase Smith (R-Me.) were the only Republicans who stood when the “no” votes were counted.

Slight Alterations

In all quarters it was considered a signal victory for Rep. Clarence F. Lea (D-Col.), chairman of the House Interstate & Foreign Commerce Committee, who introduced the bill which last Tuesday was approved unanimously by conferees with two minor language changes adopted for clarification purposes.

Only changes in the bill [BROADCASTING, Feb. 25] were these: Sec. 506 (b) (1), and (b) (2), change the word “tribute” to “any exacting.” In Sec. 506 (c) additional language was adopted.

Sec. 506 (b) “It shall be unlawful, by the use, express or implied threat of the use of force, violence, intimidation or duress, or by the threat or express or implied threat of the use of other means, to coerce, compel or constrain or attempt to coerce, compel or constrain a licensee or any other person—

“(1) to pay or agree to pay any exactation for the privilege of, or on account of, producing, preparing, manufacturing, selling, buying, renting, operating, using, or maintaining...
Will Radio Be Stymied Again?

NEW STATION construction, plagued by wartime freezes and the small's pace toward recorrection, receives another setback with the Government’s ban on new building construc- tion to speed veterans’ housing. The summary action, limiting radio housing construc- tion to a maximum of $1,000 per structure without Government approval, comes just when licensing of FM, television and new or modified AM stations began to hit a stride.

It is too early to gauge the effect of the joint order of the Civilian Production Admin- istration to a maximum of $1,000 per structure-

NEW STATION construction, and that places it in the $1,000 maxi- mum exemption category on cost of housing, including labor. The same limitation applies to repair, alteration and installation jobs. Beyond that amount, approval must be procured from a CPA local construction office.

Whether the order will stop all new or mod- ified station installations not already under- way depends upon its interpretation and appli- cation, FCC, NAB and other affected groups already are seeking “clarification” from CPA Administrator Small.

Broadcasters can well remember only a few

months back when procurement of a priority from WPB for tubes and parts sufficient to keep them on the air entailed red tape and travails.

It would be a pity if holders of construction permits and applicants find it necessary to tread water for an unpredictable period. Per- sonnel, lease and equipment contracts would be thrown into confusion. Plans of set manufactu- rers who look hopefully for OPA relief on prices, likewise would be affected.

If the critical housing situation requires a tight freeze, we hope CPA will say so promptly and indicate as best it can, for how long. The essentiality of radio was attested during the war. The record of radio is an open book.

Clements, Sen. Wheeler’s Candidate For FCC, Calls On President Truman

PRESIDENT TRUMAN last Thursday took a look at J. Burke Clements, chairman of the Mon- tana Industrial Accident Board. Senator Wheeler’s candidate for the existing Democratic vacancy on the FCC, but there was no indi- cation that the Chief Executive had changed his mind about keep- ing the job open for the immediate future.

Senator Wheeler, Chairman of the Interstate Commerce Committee, in which radio legislation originates, about a month ago had endorsed the strapping six-foot Montanan for the job. Mr. Clements had been switched to OPA as administration trouble shooter. Mr. Truman had expressed a desire to see Mr. Clements and Senator Wheeler arranged for the half-hour appointment last Thurs- day. The President has stated on several occasions that he did not plan to fill the post any time soon, preannouncing the open for Mr. Porter if he elects to return to the Chairmanship.

Hyde Awaits Call

Meanwhile, Commissioner-design- ate Rosel H. Hyde awaited a call from Senator Wheeler’s committee for consideration of his nomination to fill the Republican vacancy on the FCC created by the death of William H. Wills of Vermont. The commit- tee was tied up last week with hearings on the Bulwinkle Railroad Bill. It was thought Mr. Hyde might be called before the committee, probably in executive session, sometime this week. Little opposition is foreseen.

Consideration by the FCC of a new general counsel, to succeed Mr. Hyde, is being held in abeyance until the latter assumes the commis- sionership. Speculation continued to center around the three as- sistants general counsel: Benedict P. Cottone, in charge of the Com- mon Carrier Division; Harry M. Plotkin, in charge of Legislation and Administration; and Vernon L. Wilkinson, in charge of the Broadcast Division. The name of Nathan David, who has been on

military leave from his post as as- sistant general counsel, also has cropped up for the general counsel- ship.

There was some thought that, be- cause of the spirited competition for the post, the Commission might go outside its own law department for the new chief or possibly name an acting general counsel. The latter probably would be selected from among the three incumbent assist- ants.

Mr. Clements, chairman of the Montana board since 1927, is in the middle fifties. An old-line Demo- crat, he has served in his present post under both Democratic and Republican governments. He has been closely identified with Sena- tor Wheeler since 1922 and has been a delegate to several Demo- cratic National Conventions. Mr. Clements came East on personal business. Upon his arrival last week, Senator Wheeler made the-open book.

Dairy Group Extends


Reynolds to KROP

STANLEY REYNOLDS, released from Navy scientific laboratory at Johns Hopkins U., Baltimore, has been named manager of KROP Brawley, Calif., scheduled to com- mence operation April 15.

Truman on ABC

PRESIDENT HARRY S. TRU- MAN April 15 will address board of governors of the Pan American Union on “Occasion of the Anniver- sary of the Nation’s Founding,” from the Pan American Bldg., Washington, D. C., over ABC 12:15-12:30 p.m.

“...An Editorial

PPETRILLO for the services actually rendered in the performance of such pro- gram.

“(c) The provisions of subsection (a) or (b) of this section shall not be held to make unlawful the en- forcement or attempted enforce- ment, by means lawfully employed, of any contract right heretofore or hereafter existing of any legal obligation heretofore or hereafter incurred or assumed.”

AFRA Petition

Although the conferences had be- fore them a petition from the American Federation of Radio Art- ists vigorously protesting enact- ment of the Lea-Vandenberg bill and demanding to be heard in pub- lic hearings, the conferences are un- derstood to have felt that ample hearings were held on both the original Vandenberg bill (S-63) and its companion measure in the House, introduced by Rep. Dondero (R-Mich.). The conferences felt, also, that AFRA had misrepresented the bill.

CARRYING a penalty of $1,000 fine or a year’s imprisonment or both, the Lea-Vandenberg bill would make the following practices unlaw- ful:

(1) Forcing a broadcaster to em- ploy more persons than needed “to perform actual services.”

(2) Forcing a broadcaster to pay for employees in excess of the number needed for actual service.

(3) Paying more than once for services performed in connection with broadcasting.

(4) Paying or agreeing to pay for services which are not performed.

(5) Refraining or agreeing to refrain from broadcasting a “non- commercial educational or cultural program” in connection with which the participants receive no remun- eration other than expenses.

(6) Prohibiting broadcasts origi- nating from without the U. S.

These practices also are made unlawful: (1) Payment of “any ex- action” for the “privilege” of broad- casting transmissions or record- ings; (2) imposing restrictions on the use of recordings or transcrip- tions for broadcast; (3) payment of “any exactation” for rebroadcasting transcribed programs for which payment for services already has been made.

...
Wire Service Readjustments Developing

AP Signs Flat Rate Contract With Columbia
By EDWIN H. JAMES

THE beginnings of a portending rate contest among the three great wire services which provide radio with much of its news were perceptible last week in New York.

The battle had not been joined but AP was maneuvering in a way that suggested the need for observation by its chief competitor, UP. It was clear that before the end of spring, the clash of rival salesmen's fountain pens would be heard.

What may well have aroused UP's interest was AP's recent signing of a contract with CBS providing a single flat rate per year for AP's news report [Closed Circuit, March 25]. The new contract represented a radical departure from former ones which had provided payments to wire services of fees for their news used on commercial programs.

Air of Secrecy

With the traditional air of secrecy which ensouls most pre-battle maneuvering, none of the wire service protagonists last week would speak of its movements or intentions. But from informed sources it was learned that:

(1) AP's new contract with CBS represented a lower rate (per year) than that averaged by UP.

(2) AP's current contract negotiations with Mutual as yet had not reached agreement.

(3) INS looked upon AP's intent to replace per-program (sponsored) rates with yearly ones as "INS had suggested a similar rate change to networks some time ago."

(4) UP had not taken up a strongly defensive position or prepared a counter-offensive to AP's attack, but was awaiting developments.

The exact terms of AP's new contract with CBS were not available, but it was understood that the new single rate per year for AP service to CBS and its six managed and owned stations represented a considerably lower cost to the network than present UP service based on per-program rates.

Paid on News Shows

It was pointed out that under the per-program arrangement, wire services are paid for use of their news on sponsored news shows. In most cases, only one wire service is used on a single commercial program for the understandable reason that a sponsor is not anxious to duplicate services, and wire services are not anxious to split commercial fees. A probability which unquestionably caused UP at least mild alarm was that networks paying AP a straight yearly fee and UP on a per-program basis would be encouraged to suggest that a sponsor use AP news as a means of relieving the network of some of the AP fee. The reduction of UP revenue, under this system, would be considerable, since UP would be depending upon commercial purchase of its news on news shows to maintain a reasonable margin of operational profit.

Negotiations Progress

Meanwhile, negotiations between Mutual and AP were still progressing. Although their exact status was not known it was indicated that one offer had been made by AP and rejected by Mutual.

While AP negotiated and UP tried to listen in, INS was reported to be in effect supporting AP's position. Although the INS contracts with networks are near their renewal dates, the wire service had offered to renegotiate existing contracts with some networks on the basis of straight yearly payment.

INS was reported as frankly happy that AP, whose contracts are reaching renewal dates, was attempting to instigate the new payment plan. One high-ranking INS official was reported to have said: "We'd like to see the major networks handle wire services much as major newspapers do."

His theory: If each network had the three services on a straight payment basis, a commercial program could use all three, select the best story from among them.

UP, meanwhile, thought it wise to await outcome of future AP-network negotiations before taking any action (UP was reported).

It was not unlikely that UP thought AP's tactics would be clearer after April 22 when AP members, officers and directors are scheduled to meet in New York. Although AP would not discuss the agenda of the meeting, it seemed a sure bet that radio contracts would hardly be ignored.

Soil-Off Is Sold

SOIL-OFF MANUFACTURING Co., Glendale, Calif. (paint cleaner), subject to approval of its board of directors, has reportedly been sold for $1,250,000 to Sterling Drug Co., Chicago.

Flit to Use 226

STANCO Inc., New York (Flit), April 8 is to start twice-weekly quarter-hour radio variety program, Flit Frolics, on 90 Keystone Broadcasting System affiliates and 136 other stations to be signed individually. Agency is McCann-Erickson, New York.

Plans Spot Campaign

HOUSE OF DELICACIES, New York (French Kettle Brand onion soup), is planning a spot campaign in selected markets to start next fall. Gene Hamilton, ABC announcer, has been on a series of transcriptions for wire service, produced by Ed Fitzgerald.

by a board of advisers made up of prominent figures in the fields of radio, television and education. "Much of the laboratory work in the school will consist of writing, "said Mr. Clipp. "In this way, students will be trained and the agencies will be assisted in their radio appeals where heretofore they had had little aid.

The agreement between WFIL and Temple provides that WFIL will broadcast programs of merit developed at the university. Workshops and studios will be on the Temple campus, but there will be close cooperation between the university and WFIL's studio personnel in the Widener Bldg.
NAB Districts Denounce FCC Blue Book

Stations Asked to Face Duty in Crisis

By ROBERT K. RICHARDS

INTENSIFYING his campaign to arouse the nation's broadcasters toward militant opposition to the FCC's program experiments, Justin Miller, NAB president, told 129 Seventh District delegates meeting in Cincinnati Thursday and Friday that this is the "most important issue I ever faced."

"Read this report which is called by the FCC 'The Public Responsibility of Broadcast Licensees,'" he urged his audience. "Read again especially Section 2 of the report. The whole thing is like a legal brief and Section 2 is contrived to justify it."

There was evidence that Mr. Miller might be getting somewhat impatient at the inertia with which many broadcasters have faced the advance of the FCC into program matters. He did not speak sharply, but he spoke insistently on the point that broadcasters must face responsibilities themselves.

Station Responsibility

It was noteworthy that when members spoke from the floor, recommending joint action against the FCC through the NAB, Mr. Miller emphasized the basic responsibility of the licensee as the arbiter of his own freedom, and de- faultly of the industry. He expressed the hope, which he viewed as empty, that some broadcaster might defy the FCC openly, refusing the act of cooperation and thus bring the FCC to court upon revocation of his license.

"I don't advise that, however," he said. "The court might uphold the Commission." He advised broadcasters, however, to speak their minds openly on the subject and not to hesitate in voicing their opinions to the FCC.

It was evident from the tenor of his remarks, which have grown sharper with each succeeding meeting since March 7 when the FCC report was released, that Mr. Miller intends to stand on an industry platform of active resistance. He views the report as a violation of freedom, and by that token a violation of the Constitution. He de- plored the attitude of certain publications which, he said, viewed the report as a "justifiable and laudable Commission action."

The report consumed most of the time of the Program Managers' Clinic of which Bob Evans, WSPD Toledo, was chairman. Again during this session Mr. Miller took the floor in an effort to elicit from the program directors their observations on the issue. At the Thursday luncheon, following the clinic, Mayor James Stewart of Cincinnati welcomed the delegates. Before resumption of the district sessions, the Ohio Assn. of Broadcasters held a brief business meeting. Pat Williams, general manager of WING Dayton and WZE Springfield, was elected president of OAB, succeeding Robert Mason, general manager and owner of WMRN Marion. E. Y. Flanagan, general manager of WSPD, was elected vice president succeeding Arch Shawd, general manager of WOCL Toledo. Carl Everson, general manager of WHKC Columbus, was reelected secretary treasurer. Nominations (Continued on page 92)

Avery Attacks FCC Program Report Before Kansas City Advertising Club

BEFORE 500 Kansas City advertisers attending "Radio Day" exhibits Thursday at the Advertising and Sales Executives Club, Lewis H. Avery, president of Lewis H. Avery Inc., and former director of broadcast advertising for NAB, hotly attacked the recent FCC program report.

He accused the FCC of "imposing a diet of forced feeding on the American listening public. Apparently it is unimindful of the long-acknowledged fact that mass education and uplift is a slow and sometimes discouraging process."

Important Contribution

"How can anyone so completely ignore the accumulation of scientific evidence that the American system of broadcasting has made a more important contribution to the provision of education and the dissemination of information during the past 25 years than any other social force except the church and school?"

"What broadcasting needs is not

INDICTMENT but encouragement to expand the work and to do it faster."

Referring to surveys which repeatedly have shown listener preference for the American system of broadcasting as we have known it in the past quarter-century, Mr. Avery said, "For a long time I was mystified by the failure of the FCC and other bureaucratic bellwethers to appreciate the wealth of information on American listening habits and changes in listening habits which these surveys revealed."

Stations from Kansas City and St. Joseph took over the three floor club building for a full day of exhibits and clinics on broadcasting methods. Exhibitors included KMBC KCNO WHB KCKN all of Kansas City, KPEQ St. Josep- h and the Damon Transcription Labs.

Chicago Meeting Adopts Strong Resolution

By FRED SAMPLE

STORM of resentment against the FCC's Blue Book report developed in Chicago March 25-26 at the NAB Ninth District meeting. In blunt language broadcasters of Illinois and part of Wisconsin unanimously approved a resolution even stronger than those adopted at NAB meetings in Minneapolis and Grand Rapids [BROADCASTING, March 25], terming the FCC action an "unjustifiable indictment of the record of the great majority of American radio stations."

The resolution, drafted by Harry E. LePoidevin, WRJN Racine, called on President Justin Miller to challenge the majority ruling before the Commission in the Supreme Court. Only by Supreme Court interpretation of the authority granted to the Commission by the Federal Communications Act can the broadcasting industry protect itself from "unauthorized and illegal Government censorship," delegates agreed.

Text of Resolution

The resolution follows:

RESOLVED, that broadcasters of Illinois and Wisconsin comprising District 9, desiring the report issued March 7, 1946, by the FCC entitled "The Public Responsibility of Broadcast Licensees" as being an unjustifiable indictment of the record of service rendered in the public interest by the great majority of American radio stations, and further,

BE IT RESOLVED, that the broadcast industry of District 9, containing that free radio and free speech constitute the fundamental issue, hereby challenge the FCC to prove its authority under the Communications Act for the exercise of the broad controls over radio broadcasting which the Commission claims for itself, and, further, that no such authority as the route of quickest relief lies in the Courts, that President Miller of the NAB be requested to seek the Commission to join with the NAB in seeking review, on the points involved, before the Supreme Court of the United States, in order that the FCC may set forth and define what powers, if any, it may have besides that of adding an item of a radio broadcast station program and that the Court determine once and for all what constitutes free radio and free speech under the term of the Communications Act;

Mr. Miller sent a telegram Monday to President Truman asking that the next appointment to the FCC come from the ranks of "practical broadcasters." Such a man, Mr. Miller declared, would serve "immeasurably" both the Federal Government and the needs of the people. The telegram reads as follows:

Present vacancy on the FCC affords splendid opportunity for you to give recognition to radio broadcasting phase of the Commission work. In its exercise history a person who has been trained in the practical, everyday operation of a broadcast station has been appointed to membership on this Commission. Any man has been named from utility regulatory bodies or utilities involved in the broadcasting field. Specifically declared by Congress not to be a public utility and at least for the minority Commission not to have the public interest viewpoint re- viewed by the Commissioners, radio broadcasting has been ex- cluded from public service or utility point of view. Earnestly urge your person.
That's supposed to be one of the first photographs ever taken of a fog particle. That drop up there was about four ten-thousandths of an inch across. To us it looked like a big thick blob.

It's another proof that some things aren't always what they seem to be.

Just because a radio station's call letters sound glamorous . . . the affiliation sounds effective . . . it isn't always what you think it is.

Take Baltimore: in this five-station town it's the independent, W-I-T-H, that delivers the most listeners-per-dollar-spent.

Nothing foggy about the facts that back up that statement. You can pick them up in your hand.

With

and the FM Station W3XMB

BALTIMORE, MD.

Tom Tinsley, President

Represented Nationally by Headley-Reed

April 1, 1946 • Page 19
Radio to Have Voice in Program Form

Budget Bureau Reported Displeased With Definitions

BROADCASTERS will be given a voice in any proposed permanent renewal forms that the FCC may require, so long as the definitions of the definitions are approved by the Bureau of the Budget, it was announced last week. Russell Schneider, executive secretary of the Budget Bureau's Advisory Committee on Government Questionnaires, was a named temporary chairman of the radio group, although Wayne Coy, vice president and general manager of WINX Washington, was asked to head a permanent broadcasting committee. Mr. Coy was unable to attend the March 22 session.

Meanwhile the Budget Bureau has approved the program form which accompanied the Commission's report on "Public Service Responsibility of Broadcast Licensees" [Broadcasting, March 11] for a temporary basis until May 15. The FCC was granted permission to print approximately 1,000 forms to be sent to some 300 stand-by applicants for a temporary license, about 350 FM applicants who have been given conditional grants, and the remainder to pending FM applicants.

Will Aid FCC

In requesting permission to send out the form (which breaks down programs under the Commission's proposed rules), the FCC pleaded that the form in fact placed on licensees the burden of breaking down program logs and relieved the FCC of that function. The Commission advised Budget Bureau that some 350 FM conditional grants had been issued, but that program data was lacking and that the temporary forms would assist the FCC in processing applications more rapidly.

It was understood that broadcasters attending the March 22 meeting expressed displeasure with the Commission's proposed definitions of commercial and sustenance program categories. They pointed out that the future may well see much, rather than less, regulation, of a commercial, although no money changes hands. Another question still to be answered is: On what yardstick does the Commission base its "balance" between commercial and sustaining? The industry-Budget Bureau agreement is required to solve these problems:

By what principle does the FCC classify as commercial, participation programs which are logged by stations as sustaining, with commercial spot announcements, so designated? By what principle does the Commission arrive at the definition of "Public Service" and "Spot" announcements? If a particular church, for instance, sponsors an ice cream social to help raise funds to pay off a mortgage or for mission work, and a station donates time or announcements to the cause, would the FCC consider the program commercial, since the purpose is to raise money?

It was learned that the Budget Bureau isn't any too happy with the Commission's proposed "Unsustained, No Commercial Logs." That's why the Bureau has sought the advice of industry. A spokesman said: "We are interested primarily in efficiency and economy in Government. Given later dates beyond the other hand we are interested, too, in finding a happy medium between the FCC and broadcasters. At the moment they seem to be far

(Continued on page 89)

Video Hearings May Be Called Off Because of Withdrawals

LIKELIHOOD that five scheduled consolidated television hearings, involving 17 applicants, will be called off developed last week because of withdrawals from the video field. It is expected the cases will be considered without hearing, with conditional grants to be issued where qualifications are satisfactory.

As the result of withdrawals, applications for stations in five cities, where hearings have been scheduled, are now even with or less than the number of frequencies allotted. As the Commission has announced, in its hearing calendar endall only those cases in which applications exceed channels, the following proceedings will probably be dropped:

These May Be Dropped

Detroit, scheduled for April 24. Two withdrawals have reduced applications to four. Five channels are available.

Cleveland, scheduled for May 6. Applications and frequencies now stand at five, as result of one withdrawal. Ten channels are allotted.

Pittsburgh, scheduled for April 25. There are now four applications for four frequencies, following one withdrawal.

Baltimore, scheduled for May 6. Entrees from the A. S. Abell Co. (Baltimore Sun) into the television field has brought applications to three. Three frequencies are available. Two of the original applicants have withdrawn.

Providence, R. I., scheduled for June 17. One application remains for the one available frequency. Two applicants who are original applicants have withdrawn.

While the Commission has made no announcement as yet as to cancellation of hearings, it is known to be desirous of avoiding any unnecessary delay in the completion of its heavy work load. Elimination of the Detroit, Pittsburgh, Baltimore and Cleveland hearings would leave a sizeable gap in the calendar which might be filled by cases scheduled for later dates. Applicants in New York and Philadelphia, scheduled to be heard in June, may stand at five, as result of one of the cities has one or more video stations. The dates for these hearings, however, may stand in order to allow time for prospective applicants to enter the field.

San Francisco Last

Last of the television hearings on the calendar is San Francisco, where proceedings are scheduled for July 15 to hear seven applicants for six frequencies. Since there is no video station in this city, the hearings may be advanced in the interest of expediting establishment of facilities.

In Los Angeles, where 13 applicants competing for seven channels, hearings are scheduled for May 20. As there is one television licensee in Hollywood and a change in schedule for a hearing of this magnitude would involve considerable difficulty, it is likely the date will stand.

As of last week the Commission had received a total of 158 television applications. Of these, 10 were dismissed at request of applicants. Six applications have been heard, three of which have been tentatively granted and another not yet decided. There still remain 67 applications on the hearing schedule and 66 applications awaiting initial action.

Set Output Up

PRODUCTION of radio receivers in February totaled 700,000, Civilian Production Administration announced Thursday. This amounts to 65% increase over the previous February output. It is higher than estimates of the Radio Manufacturers Assn. CPA estimated 500,- 000 sets produced in January. The RMA figure for that month was 465,000 but this did not include some Government morale sets and the output of some new companies.
FOR THE FIRST TIME...
stars of Hollywood and Broadway, fascinating personalities in the news and from the fields of art and literature—in absorbing dramatizations . . . .

FOR THE FIRST TIME...
a transcribed program that is Localized for the individual station through the new Exclusive "CUE-IN" technique . . .

STAR TIME

STAR TIME is sales time for every 15-minute period this program is on the air.

Here is a show that brings the big names—stars of the stage and screen, well-known personalities in the fields of art and literature—to the local station . . . provides intimate closeups of these glamorous figures in absorbing 15-minute transcribed dramatizations; once a week, for 26 weeks.

Additionally, through the new "Cue-In" technique, the transcribed star is interviewed by a local microphone personality on the local station.

"Cue-In" is the new program technique developed and perfected exclusively for this new type of transcribed program. With "Cue-In" the local personality, the familiar local voice, becomes as much a part of the show as the star.

Only with "Cue-In" can you localize and personalize such a "name" show. Only with "Cue-In" can you make a "name" show "at home" on the local station broadcast. In fact a "Cue-In" program, such as STAR TIME, is so adaptable to local operation that it can be incorporated into an already established program across the board.

Yes, on its own, or as part of an established across-the-board program, STAR TIME will build "audience" for the local or national advertiser.

Write, wire or telephone for complete information. The program is exclusive to one station in any market.
All-time stars of the sports world brought to the local station for the first time in thrilling 15-minute dramatizations, on transcription

WITH THE MAGIC "LOCAL TOUCH" OF THE NEW EXCLUSIVE CUE-IN TECHNIQUE

SPORTS STAR SPECIAL

SPORTS STAR SPECIAL is a "star" parade of all-time, great names that blaze across the sky of the sports world.

These "great" are brought to the local listener in a new thrilling series of 15-minute transcribed dramatizations . . . re-telling their own great moments in sports and their rise to fame.

The show is brought home to the individual station through a new, exclusive program technique called "Cue-In".

"Cue-In" is the open-end transcription grown up. Developed and perfected exclusively for this new type of transcribed program, it solves the old advertiser—station problem of localizing and personalizing a "name" show for local station use.

With "Cue-In", the local sports commentator becomes a second personality on Sports Star Special. Each program brings his familiar voice to the listener along with that of the star.

To the national and local advertiser alike, who want a "name" show in the local market—without losing the "local touch"—here is the answer. It will build "audience" by itself or as part of an established across-the-board sports show. There are twenty-six programs available for broadcast once each week.

If you haven't already done so, write, wire or telephone for complete information TODAY. An audience-builder, a real sales-winner, SPORTS STAR SPECIAL is exclusive to one station in any market.
suspense-filled stories of outstanding news reporters in gripping dramatizations...

SPECIAL ASSIGNMENT

Oliver Gramling — editor, author and authority on news—presents each program.

Fiction’s most fabulous characters run a poor second to the casual, curious, ever-probing reporter with a developed sense for ferreting out the unusual. Time after time these men cover news stories of adventure or intrigue that—for weird, suspense-filled adventure—will top the “best” of the most imaginative writers.

SPECIAL ASSIGNMENT, a 15-minute program, is based on the carefully-selected, fascinating experiences of outstanding news reporters from everywhere. It is a spellbinding composite of adventure, mystery, intrigue and action.

Brought to the listener by Oliver Gramling, each of the 26 episodes of this exciting series features a different reporter and tells his compelling story in an exciting, gripping 15-minute dramatization.

Mr. Gramling’s vast fund of unusual, out-of-the-way news stories is brought to the listener for the first time in SPECIAL ASSIGNMENT. His presence on the program lends authority, and the glamour of news to this thrill-packed show.

Here is a transcribed program with wide appeal—a program that embodies everything the advertiser needs to build “Audience” and “Sales”. A background of exceptional writing, fine production and stellar casts assures a program of consistent high standards.

If you haven’t already done so... obtain complete information today. The program is exclusive in each market.
IT'S TRIPLE HARMONY ON THE "SOLID" SIDE
1. New, special arrangements of all-time, all-American favorites... great hits that will live forever.
2. Four sensational swing musicians—piano, string bass, guitar and vibraharp.
3. The new Cliff Edwards—"the man of many voices."

There is magic in the Edwards voice. He doesn't just sing a song. His "Singing in the Rain" is like walking through a summer shower. His "Jiminy Cricket" changed a pest into a delightful little fellow. Even the farmer loved his "Black Crow" interpretation in Dumbo.

This new show is an extensive library of all-time, all-American favorites; with distinctive arrangements by a master arranger. Cliff Edwards' incomparable singing, plus the swingtime magic of a sensational instrumental quartet, sets the youngsters to jumpin' and the oldsters to stomping... as he wraps them all in scintillating rhythm.

In this new library, smart continuity and recorded theme, makes for a sparkling program. You put the commercials where you want them and the local announcer makes this show "at home" in the local market. There are 260 quarter-hour programs available—licensed annually.

Capture two markets: one, the market represented by established Cliff Edwards fans; the other, represented by millions of youngsters.

BRIEFING THE STAR
Hollywood Star—has appeared in 103 motion pictures.
Stage Star—14 Broadway shows.
Vaudeville Star—has played every important theatre in this country and Canada and made four European tours.
Recording Star—His record sales hit an all-time high of 51,000,000 in less than three years.
Censorship is Censorship . . . Regardless

By LOUIS G. CALDWELL

WHEN the FCC adopted its report on "Public Service Responsibility, Fairness, and Equal Opportunity in Broadcasting," March 7, a legal fiction, which germinated almost unnoticed in the first hearings before the Federal Radio Commission in 1927, came out in full bloom. The fiction is that the slogan "public interest, convenience or necessity" embraces governmental regulation of broad- casters, whereas the courts have held that Section 326 of the Communications Act, denying the FCC power of censorship, is impotent against this most effective and most dangerous method of censoring. I shall attempt, in a few words, to give my own diagnosis of the Commission's action from a legal perspective.

The first step in the diagnostic process is to suggest that the report contains at least three kinds of action by the FCC: (1) a set of four substantive regulations, effective immediately, prescribing what broadcasters may or may not do in their programming; (2) a set of proposed procedural regulations to carry the four substantive regulations into effect, on which the Commission invites comment, and (3) some vague and ambiguous hints of further and more detailed rules of program regulation which the FCC may or may not apply, or may apply uniformly or not uniformly.

The four substantive regulations may be paraphrased as follows:

### Basic Issues

1. Each broadcast station must carry a "reasonable proportion" of programs, including (in the case of a network affiliate) network sustaining programs.

2. Each broadcast station must maintain "a reasonable facility" to the amount of time and other convenience or necessity") listed in the report, including sponsorship agreements.

3. Each broadcast station must have "a reasonable sufficiency" of programs devoted to discussions of public issues.

4. The amount of time devoted by each broadcast station to advertising matter must bear "a reasonable relationship" to the amount of time devoted to programs.

The first three requirements apply to "the best listening hours," as well as to other segments of the day, giving no provision for local self-expression.

Each broadcast station must have "a reasonable sufficiency" of programs devoted to discussions of public issues. The broadcast station may use such programs (a) to maintain "an overall program balance," (b) to provide "time for programs inappropriate for sponsorship," (c) to provide "time for programs serving public minority tastes and interests," (d) to provide "time for non-profit organizations — religious, civic, agricultural, labor, educational, et cetera," to provide "time for experiment and for unpublished artistic self-expression." Remember, it is the FCC that will determine what programs come or do not come within any of the foregoing descriptions, including the question whether any kind of program is "inappropriate for sponsorship." It is not as if the rule applies with the requirements to discussions of public issues, the broadcaster must guess right on 19 "problems of a complex and sometimes delicate nature" listed in the report, including sponsorship agreements.

### Words and Means

The proposed procedural regulations have to do with ways and means to compel broadcasters and applicants to provide the Commission with the information it needs in order to enforce the four substantive rules. While they contain defects, by themselves they are not too important. Once the Commission's power to adopt the substantive regulations is conceded, such some procedural machinery follows as a matter of course.

The third aspect of the report's station's programming during the preceding license period. Applications for a new license may require a review of the applicant's proposed programs. Transfer applications seem to involve both.

### THE AUTHOR

THE AUTHOR is the Washington resident partner of the Chicago law firm of Kirkland, Fleming, Green, Martin & Ellis. He was the first general counsel of the Federal Radio Commission, having been invited to organize and direct the Federal agency's legal department in July, 1928. He has specialized in radio and communications practice since 1926, was a prime mover and first president of the Federal Communications Bar Assn., and for four terms (1929-33) headed the Standing Committee on Communications Law of the American Bar Assn.

Mr. Caldwell words, to be successful, an applicant must paint a proposed program picture sufficiently rosy to satisfy the commissioners who happen to be in office at the time (and rosier than any competing applicant's picture), and, to avoid losing his means of livelihood when his renewal becomes due, must show that he has been at least as good as conjectured.

### Action's Legality

The legality of the FCC's action may be considered on three levels: (1) The First Amendment to the Constitution forbidding any governmental abridgment of the right of freedom of speech, (2) the Communications Act, particularly the meaning of "public interest, convenience or necessity" and of Section 326, denying the FCC any power of censorship, and (3) on the assumption the Commission has some such power as it claims, whether its action comes within the scope of that power.

In enlisting the free speech guaranty in the Constitution, we must be careful not to overstate the case against the report. For convenience, let us consider broadcast programs as subdivided into (a) information, (b) entertainment, and (c) advertising matter.

I recognize that there is no hard and fast line between the first, second, and third, but that will be true of any classification that can be suggested.

It is only on the information type of program that governmental regulation almost inevitably raises a question, although a governmental regulation of either of them may do, depending on its nature. Any restriction on entertainment or advertising which is so unreasonable as to impair the effectiveness of broadcasting, as an agency of mass communication, or which discriminates against broadcasting as against another medium or mass communication, may raise such an issue, just as Huey Long's tax on the larger newspapers in Louisiana was held by the United States Supreme Court to be an abridgment of the freedom of the press. If the Commission were to forbid the giving of information, or of certain kinds of information, in entertainment or advertising matter, such a question would be raised. Corresponding situations can arise in advertising matter, as for example, the advertisements of political parties.

### No Regulation Intended

Section 326 of the Communications Act, however, is far broader in scope. As I read it, it prohibits any and all censorship by the Commission, whether of information, entertainment or advertising matter. The Congress specifically forbade the broadcasting of certain kinds of matter, such as lotteries and obscenity, just as it refused on several occasions to forbid censorship of other kinds, particularly defamation. This is as far as it intended to go or to permit the FCC to go. It is easy to demonstrate from the pages of the Congressional Record that it did not intend to include program regulation under the standard of "public interest, convenience or necessity" (which, at most, was intended to apply to technical and physical aspects of radio regulation and, as interpreted in the network case, to very limited economic matters). For example, former Sen. Dill, the sponsor of the bill in the Senate, stated on the floor of the Senate: "The bill does not give to the Commission the power to censor programs, but in stead there is a provision in the bill which specifically prohibits the Commission from censoring programs in any way...." Similarly, the Advertising Congress made only one requirement, namely, that all sponsored matter shall be accompanied by an announcement of the sponsorship. (Continued on page 69)
CARL, the little dog
Carl sat on the stoop afterwards and his tail made a little
twiddle.

Then, brushing a tear from one eye, he stepped into the
street and trotted down the middle.

“A-choo!” sneezed Carl, as he waited for the traffic to pass
on the busy street.

Being a nice dog, of course, he lifted one small paw and
rubbed his nose neat.

Then, a young man, with a smile seraphic,

Said, “Come, dog, I’ll help you through the traffic.”

“Thanks,” said Carl, thinking that maybe somebody in the
world was sort of all right.

“Why, you talk!” exclaimed the young man. And for

a moment Carl could see that he’d really gotten a fright.

“Yes, but I never knew it ’til this minute,” replied Carl.

“Well, you see,” observed the young man, “I work for WOR
and with the amazing things I see that station do for
people, nothing would make me fold!”

Then he asked Carl, “What are you reaching for?”

“Oh, some change to pay with when I get in the subway door.”

“Yes, I never knew it ‘til this minute,” replied Carl.

“Honest, mister, it’s probably on account of the cold.”

“Why, you see,” observed the young man. “I work for WOR
and with the amazing things I see that station do for
people, nothing would make me fold!”

Then he asked Carl, “What are you reaching for?”

“Oh, some change to pay with when I get in the subway door.”

“Nonsense,” said the young man. “Right now I’m so happy
I’d like to buy you anything. One of my clients thinks
I’m a genius.

“Because, you see, WOR, not me, has been making people buy
his product in Wilmington, Baltimore, Trenton, Yonkers,
Newark, New Haven, Elizabeth, Hartford, and eight
other great cities of more than 100,000 people each. Inci-
cidentally, he makes gardenias.”

Well, to make a long story short, the young man recommended
Carl, the little dog who could talk, and he joined WOR, the
station.

It was really with a feeling of elation

That The Boss heard Carl telling a prospect how WOR lifted
the sale of a dairy product manufacturer’s package item
in WOR’s 7-state listening area almost three times above
the sales for any other eastern territory. WOR also added
60 new dealers.

Of course word got around. Carl was someone to know.
So the press started to put out feelers.

“Oh, it’s nothing,” said The Boss (who was kind of envious, really)
to a couple of reporters.

But, in the meantime, Carl had taken a rather ravishing young
lady scribe down to the local fountain for a couple of
strawberry snorters.

“My, my, my,” said she. “And you mean to tell me that just
an inexpensive WOR program increased a cigar-maker’s
sales 32% in three months?”

(The Boss, in the meantime, had come downstairs — and in
the background Carl heard grunts.)

“Oh, yes,” said Carl, lazily twirling his straw in the big glass
and ignoring The Boss. “And you should see all the
wonderful things this WOR sponsor’s dealers said.”

“Now that,” pointed out the enthusiastic miss, “is something
I’ll have to get in my editor’s hands before the book
goes to bed!”

—that power-full station

WOR

at 1440 Broadway, in New York

*MUTUAL*
RMA Foresees Long Wait for FM Sets

Manufacturers Plead With OPA to Raise Price Ceilings

IMMEDIATE outlook for production of FM receiving sets is dismal, with only a few sets turned out since the end of the war, according to manufacturer-members of the Radio Manufacturers Assn. That group last week confronted OPA with a clear-cut plea for price relief on components and completed AM receivers.

OPA lent a sympathetic ear—and eye—to a combination slide film and sound presentation in which RMA's radio set production dilemma was made clear to Paul A. Porter, Administrator, and pricing officials concerned with receivers.

AM Bottleneck

On the ground that it is hampered by shortages of components due to pricing inequities, RMA called for corrective factors which will end the bottleneck that keeps these parts from flowing to assembly lines. OPA itself has been asked to move quickly to resolve this problem.

RMA further asked for relief on behalf of suppliers of raw materials and partly-fabricated parts because in turn they are suffering from pricing problems.

FM Field Tests

One large set maker observed that even when engineering for FM models is completed, it will be necessary to make field tests all over the nation and get rid of any bugs that develop in first models. Moreover the FM models will be in a higher price class and one where the market depends heavily on shortages is confronted—the cabinet famine. Gum and walnut are the important cabinet woods. No gum is being harvested in the South, and walnut is difficult to get because much of the supply is going into furniture where suppliers can get a better profit. Only two console models were produced in the week ended Jan. 11.

Census Audience Report On First Day's Agenda

WHEN the clear channel hearings resume two weeks from today the FCC will have an adequate amount of radio service in outlying areas may become a major issue around which the battle for retention or break-down of the exclusive frequencies will revolve.

The survey, conducted for the Commission by the Census Bureau, will be presented in complete form on the opening day of the hearings, with representatives of the Bureau and the FCC Economics Division testifying on the conduct and scope of the inquiry. Their testimony will be followed by Dr. Forest L. Whan, U. of Wichita radio researcher, who will conclude the presentation. The hearing opened at the January hearings [BROADCASTING, Jan. 21] on listening habits of Midwest audiences.

On the third day of the hearings, witness for the Clear Channel Broadcasting Service will begin a long and detailed presentation of the case for the clearers. In addition to one day of testimony from each of the three networks owning stations, the CBRS will have eight days of testimony followed by a half-day for KSL Salt Lake City, a clear channel station.

On May 7, the 16th day of the hearings, the Regional Broadcasters Committee is scheduled to begin its presentation. The proceedings will then be adjourned until July 1 to receive final engineering testimony and other evidence based on engineering studies. The Commission stated in its agenda it will sit continuously after July 1 "until the record is closed."

Technical Reports

In addition to the testimony presented by the clear channel and regional groups, the Commission has reserved one day of the April sessions for testimony on new equipment developments. The May hearings will receive reports and recommendations from the three technical committees assigned to make engineering studies for the proceedings. Another day will be devoted to testimony from farm co-operative and other organizations not affiliated with the clear channel or regional groups.

While having no serious quarell with the Census survey, the clear channel group, under the direction of its counsel, Louis G. Caldwell, is inclined to attach first importance to the engineering investigations for the hearings. These studies, which have been under investigation for several years, are expected to determine what constitutes a satisfactory signal and whether a given station is heard where improvement of service seemed to be most needed according to maps based on the old standards.

As counsel for the regional group, Paul D. P. Spearman will also offer engineering as well as testimony in support of his position that clear channels ought to be duplicated. Because of the great volume of material contained in the Census survey, Mr. Spearman has not indicated his position on the "old standards" issue.

There will be plenty of material (Continued on page 65)

Page 28 • April 1, 1946

KNOMARK POLISH RUNS SPOT SERIES

KNOMARK POLISH CO., Brooklyn (Esquire Boot Polish), has added an on-air radio spot campaign to its current radio budget. Spots started March 18 on WNEW New York, 16 times weekly for 62 weeks, and seven times weekly on WNY New York for 26 weeks. Company expects to increase its radio campaign throughout the country next fall.

Spot announcements open with a man's voice saying, "Like my jingles when sung with a band." Band plays with singer lauding Esquire Boot Polish in a two-line jingle. A woman says, "I think a piano accompanies it," and the second line jingle includes a piano accompaniment. A boy's voice claims, "I think a jingle must set the pace," and in a dazed, jazzy chorus for Esquire. A girl prefers a deep bass with the bass coming in. Announcement concludes with band, piano, and bass singing four line jingle.

Roma Offer

ROMA WINE Co., San Francisco, is offering free to its distributors and dealers in the commodity for the third straight year a five-minute packaged program titled Anne Martin's Table Talks, for local use. Series of 39 programs is designed for use three times a week. Agency handling account is The Biow Co., San Francisco.

Survey Issue in Clear Channel Hearing

BROADCASTING • Telecasting
Oregon's growing—and fast! It's natural resources are unlimited and there's plenty of space to expand. Let's take a look at one Oregon industry...

The wool industry provides plenty of other jobs, too. Weaving, manufacturing of blankets and clothing and exporting are big KGW-area businesses.

Hmm, perhaps a new suit?

Oregon held first place in the nation in per capita "E" bond purchases during the war! Banks are bulging with financial reserves.

Portland's a smart choice for new business ventures. It has the healthiest labor relations of any city on the map; fewer labor disputes than any other western city.

And KGW gives the radio advertiser the advantage of the audience appeal of these top-notch NBC stars?

Partial List

KGW NBC Parade of Stars

Bob Hope
Jack Benny
Amos 'n Andy
Red Skelton
Fred Waring
Sam Hayes
Perry Como
Hildegarde
Bob Burns
Hoagy Carmichael

One of the great stations of the nation.

Represented nationally by Edward Perry & Co., Inc.
Outstanding among the radio forums of America is the WGN-originated Northwestern Reviewing Stand. First broadcast to the WGN audience in 1934 it has been on the air continuously since that time and, since 1935, has been carried by the Mutual network.

Northwestern University, famous center of midwest culture, presents members of its faculty and distinguished guests from business, government, education and the press in round table discussions of contemporary problems. . . questions that are currently in the news.

WGN is proud to present this regular feature in the public interest. It is still another indication of WGN's dominant position in middlewestern radio...a position which finds WGN carrying more national and local spot business than any other major Chicago station.
AM, FM and Video to Receive Attention at Meeting of AAAA

BROADCASTING will occupy a prominent place in the addresses and discussions making up the agenda of the 28th annual meeting of the American Assn. of Advertising Agencies, to be held in the Waldorf-Astoria, New York, April 10-11. Program will deal not only with the advertising uses of AM radio, but will also include papers on FM and television.


Fresh View

Harry Bannister, general manager, WWJ Detroit, will give the agency executives a fresh view on agency-media relations when he tells "What Some Broadcasters Think About Agencies," after which Allen L. Billingsley, president, Fuller & Smith & Ross, will ask, "Do We Need a Study of Our Media Relations?"

At another session Mr. Billingsley will present to the AAAA members a plan for a survey proposed by his Committee on Improvement of the Content of Advertising. The survey would be similar to that made for the Truman Committee by the Assn. of Better Business Bureaus at the AAAA's request during the war. Elmo Roper will report on a pilot study made among bankers, attorneys and corporation directors to determine the opinions of the influence of advertising. This study is part of a presentation by the Special Committee on Presentation for Advertisers, headed by Felix M. Cone, chairman of the executive committee, Foote, Cone & Belding. Don Belding, chairman of the board of the same agency, will speak on ways in which business and advertising can be explained in campaigns and sales promotion. H. H. Haupt, vice president in charge of BBDO's western offices, will discuss "Explaining Advertising to Clients' Employees." A talk on "New Uses for Advertising," with exhibits, will be given by Gerald Carson, vice president and copy director, Benton & Bowles.

Two Day Meeting

Two-day meeting, open only to AAAA members, has been planned around the theme of "Distribution—or Bust!" Frederic R. Gamble, AAAA president, said in announcing the agenda. "Agencies realize that advertising has a major responsibility ahead," Mr. Gamble stated. "As soon as the sellers' market has ended, advertising must then help to find customers for America's increased flood of goods and services."

Opening session, presided over by Richard Compton, president of Compton Adv. and board chairman of AAAA, will deal with ways in which advertising can attract better personnel. Sigurd S. Larmorn, president, Young & Rubicam, will report on projects begun by his Committee on the Re-employment of Veterans. Fletcher Richards, president and general manager, Campbell-Ewald, will report on research presided over by Mr. Compton. A. W. Lehman, managing director, Advertising Research Foundation; D. B. Lucas, technical advisor of the Foundation and Victer H. Pelz, Traffic Audit Bureau, will also speak.

At the final session, William Reydel, partner of Nevett-Emmett Co., will report on the activities of the Committee on Consumer Relations in Advertising. James W. Young, chairman of The Advertising Council and senior consultant to J. Walter Thompson Co., will give a progress report on the postwar activities of the Council.

Effective local tie-ins are accomplished by insertion of local advertisers' commercials. Fulton Lewis, jr. is still available for local sponsorship in a few choice markets. Wire, phone or write us at once for complete information.

AND HE'LL SELL YOUR PRODUCT, TOO!

banking service in Denver, and hundreds of other products for more than 180 sponsors. America's Number One Cooperative Program reaches specific markets with special appeal for listeners who think—mature listeners who know what they want and who buy when they want it.

CO-OP

COOPERATIVE PROGRAM DEPARTMENT

MUTUAL BROADCASTING SYSTEM

1440 BROADWAY, NEW YORK 18, N.Y.
NOTIFICATION OF SCHEDULE CHANGE DUE TO DAYLIGHT SAVING TIME
FROM STATION ______________________ CITY ______________________
TO KATZ ______________________ OFFICE ______________________

Daylight Saving Time change on April 28, 1946 affects this account as shown below. These adjustments should be reported to agency for confirmation.

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<tr>
<th>ACCOUNT</th>
<th>EXPIRATION DATE</th>
<th>AGENCY</th>
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<td>PROGRAM</td>
<td>MINUTE</td>
<td>BREAK</td>
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Operating Time as of April 28, 1946:

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<td>Daylight Saving Time</td>
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<td>Standard Time</td>
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PRESENT SCHEDULE | SCHEDULE BEGINNING APRIL 28, 1946

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<th>PRECEDING PROGRAM</th>
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TAKING T torture out of Time Change

No one in radio can look at a calendar these days without feeling a trifle bilious. If Daylight Saving Time has its good points, you won’t find a radio executive who knows what they are.

The Katz Agency regards April 28 and its wholesale shifting of schedules and programs with no less foreboding than anyone else. But we felt that we could do something about it.

Accordingly, we devised a simple Notification Form — to be used by stations to inform agencies and advertisers of schedule changes.

It doesn’t solve the basic problem, of course — but it does take a little of the torture out of Time Change.

MORE FACTS MAKE MORE SALES

The Katz Agency Data Service issues: program information; standardized coverage maps, market digests and station profiles; and a variety of other data individualized for specific time buying problems.

The KATZ AGENCY, INC. STATION REPRESENTATIVES

New York - Chicago - Detroit - Kansas City - Atlanta - San Francisco - Los Angeles - Dallas

STATIONS SERVED BY

The KATZ AGENCY, INC.

North and Midwest

WCP \( \text{ABC} \) BOSTON
WCFG \( \text{ABC} \) CHICAGO
WKRK \( \text{CBS} \) CINCINNATI
KRNT \( \text{CBS} \) DES MOINES
WFBS \( \text{CBS} \) INDIANAPOLIS
WFEA \( \text{CBS} \) MANCHESTER
WISH \( \text{CBS} \) MILWAUKEE
WHOM \( \text{CBS} \) NEW YORK
WFIL \( \text{ABC} \) PHILADELPHIA
WCVE \( \text{ABC} \) PITTSBURGH
WFCI \( \text{ABC} \) PROVIDENCE-PAWTUCKET
WTO \( \text{CBS} \) QUINCY, ILL.
WSRD \( \text{CBS} \) TOLEDO
WQL \( \text{CBS} \) WASHINGTON, D. C.
WMT \( \text{CBS} \) WATERLOO-CEDAR RAPIDS
WNAX \( \text{ABC} \) YANKTON-SIOUX CITY

South

WGST \( \text{CBS} \) ATLANTA
WWNC \( \text{CBS} \) ASHEVILLE
KLLA \( \text{CBS} \) LITTLE ROCK
WMAZ \( \text{CBS} \) MACON
WREC \( \text{CBS} \) MEMPHIS
WSIK \( \text{ABC} \) NASHVILLE
WWL \( \text{CBS} \) NEW ORLEANS
WKY \( \text{NBC} \) OKLAHOMA CITY
WDAE \( \text{CBS} \) TAMPA
WTOC \( \text{CBS} \) SAVANNAH

West

KLZ \( \text{CBS} \) DENVER
KUTA \( \text{ABC} \) SALT LAKE CITY
KHQ \( \text{NBC} \) SPOKANE
KGHL \( \text{NBC} \) BILLINGS, MONT.
KVOR \( \text{CBS} \) COLORADO SPRINGS
KGU \( \text{NBC} \) HONOLULU, T. H.
Chicago Programmers Protest Press' Attitude on Local Shows

NETWORK shows may be moving out of Chicago but the city is far from a radio graveyard.

The independent stations, WIND WCFL WAIT WAAF and the powerful WLS with ABC affiliation, all report substantial increases in both sustaining and commercial programs during the past six months.

Despite this, scanning the highlights and radio columns of the Chicago newspapers, the average reader would conclude the only stations in Chicago are network owned.

New Shows Ignored

The newspapers have been emphasizing the number of radio shows to leave Chicago, but they have ignored almost completely the many new ones to appear on smaller stations, the independents point out.

Actually, the increase in programs on the smaller stations has had a healthy effect on the AFRA and APF members, as well as additional work for Radio Writers Guild and Radio Directors Guild members.

WJJD, the Marshall Field station, has introduced more than a score of new programs in recent months and has completely revised its program format to offer a variety of talks, music and drama in hour segments. The response from the audience has been most encouraging, according to Bob Ward, WJJD publicity and promotion chief. Some of the more expensive programs now aired over WJJD include Tom, Dick & Harry, famous radio comedy trio, Florence Bourke Ellis' Book Reviews, and Bob Elson's Re-creation of Famous Fights.

These programs, individually, WJJD points out, cost as much as many shows aired by the network owned stations, but seldom get much publicity. WJJD has also increased its staff considerably, while networks have thrown scores of top performers out of work in cancelling or moving programs elsewhere.

Howard Miller, who came to WIND as program director about three months ago, has given the station's program schedule a much-needed revision, putting in balanced programs and emphasizing novelty. Such programs as Marriage License Bureau. Station now offers over 15 new shows, including Celebrity Spotlight, Eddie Hubbard's Cupboard Musical Review & News, Gratefully Yours, and Concert Hall. Most of them are sponsored and are doing a good job, if listener response is an indication.

New WCFL Shows

While network outlets can replace a locally originated program with "something off the line" the independents must come up with something as good or better. WCFL, the American Federation of Labor station, while able to make use of ABC programs, has also introduced several new shows in recent months, including Spice of Life, Maggie's Private Wire, Just In Passing, Anything Goes and Chicago Symphony.

These stations also point out that while they must sell their shows at considerably lower rates than the network outlets, their union costs are the same for musicians, writers and actors.

In many cases, examination of survey reports reveals their ratings for locally produced shows compare favorably, in the basis of coverage, with the high-priced network offerings.

A check of the Chicago radio columns reveals further information to justify much of the complaints of the independent stations that they are being overlooked when it comes to providing quality programs to their listeners.

A typical day (Friday) gives the following comparisons: Chicago Tribune Highlights, network programs, 8; local programs, 0. Chicago Daily News, network programs, 13, local programs, 3; Chicago Tribune, network programs, 17, local programs, 5; Chicago Sunday, network programs, 29, local programs, 8.

While none of the local stations cared to confide its talent costs, the majority of them spend from $2500 to $3000 per week to provide live-talent programs.

Inconsistency of this neglect on the part of radio editors toward local programs is that the newspapers themselves serve, in most cases, the same audiences and areas served by the stations.

Educators Confer On CBS Program

Board of Consultants Meets In New York April 4

NATIONAL board of consultants of CBS American School of the Air will meet at CBS New York headquarters April 4 to discuss plans for the School of the Air program.

The board meets annually.

The educational program is heard Mondays through Fridays from 5 to 5:30 p.m., a recent change of air time. The program formerly was heard during school hours.

Chaiman of the board is Dr. William C. Bagley, professor emeritus at Teacher's College, Columbia U. Members are Roy Chapman Andrews, honorary director, American Museum of Natural History; Stephen F. Bayne, deputy and associate superintendent of schools, New York; Regina C. M. Burke, associate superintendent of schools, New York; William G. Carr, secretary, Educational Policies Commission; Paul E. Ellickson, executive secretary, National Assn. of Secondary School Principals; Belmont Parley, director of public relations, National Education Assn.; Florence Yaye, editor, Teachers' College Grade Teacher; Mrs. William A. Hasting, president, National Congress of Parents and Teachers; Col. Harold W. Kent, War Dept. liaison, Office of Education, director, Chicago Public Schools; Lou La Brant, president, Assn. for Arts in Childhood; Charles H. Lake, superintendent of Schools, Cleveland; R. S. Lambert, supervisor of educational broadcasts, Canadian Broadcasting Corp.; Morris Melsiter, president American Science Teachers Assn.; Carl H. Menken, executive secretary, American Library Assn.; Jane E. Monahan, chairman, radio committee, Dept. of Elementary School Principals, National Education Assn.; Lilla Belle Pitts, professor of music education, Teachers College, Columbia U.; Dr. John W. Studebaker, U. S. Commissioner of Education, and Mrs. Beulah Keeton Walker, president, Dept. of Classroom Teachers, National Education Assn.

AFRA Ball May 17

REVIVAL of annual AFRA Ball May 17 after a hiatus of four years will be held at the Waldorf-Astoria Hotel, New York, with entire proceeds of the affair, sponsored by New York local of AFRA going to the local's Service-men's Fund. Lawrence Tribe, serving this year after five year's service as national president of AFRA, is honorary chairman; Ed Herlihy, announcer, is general chairman; committee members include Fred Allen, Eddie Cantor, Abbe Lane, Danny Kaye, Bert Lahr, Helen Menken, Jan Peerce, Frank Sinatra, Kate Smith, Mary Livingstone, Dinah Shore and Gladys Swarthout.
All-Vet WMVG Is Ready To Start Operations

WMVG Milledgeville, Ga., is scheduled to go on the air soon, with an all-veteran staff. Operating on 1450 ke with 250 w, the station is housed in the old Capitol Building on the campus of the Georgia Military College. Wincharger 165 foot vertical antenna is located three blocks from the studios.

Station owner is Jere N. Moore, who is also editor and publisher of the Milledgeville Union Recorder. He has just returned with rank of colonel after five years in the Army, 30 months of which were spent in the Solomons. Michael Landy is chief engineer and station manager. Robbie Hattaway is technical engineer. Army, Navy and Marines are all represented on the staff.

Sponsor Starts Sixth Year

KMB Celebrates Fifth Anniversary of Farm Service Programs for Staley Mill

Twice-Daily farm service broadcasts on KMB Kansas City this month begin sixth year for the same sponsor, Staley Milling Co., Kansas City. Firm began sponsoring twice-daily service broadcasts by Phil Evans, KMB farm editor, in March 1941.

Celebrating fifth anniversary and 2,600th broadcast, station, sponsor and agency officials set stage for "another five years of twice-daily sponsorship" at luncheon in the Kansas City Club, following Mr. Evans' Feed Lot Chats programs, 12:20 p.m., Monday through Friday. He also does Farm Counselor Talks at 8:15 a.m. Monday through Friday for Staley.

Pictured at celebration luncheon are (1 to r): Charles Eatough, in charge of KMB regional sales; Sam H. Bennett, station vice president and sales director; Mr. Evans; Tom Staley, general manager and treasurer, Staley Milling Co.; Maurice Johnson, Staley vice president; C. R. Lawson, vice president, Potts-Turnbull Co., Kansas City, agency placing account.

Nielson Lists WOR As Daytime Leader

WOR New York is the leading station during the daytime with listeners in that metropolitan area, with 12.8% as its average share of the audience between 6 a.m. and 6 p.m., according to the Nielson Radio Index, the station reported last week following receipt of its first NRI reports. These covered listening during the fall of 1945 in 16 New York counties, 37 Pennsylvania counties, 4 Connecticut counties and all of New Jersey.

Area contains 4,450,000 radio homes, with 380 Nielson audimeters installed in 322 homes, selected by location, income, etc., to make a representative sample. WOR, as the first and, so far, the only NRI subscriber in New York, pays a base rate of $45,000 annually for the service, plus $5,000 a piece for reports on other New York stations, less certain discounts. As other stations subscribe to the service, the rates per station will be decreased, it was stated.

Courtland Langley, WOR research director, said that the reports had not been thoroughly analyzed as yet but that two obvious findings are the popularity of mystery programs in comparison with other types of radio entertainment and the strong audience pull of news programs, which holds up despite the fact that the war is long over. The Nielsen flow charts show that whenever only one station is broadcasting news, it attracts listeners away from preceding programs on all other stations.

Scoop!

AN ARMY car bearing four stars aroused the curiosity of Mitch Betters, WTHT Hartford, Conn., newscaster, when it pulled into a Hartford gasoline filling station to gas up. He peered into the car, saw the grinning face of Gen. Jonathan M. Wainwright. Mitch introduced himself, an informal interview followed and within a half hour WTHT broadcast the exclusive story on its noon newscast.
"The Shopping Circle"

Not only in Pittsburgh, but for miles around the countryside, women turn an eager ear to KDKA when Janet Ross airs the "Shopping Circle," from nine to nine-fifteen each weekday morning.

In a friendly, informal manner... Janet Ross chats about subjects of enduring feminine interest. Clothes. Fashions. Beauty. Home-decorating. Home-making. Women listen faithfully... because they're interested, and because they know Janet Ross as a leading clubwoman, chairman of many civic affairs, a speaker in constant demand. Naturally, when Miss Ross mentions the products of her participating sponsors, such mention is reflected in increased sales.

If you have a product bought by women... and if you'd like to see it really move in KDKA's vast market of 6 million people in and around Pittsburgh... ask NBC Spot Sales for the data on Janet Ross' "Shopping Circle." You'll get around, too!
WOV receives Peabody and Variety Awards for contributions to American radio in 1945—the result, we believe, of a balanced program policy.

To receive either of these cherished citations is an honor to any radio station and a tribute to its record of service to the listening public. To receive simultaneously, both the Peabody Award and the Variety Showmanship Award for contributions to American radio in 1945, is a distinction that, in our opinion, is the direct result of a carefully planned and projected program balancing policy.

We of WOV believe that in serving the public interest to the best of our abilities, we best serve our listeners and sponsors alike. We believe that in developing programs and broadcast patterns designed to entertain, educate and inform, WOV is carrying out a schedule of public service that is its basic responsibility.

We express our deep gratitude to Variety and the Peabody Award Committee for the honors bestowed upon us. WOV will strive, during the coming year to be worthy of these distinguished citations.
NAB’s Texas and Iowa Clinics Emphasize Role of Newscasting

NEWSCASTING is assuming a role of growing importance to large and small stations alike and demands increasing attention by management, it was agreed at a series of four news clinics held under auspices of the NAB. The three of the clinics were held in Texas—Houston, Fort Worth and San Antonio—and the fourth at Cedar Rapids, Ia.

Fort Worth Clinic

At Fort Worth the second Texas clinic agreed Wednesday that large and small stations alike must continue to expand local news coverage in the interest of better news coverage and improved programming. Newsmen agreed that trained personnel are needed, with further opportunity to train qualified young men wanting to break into the field. Bill Byron, news editor of WBAP-KGKO, Fort Worth, said another Dallas legman would be added to the staff.

In a discussion of commentators and newscasts it was agreed that a commentator expresses his own opinion whereas an analyst draws upon opinion of others without introducing his own views. Both fields call for special background and responsibility lest radio destroy its integrity, it was felt.

Stations themselves must do the local news job, wire service spokesmen or station men agreed.

Reception was held by WBAP-KGKO after the business session. Jack McGrew, KPRC Houston, general chairman for the series of Texas clinics, attended the Fort Worth meeting, along with Mr. Springer and Mr. Campbell.

News will more than pay its cost in the future, not only on account of station revenue but also in station prestige and balanced programming, in the opinion of station representatives. The Houston clinic was held Tuesday. The ideal radio newswoman was described as a woman who can gather, write, edit and broadcast news since she can bring more authority to the microphone and therefore is listened to with greater respect.

In a discussion of news sponsorship, the Houston clinic agreed that well-written, brief commercial copy does not detract from the news. It was felt that stations themselves must convince agencies and sponsors that lengthy copy is not necessarily the best selling copy in newscasts.

Arrangements for the three Texas clinics were made by Martin Campbell, WFAA Dallas, NAB 13th District director, in cooperation with Arthur C. Stringer, director of promotion. KPRC Houston was host at a reception in the Rice Hotel after Houston meeting.

Burlot Lottridge, WOC Davenport, was general chairman of the Iowa clinic, held March 22, at the Roosevelt Hotel, Cedar Rapids. John J. Gillin Jr., WOW Omaha, NAB 10th District director, participated. Sixty-two station representatives, including several from Nebraska and Illinois, saw the clinic. William B. Quarton, WMT Cedar Rapids, entertained delegates at dinner the night before the clinic and the station also entertained at Pickwick Club after the clinic.

Among speakers were Prof. Wilbur Schramm, head of the Dept. of Journalism, U. of Iowa, and Ken Marvin, head of the Dept. of Journalism, Iowa State College; Bob Redeen, WOC; Al Haugner, WMT; Henry Hook, KGLO Mason City; Jack Shelley, WHO Des Moines; Bill Ray, WMAQ Chicago; Mr. Stringer.

At the Fort Worth clinic were: James S. Alderman, WRR; Justin R. Anderson, PA; John W. Bachman, KFWB; Ray Bauman, KDRT Branch; WRB; James A. Byron, WBAP-KGKO; John Oakes, KFBV; Herman Cecil, KCMC; Carl F. Collins, Jr., KWWB; Hank Deemer, KOCA; L. E. Du Pont, WBAP-KGKO; Harold Oge, KFWB; J. H. Hubbard, KERO; Wex Izzard, KONC; Charles Jordan, WBB; Bert Kestell, KBO; Russ Kelley, KLPI; Russ Lamb, KFJZ; Moe Lowrey, KRKL; Jack McGrew, KPRC; Jack E. Nunnery, Every KVOA-KGKO; Hack Ramsey, KRBS; Porter Randall, KFJZ; D. H. Rankin, Fort Worth; Bud Speed, WBAP-KGKO; Arthur C. Stringer, NAB; Pete Teddlie, WRR; W. E. Wilcox, KRKY.

At the Houston clinic were: C. A. Locke, DeDe Rust, KFPL; Ted Hills, Francis Gibbert, KTHT; Ken Milliken, KXTZ; Ken Tynes, Pat Fishenly, Ray Miller, Jack McGrew, KPRC; Jack Neil, Ed Hines, Joe Lincoln, KINR; L. D. Clough, KLUF; J. C. Rothwell, KXUT; Bill Lamer, M. E. Stewart, KNKT; Burton Bishop, Larry Jones, KBRA; KXOM; Guy Conley, WTAW; N. S. Peterson, KPRC; John J. Gillin, Jr., WOW.

Attending the Iowa clinic were: John J. Gillin, Jr., WOW; Burlot Lottridge, Bob Reddeen, WOC; Phil Moten, Chuck Mitchell, Gene Hensen, Glenn Law, KRMT; Eugene T. Fishery, Robert U. Church; Sid Guidroz, WBB; Virgil Sharpe, KOIZ; H. E. Gross, KGIB; H. R. M. Davis, SMF; Smith, KFJB; Bill Croker, Jim Borman; AP; Craig Tankersley.

Dick Burris, Gene Shumate, KSO; H. C. Strohl, WOR; Chuck Peterson, Drexel Peterson, KPVD; G. O. Britt, KXOM, KRRU; Woody Woods, Jack Shellely, M. L. Nelson, Herb Plam; Dick, WHO; Mrs. Mabel Lawrence, Lola Crawford, KPVO; Al Haugner, Paul Coates; Don Jackson, Art Bartee, Dick Baxter, Dick Yockum, Wilbur Schramm, WBU; Morgan Sexton, Lutiea Leoggins, KROS; Bill Ray, WMAQ; Ken Marvin, Muhasil, Dick Hull, Dick Vogl, WOF.

A similar request was made to the Commission by American Cable & Radio Corp., which asked that rates be reduced to 30 cents a word from all points in the U. S. to $1.15 per ordinary word. These rates would be lowered to a uniform basis of not more than 30 cents, with charges of 15 cents a word for deferred service and 10 cents a word for radio letters.

Defendants Win Suit

DECLARING a lack of sufficient similarity existed to constitute plagiarism, Los Angeles Federal Judge J. F. T. Newcomb Tuesday night awarded a judgment in favor of Philip Morris Ltd. Inc., The Bow Co., against plaintiff in charge that defendants plagiarized his “Veterans’ Contenth” and the “Johnny Presents Ginny Simms” program.
What’s Surprising About This?

AMARILLO RATED ONE OF THE COUNTRY’S RICHEST RETAIL MARKETS!

We don’t mean to infer that all the Ladies in the Panhandle wear Silver Fox, but believe-you-me, there’s a lot of money out here to jingle in the pockets. Wheat, oil, cattle, cotton, potatoes, onions, and industry have swelled the income of the above-average-wealth market of Amarillo to a $900 per capita, or a $3,420 per family. This means a total effective buying income of over 397 million dollars... and the station which has influence with this wealth is KGNC. You can’t afford to pass up Amarillo and KGNC, the Family Station in the Great Panhandle.
BROADCASTING IN THE
Public Interest

* AN OBLIGATION
* A PRIVILEGE
* AN OPPORTUNITY

We take our non-commercial broadcasting seriously at KFI. Our aim is to produce and air programs of maximum educational benefit that people actually want to listen to. The entire Production Staff sees that every show going on the air has had all of the benefits of fine writing, good production and experienced talent and scheduled at the hour best suited to the audience for which it is intended. Such time periods are specifically set aside for these non-commercial features.

At KFI we believe that carefully planned public interest programs produce a greater acceptance for commercial broadcasts. Both at all times receive our utmost attention.

TRAFFIC TRIBUNAL — 8 YEARS
Dramatization of local traffic problems

NOON FARM REPORTER — 5 YEARS
Agricultural information service

SCOUT JAMBOREE — 7 YEARS
In collaboration with Boy Scouts of America

HOLLYWOOD BOWL YOUNG ARTISTS
COMPETITION — 3 YEARS
Yearly competition for instrumentalists and vocalists

THE AMERICAN FORUM — 1 YEAR
Open discussion of controversial issues

MAYOR BOWRON SPEAKS — 4 YEARS
Weekly report by Mayor of Los Angeles

REGIONAL FARM NEWS — 1 YEAR
Agricultural service for Western regions

FROST WARNINGS — 5 YEARS
Forecasts for California and Arizona growers

UNSEEN ENEMY — 2½ YEARS
Educational series on venereal disease

THIS IS MY COUNTRY — 2 YEARS
Dramatization of civic activities

SINCE PEARL HARBOR — 2 YEARS
Enlisting support for Red Cross

OUNCE OF PREVENTION — 6 MONTHS
Industrial health and safety education

G.I.'s ABROAD — 3 YEARS
Transcribed interviews with So. Calif. servicemen overseas

KFI . . . NBC for LOS ANGELES
50,000 WATTS • CLEAR CHANNEL • 640 KILOCYCLES

EDWARD PETRY AND COMPANY, INC. • NATIONAL REPRESENTATIVES
Page 40 • April 1, 1946

Broadcasting • Telecasting
CBS Predicts FM Will Supplant AM; Promotes Color Video in '45 Report

IN AN ANNUAL report to stockholders, mailed last week, CBS predicted that FM broadcasting and ultra high frequency full-color television would “exert important influence” on the network's operations in the “years immediately ahead.”

To stockholders, CBS sent a 45-page pamphlet describing its financial history for 1945—with net income up $607,280 over 1944—listing in detail programs and outstanding service, and estimating the future.

FM ‘Preferred’

CBS, said the pamphlet, confidently expects FM ultimately to supplant today’s standard broadcasting as “the preferred audio service for the great majority of the people.”

As leading prophet of ultra high frequency full-color television, CBS will continue “militant sponsorship” of that medium. The network listed three reasons for its advocacy of such television: (1) it permits broadcast of high-definition images in full and brilliant color; (2) it makes possible home reception free of man-made interference and “ghosts”; (3) it can accommodate at least twice as many television stations as lower frequencies now utilized by black-and-white television.

“The rapid public acceptance of color television will afford the public and the broadcaster protection against duplicate dollar investment,” said the report.

“As a broadcaster and not a manufacturer of receiving sets, CBS realizes that until a full-fledged television audience is created there can be little expectation of the income necessary to put television on a self-supporting basis.”

New Recording Plant

The report also announced that the Columbia Recording Corp. is resuming “full-scale production” in its plants at Bridgeport, Conn., King Mills, Ohio, and Hollywood and that a new plant in Hollywood was planned to replace the present one.

Other sections of the report pointed to CBS’ record of war broadcasting. From Dec. 7, 1941, through Sept. 2, 1945, CBS presented 58,603 programs devoted to the war and related problems, accounting for 10,586 air hours.

The network continued its public service features in addition to its war broadcasts.

In 1945, the report showed, CBS broadcast 6,634 hours and 24,074 programs. Of these programs, 2,149 came, in whole or in part, from abroad.

Gross income of the network in 1945 was $86,257,385, compared with $84,905,830 for 1944. Net income from operations after taxes was $4,308,627 in 1945. Added to this figure was an “extraordinary” gain from sale of WBT Charlotte, N. C., of $1,037,014, making a total net income of $5,345,641 for 1945, compared with $4,678,861 in 1944.

CBC Covers Meeting

CBC is covering the UNRRA and UNO Security Council meetings with a large staff both for its Canadian networks and its International Shortwave Service. At UNRRA: Ethelwyn Hobbs, women's commentator, Ab Kemp, farm commentator, and reporters John Fisher, Marcel Ouimet, for CBC English and French language networks, and Walter Schmolka for International Service. Mr. Fisher and Mr. Ouimet reported UNO Security Council sessions along with John De B. Payne, Peter Aylen and Gordon Skilling for International Service. Neil Morrison, supervisor of talks, was an observer for the CBC.
NEW YORK’S listening audience has started a downward trend characteristic of the summer season approach. Pulse Inc. reported last week.

Listening level during the week of March studied was 25.5, as compared with 25.8 in February and 26.6 in March a year ago. In 1946 March listening was the highest of the year.

Pulse also reported comparative popularity of programs in the New York area:


Daytime weekday leaders: Kate Smith 7.4, Helen Trent 7.1, Big Sister 7.1, Our Gal Sunday 7, Portrait of Life 6.9, Bachelor’s Children 6.8, Life Can Be Beautiful 6.7, Bright Horizon 6.5, Young Widders 6.6.


Pulse noted that President Truman replaced Kate Smith and Big Sister on one day of the week studied with ratings of 8.7 and 8.3 that Mr. Truman and Winston Churchill replaced Young Widders Brown on Tuesday with a rating of 5.3.


Coverage Related

SALUTING

KCGM
ALBUQUERQUE
NEW MEXICO

Located in Albuquerque—the crossroads and largest Metropolitan area of New Mexico—KCGM covers the bulk of New Mexico’s buying power—an effective buying income of $157,754,000! For advertising in a state whose population totals $10,000,000 for current year... Claiming to be Canada’s oldest daytime network serial, CBC’s half-hour The Happy Gang has broadcast its 2,000th program for Colgate-Palmolive-Peet Co. on 27 stations of Trans-Canada network through Spitzer & Mills, Toronto. WHYN Holyoke, Mass., marked fifth year of broadcasting March 23 with special program schedule... On the personality side, Joe Bier, WOR New York farm editor, is celebrating his twenty-fifth year in radio and his ninth with WOR by enjoying a variety of farm products presented to him by New Jersey agriculture officials... Double anniversary was acknowledged last week by Ed Gardner, his fifth as Archie of NBC’s Duffy’s Tavern and his third wedding anniversary... Alfred O. Stigberg, oldest Stromberg-Carlson employe, retires after being with the company for 45 years and in the telephone business for more than 60 years.

CLAIMING to be oldest radio station in the South, WSB Atlanta, Ga., has entered its twenty-fifth year of service, pleading on anniversary broadcast even greater efforts to present the best in listener service. Also in coon-skin cap category is WADC Akron, Ohio, pioneer, which celebrates twenty-one years on the air with “1550 Dollar Letter Contest” to promote 1350 kc position on the dial... Twentieth anniversary program of CJOR Vancouver, B.C., featured drama salute to those behind the broadcasting scene... For fourteenth consecutive year WWSW Pittsburgh has contracted to broadcast all Pittsburgh Pirates baseball games at home and abroad beginning April 8 and to be carried on local network including WISR WKST WORD WMBS WJPA WHJB WMOT (FM)... Dinner at Hotel Plaza marked fifteenth anniversary last week of Needham & Grohmann, New York... A. H. Geuting Co., Philadelphia shoe store, has signed another 52-week contract (eighth year) with KYW Philadelphia under sponsorship of Fort Pitt Brewing Co., has been broadcast every Tuesday since March 21, 1938 with two exceptions, VE-Day and VJ-Day, and now is carried also on WJW WWVA WCBS WHIS WPAR WBLK... In like fashion Anacin Co., Jersey City, March 29 started its twentieth year of sponsoring Our Gal Sunday Monday-Friday 12:45-1 p.m. series on CBS through Dancer-Fitzgerald-Sample, New York... And noting Procter & Gamble from March 23 celebrated sixth anniversary of NBC Truth or Consequences sponsorship (Duz) with host of radio personalities effecting “guess who I am” format quiz... Duane Jones Co., New York, in March celebrated its fourth anniversary with three-media billings of 26 clients in behalf of 55 products totaling $10,000,000 for current year...

SUCCESS STORY

TEN MINUTES after WPAY Portsmouth, Ohio, had broadcast an appeal for a blood donor, the station was forced to put out another plea for donors to withhold their offers. Portsmouth General Hospital had asked the station to aid in getting blood for a woman who had just undergone an operation. In a few minutes the jam in the hospital waiting room was so great that the hospital asked the station to tell people to stop offering their blood.
If you are interested in the costs of advertising it will pay you to read further.

In the past year, we've swelled our coverage by adding 40 more stations—yet the overall cost of Mutual remains unchanged. This policy of "More for your Money on Mutual" is being continued.

There are power increases for present affiliates such as Minneapolis, Pittsburgh and Washington which have each been granted increases to 5,000 watts. There are many more new stations soon to be added—at minimum cost to the advertiser.

The important end result is that Mutual today is the largest network, with over one-third more stations than the next network. And it will remain, even with power improvements and planned station additions, the lowest priced. We think this has particular significance now when advertisers are facing the problem of keeping costs of distribution at a minimum.

In fact, currently, Network X costs at least 24% more than Mutual; Network Y costs at least 47% more than Mutual; Network Z costs at least 64% more.

Here are some typical bedrock-priced buys, which illustrate how much advertisers are getting for how little on Mutual:

<table>
<thead>
<tr>
<th>Time of Day</th>
<th>Stations</th>
<th>Weekly Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/4 hour eve.</td>
<td>259</td>
<td>$4,663</td>
</tr>
<tr>
<td>1/2 hour day</td>
<td>266</td>
<td>$3,744</td>
</tr>
<tr>
<td>1/2 hour eve.</td>
<td>259</td>
<td>$6,691</td>
</tr>
<tr>
<td>5, 1/4 hrs. day</td>
<td>266</td>
<td>$10,400</td>
</tr>
</tbody>
</table>

Net, 52-week basis

Time on Mutual is becoming a better investment all the time. So, too, are Mutual shows. Mutual is equipped to help with your choice of over a score of good programs, tested on the air.

These are some of the reasons why, compared with the previous year, Mutual sales increased 43% in the last 2 months of 1945 and 58% in the first 2 months of 1946.

At the Mutual network, values are up and costs are down, and so your advertising budget will buy a lot for less.

Mutual Broadcasting System

MORE FOR YOUR MONEY ON MUTUAL
WFBR GETS SPECIAL BOW FROM NATION'S RADIO EDITORS FOR "JUVE DELINQUENCY" PROGRAM
UNCLE FRANK'S HOBBY CLUB

The wire tells Billboard's and the Radio Editors' story. The real story goes far deeper—first to WFBR's conception of a radio station's community responsibility—next to an understanding of Baltimore's problems—and last to a willingness to promote and finance Uncle Frank's Hobby Club as a public service.

This is typical of WFBR—Baltimore's only living, breathing Radio Station that attracts large studio audiences and crowds of daily visitors—the only Baltimore Radio Station that gives all the glamour of Radio City in smaller replica.

Not just a spot on a dial, WFBR delivers the real Baltimore listener—the one who listens and buys.
FOLLOWING FCC's denial of its application to offer commercial news and program service to U. S. broadcasters, Press Wireless last week announced that it would apply for authorization to render this service on an experimental basis. This would be in line with Commission recommendations that an experimental period of operation should first be conducted to demonstrate the feasibility and quality of the proposed service.

PW had proposed that it be allowed to use its allocated frequencies and transmitters, currently employed exclusively on overseas transmission, for voice transmission to domestic radio stations wishing to send correspondents to the meeting of the UNO Security Council in New York [BROADCASTING, March 3]. PW rates, proposed at $40 for the first 10 minutes and $4 a minute thereafter, are far below the cost of special wire hookups and, PW argued in its petition, would enable stations to provide individual coverage of the sessions which would otherwise be impossible for them. This, PW said, would definitely be in the public interest.

LITTLE CHANCE NOW FOR FRANCHISE TAX

DESPITE efforts of a minority group to push through a radio franchise tax, there is little chance that the 79th Congress will enact any legislation that will add to the already top-heavy tax burden of either industry or individuals, a check of the Joint Committee on Internal Revenue Taxation revealed. Periodically certain members of both the Senate and House Appropriations committees, during hearings on the FCC budget requests, have urged a franchise tax for each licensee. In the past few months the drums have been beaten loudest after FCC officials have testified as to the "enormous profits" in radio.

John B. Haggerty, president of the International Allied Printing Trades Assn., has attempted to keep the issue alive by demanding in broadsides to members of the House Ways & Means Committee that Congress enact a confiscatory license tax against radio [BROADCASTING, Feb. 18, March 18]. One member of the joint committee declared that no legislation to increase taxes could pass the 79th Congress. He pointed out that 1946 is election year "and we all want to come back." One sure way of going into retirement, he said, was for a Congressman to vote for any measure that would increase taxes.

Some members of the joint committee are, however, studying the possibility of levying taxes on net profits, above a certain amount, as proposed by Mr. Haggerty. Such legislation isn’t expected to be introduced until the 80th Congress, which convenes next January.

Sorry, No Nylons

THE BOX was labeled nylon hosiery and it was from the local women’s store that sponsors Jane Rouse on WKBR Oil City, Pa. Miss Rouse made the natural deduction and was overjoyed—until she opened the box. It contained copy for the next week’s programs.
Hit Tunes for April

A STORY BOOK ROMANCE

(Bright Block)

STANDARD—Hal McIntyre
PIN UP—Enoch Light

THESAURUS—Novo Time Trio
LANG-WORTH—Chuck Foster

ALL THE CATS JOIN IN

(Regent

THESAURUS—Jumpin' Jacks
LANG-WORTH—Chuck Foster

COME CLOSER TO ME

(Arcatec Mas)

LANG-WORTH—Air Lane Trio
Art Mooney
Marie Pitt
Chuck Foster

THESAURUS—Music of Manhattan

"Scoundrel Keys"

I DON'T KNOW ENOUGH

ABOUT YOU

(Lang-Worth/Gregg)

LANG-WORTH—The Four Knights
PIN UP—Enoch Light

IT'S DAWN AGAIN

(Washingon)

THESAURUS—George Wright
LANG-WORTH—Tommy Tucker

LAUGHING ON THE OUTSIDE

(Bright Block)

STANDARD—The Californians
MACGREGOR—Don Swan
LANG-WORTH—Tommy Tucker
PIN UP—Enoch Light

SO IT GOES

(Chicago)

MACGREGOR—Red Nichols

(Take Care)

WHEN YOU SAY "TE QUIERO"

(London)

THESAURUS—George Wright
LANG-WORTH—Frankie Masters

(Tromp's)

THESAURUS—Jumpin' Jacks

(Noon)

WE'LL BE TOGETHER AGAIN

(STandard)

THESAURUS—Pam Dugan

(WHAT A DEAL)

STANDARD—The Californias
THESAURUS—Les Paul

(WITHOUT YOU)

STANDARD—The Californias
MACGREGOR—Jason Gonzales
S M I HIT TUNES

ARE AVAILABLE, TOO.

ON MAJOR PHONOGRAPH RECORDS

BROADCAST MUSIC, INC.
580 FIFTH AVENUE, NEW YORK 18, N. Y.

New York  Chicago  Hollywood

BY R. Boren Protests Station Grant For D. C. Corporation

PROTEST against a grant to Metropolitan Broadcasting Corp., Washington, of whose stockholders are Federal employees, until the FCC has "made a finding of fact that the application does not in any wise depart from the established standards of the Act" was filed last week with the Commission by Rep. Lyle H. Boren (D-Okla.)

At the same time Rep. Boren, a member of the House Interstate & Foreign Commerce Committee and active in radio legislation, requested in a letter to Rep. John S. Wood (D-Ga.), chairman of the House Committee on Un-American Activities, that his group "have a look into this authorization by the FCC."

In his letter to the Commission, Rep. Boren said he questioned "whether it is the public convenience and necessity for radio service that this corporation seeks to serve or if it seeks to create a propaganda outlet for political purposes," in view of the fact that "many of the stockholders...are Federal employees."

"Further, it appears," he wrote, "that several of the stockholders of this station...have been subjected to investigation by the Committee on Un-American Activities, and that leads me to inquire whether the Commission is granting a license that will be used for the dissemination of propaganda of even more than a political campaign purpose."

Political Claim

Rep. Boren charged that Edward M. Brecher, former Commission employee who resigned Feb. 11 to devote his full time to the general management of Metropolitan, worked on the application and "saw that it would be considered" while still employed at the FCC. "I intend to find out whether Government employees are permitted to engage in private affairs while paid by the taxpayers," said Rep. Boren. He charged, also, that "it would appear that affiliations of the stockholders as listed indicates a connection with the Political Action Committee of the CIO, which further indicates the probability that this station is being set up for political propaganda purposes to serve the special interests of organized minorities rather than on the basis of the criterion in the Act based upon the public convenience and necessity for radio services."

In his letter to Chairman Wood of the Un-American Committee, Rep. Boren said: "It appears evident to me that the purpose of this station is not to engage in a means of disseminating propaganda."

Rep. Boren said he had copies of a letter circulated to stockholders by Mr. Brecher, advising that an application for a standard station had been filed on March 6 and that "action" could be expected about April 6. FCC records show that Metropolitan Broadcasting Corp., filed for a 250-watt clear-channel station on 570 ke in Washington, D. C.

Metropolitan was one of the eight applicants granted construction permits for FM stations on March 20 [BROADCASTING, March 25]. Metropolitan's grant is for Channel 289 (101.7 mc), with effective radiated power of 20 kw.

Principals Listed

Rep. Boren said stockholders of Metropolitan include Ruth Brecher, wife of Edward M.; George H. Engerman, Washington editor, Science Illustrated; Marcus I. Goldman, geologist; Richard G. Goldman, student, formerly in the Army; Albert E. Hussey, marketing specialist, U. S. Dept. of Agriculture; Eleanor Lattimore, wife of Owen Lattimore, former OWI deputy director for Pacific operations; Mr. Lattimore; Milton Lowenthal, architect, administrative officer, Production & Marketing Administration, USDA; A. H. Menefee, M. D., head, Dept. of Pharmacology, Howard U. School of Medicine; Lt. Just Lanning, detailed to the Assistant Secretary of State for Administration; Mrs. Alice R. G. MacLean, book selection specialist, OIC, State Dept.; David R. Mendelson, formerly of WNYC New York, now with OPA; Selden C. Menefee, Washington correspondent, Christian Science Monitor; M. Robert Rogers, editorial chief, Political Subdivision of American Republics Intelligence, State Dept.; Russell M. Shepherd Jr., director, Foreign Broadcast Intelligence Service, War Dept. (formerly under FCC); Gerhard (Continued on page 68)

REVOLUTIONARY features of the new aluminum-backed television picture tube are explained to Edith Kelly of GE's television station, WRGB Schenectady, by Vincent J. Schaefer, GE engineer. Planned for use in large screen, video receivers similar to one above, the tube triples clarity. It is a brainchild of Mr. Schaefer. GE Electronics Dept. will market the new-type tube.
GATES now gives you this

NEW

Transcription Turntable!

...the only Unit offered
today with

SELF-CONTAINED

GAIN CONTROL

...and 5 other

Outstanding Features!

(1) Get the new Gates CB-10 for new efficiency
and ease in playback technique. A high quality
attenuator for controlling gain is mounted on
the sloping front control panel. No more awk-
ward reaching for transcription channel gain
control while handling the Turntable or record-
ing. All controls are under your fingertips.

(2) Preamplification is self-contained too! Elim-
inated is the necessity for running long audio
lines from the Turntable to preamplifiers be-
cause the CB-10 has its own preamplifier that
has ample output to feed any program or moni-
toring amplifier. Use the CB-10 anywhere.

(3) Five frequency response selections are pro-
vided. Just turn the selector switch on the front
panel to obtain proper characteristics for:

1—Columbia orthocoustic transcriptions
2—Standard orthocoustic transcriptions
3—Phonograph recordings
4—Worn Phonograph recordings
5—Unequalized acetate recordings

(4) Tone arm balance is carefully adjusted be-
fore unit leaves factory assuring proper pressure
setting of stylus.

(5) Access to interior of cabinet is easy and
quick—front panel tilts outward; rear panel
snaps into place requiring no tools to remove.

(6) Your choice of either diamond or sapphire
equipped removable cartridges. Both types in
stock for exchange at reasonable prices.

IT'S A BEAUTY!

The Unit is styled in the modern manner for
attractiveness and dignity harmonizing with
other equipment in the up-to-date Broadcasting
Station. Finish is in two-tone grey.

Condensed Specifications

SPEED ACCURACY—4% over extended
periods of time. Within one revolution
accuracy is better than 3%.

TURNTABLE DIAMETER—17 inches.

OVERALL DIMENSIONS—22 in. wide, 26
in. deep, approximately 36 in. high.

POWER REQUIREMENTS—Approximately
150 watts from 115-volt, 60 cycle source.

WRITE FOR DETAILED SPECIFICATIONS

GATES
RADIO CO.
QUINCY, ILLINOIS

SOLD IN CANADA BY:
Canadian Marconi Co.,
Ltd., Montreal

EXCLUSIVE MANUFACTURERS OF RADIO TRANSMITTING EQUIPMENT... SINCE 1922
WCKY, through its sponsor, Peruna, on a night program (15 minutes) for 17 nights offered a 1946 calendar, small sample of Peruna and a picture of the talent on the program.

Result—87,553 letters came in the 17 days from 39 states and 6 foreign countries and we called it off.
Here is the list of states and number of letters from each state:

<table>
<thead>
<tr>
<th>State</th>
<th>Letters</th>
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<tbody>
<tr>
<td>Alabama</td>
<td>8,972</td>
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<tr>
<td>Arkansas</td>
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<tr>
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<td>California</td>
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<tr>
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<tr>
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<tr>
<td>Venezuela</td>
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TOTAL 87,553

Detailed map by counties available upon request.

WCKY
L. B. Wilson  CINCINNATI

Fifty Thousand Watts and Doing the Real Job for the Advertiser
Free & Peters—National Representatives
Editorial

Program Report: III

IF THE FCC, through its program Blue Book, intended to excite and confuse broadcasters, it struck pay dirt.

But in the process, the Commission itself must have become confused. It seems to be talking out of both sides of its mouth. Where-as the Blue Book exudes program control in every way short of fiat statement, the petition filed on the FCC's behalf with the Supreme Court seeking review of the WOKO revocation proceedings [Broadcasting, March 25], glosses over program performance, and, by use of the same sort of rhetorical double-talk which punctuates the Blue Book, leaves the implication that program control is farthest from the Commission's concern.

Although individual licensees aren't disposed to challenge the FCC's latest and full-scale venture into program censorship by the back-door, the Blue Book has tended to unify broadcasters in the quest for a showdown. This is enhanced by the unanimous expressions from the NAB district meetings since promulgation of the report. It will be manifested more clearly as stations on temporary grants, grapple with the almost impossible task of attempting to predict their program schedules three years hence on the "box-seen logs" the Commission now is sending them.

How can a licensee of an FM station stipulate in advance how much commercial business he will carry six months, a year or three years hence? The FCC wants to know, nevertheless. And if he carries more or less, he may find himself confronted with an FCC contention that he has failed to meet his commitment.

At best, the proposed program log analysis is but a prediction. That goes for old-established standard stations too. There can be no guarantee of performance, commercial or sustaining, in so sensitive a field as radio.

Business has been good among all advertising media since the war. Is there any assurance it will remain good? Before the war, the FCC and Congress were bemoaning the plight of media since the war. Is there any assurance it will remain good? Before the war, the FCC and Congress were bemoaning the plight of radio's ill-fed and ill-clothed one-third—those stations perpetually in red ink. Lush war business helped them out, as it did literally hundreds of weekly and daily newspapers and many faltering magazines.

The test of the FCC's program authority as projected in the Blue Book, may come more quickly than many suspect. The FCC just last month denied the transfer of WOV New York from Arde Bulova and his associates to the Mester brothers, owners of the Balboa Oil Co. Among the reasons given for denial was the statement that the Mesters proposed to increase the station's profits "by selling more time." Then the FCC commented: "We have been good among all advertising media since the war. Is there any assurance it will remain good? Before the war, the FCC and Congress were bemoaning the plight of radio's ill-fed and ill-clothed one-third—those stations perpetually in red ink. Lush war business helped them out, as it did literally hundreds of weekly and daily newspapers and many faltering magazines."

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The formal title of the Blue Book is "Public Service Responsibility of Broadcast Licensees."

Under the Urgent Deficiencies Act, an appeal to a statutory three-judge Federal Court is allowed. Counsel for Mester Bros. will appeal. The whole question of FCC program control is implicit in the Mester proceeding. The Mester appeal may not be the best or conclusive test of the FCC's power to censor programs. But it does afford an avenue.

There's a simple yardstick that shouldn't be lost in the welter of words about whether radio is or isn't free. The question to ask: "Is radio as free as the press?" President Truman has expressed his distaste for the substitute bill. It is to be expected that the Congress preponderantly will say about it, but the FCC, creature of Congress and appointed by the President, doesn't.

Until radio is "as free as the press", radio and the press and the motion pictures and all other media of expression are in jeopardy.

Lea-Ward, Not Scuttled

THIS WEEK CAN see radio's emancipation from the enslavement of James Caesar Petrillo. Senate and House conferees have agreed to a conference report on the Lea-Vandenbergh bill (S-83) designed to "outlaw the racketeering and extortionate demands" of AFM, estimated as in excess of $20,000,000 a year from radio alone. There were just two minor amendments, to buttress the bill.

It is now up to the Senate to ratify the conference report. House approval was all but assured because of the inspired leadership of Chairman Clarence F. Lea (D-Cal.) of the House Interstate & Foreign Commerce Committee, its author.

The Senate previously had passed the original Vandenbergh bill. The Lea version is much stronger. The Senate's conferees agreed to the substitute bill. It is to be expected that the Senate will follow the recommendations of its conferees. But it certainly wouldn't hurt the cause to have broadcasters let their Senators know that the substitute is a vital need for prompt and forthright action.

Rep. Lea has gone down the line for his measure because he, along with a vast majority of his colleagues, was outraged over the manner in which Petrillo has thrown his weight around. Many broadcasters, for the first time, have expressed themselves to their duly accredited representatives. It has been the difference between defeat and victory, up to this point. And this has been in the face of terrific opposition from the labor lobbyists.

Once the conference report is ratified by two chambers, it will be up to President Truman. He was a member of the Senate when Jimmy Petrillo was telling all and sundry to take a running jump. Mr. Truman can be expected to sign the bill.

Then it will be a matter of sitting down with the AFM board and working out fair and equitable agreements on radio's use of music. The right to duplicate on FM stations the AM programs using music; the right to use music for television, and the elimination of "featherbedding" as exemplified in the AFM standby requirements, should be easier of solution. But don't expect miracles overnight.

Meanwhile broadcasters, even at this stage, owe their everlasting thanks to Clarence Lea.

Our Respects To -

IRVING EDWARD (CHICK) SHOWERMAN

IF CHICAGOANS dialing Superior 8300 today get only busy signals it will not be due to any April Fools' Day joke, but to the city's radio veterans—and despite what you've heard there are still a lot of them on hand—welcoming Chick Showerman back after 10 years in New York.

Mr. Showerman, who today assumes the post of manager of NBC's Central Division which he joined in 1928 as a time salesman, will be welcomed back to Chicago both as an old friend and as a leader in the fight to restore the city to the place as a top radio production center it enjoyed when radio and Showerman were getting started. In those days Amos 'n' Andy, Empire Builders, First Nighter were just a few of the top-flight shows originating in NBC's Chicago studios. Don Ameche, Bernadine Flynn, Jim and Marian Jordan and others of today's top stars were also in Chicago's radio roster in those days.

Recalling that in the early 30's Chicago also had almost a monopoly on the daytime serial, Mr. Showerman said just before he left New York that his No. 1 assignment in his new post will be to join the city's other broadcasters in increasing the number of Chicago-originated network programs. "NBC will do its part," he declared, "We've got the production stuff, we've got the studio facilities; and I'm sure we can find and develop the talent needed to put Chicago back into the front rank of radio production centers."

Mr. Showerman, who started life as Irving Edward but has been called Chick so long that even he has forgotten how the nickname originated, was born May 28, 1899, in Port Huron, Mich. He went to grammar school in Dowagiac, Mich., and, when his family moved to Chicago, to Hyde Park High School there. A "ham" operator in code, he naturally joined the school's wireless club, whose president, he recalls, was a lad named Walter Evans, now vice president in charge of the broadcasting division of Westinghouse Electric Corp.

Came 1917 and Chick Showerman, serving with the Field Artillery, was sent to wireless school at Valdahon in France and subsequently was assigned to artillery communications headquarters. In April 1918 he was on telephone duty during a gas attack and kept communications going despite the fact that in those days gas masks were not equipped with transmitters. "We had to keep contact," is all he will say about it, but the citation from Maj. Gen. John A. Lejune accompanying the Silver Star called his action "distinguished and ex-

(Continued on page 52)
THE two great metropolitan New York markets that listen to WOV, complement each other and combine, in their respective listening hours, to give this important station a continuous, around-the-clock audience that results in satisfied sponsors anytime of the night and day. In the daytime, WOV overwhelmingly dominates metropolitan New York's tremendous Italian-speaking audience of 520,000 radio homes. And, in the evening, between the Hooper hours of 7:30 and 10:00 p.m., WOV delivers one of the largest metropolitan audiences of any New York independent station...at less than half the cost of the next ranking station.

RALPH N. WEIL, General Manager
JOHN E. PEARSON CO., Netl Rep.
Respects

(Continued from page 50)

eptional gallantry." The gas at-
teau Thierry and during the Oc-
wounds sustained in July at Cha-
added before the war's end for

October Argonne offensive.

BS degree in commerce in three

SEMESTER ON CAMPUS

military credits and by spending

Illinois.

semester and then went to the U. of

returned to Hyde Park for his final

in the hospital and a Purple Heart, to

which two Oak Leaf clusters were

added before the war's end for

wounds sustained in July at Cha-

he was news editor

his senior year. A member of Chi

Psi, he was also elected to two

professional fraternities, Delta

Sigma Pi, in commerce, and the

journalistic Sigma Delta Chi.

After graduation, he returned to

Chicago, and after the usual num-

ber of jobs that didn't pan out,

joined the Herald & Examiner,

Hearst morning newspaper, as a

space salesman. Two years later he

threw in his lot with some other

pioneering youngsters in launching

a new magazine, The Chicagoan, a

valiant attempt to reflect the tur-

bulent life of the city. But Chi-

ganoa in the late '20's were too

busy living to stop to read about it

and on May 15, 1928, he turned his

pioneering into a new channel by

joining NBC as a Chicago sales-

man, the first man hired by Niles

Trammell, who had become head of

the network's Chicago office the

first of that month.

"No one knew very much about

radio then," Mr. Showerman says,

"and that included Mr. Trammell

and me, as well as most of the

advertisers and agency men we tried

to get interested in buying time on

NBC." But they all learned

and NBC's Chicago billings rose

steadily. Among the accounts which

he first started on the air were

Studebaker cars, Williams Olio-

matic oil burners and Florsheim

shoes.

In those days NBC's Chicago

quarters were on the second floor

of 180 N. Michigan and one day

Mr. Showerman met in the eleva-
tor a friend of high school and

college days, who had also worked

with him at the Herald & Examiner

and was then selling space for the

Literary Digest, which also had

oxies in the building. Introduced to

Mr. Trammell, the friend, Harry

C. Kopf, roundly berated them for

the horrible sounds coming from

their studios, which he said would

drive the more respectable tenants

from the building. But before long,

he, too, went to work for NBC and

today he leaves the post of vice

president in charge of the net-

work's midwestern division to move

to New York as vice president in

charge of network sales.

In 1936, Mr. Showerman was

transferred to New York and pro-

moted to the post of assistant east-

ern sales manager, advancing to

eastern sales manager in 1940.

Now, in another promotion, he re-

turns to Chicago to succeed Mr.

Kopf as head of the Central Di-

vision.

He is married to the former

Dorothy Mayering, to whom Chi-

ganoa is home also. They have two

children: Peter, 14, and Judith, 7.

And because Mr. Kopf's brother-in-

law is in the real estate business,

the Showerman family is moving

into a home in Wilmette, North

Shore suburb of Chicago.

Mr. Showerman's hobbies are

golf and fishing, with "medium suc-

cess in both," he says. He is a

member of the Veteran Wireless

Operators of America and of the

Bonnie Brier Country Club.

NEWCOMB OPENING
CONSULTANT OFFICE

LT. LAMAR A. NEWCOMB, who

served as radio-radar officer in the

Navy, has been released from active

duty as of April 1 and is opening

consulting offices at 403 Albee Bldg.,

Washington. He will represent cli-

ents in standard broadcast, FM,
television and the new fields of ra-
dio and micro-

waves.

A 1930 gradu-

ate of Georgia
Tech, Atlanta,

he made college

expenses at WSB

and WGST with an in-

terim year at sea

as an operator. He served from

1930 to 1944 with the FCC and its

predecessor FRC as radio inspector.

He was supervisor of the Puerto

Rico-Virgin Islands field area in

charge of radio intelligence when

he left the FCC to enter the Navy.

He was trained at Harvard in VHF

and microwave techniques, with

further training at MIT in radar

and special devices after which he

was assigned as Naval liaison of-

icer at the Harvar Radio Re-

search Laboratory.

ABS CLOSES DOWN
NEW YORK OFFICES

ANY HOPE that might have re-
mained that Associated Broadcast-

ing System might be reorganized

by its original management dis-
appeared last week when the New

York offices of the attempted fifth

network were closed down on In-

structions from Leonard A. Ver-

sluis, founder and president of

ABS. Rita Dobblea, New York

office manager, has kept the office

open since the shutdown of net-

work operations in mid-February.

W. G. Henderson, former ABS

vice president, who had been in

New York attempting to interest

experienced key broadcasting ex-
executives in joining in a new net-

work organization to be financed

by a group of midwestern inves-
tors, who reportedly were willing

to put up to $3,000,000 into the

deal, left the city last week to

return home. It is understood

that his backers had decided to drop

the venture, presumably after learn-

ing that another group had already

incorporated as the United States

Network and had leased telephone

lines with the intention of starting

network operations about July 1

[Broadcasting, March 25].

Origination Switch

COLOAITE-PALMOLIVE-PEET Co., Jer-

sey City, sponsor of "Theatre of Ro-

mance" on CBS, will switch origan-

tive of the show back to New York

effective April 2 after several months' origina-

tion from the West Coast.

CBS - 5000 Watts - 980 KC

Owned and Operated by

TIMES-WORLD CORPORATION

FREE & PETERS, INC., Nat'l Representatives

Page 52 • April 1, 1946
First Double Winner of a Peabody Award

“AMERICA'S TOWN MEETING OF THE AIR” wins coveted medal as the outstanding educational program of 1945

The edification, the fearlessness, and the fair firm moderation which has characterized George V. Denny's selection and conduct of "America's Town Meeting of the Air" was never more urgently needed by conscientious listeners. To Mr. Denny, to his able staff, and to the American Broadcasting Company, we take pleasure in presenting the Peabody award for the outstanding educational program of 1945. Mr. Denny has the distinction of being the first double winner: "Town Meeting" received the medal in 1943, and is still the irresistible leader in its field. This program has served as a stalwart example for 26 junior town meetings which are perpetuating the principles of free debate among the citizens of tomorrow."

Thus did the Peabody board express its recognition of "America's Town Meeting of the Air"—the first time that any previous winner has been granted a second award. This program, typical of ABC's policy of presenting all sides of vital issues, was sponsored during 1945 by ABC, American Broadcasting Company.

ABC congratulates these other winners of Peabody awards:

Edgar Bergen, Charley McCarthy and Mortimer Snerd, for many laughs (NBC).
Arch Oboler, in the field of drama (MBS).
CBS and Paul White, for outstanding reporting of the news.
Station KRNT, for its coverage of the atom bomb trial in New Mexico (ABC affiliate).
The NBC Symphony of the Air, in the field of music.
Dr. Howard Hanson, the Eastman School of Music, and Station WHAM, for contributions to music education (NBC affiliate).
Station KFWB, for its program "Toward a Better World" as an outstanding public service feature by a regional station.
Station KOMA, for its "Save a Life" series as an outstanding public service feature by a local station (CBS affiliate).
Station KOWH, for the outstanding children's program (ABS affiliate).

The Reader's Digest. At present unsponsored, it is being carried as one of the network's top public service features.

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Station KFWB, for its program "Toward a Better World" as an outstanding public service feature by a regional station.
Station KOMA, for its "Save a Life" series as an outstanding public service feature by a local station (CBS affiliate).
Station KOWH, for the outstanding children's program (ABS affiliate).

American Broadcasting Company
A NETWORK OF 202 RADIO STATIONS SERVING AMERICA
A MONTHLY RELEASE of Hit Tunes from the BMI PIN UP SHEET

FOUR CONCERT ORCHESTRA SELECTIONS
by Enoch Light and his orchestra of twenty-eight carefully chosen musicians, each in his own right an accomplished instrumental artist.

FOUR DANCE ORCHESTRA SELECTIONS
by Enoch Light and his famous dance band of eighteen performers, especially qualified to provide the colorful dance music demanded by today's discerning radio audience.

TOP FLIGHT VOCAL TALENT
The vocalists supporting both orchestras will include the Song Spinners, Ilene Woods, Harry Prime and Danny Sullivan. This impressive array of accomplished featured artists will provide the instrumental renditions with the glamour and sparkle of their own inimitable interpretations.

ADVANCE RECORDINGS
This service will enable you to provide your audience with top quality renditions of your own BMI Pin Up Sheet Hit Tunes while they are brand new and before they can be secured from any other source.

QUALITY TRANSCRIPTIONS
Each transcription will be recorded, processed and manufactured on Western Electric equipment under Western Electric Company, Incorporated patents, by World Broadcasting System, Incorporated, supplied with either vertical or lateral cut, on sixteen inch discs, pressed on vinylite.

RELEASED FOR OUTRIGHT SALE
Each monthly transcription will immediately become the exclusive property of the subscribing station. Your BMI Hit Tunes will thus be permanently available for rendition on your station.

$15 per Transcription
on a subscription basis
at
$180 per year

For audition purposes, a transcription will be shipped, prepaid on request

Spot Sales Inc., 400 Madison Ave., New York 17, N. Y.
WILLIAM REAGH HUTCHINS has been appointed manager of the FM broadcast activities of K. Anthony & Sons, New Bedford, Mass., for several years he has been associated with Prof. EDWIN H. ARMS STREET in research and development of FM and radio at Columbia U. and also at the antenna and transmission laboratory for Untron and at Wayne University. His interest in the field of radio has been maintained by his affiliation with the Radio Engineers Club and the American Society for the Promotion of Radio/Spectroscopy and by his membership in the Radio Club of America and the Institute of Radio Engineers.

H. T. LUCY, general manager of WRVA Richmond, Va., is recovering from an eye operation.

CHARLES KIZER, general manager of KGER Long Beach, Calif., is in New York covering UN. He is being assisted by OLGA SYLVA of the Lombardo program on ABC. He was in Navy with motortorpedo boat squadron as lieutenant. Telephone is Tucker 9049. HAROLD HAKLIK, released from the Navy for "meritorious service" as officer, has been named WSM commercial manager. Stationed in South America during past year, he has resumed duties at WSM Nashville, as commercial manager. Stating his election to the National Board of Directors of the National Association of Broadcasters, he edited "Saturday Weekly News Bulletins" in Brazil, and was with AFRTS station WMSM.

DEAN UPSON, who replaced him while in the service, has been Named Artist's Bureau manager.

ROLLY STRIKES, for sales account executive of co-operative program department. ABC New York, has been appointed sales manager of the ABC co-operative program department.

BOB HARTER, released as sales account executive, the Army, rejoin commercial department of WHO Des Moines.

MRS. AURELIA S. BECKER, president of the Lombardo program, is scheduled to address the April 11 session of the Western Federation of Women.

IN WESTERN COLORADO

ONE SIGNAL

KFXJ

GRAND JUNCTION

1000 W 920 K. C.

M. B. S.

Represented By HOMER GRIFFITH CO.

BROADCASTING • Telecasting

Management

PRIZE WINNERS

CHECK for $500 as first prize in WADC Alkor letter contest is presented to Leonard Wohler by Allen T. Simmons, WADC owner. Mrs. Wohler happily watches the money roll in. Letters were to suggest improvements in station's programs. Prizes totaled $1,350, same as WADC's 1350 kc frequency.

CONGRATULATIONS are in order for Peter E. Finnegan (1), division manager of Larus & Bro., to booke company, Richmond, informs John Dowell he has won $1,000 second prize in Guy Lombardo song title contest. Larus Co. sponsors the Lombardo program on ABC. Young lady in the middle is Mil- dread P. Stanton, commercial manager of WORC Worcester, Mass.

IER to Study Radio's Role Against Bigotry

HOW radio can assist in combating "anti-group" feelings and contribute to strong domestic and international good will is to be one of the major themes of the 16th Institute for Education by Radio in Columbus, Ohio, May 3-4. Sponsor is Ohio State U. with Dr. I. Keith Tyler, head of radio education at OSU, acting as general chairman of the institute.

The special general session on "Radio and Inter-Group Understanding" will feature as its leader Frank Trager, assistant to the president of the National Conference of Christians and Jews, New York, producer of Mr. District Attorney, will be one of the participants on this panel.

A total of six major sessions and three smaller ones are slated by the institute, all built around radio's past contributions to democratic processes and its future possibilities.

IN WESTERN COLORADO

it's

ONE STATION

KFXJ

GRAND JUNCTION

1000 W 920 K. C.

M. B. S.

Represented By HOMER GRIFFITH CO.

BROADCASTING • Telecasting

IN WESTERN COLORADO

it's

ONE STATION

KFXJ

GRAND JUNCTION

1000 W 920 K. C.

M. B. S.

Represented By HOMER GRIFFITH CO.

BROADCASTING • Telecasting

Winston Dustin, released from the Army in March, his service has resumed duties at WSM Nashville, as commercial manager. Stating his election to the National Board of Directors of the National Association of Broadcasters, he edited "Saturday Weekly News Bulletins" in Brazil, and was with AFRTS station WMSM.

Dean Upson, who replaced him while in the service, has been named Artist's Bureau manager.

Rolly Strikes, for sales account executive of co-operative program department. ABC New York, has been appointed sales manager of the ABC co-operative program department.

Bob Harter, released as sales account executive from the Army, rejoins commercial department of WHO Des Moines.

Mrs. Aurelia S. Becker, president of the institute. Announcing this week of the 1946 Season of "The KFI-Holly-

wood Bowl Auditions" will mark the third year in which the Station and the Hollywood Bowl Association have presented an open competition for promising young vocalists. Through a series of sum-

mer concerts broadcast as a Public Service over KFI, a noted panel of judges will choose a single singer to appear as soloist in Hollywood Bowl with Leopold Stokowski.

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Station KFI's Public Service program "The Boy Scout Jam-

booke" is now in its seventh con-secutive year as WADC's 1350 kc

station on 1230 kc owned by Missouri

Greater Cleveland Federation of Wom-

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crlocks.

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crlocks.
Squibb & Sons, which replaces Helen "Academy Award," sponsored by E. R. Newell. He
Hollywood office
New York, has been appointed man-
MARK LARKIN has resigned as pub-
RICHARD HOLSTEN, account executive
MARK LARKIN has resigned as pub-
GREGORY & HOUSE, Cleveland, has pur-
H. C. BARKSDALE, advertising manager, has joined the staff of the Y.M.C.A. Chicago office.
JOSEPH MORAN, associate director of radio and public
ALDUS P. BUTLER and EDWARD Mc-
CLOTHES INC.,
Walter Thompson Co., Los Angeles, has
BETH NORMAN, formerly with Kelso Co., Louisville, Ky. JULIAN JAMES Jr.
HENRY PELTIER is new copywriter and account executive with W. J. Smith Co., Louisville, Ky. JULIAN JAMES Jr. and HARRY O. DUCE have been added to creative staff of agency.
FRANKLIN TYSON, former copy writer for S. W. Thompson Co., Los Angeles, has joined the staff of the San Francisco office.
BRUCE MOORE, former copy chief, has joined the staff of the Philadelphia office.
RICKER VAN METER Jr. has returned to command in the Marine Corps. After three years with the Navy, he is now in charge of defense.
Leonard J. Marks, mail-order manager of the H. H. Kato Co., Inc., has been appointed manager of the Radio Section of the company.
Jorgensen was appointed as assistant general counsel, succeeding former chairman, James Lawrence Fly.
and had been with the Commission 14 months prior to entering the Navy. Shortly before his discharge, he entered the University of Chicago Law Review. He received a J.D. degree in 1943 and was editor of the University of Chicago Law Review. Mr. Jorgensen is married and has two children.
AFN, joins Atherton & Graham Adv., Hollywood, as writer, announcer and producer.
HUBBELL ROBINSON, executive vice president of Associated Broadcasting, Inc., New York, is in Hollywood to set up new Bourjois Inc. program starring Tony Martin, vocalist, and starting in mid-April on CBS.
FRANKLIN C. TYSON, former copy writer for R. W. Thompson Co., Los Angeles, has joined the staff of the San Francisco office.
EDWARD H. HALE, released as captain in the Army Signal Corps, has joined the creative staff of Green-Brook, New York.
JEAN DEYER, formerly with Buchanan & Co., New York, and MARIE Mc-CARE, formerly with Bow Co., New York, have joined Henry A. Louden Adv., New York, as assistant to the radio director, respectively.
Jorgensen assumed legal post in FCC
AFTER TWO YEARS service in the Navy, Mr. Jorgensen has returned to the FCC as assistant general counsel, succeeding formerly held by Leonard H. Marks who resigned in January to enter private practice. Mr. Jorgensen's appointment became effective March 21.
Mr. Jorgensen was special counsel to the former chairman, James Lawrence Fly and
Yes, Peoria does have a “Grand Central Station”... from the standpoint of radio, of course. And WMBD’s Information Service serves Peorians just as effectively as the Information Booth in the Grand Central accommodates New York travelers.

WMBD’s log on Public Interest telephone calls averages 2500 entries weekly. A few random samples: correct time (1200 calls); condition of highways (350 calls); detailed information on end of major local industry strike (400 calls). Over 250 listeners called in one week to compliment a new local sustaining program; 600 wanted information on a special sports broadcast.

Peorians know WMBD is operated in the public interest... and that they can depend on this dominant Illinois station for quick, accurate information, as well as the best in broadcasting.
George H. Jaspert Opens Radio Consultant Office

GEORGE H. JASPERT, New England broadcaster, last week opened a consulting office with offices in the Little Bigd., Boston (phone, Hancock 4948).

Active in radio since 1920, Mr. Jaspert has directed station operations in both the East and Midwest. His new consulting service will cover all aspects of station planning and programming, including AD, FM, television and facsimile. He served as radio consultant last year for the Herald-Traveler which recently acquired WHDH Boston and its FM experimental station.

Mr. Jaspert assisted in the first broadcast of the Harding-Cox election return in 1930. He was employed by the Westinghouse station for 11 years in managerial capacities. For the last 13 years, he has been commercial and station manager of stations in the West and New England.

News of Programs

NEWSPAPER ON WPHL Philadelphia programs and personalities, "WPHL Tonight," being published by station for distribution to listeners and the trade. Schedule of program highlights is listed on last page of the paper, to be issued every two months.

VIck Knight, former "Command Performance" producer for the Army and top network programs, has been appointed by Edward M. Kirby, public relations counsel, to produce "Shriners' Dram," a script to be aired on Colu-umbia Workshop late this spring.

Capt. Donald A. Learney, former radio officer at ETO is employed by the Westinghouse Broadcasting Corp. in New York City as announcer.

JACK RAVEL, after serving in the armed forces, has rejoined WRVA continuity editor. CAPT. DON L. KEARNEY, former radio officer at ETO has rejoined the station for 11 years in managerial capacities. For the last 13 years, he has been employed by the Westinghouse Broadcasting Corp. in New York City as announcer.

Mr. Jaspert
HE Langevin 114-A Amplifier is primarily a monitor amplifier. It is used in offices, audition and control rooms of radio stations and recording studios, and also fits the needs of wired music installations and other industrial uses wherever an amplifier for a single or dual speaker installation is required.

This amplifier operates on 110-120 volts AC or DC. It can be rack mounted or used in its own metal cabinet, Type 204-A; it has a frequency response of 30 to 15,000 cycles and delivers 3 watts of audio power at less than 2% RSS total harmonic distortion at 400 cycle single frequency. At 4 watts output the distortion is less than 5%.

ELECTRICAL CHARACTERISTICS

GAIN — Approximately 61 db high gain and 43 db when bridging a 600 ohm source. OPERATES FROM — 0-1000 ohms using nominal 600 ohm input, 0-25,000 ohms using nominal 25,000 ohm input, with maximum gain depending upon impedance of bridged source. OPERATES INTO — Nominal load impedance of 4 ohms. Working range 2 to 8 ohms.

OUTPUT POWER — Approximately 4 watts with less than 5%, and 3 watts with less than 2% RSS total harmonic distortion at 400 cycles single frequency into nominal 4 ohm load. OUTPUT NOISE 42 db below +35 VU (7 db below .001 watt) or better.

FREQUENCY CHARACTERISTIC — Production run ±1.5 db over the range of 30-15,000 cycles. POWER REQUIREMENT — 110-120 volts, 25-1000 cycles AC, or 110-120 volts DC. Amplifier draws 70 watts at 120 volts. SIZE — Maximum length 10 1/4", depth 6 1/8", height 6 3/8".
Elmer Davis, currently heard on ABC Tues-Wed. 8:15-8:30 p.m. and Sun. 3-4 p.m. p.m. on April 9 will take over the 9:35-10 p.m. period, Monday through Friday, replacing Chester McNab, commentator being discontinued April 16 by Require Inc., Chicago ("Coronet" Magazine). Mr. Davis will drop quarter-hour on Tuesdays and Wednesdays but will continue Sunday afternoon series.

Bill Adair, former agricultural authority of KQW San Francisco, released from the Army as colonel, has established himself in the import-export business.

John Beck, CBS Western Division director of news broadcasts, is the father of a boy.

Alfred Downs, released from Army, has rejoined NBC Hollywood newsroom as staff writer. Writer John Broberg has resigned.

Al Hattie, commentator on WJJD Chicago weekly "High School Forum," came of age last week and was drafted into the Army. Now stationed in public relations at Fort Sheridan, Ill., he will continue to broadcast the forum, until being transferred.

Dick Sheehy, first baseman traded by the Philadelphia Athletics to the St. Louis Browns, is scheduled to broadcast baseball rather than play this season. He is to cover games of St. Paul in American Assn., for WTCN Minneapolis.

Bill Wood, newsman with WQOC Boston since release from the Navy last December, goes back into uniform and to Pacific for coverage and work on Operations Crossroads, presently postponed. He is one of four men selected for posts of radio program officers on four communications ships assigned to atom bomb tests.

Charles Ewing, released from the armed forces, has joined WRJB Columbus, Ga., news staff, which he organized to include coverage of ten Georgia-Alabama counties for five local newscasts and one local commentary daily. Prior to entering service, he was news editor of WRJ Knoxville, Tenn. John Johnson, released from the Army, has returned to WRJ as news and sports announcer.

Bob Wolfe, WIXI Washington sportscaster, has left for Florida to review major league baseball clubs in their spring training camps. His daily broadcasts will be aired by record during his trip.

John Adeny and Hal Proctor, released from armed forces, have returned to WCAO Baltimore as weekday news analysts and "Arrow News Reporter," respectively.

Bob Garred, CBS Hollywood newsman and former Navy officer, has been signed by 20th Century-Fox to narrate Navy short subject film.

Bob Hamilton, who Des Moines newsman, is now program director of Radio Stuttgart, 100 kw station on 574 kc of U. S. Army's 6871st District Information Services Control Command, with ABSIE and Radio Luxembourg until his present assignment, he formerly had been writer-producer with Blue Network (ABC) and prior to that with CBS stations on Pacific Coast. Production manager at Radio Stuttgart is Capt. Fred Taylor, formerly with KSL Salt Lake City.

John Beck, CBS Western Division director of news broadcasts, is the father of a boy.
<table>
<thead>
<tr>
<th>Jansky &amp; Bailey</th>
<th>Consulting Radio Engineers Co.</th>
<th>321 E. Gregory Boulevard, Kansas City, Mo.</th>
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<tr>
<td>McNary &amp; Wrathall</td>
<td>Consulting Radio Engineers</td>
<td>National Press Bldg., D.C.</td>
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<td>Paul Godley Co.</td>
<td>Consulting Radio Engineers</td>
<td>Upper Montclair, N.J.</td>
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<tr>
<td>John Barron</td>
<td>Consulting Radio Engineers</td>
<td>Specializing in Broadcast and Division Engineering</td>
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<tr>
<td>George C. Davis</td>
<td>Consulting Radio Engineer</td>
<td>Munsey Bldg., District 8456</td>
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<td>May and Bond</td>
<td>Consulting Radio Engineer</td>
<td>1422 F St., N.W., Wash., D.C.</td>
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<td>Harold B. Rothrock</td>
<td>Consulting Radio Engineer</td>
<td>1909 Eye St., N.W., Executive 3521</td>
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<td>Lohnes &amp; Culver</td>
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<td>Munsey Bldg., District 8215</td>
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<td>John J. Keel</td>
<td>Consulting Radio Engineer</td>
<td>Earle Bldg., Washington, D.C. National 6513</td>
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<tr>
<td>Garo W. Ray</td>
<td>Consulting Radio Engineers</td>
<td>991 Broad St., Suite 9-11</td>
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<tr>
<td>Holey &amp; Hillegas</td>
<td>Consulting Radio Engineers</td>
<td>1146 Briarcliff Pl., N.E.</td>
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<td>Chamberlain &amp; Garrison</td>
<td>Consulting Radio Engineer</td>
<td>1519 Connecticut Avenue</td>
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<td>Dixie B. Mckey</td>
<td>Consulting Radio Engineers</td>
<td>1108 16th St. N.W., Suite 405</td>
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<td>Weldon &amp; Carr</td>
<td>Consulting Radio Engineers</td>
<td>Washington, D.C. 1605 Connecticut Avenue</td>
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<td>Universal Research Laboratories</td>
<td>Consulting Radio Engineers</td>
<td>1 No. Hill Circle, Pine St. and Mason Streets, San Francisco, California</td>
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<td>A. Earl Cullum, Jr.</td>
<td>Consulting Radio Engineers</td>
<td>Highfield Park Village, Dallas, Texas</td>
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<tr>
<td>John Creutz</td>
<td>Consulting Radio Engineers</td>
<td>328 Bond Bldg., Republic 2151</td>
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<tr>
<td>William E. Benes</td>
<td>Consulting Radio Engineer</td>
<td>830 Gregg St., Phone: 7342</td>
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<tr>
<td>Nathan Williams</td>
<td>Allocation &amp; Field Engineering</td>
<td>20 Algoma Blvd., Oskosh, Wis.</td>
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<tr>
<td>Singleton and Barnard</td>
<td>Consulting Radio Engineers</td>
<td>AM FM Television Marine, 2438 S.W. 4th Ave., Portland 4594, Oregon</td>
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<tr>
<td>Colton &amp; Foss, Inc.</td>
<td>Electronic Consultants</td>
<td>715 American Bank Bldg., Tel. Raymond 0111</td>
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<tr>
<td>H. V. Anderson</td>
<td>Consulting Radio Engineers</td>
<td>927 18th Street NW, Republic 3883</td>
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*Qualified Radio Engineers*
GETTIN’ ANY LOVIN’ FROM GRACY (Ky.)?

Gracy (Ky.) is a wee little bitty—er—we mean city, but even if you had all her endearing young charms, you still wouldn’t have much! You’d do better, sir, to cease casting glances at such backwoods belles and cuddle up to WAVE’s luscious Louisville Trading Area, where there’s more of everything that’s desirable than you’ll find in the rest of the state, combined. As Chaucer never said about Gracy: “I got a pretty face, I got a pretty figger, but stand back boys ‘til I get a little bigger!”

LOUISVILLE’S WAVE

5000 WATTS . 970 KC

N. B. C.

NATIONAL REPRESENTATIVES

FREE & PETERS, INC.,

RGW Seeks Fee Hike from L.A. Disc Firms USING present negotiations with P. MacGregor, Co., Hollywood transcription firm as opening wedge, Radio Writers Guild, Hollywood, is seeking to set up new minimum fee for Los Angeles area transcription companies using script material. Contract with C. P. MacGregor expired March 25 and RGW has asked that an increased minimum fee be worked into new agreement. Present fee, established in 1940, is unsatisfactory to RGW.

Guild is also seeking to establish basis for code of fair practices in radio writer-agent relationships. Questionnaires have been submitted to membership asking recommendations and comments for improvements on existing contracts. Carriers have included time length involved in certain contracts, unwarranted commissions on independently obtained work, and failure of some agents to thoroughly represent clients. Replies to the overall survey will be reported at April RGW meeting.

BROADCASTING • Telecasting
American Public Relations Assn. Cites NAB, NBC and WNAX Yankton, S. D.

NBC, the NAB, and WNAX Yankton, S. D., were recipients of awards from the American Public Relations Assn. at the association's banquet last Saturday evening in the Hotel Statler, Washington, D. C. The three were chosen in the radio category for outstanding public relations work in network, radio association and station fields, respectively.

The citations were among a total of 45 made to all branches of American business and industry, and henceforth will be conferred annually.

Presentation banquet was culmination of three day convention of the APRA. Radio awards were received for their respective organizations by Frank E. Mullen, vice-president and general manager of NBC, A. D. Willard, NAB executive vice-president, and James H. Allen, merchandising and promotion manager of WNAX.

Each received a small mahogany pedestal with a sterling silver front plate upon which is the inscription of the award. Mounted on the pedestal is the silver anvil of public opinion, symbol adopted by the APRA.

Nine Judges


Principal speaker at the banquet, which was attended by 1,000 business leaders, was Secretary of Agriculture Clinton P. Anderson. Toastmaster was Rep. Luther Patrick (D-Ala.).

'Missing Heir' Returns

SCHEDULED to return to the air March 31 as a Sunday afternoon sustainer on ABC was "The Court of Missing Heirs." Program from 1927 to 1942 was on CBS, sponsored by Skelly Oil Co., Kansas City, and Centaur Co., division of Sterling Drug, New York (Ironicized Yeast), respectively. Feature of new series is a $75 Victory Bond award for information leading to the discovery of a missing heir described on the program.

A Valuable Supplement to your radial ground system

TRUSCON COPPER MESH GROUND SCREEN

Ask your engineer or consultant regarding the value of a close mesh pure copper ground screen in the high intensity field immediately adjacent to the base of an antenna tower.

There is only one answer: A Truscon Copper Mesh installation is permanent and does not require frequent replacement.

This screen is fabricated by slitting and expanding solid sheets of pure copper into mesh sheets approximately 8' 0" wide by 24' 0" long. The usual arrangement at the base of a radio tower consists of twelve sheets with edges connected by means of brazing to form a screen 48' 0" square.

Truscon Copper Mesh Ground Screen is available from stock. Obtain prices from our nearest sales office or write our home office at Youngstown, Ohio.

Truscon Radio Towers, too, are now available.

TRUSCON STEEL COMPANY

YOUNGSTOWN 1, OHIO  Subsidiary of Republic Steel Corporation


April 1, 1946  Page 63
In the Ark-La-Tex area, KWKH—with its 50,000 watts—is the No. 1 Medium, with full coverage and SELLING POWER in this prosperous market.

---

**KTHT’S GI HOUSE**

Houston Station Will Build Suburban Home

KTHT Houston will build a GI house in a residential suburb, according to President Roy Hofheinz, who has applied for priorities. Plans have been drawn by an architect and construction will begin soon.

Story of the project is being unfurled on a public service program KTHT "Building a GI House." Materials will be bought on the open market and precautions will be taken to avoid black market prices. The two-bedroom modern cottage will be built by a contractor on a cost plus 10% basis. All cost accounts will be audited and the house will be sold for actual out-of-pocket cost to the station. Dick Altman, KTHT special events manager, will broadcast several times a day during construction.

Mr. Hofheinz hopes the house can be sold under $7,000. Site was purchased for $2,500 on a good 400-foot street frontage, he said. Building will be of brick and construction will begin soon.

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**AAA- RDG Pact**

AMERICAN Assn. of Advertising Agencies and Radio Directors Guild last week began discussions concerning a proposed contract covering program directors and associate directors employed by the agencies. Frederick R. Gamble, AAAA president, and Herald Beckjorden of AAAA headquarters staff met with a committee of the Guild headed by Tony Leader, RDG vice president, to discuss special problems of agency directors. When question of commercial fees is reached representatives of four major networks, with whom guild already has agreements, will join in discussions. Setting of fees was at time of original negotiations. When question of commercial fees is reached representatives of four major networks, with whom guild already has agreements, will join in discussions. Setting of fees was at time of original negotiations.

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**IRVING SILVERSTEIN,** out of Army, has joined PR Corp., New York (Secoop), as assistant advertising manager.

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The selling tower in the buying market.

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IRVING SILVERSTEIN, out of Army, has joined PR Corp., New York (Secoop), as assistant advertising manager.
LATEST developments in publishing and broadcasting will be incorpo-
rated in this $1,250,000 home to be built for the Shreveport Times and
the 50 kw station KWKK. Third floor of the main building will be occu-
pied by the station and will include 225 persons and
two smaller studios. John D. Ewing, publisher of the newspaper and
president of KWKK, has announced that construction will start as soon
as materials and labor are available.

Survey
(Continued from page 28)

from the survey which may be used by
either side in the clear channel
debate and the hearings might well
serve to develop an acceptable eval-
uation of the findings. Presentation
of the survey by Census Bureau and
Commission witnesses will probably
be followed by cross examination to
relate findings to one of the main
purposes of the hearings: whether
clear channel stations are providing
a satisfactory service to rural areas.

Secondary Service

But whatever interpretations
may be placed on the survey by
the parties concerned, the Commis-
sion's Economic Division warns
that the findings do not reflect com-
parative popularity of stations. The
findings refer to secondary service
areas in general and are based on
interviews with householders in 85
sample areas chosen to represent a
cross section of all secondary areas,
plus some marginal primary areas.

Tabulations from the survey
showing the projected number
of householders reporting specific clear
channel stations heard, it was ex-
plained, indicates that one of the
sample areas surveyed included
much of the secondary service area
of that station. Conversely, where
a specific station is heard by a
small number of householders it
indicates that the sample areas
covered very little of the secondary
service area of that station.

The sample area technique, the
Division said, was adopted to de-
termine whether or not the second-
ary areas receive service from any
stations, rather than to study the
secondary service coverage of par-
ticular stations. A further purpose
of the survey, it added, was to check
on the quality of reception in those
areas where no primary service is
available.

More European Stations
Take Fremantle Service

FREMANTLE OVERSEAS RA-
DIO, London and New York sta-
tion representative, has added 17
stations to its list, in addition to
Radio Andorra. New stations are
Radio Iberica, Tangiers, North
Africa; Radio Mirimar, Barcelona,
Spain, and the Ente Italiano per le
Andizioni Radiofoniche (Italian
Network) which has 15 stations and
represented with Dario Soria.

Fremantle Overseas Radio is cur-
rently representing in U. S. most
European stations operating com-
mercially. Paul Talbot is the New
York manager. Firm placed Luth-
eran Layman's League, St. Louis,
sponsor of the Lutheran Hour for
52 weeks on Radio Iberica, through
Pan American and Gotham Adv.
agencies in New York. Seventh Day
Adventists are starting Voice of
Prophecy on Radio Andorra
through Pan American soon.

TEN minutes after WHBF
Rock Island, III., complied
with police request to broad-
cast description of a missing
three-year-old, WHBF News
Editor Francis J. Kennedy
left the studios and saw the
missing youngster strolling
into a downtown movie. Show-
ing his press pass to
get into the movie, he found
the boy preparing to enjoy
the picture from a second-
row seat. Youthful run-away
got a free ride home in a po-
cile squad car and every-
body was happy except the
boy—who didn’t get to see
the show.

Form Package Firm
VETERANS of AFPS Los Angeles are
forming cooperative corporation to pro-
guide package shows. Headed by Jim
Burton, group includes ex-AFPS writers,
directors, producers, music directors.
Wayne station on which the department store sponsored March 20 performance in observance of its fiftieth anniversary. however, stations are now being offered direct to neighbors to develop listening habits, listening habits being offered to neighbors to develop listening habits, listening habits being offered to neighbors to develop listening habits, listening habits being offered to neighbors to develop listening habits.

WOWO Campaign

EXTENSIVE promotion and publicity campaign, pre-planned by WOWO Bos- tone, was effective in advance of a March 20 broadcast, using the station's call letters. This display card, measuring 26 inches by 18 inches, is printed in either English or French for use by CAB member stations and stations in 350 New Haven stores. Cam- paign was preceded by newspaper and broadcast promotion. WOWO sent 500 releases to druggists; several hundred to fac- tors for business promotion; 100 area newspapers; letters to professional and business firms inviting them to listen and invitations to representa- tors and agencies with note calling attention to importance of occasion.

Check Copy Promotion Piece

FOLDER bearing issues of "KSTP Radio Reporter" under arm of delivery boy "KSTPete" has been distributed by the Minneapolis station to clients at a check copy promotion piece. Eye catching "EXTRA:" leads captions of the KSTP program publicity service which is distributed weekly to 100,000 homes. Back page or inside spread of paper carries ad of Jack Spratt Food Stores.

Business Promotion

WHBC New Haven, Conn., last week launched a "Shop 'n New Haven" campaign in cooperation with Chamber of Commerce to stimulate local busi- ness in 350 New Haven stores. Camp- aign revolves around slogan contest. Listeners enter blindly at any of 350 stores. WHBC awards $50 prize in contest. Listeners enter blindly at any of 350 stores. WHBC awards $50 prize in contest. Listeners enter blindly at any of 350 stores. WHBC awards $50 prize in contest.

Mutual Letter

TO ADVERTISERS and agencies throughout the nation, B. J. Hauser, Mu- tual's director of co-operative programs, has sent a promotion letter pointing to the usefulness of co-operative programs to advertisers with "specific plans. The letter was accompanied by list of mu- tual station locations and co-operative programs available.

'Wishing Well' Promotion

W. M. WHITNEY Co., Albany, N. Y. (department store), sponsor of the Harry S. Goodman Radio Production show, produced "Wishing Well" which ran on WTRY Troy, N. Y., each week anno- nounced winners of "Wishing Well" test in local newspapers. Pictures of winners appeared in local papers. Picture was also broadcast on display in Whitney window. Overseas by agency.

Stunt Contest

WHRC Canton, Ohio, is planning a stunt contest for a week, station conducted stunt contest promotion on his "mysterious
These Remote Amplifiers by Raytheon get a program "on the air" in a hurry. Operators prefer them because they are light weight and easy to carry, easy to set up, simple to operate and ruggedly dependable.

Strikingly beautiful steel cabinets with sloping front panels, finished in durable two tone tan baked enamel. You will be proud to have them represent your station at remote pick-ups. Remember, more people see your remote equipment than your studio—and value your station accordingly.

Both models have the same electrical characteristics and equal or exceed all FCC requirements for FM transmission. Distortion is less than 1 1/2% from 50 to 200 cycles and less than 1% from 200 to 15,000 cycles. Noise level of 60 DB or better. Frequency response 30 to 15,000 cycles. High overall gain of 86 DB permits use with high fidelity microphones. Finest quality Weston VU Meters with 4-in. illuminated dials are the same as those used in high fidelity studio equipment. This permits the remote operator to properly "ride the gain" at the source and all standard studio meters of network stations will show identical readings. We can deliver immediately. WRITE TODAY for information and prices.

Devoted to Research and Manufacture for the Broadcasting Industry
Federal Tel. & Radio Forms New Subsidiary

FORMATION of a Canadian subsidiary of Federal Telephone & Radio Corp., which itself is a domestic manufacturing affiliate of ITAT, to produce radio, telephone and other electrical equipment in Canada was announced last week by Col. Sosthenes Behn, president of ITAT.

The new company, Federal Electric Manufacturing Co. Ltd., will produce equipment for sales within the Dominion. With headquarters at Montreal, the company will employ Canadian personnel. Initially, a few American key personnel will aid in getting production underway.

Officers of the new company are Col. Behn, president; Henry C. Roemer, vice president of IT&T and FTR; Harold H. Buttner, vice president of IT&T and president of Federal Telecommunication Labs Inc., E. N. Wendell, T. M. Douglas and R. E. Smith, all vice presidents of FTR; vice president of FTR, W. H. Wannamaker; secretary of FTR, secretary, and R. H. Workman, comptroller of FTR, comptroller.

FCC Brings Its Rules Into Line With NARBA

BRINGING its rules into conformity with the North American Regional Broadcasting Agreement (NARBA), the FCC amended its regulations last week by Col. Sosthenes Behn, president of IT&T.

New facecultee models of Finch Telecommunications Inc.

TWO NEW types of "duplex" facsimile units designed for point-to-point, mobile and other commercial communication services were announced last week by Capt. W. G. H. Finch, USNR, president of Finch Telecommunications Inc., Passaic, N. J.

One, FRS 141-A, is a high-speed duplex unit which sends and receives messages by radio at a speed of 30,000 words or 2,750 square inches of picture copy per hour. The other, FRS 140-A, transmits and receives 9,600 words or 918 square inches of picture copy per hour. The latter, it was pointed out, is ready to operate on any communication channel which will handle a subcarrier frequency of 1.3 kc (300-2300 cycles per sec).

Capable of handling written material, pictures, sketches, maps, drawings and printed matter, it was explained, the machines are identical in size and appearance, measuring approximately 16x16x12 inches and weighing about 75 pounds. They are designed for 110 volt 60 cycle AC single phase; 200 volt 60 cycle AC single phase; 110 volt 60 cycle DC single phase; 110-220 volt DC or battery power as required for any particular installation. They were styled by Walter Dorwin Teague.

In a leaflet giving technical data and detailed information on the units, the firm pointed out that "for the general public, deliveries are expected by early fall of 1946."

FINCH OFFERS NEW FACSIMILE MODELS

Auto Radio Prices Up

OPA has raised the ceiling prices of radios manufactured for four automobile companies—Nash Hudson, Chrysler and Studebaker. If sets are unchanged from '42, cost increases are absorbed by manufacturers, distributors and dealers. Price increases in changed sets are passed on to the consumer with markup only on changes. Markup is from $1.80 to $6.14 on some sets. New prices do not include tax, antenna or installation unless otherwise noted.

Salutes War Committee

APRIL 11 luncheon meeting of Radio Executives Club of New York will honor United Theatrical War Activities Committee which has fulfilled its war-time service, will dispense in a ceremony at the luncheon.

FINCH Telecommunications Inc.

Auto Radio Prices Up

Auto Radio Prices Up

Auto Radio Prices Up

Auto Radio Prices Up

Auto Radio Prices Up
The FC's attempt to determine what the public should be clear in view of the fact that Congress may not place reasonable restrictions on broadcast advertising. This should be doubly reprehensible, considering the number of broadcast licensees; which seems to derive its ideas of programming more from the noisy claims of pressure groups than from the listening public; which seems to regard programming as little more than a necessary evil and a sponsored program as not susceptible of also being a public service program; which overlooks the fact that, really to reach the public in furtherance of the war effort, the Government found it necessary to make use of the popular commercial spot announcements and announcements coupled with a service such as weather reports, time signals, and announcements on behalf of the Red Cross and War Bond Drives. None of the regulations requires broadcasters to devote a "reasonable" amount of time to the types of programs which all surveys show to be preferred by the overwhelmingly majority.

The tragedy is that there is doubt whether an effective and timely remedy is available in the courts. At the outset, I described the FCC's substantive pronouncements as "regulations." Its legal staff will disagree vigorously and will say that they are merely statements of policy with no more legal standing than a press release. Every effort will be made—indeed, has already been made—to prevent these regulations from judicial scrutiny unless and until some broadcast licensee is subjected to martyrdom by undergoing a trial to renew his license and then appealing to the courts. If this is successful the FCC may be able to accomplish its objective—and make the whole industry how to its will—without ever submitting to judicial review.

Impartial Tribunal

Studies are now in progress to determine whether it is the case that such a far-reaching exercise of power can be put into effect without some fair means of testing its legality in advance. I hope and believe that a satisfactory means is available but, since that involves a highly legal subject, will not attempt to discuss the various alternatives. In a matter so important as this, the FCC should be the first to suggest cooperation in placing the issue before an impartial tribunal.

If no satisfactory means proves available, the only solution is legislation. A most salutary feature of legislative proposals by the industry in recent years was a provision for declaratory relief and for judgments by which the rights and obligations of the person regulated could be determined before execution takes place. Such a provision is needed wherever the license system is used as a weapon to regulate. It is desperately needed when the stake is freedom from censorship for any agency of mass communication such as broadcasting.

Adam Signs MBS

ADAM HAT STORES, New York, on April 12 starts remote broadcasts of Hollywood American Legion Stadium fights on MBS stations, Fri. 1 a. m. (EST) to conclusion. La Roche & Ellis New York has account.

in Louisville
it's WBNX
OR YOU LOSE

BROADCASTING • Telecasting

APRIL 1, 1946 • PAGE 69

You cannot cover the tremendous New York market without using WBNX, because...

WBNX reaches

- 2,450,000 Jewish speaking persons
- 1,523,000 Italian speaking persons
- 1,235,000 German speaking persons
- 660,000 Polish speaking persons

STRENGTHEN your present New York schedules with WBNX. Our program department will assist you in the translation of your copy.

BROADCASTING COMPANY
HARRY MCGUIRE
General Manager

WBNX
1000 WATTS DIRECTIONAL OVER NEW YORK
America's Leading Foreign Language Station
Dear Ted:

New York City closed the chemical division of the local
Hon. T. C. Fisher
Charleston, W. Va.
130 K...

13,000 retail stores that do over $100,000,000.00
We want you to know ... that WRRF serves this market
is the home town of WRRF Also perhaps you didn't know
BRIGHT LEAF TOBACCO BELT

April 1, 1946

Algy

before. Well, Sir,
the way I look
and you know
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That means
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TAR HEEL BROADCASTING SYSTEM, INC.
AFFILIATED WITH THE AMERICAN BROADCASTING COMPANY

FORJOE A COMPANY NIlosel Rep ***** totiv

boys
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periods

psychiatry

past. That's
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is

KFI Los An-

press agent in New York, has produced and packaged the show from their studio version written by Kathleen Norris.

WMBG Richmond has been broadcasting
weekly programs presenting the candidates for the further plans coverage of April 2 election returns program to be operated in studios to hear results first-hand.

Summer Form
SUMMER FORM of "Ford Sunday Even-

ight Hour," Sun. 8-9 A.M., on WJZ
started June 30 will include Alfred Drake, baritone, in conjunction with the late President, March 24 by James T. Mahoney, station

and Returned to Civilian Life.

WPAT Veterans Counsel

for the Roosevelt Me-

m.c.

Promise for the Roosevelt Me-

Council and the Board of Aldermen, Fri.

Friday Night Your Alley," started March 31 on WJZ
New York.

sent to bowl for their prizes.

Your Alley," started March 31 on WJZ
New York.

appealed to appear each week. Show is spon-

sored by Ford Orchestra and Chorus

in conjunction with the late President,

true Boardman, Irving Eckhardt, New York.

and a director of a community vet-

ting scripts are True Boardman, Irving

F. Black, radio director. Charlie Chaplin, radio direc-

tor of Hillman-Shane-Breyer, Los An-

gels, is handling production. Contributing

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Supreme Court Justice named recipient of the 1945 Philadelphia Award of Ed-ward W. Bok at the Academy of Music March 20, has been appointed chair- 
man of the Board of Advisers and mod- 
er of new public affairs forum to be broad- casting regularly by WFTI, Phila- 
delphia after mid-April. Mr. Roberts is up- 

Veterans Service
NEW WOOD Miami, Fla. program, “For the Veterans,” is heard Fri. 1:30-1:45 
p.m. with Barney Kent representing Harvey Seeds Post of American Legion, 
Veterans of Foreign Wars and Military Order of the Purple Heart as m.c. New 
five-minute show, “Help Wanted,” Mon.- 
Sat. 7:30 a.m. over WOOD. Jobs available through Miami office of USRS.

Information for Veterans
PUBLIC service series added to schedule of WCOP Boston is “The Veteran and 
Civilian” originating in Panama City. 
line from Florida State Caverns Park, 
pkins and activities and interviews 
SALUTE to a different college or uni-

terest to the commercial 
info-

DIRECTED to feminine listeners, daily 
ugly and 
leisure scenes of modern medicine.

Fisherman Service
A DAILY “Maritime Fisherman’s Broad- 
cast,” a feature aired from CBS 
Halifax, N. S., giving time, weather forecasts, market data and other facts of 
interest to the commercial fish-
manship. 
pored by Norm Fraser. CBS Marinas farm commentator.

Now on Network
EARLY morning comedy show of WWJ, 
New Orleans, “Dawnbusters,” April 2 
becomes CBS feature in Tom, Tim-
Tim. period. Station on April 1 started new program, “Unusual and 
True,” recounting curious items from 
the news.

For Female Listeners
DIRECTED to feminine listeners, daily 
“Ladies Day” series started March 25 
on KFI Los Angeles. Varying from 
quarter-hour format to half-hour 
two days per week, program 
features organ and piano music with 
John-clatter by Bill Stulz and Bob 
Mitchell.

College Salute
SALUTE to a different college or uni-

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and 
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Double Services
WDLP Panama City, Fla., April 21 will 
Broadcast two sunrise Easter services, one 
via 76 miles of special telephone 
line from Florida State Caverns Park, 

About 150 AFRA war veterans 
met with executives of their 
union and with three represent-
atives of Radio Directors 
Council March 20 in an attempt to solve 
the difficulties confronting radio 
actors returning from service. 
Veterans have received special cards 
from both AFRA and RDG but 
have discovered that similar cards 
were also distributed by the Vet-

At the meeting a committee 
composed of veterans, AFRA and 
RDG representatives, was ap-
pointed to clarify the situation. 
The committee expects also to do 
something about the Signal Corps 
picture of the NBC veterans audi-
sions which has been widely cir-

culated throughout army camps. 
Film, they said, tends to paint a 
pretty picture of jobs available in 
the industry when there is 

AWARDS for outstanding work in respective fields towards a better 
understanding of basic human needs were conferred in New York at 
the third annual meeting of the Ass’n of Women’s Directors of 
the NAB. At presentation (1 to r): Alma Ketchell, WJZ New York 
and president of the AWD, who made the formal awards; Mrs. Anne 
O’Hara McCormick, New York Times for newspapers; Miss Helen Hayes, 
for the theatre; Mrs. Bruce Gould, Ladies Home Journal for magazines. 
Not in picture and recipient of a like award was Miss Madeleine Carroll, 
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**LONDON LETTER—By William Pingrey**

**Four Government Ministers To Control Britain’s Radio**

AT LEAST four government ministers are responsible for BBC broadcasting, with closing up March 31 of the wartime Ministry of Information, it was disclosed in House of Commons debate.

Prime Minister Attlee said the Postmaster-General is responsible for the “broadcasting vote,” or policy, with the Assistant Postmaster-General answering parliamentary questions on broadcasting. Major policy questions will be decided by the Prime Minister.

Propaganda and related matters will be decided by the Foreign Secretary, not the BBC. The Lord President of the Council, acting on behalf of the Cabinet, will integrate information policy.

Commenting on this setup, the London Times said: “What must cause concern is the remarkable diffusion of responsibility which is apparently to prevail with regard to broadcasting and to publicity abroad. Nothing has apparently been settled yet in detail about the precise links between, say, the BBC and the Foreign Office, or, more broadly, between the departments, the Central Office of Information, and the Lord President.”

**Expenses Rising**

BBC expenditures are increasing steadily, it was disclosed in debate in the House of Commons and in a government white paper. Exchequer payments to the BBC from Jan. 1, 1945, exceeded the net license revenue by 14,100,000 pounds ($56,400,000), the Assistant Postmaster-General told Commons. Most of the increased cost was due to an expansion of the BBC overseas during the war.

In the 15-month period ended March 31, 1945, expenditures were $160 to $220 and will have larger screens, in some sets 2½ feet by 2 feet as compared with the prewar average of 10x12 inches. Among developments is a screen detachable from sets to be fitted over a fireplace or on a wall.

Three new radio uses are proposed: Use of walkie-talkies by police to control spectators at public events and traffic on crowded highways, and reporting weather conditions from 11 to 100 miles above the earth by rocket radio with automatic parachute.

BBC and managers of radio and television sets are experimenting with FM transmission, which is said to eliminate black spots on video screen caused by electrical interference. Since existing sets are AM, changeover would likely be gradual. Both AM and FM service may be necessary for some years.

Commenting on BBC’s unpopular increase of radio license fees from $2 to $4, the Daily Telegraph said in an editorial: “It is the natural and eternal habit of monopolies to raise prices, and it is one that the country should be constantly seeking to curb.”

**ASCAP 1945 INCOME**

TOTALS $8,881,000

AMERICAN Society of Composers, Authors & Publishers derived an income of $8,881,000 during 1945 from 29,489 licensees, including theatres, night clubs and hotels as well as radio stations, Irving Caesar, treasurer of the society, reported Tuesday at the annual ASCAP membership meeting in New York. With operations expenses deducted, the net income for the year was $7,244,000.

Deems Taylor, ASCAP president, reported that a new formula had been adopted by the writers classification committee through which all members except Class 4 and the permanent classes will receive payment on a percentage basis.

Mr. Taylor also announced the results of the annual election of board members. Oscar Hammerstein 2d, Fred Ahlert, A. Walter Kramer and Richard Rodgers were reelected. For publishers, Herman Starr, Louis Bernstein, Saul Bornstein, Max Dryfus, Lester Santly and Gustave Schrimmer were reelected.

At the annual dinner, guests included Frank Stanton, CBS president; Frank K. White, CBS vice president and treasurer; Robert D. Sweezy, MBS vice president and general manager; Phillips Carlin, MBS vice president in charge of programs.

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**WHAT A WALLOP**

**...this little station gives your message**

IN THIS IMPORTANT BUYING LAKE AREA!

To more than 500,000 listeners in Northeastern Wisconsin and Upper Michigan, WMAM is the only station clearly audible at all times — a singular situation for which we thank ground mineralization. Located at 570 on the dial, WMAM delivers virtually 5000 watt coverage at 250 watt rates! A complete report with Hooper Surveys will give you further information on the “little station with the big wallop.” Send for it and complete information.

---

**WMAM**

Marinette, Wis.

BRANCH STUDIOS: Iron Mt., Mich. • Sturgeon Bay, Wis.

JOSEPH Mackin: General Manager

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UNO OPENING DAY TV'd BY NBC
OPENING session of the United Nations Security Council last Monday was televised by combined facilities of NBC television and RCA Victor to overflow audiences at Hunter College, site of the council meeting, and to studios in Radio City.

Wired television from a booth in the council chamber carried proceedings to 12 RCA Victor telesets in Hunter College viewing rooms for those not accommodated in the press box. A radio-relay transmitter sent signals from Hunter College to Radio City where six receivers were in operation.

Clarity of the telescasts was lauded by observers, although one minor production flaw was noted—the repeated absence of coordination between camera and commentator. Observers pointed out that the camera was often focused on subjects different from those being described by Ben Grauer, NBC announcer.

Use of RCA’s image orthicon camera tube made possible clear pictures in an ordinarily lighted council chamber. Images received on the screens were distinct. During Mr. Grauer’s descriptive commentary the camera swung from one delegate to another, showing in detail the expressions on their faces.

NBC announced WBTN will telecast Security Council proceedings to the New York area after converting to its new channel, probably early in May.

Little Home Goods
Canada’s War Assets Corp., war surplus disposal authority, reports that little of Canada’s war surplus radio equipment is usable in the home, that only a limited number of tubes have been released for home receivers, with special tubes going to amateurs, universities and special users, after military markings had been removed. No walkie-talkie equipment has been released except to provincial governments for forestry work. Aircraft radio sets and test equipment with no direct domestic application, are being used in veteran rehabilitation.

Stromberg-Carlson Profit
TOTS $708,926 in YEAR
NET PROFITS of $708,926 for 1945 after taxes and transfer of reconversion expenses to reserves was reported by Stromberg-Carlson Co., Rochester, in a report to stockholders. Consolidated billings in 1945 were $53,144,605, including some $7,000,000 in termination claims, and total profits $2,566,533 before taxes. Income and excess profit taxes amounted to $1,877,500.

Reconversion to manufacture of radio receiving sets has been slow but production of telephones and switchboards for civilian use was resumed quickly after V-J Day, the report said.

Minister Praises Radio
For Clean Programming
DESPITE criticism by the FCC and a few members of Congress against programs, radio has been kept “clean” and the pulpit “should be ready to voice its approval of this important factor in our modern life” in the opinion of a midwestern minister.

Preaching on “His Great Prayer,” one of a series of Lenten sermons on “His Life,” the Rev. Arthur R. Laughton, D.D., pastor of Union Congregational Church, Peoria, Ill., on March 17 paid high tribute to radio. He spoke of “careless” conversation, of “cheap profanity,” and said: “Just here let me pay high tribute to the radio world.

“Whatever may be our opinion of some programs, the fact remains that in all the welter of irreverent speech, the air has been kept clean. This fact deserves more than passing mention, and the pulpit should be ready to voice its approval of this important factor in our modern life as we express our sincere appreciation of a policy which illustrates this part of our Lord’s Prayer: ‘Hallowed be Thy Name.’

“It is worth while to know when we bring the magic world of radio into our homes we need not be ashamed of these guests who will not betray our hospitality or lower self-imposed standards of speech.”

STATION NEWSMEN PLAN ASSOCIATION
FORMATION of a National Assn. of Radio News Editors is proposed by John F. Hogan, news director of WCH, Portland, Me., who is acting as temporary director. Good response to the idea has been received from the eastern half of the nation following a notice released through the wire services.

Association would provide a medium for exchange of ideas on news gathering and editing, set standards for news broadcasting and improve station news activities, Mr. Hogan believes. Meeting is planned later for election of permanent officers.

Miller & Gleason Form New Advertising Agency
A NEW ADVERTISING agency in Washington, to be known as Miller & Gleason has been formed by George E. Miller and Bernard J. Gleason, both now with the Evening Star Ad Bureau, Washington. Mr. Miller has been with the Ad Bureau 16 years, Mr. Gleason 15 years, the last two as assistant director, servicing radio and other accounts.

The agency, to handle radio as well as other media, will open about April 1. Offices are at 921 12th St. N.W. Telephone is Executive 3232.

Serving the Interest of Agriculture in the Great Northeast...

21 Years of FARM FORUMS

...Encouraging and aiding the farmers of eastern and central New York and western New England who till 29,881,000 acres of prosperous farm land—one of the richest farm markets in the United States. WGY—50,000 watts—NBC—24 years of service Schenectady, N. Y.

Represented Nationally by NBC Spot Sales

50,000 WATTS

WGY SCHENECTADY, N.Y.

April 1, 1946 • Page 73
Regional directors and district managers who will screen construction applications in 71 cities throughout the nation were announced as follows:


Region 2: (New York, New Jersey, Maryland, Pennsylvania, Delaware, District of Columbia, including Arlington and Fairfax Counties in Virginia); Regional Director, Ralph A. Parker, New York; District Managers, W. A. Riehl, New York; J. M. Leonard, Philadelphia; J. F. Stephens, Pittsburgh; F. J. Holman, Albany; Bar R. Mason, Buffalo; John A. McLaughlin, Newark; Frederick Cohen, Camden, N. J.; R. W. Willis, Wilmington, Del.; O. W. Carman, Baltimore; E. M. Synan, District of Columbia.

Region 3: (Ohio, Kentucky, Michigan, Indiana, Illinois, District of Columbia, including Virginia); Regional Director, George A. Moore, Cleveland; District Manager, Glenn W. Thompson, Cleveland; Louis W. Gehring, Columbus, O.; J. P. Grace, Cincinnati; W. H. Pfeifer, Toledo; John D. McCullough, Detroit; Harry J. Rosenbloom, Grand Rapids, Mich.; Henry E. Edson, Louisville, Alex. G. Cooper, Charleston, W. Va.

Region 4: (North Carolina, Alabama, Tennessee, South Carolina, Mississippi, Florida, District of Columbia, Virginia); Regional Director, John B. Reeves, Atlanta; District Managers, D. Leon Williams, Atlanta; Leonard H. Dille, Memphis; Chester D. Ensign, Greensboro, N. C.; Albert Y. Hood, Columbus, S. Carolina; Paul P. Henderson, Birmingham, Ala.; A. O. McIntosh, Jackson, Miss.; Charles L. Ledford, Jacksonville, Fla.; Dr. Campbell, Tampa; George B. Martin, Miami; O. M. McCullough, Richmond, Va.

Region 5: (Illinois, Wisconsin, Indiana); District Managers, W. Fred Harris, Chicago; Albert O. Evans, Indianapolis; R. R. Valier, Milwaukee.

Region 6: (Wisconsin, Nebraska, Iowa, Kansas, Arkansas, Colorado); Regional Director, William L. Holloway, Kansas City; District Managers, Robert B. Miller, St. Louis; San G. Davies, Little Rock, Ark.; H. O. Parsons, Des Moines; Norman C. J. Castellan, District Manager, Alga Nothern, Topeka, Kan.

Region 7: (Texas, Oklahoma, Louisiana, New Mexico); Regional Director, George W. Burkett, Dallas, Texas; District Manager, George L. Noble, Dallas; George W. Chamber, San Antonio; Edgar O. Forte, Houston; Walter P. Camp, Port Worth.; Merwin T. Buxton, Oklahoma City; George Pettit, New Mexico; H. B. Keiley, Albuquerque, N. M.

Region 8: (Southern California, Arizona, Utah); Regional Director, Louis M. Drevs, Los Angeles; District Managers, Manuel D. Alvarado, Los Angeles; John Young, San Diego; Arnold Beller, Salt Lake City; Louis Meyers, Phoenix.

Region 9: (Northern California, Washington, Oregon, Idaho, Nevada, Montana, Wyoming); Regional Director, Edwin F. Halloran, San Francisco; District Manager, Don M. Francis; Donald W. Carew, Seattle; Andrew J. Wall, Boise; C. C. Laflamme, Reno, Nev.; Bayard C. Wilson, Cheyenne, Wyo.

Region 10: (Minnesota, North Dakota, South Dakota); Regional Director, William L. Jensen, District Manager, William L. Jensen, Minneapolis; District Manager, E. E. Stubb, Sioux Falls, S. D.; Washington, D. C. (San Juan, Puerto Rico), Ramon Montaner.

Ward Hubbard to Open Own Consultation Offices

WARD HUBBARD has resigned as chief of the radio recording section of WRC-NBC in Washington, effective May 1, to open his own business and operate a recording and radio consultant. He said he plans to specialize in transcriptions for the government and for trade associations, maintaining offices at his residence, 2500 Q St., N.W., until office space is available.

A veteran of both World Wars, as a Marine Corps captain in the latter he used the wire recorder to broadcast battle action. Before entering service he was with NBC recording in Chicago, and before that was with the Federal Housing Administration, where he helped formulate the Government's radio transcription policy. He joined WRC, NBC Washington station, in March 1945. Carlton D. Smith, WRC general manager, said his successor will be named later.

French Ministry Seeks Continuance of Army Net PARIS edition of Stars and Stripes, Army newspaper (March 22), stated the French Ministry of Information has asked Army officials for permission to allow the Paris station of the American Forces Network to continue broadcasting beyond April 1 because of widespread French interest in Army news and musical programs.

Vladimir Porche, director of Radio Diffusion Francaise, announced the Army had been petitioned to permit continuance of AFN so French listeners would be able to enjoy a full day of programs. The French radio goes off the air during the afternoon. AFN officials said decision on continuance of AFN Paris after April 1 must come from U. S. Forces European Theatre officials in Frankfurt.

WNEW Vets Schedule WNEW New York last week started new series of programs of interest to service veterans. Called Operation Homecomey, series is heard Monday through Friday 9:30-9:50 p.m. Schedule follows:

Mr. Hubbard

REaltors’ Reply REALTORS’ answer to a March 18 talk on ABC by Chester Bowles, Stabilization Director, was given March 27 after ABC had responded to a request for time from the National Assn. of Real Estate Boards. The realtor group contended Mr. Bowles had made provocative and untrue statements about the housing bill [BROADCASTING, March 22]. Herbert U. Nelson, executive vice president, spoke at 10:45 p. m. Wednesday, time allotted for reply.

24 years of profitable peach fuzz

Each year over 2 million bushels... 10% of all the peaches produced in the whole South...picked in Stark County alone!
More output per dollar input!

The highly efficient output network of the Collins 20K AM broadcast transmitter contributes materially to its high operating economy and reliability.

Efficient transfer of power from final amplifier to antenna calls for less power input, and therefore less power dissipation in circuit elements.

Lower operating cost, greater dependability, and longer component life are the results of ingenious coordination of circuit design, components, and tubes.

Audio frequency distortion, noise level, and audio frequency response are within FCC high fidelity requirements. Stabilized feedback constantly safeguards these excellent performance characteristics under widely varying operating conditions.

Complete metering and motor tuning provide control over all circuits. Power changeover from 1000 watts to 500 watts is instantaneous. Write for further information. Collins Radio Company, Cedar Rapids, Iowa; 11 West 42nd Street, New York 18, N. Y.
AUDITORIUM studio facilities of new Radio Center building, Hollywood, are being used for 18 ABC programs, with signing of contract by (l to r, seated), J. Frank Burke Sr., building owner, and president of KFVD Los Angeles, and Don Searle, network Western Division vice-president. On-lookers (l to r, standing) are Hampton Mauvais, sales executive of recording facilities; J. Frank Burke Jr., manager of KFVD and Jack Fredericks, general manager of operations of Radio Center.

REPRESENTING an investment of more than $600,000, new Hollywood Radio Center building at 6000 Sunset Blvd. will be formally opened on April 18. Owned by J. Frank Burke Sr., president of Standard Broadcasting Co., operators of KFVD Los Angeles, remodeled modernistic two-story structure contains 30,000 feet of floor space. Besides a large audience auditorium seating 300 persons, structure contains three smaller studios and 41 offices. Western Electric equipped, studio design incorporates latest acoustical features.

Mr. Burke, assisted by his son, J. Frank Burke Jr., manager of KFVD, will supervise general operations. Hampton Mauvais is sales executive of the Sunset Blvd. Broadcasting & Recording Studios, also controlled by Mr. Burke, and housed in that structure. Jack Fredericks, chief engineer of KFVD, has been assigned overall general manager of operations of the 6000 Sunset Radio Center. He supervised remodelling of building and technical installations. Other building tenants include advertising agencies, radio production units, national trade publications as well as additional services allied to the radio industry. They are: Ad-Art Service, Atherston & Gresham Adv., Billboard Magazine, Broadcasting, The Cardinal Co. (radio packaging), E. H. Daniels Associates (industrial designer), George C. Hoskin Assoc., John Hiestand & Assoc. (radio properties and production), Norman Millen & Assoc. (publicity), Adair & Assoc. (advertising agency), National Assn. of Broadcast Engineers & Technicians, Sam Hayes (radio commentator and producer), Bass-Luckoff of Hollywood (advertising agency), The Tullis Co. (advertising agency).

Auditorium and recording facilities are available to advertising agencies and networks, with ABC currently originating 18 programs weekly from the studios during renovation and remodelling at KECA Playhouse at 1441 N. Highland Ave.

McConnell Is Promoted To Spot Sales Director

PROMOTION of James V. McConnell, manager of NBC’s National Spot Sales Dept., to director of the department was announced last week by Frank E. Mullen, NBC’s vice president and general manager, as a move in line with increased responsibilities of the spot sales department throughout the U. S.

William C. Roux, assistant manager of department, was promoted to the management post.

Mr. Roux will assist Mr. McConnell in administrative duties and will supervise spot sales in the New York area.

A COLLECTION of Raymond Swing’s Friday ABC broadcasts on the atom bomb has been published by Harpe & Bros., New York (81), under title “In the Name of Sanity.”

Page 76 • April 1, 1946
Chicago Ad Men Decry FCC Report

Commission Exceeded Bounds of Authority, Say Agencies

By JEAN ELDRIDGE

FCC WAS HIT from another source last week, as Chicago radio advertising a g e n c y executives joined forces in condemning the Commission’s famed Blue Book program report.

Agencies, while they admit they were not named directly in the report, feel that the Commission’s charges of over-commercialism and poor taste in advertising copy indirectly are aimed at them since they are responsible for a large share of the program content of networks and individual stations.

FCC Oversteps Mark

Bulk of the agencies contacted by BROADCASTING in Chicago, expressed the view that not only was the Commission’s premise, as established in 139 pages, false, but the Commission’s famed Blue Book program report

Michael J. Dole, associate radio director of Henri, Hurst & McDonald, suggested that the FCC should have compiled its survey with the NAB or a similar organization. “It would have opened the door for us to step in and help on what is an industry problem. Although agencies have been the subject of much criticism in regard to commercialists, there has not been an opportunity to propound our opinions,” Mr. Dole questioned why radio should be regulated by the government any more than the press. “The FCC is reported to be after more and more power of control over radio, and being in that position, I would hesitate to accept, without very thorough examination, the results of any survey done by the same organization. Telling stations what, in their learned opinion, the proper balance should be is O.K. but the most they should be able to do is take it to the Court of Public Opinion and have the case decided.”

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He said he hoped the agency executives would not just sit back and watch the “fight” until some station refuse their advertising program because said station was broadcasting as much commercial programming as the FCC will allow in that particular category.

One radio director, who preferred to remain anonymous, said of the FCC report, “It puts me a little bit in mind of saving the sinner,. . . but I do not think it is going about it in the right way. I think the industry itself should have a watchful eye on program ming. It should be up to them.” Mr. Roberts concluded.

Wood to Air Transport

ROBERT S. WOOD, former news director for WTOP-CBS Washington, has been appointed director of radio for the Air Transport Assn. of America, representing 24 airlines. His headquarters will be at 1107 16th St. NW, Washington.

Why does the FCC decline to class a public service show as such just because it takes on a sponsor? Give credit based on quality,” Mr. Tolg declared.

“Networks are now presenting a great many excellent, sponsored, public-service-quality shows which I am sure the FCC has not heard. “If it is true that broadcast licensees have failed, in performance, to live up to their programming promises, then they should be spanked, But how do we know it’s true? Where are the facts? Certainly the few examples presented in the FCC report do not give it the right to pounce on the entire industry.”

Harlow Roberts, radio director of Goodkind, Joie & Morgan, and president of the Chicago Radio Management Club, said he believes that the FCC is sincere in its move to get a proper balance between commercial shows and public ice: “I do not think it is going about it in the right way. I think the industry itself should have a watchful eye on programming. It should be up to them,” Mr. Roberts concluded.

Silent Tribute to FDR

On April 12 Suggested “A MOMENT of silent tribute” to the memory of Franklin Roosevelt on the anniversary of his death has been suggested to the networks by Howard J. London, radio director of the National Foundation for Infantile Paralysis. Writing last Thursday to the vice presidents in charge of program operations of the four networks—Adrian Sand, ABC; Clarence L. Menzer, NBC; Philip Carlin, Mutual; Davidson Taylor, CBS—Mr. London asked that networks and independent “devote a short pause, 30 to 60 seconds” to the memory of Mr. Roosevelt at 4:35 p.m. EST, April 12, the hour of his death.

“The possibility also suggests itself that the quarter-hour around the 4:35 p.m. EST period be dedicated to FDR’s memory,” he adds. “If the members of the broadcasting industry adopt this suggestion . . . broadcasting will have remembered its greatest friend,” the letter concludes.

WMEX (Continued from page 10)

which each house is located. The cost to veterans, Mr. Pote reported, will be about $6,500.

With four rooms on the first floor and roomy second floors adaptable to completion later, the homes will be built in Quincy, Mass. Construction is slated to start this month and WMEX hopes the 50 will be completed before the end of summer. Mr. Pote said other homes will be planned if needed.

Mayor Charles A. Ross and other Quincy officials are again experimenting with cutting red tape and also make city-owned sites available at low cost. Joseph Page, of Page Construction Co., Boston, furnished blueprints without cost, watched the contractor’s profit and will supervise the project on a day basis. L. Grossman Sons Co. will supply high-grade building materials “on an exceptionally low basis,” according to Mr. Pote.

The veterans—what do they think of the idea? When WMEX announced plans for the project, Mr. Pote reported, ex-service men responded with “a deluge of” requests for details.

By ROBERT S. WOOD

At Long Last!

A FOLDED DIPOLE TURNSTILE

F.M. ANTENNA

BY WINCHARGER

1—VERY BROAD BAND—incorporates features of ordinary turnstile with vast improvement of FOLDED DIPOLE principle.

2—POWER—providing 4 years actual service in leading 59 K.W. stations.

3—FACTORY PRETUNED—no field adjustment.

4—LARGE SAFETY FACTOR

5—DESIGNED by high frequency experts Rodor antenna engineers of Zenith Radio Corporation.

6—COMPLETE “PACKAGE”—one company supplies everything—And No Extras to Buy.

Phone, Write or Wire

Antenna Tower Dept.

WINCHARGER CORPORATION

SIOUX CITY, IOWA

April 1, 1946 • Page 77
Under $1,000 can be built without pouring of footings, for example. The site-digging of foundation and construction or improvement projects not permitted under existing lists of names of local citizens consenting to serve. CPA Administrator Small quickly made clear that desperate action was taken to meet a desperate situation. He gave this general formula:

Is it essential? If essential, can it be deferred?

That formula is still, yet the fact that authorizations will be granted on the local level offers hope that broadcast projects will be approved where need for new station or other construction can be established.

The CPA's order says that if proposed work is essential to elimination of a bottleneck to the conversion of the national economy from war to peace, to public health and safety of the community, or to eliminate an unusual and extreme hardship, these factors should be considered by regional offices.

When War Production Board construction bans were in operation, "hardship" cases were rare under early rulings but toward the end of the war the term was applied to include cases where an applicant might lose money already invested in a project.

At the weekend CPA was scanning lists of names of local citizens who will serve on the 71 advisory committees. Mr. Small was encouraged by the response from persons consenting to serve.

Construction Bureau

A new unit, the Construction Bureau, has been set up by CPA, with Clarence A. Woodruff, director of the Field Operations Bureau, serving as acting director. The bureau will establish standards and criteria for decisions on applications for authorization to build projects not permitted under exemptions such as the $1,000 limit on radio station construction.

Until this bureau gets rolling and sets up its standards and formulas the construction situation will be uncertain. Once basic policies are set up, local committees will know how far they can go in recommending authorizations and CPA will be able to answer inquiries.

 CPA officials were confronted with a typical broadcast case. Suppose FCC has granted an AM station a CP for a FM station, and structural work has not been started. CPA will have to spend $1,000 for studio construction in one building and another $1,000 for additions and remodeling of a separate transmitter structure? The informal answer was "yes."

Asked if a tower could be erected on concrete foundation without using up any of the $1,000 for transmitter building, the informal reply again was "yes."

Could a station with a CP for low power spend $1,000 for studios in a house on a one-acre lot and another $1,000 for a little transmitter house on another part of the lot? Again the informal answer of CPA officials was "yes."

Unless it is customary in an industrial activity to separate units of a single operation, such as studio and transmitter, CPA will not let jobs be broken up into sections merely to get around its $1,000 limit on commercial or service establishments.

The idea of the whole CPA setup is to cut $2,500,000,000 of non-essential construction from the current building picture. Therefore it is interested mainly in what building materials a structure will consume, and in some areas how much labor will be required.

Its order applies to such structures as a building, arena, stadium, grandstand, pier, moving picture set or billboard. The term structure does not include roads, streets, sidewalks, railroad or street tracks or operating facilities other than buildings, fences, silos, trailers (except when demounted), bridges, tunnels, subways, pipe lines, utility into separate units of a single operation, such as studio and transmitter, CPA will not let jobs be broken up into sections merely to get around its $1,000 limit on commercial or service establishments.

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Television’s Future Discussed By Trammell at Chicago Meet

NILES TRAMMELL, president of NBC, does not believe that television ever will replace completely sound broadcasting.

He made this observation in response to a question asked of him by a reporter at a press conference he held at the Drake Hotel, Chicago, last Monday following a meeting in which he had addressed 100 representatives from 30 NBC affiliated stations in 33 states on the future of broadcasting.

Mr. Trammell believes that Washington will have television by the fall of this year. He predicts that Chicago also will have NBC black and white television by that time.

He indicated that the plans for Chicago depended in large degree now on location of a site—assuming, of course, that the FCC grants NBC a video permit in the midwestern city.

Sight and Sound

"But there’s always going to be sound broadcasting," he said. He observed that sound broadcasting had been and is one of the greatest advertising media that ever had been conceived, if not the greatest. He said this value would be enhanced by the addition of sight to sound.

But he could not envisage "viewers" with time enough to spend their entire "listening hours" looking at a screen. There would be a combination of aural video broadcasting, he predicted, but would hazard no guess as to the percentages which might be captured by either.

Mr. Trammell refused to comment on the FCC program report issued March 7 by the FCC—and aimed toward programming of networks as well as licensees. "I have not read it carefully enough to make a statement," he said.

Mr. Trammell was asked whether he "viewed with alarm the fact that 19 video applicants had withdrawn in the last two weeks." He indicated that he did. He said that he ascribed this partly to the propaganda job done by CBS on high-frequency color video; to the cost of the new art; and to the fact that many of the applicants had never proposed to "follow through" but were merely trying to protect themselves against competition.

Chicago Plans

The NBC chief executive said that his network intended to undertake a wide program expansion in Chicago to aid that city in regaining its former position as an originating point.

Mr. Trammell explained, in response to questions, that NBC planned to offer duplicated AM productions for FM. He said this would not materially affect network rates immediately, because no additional audience would be delivered. But it did mean, he emphasized, that "big-name" shows would be heard on FM. He acknowledged that the "only fly in the ointment" is James C. Petrillo, president, AFM, who has said that such a policy as this would necessitate striking musicians for many programs.

The Chicago affiliates conference was the fourth in a series of five being held across the country. The next meeting will be in Los Angeles, this week.

Serving

The Third Largest Market in the Fourth Richest State

WCOL

COLUMBUS

The Listening Habit of Central Ohio

Represented by

THE HEADLEY-REED CO.

April 1, 1946 • Page 79
9th District NAB
(Continued from page 18)

this suggestion favorable consideration. Asked if the request to President Truman might be considered an opening wedge in a high level campaign against the stand taken by the Commission in its Blue Book report, Mr. Miller said his only purpose in addressing President Truman was to counterbalance the overwhelming weight of utility-trained members on the Commission.

"Illegal Censorship"

At both sessions, held Monday and Tuesday in the Palmer House, President Miller reported his New England states and 181 radio listeners. These residents of National Representatives:

LAWRENCE UNIVERSITY REPRESENTATIVES: WEED & CO.

Sells SAN DIEGO

LAW Watchman sells SAN DIEGO.

San Diego's permanent population is near-ly double that of 1940. This important market is YOURS—right from the inside with KFMB—$74,940 BUY-ERS live within a 15 mile radius of our antenna.

Radio Advertising of alcoholic beverages, to raise substantial issues of public importance which should be treated as such by broadcasters, the FCC declared last week.

The ruling came in a memorandum opinion and order denying the petition of Rev. Sam Morris, Texas Baptist minister and prohibitionist, who sought denial of license renewal of WJJD on grounds that the station sold choice time to beer and wine interests and refused to sell time for abstinence messages. In its opinion, announced Wednesday, the commission said the problem raised by the petition is of industry-wide proportions, not restricted to KJDL alone, and therefore "should not be granted as to one station only in which an urgent ground for selecting it rather than another."

Probe Not Warranted

"Nor does it appear that a general investigation of the subject is warranted at this time," FCC ruled, explaining that "the principal purpose of alcoholics appears to be presented in the petition of Sam Morris on the one hand and in the detailed responses of the station and... particularly in the extensive brief of CBS." It was pointed out that KJDL is an affiliate of CBS and that Rev. Mr. Morris characterized the network "as the chief offender in pursuing the policy against which he makes objection."

The Commission did not pass on the question whether broadcast time had been unfairly denied or whether the petitioner "is an appropriate representative to press for the securing of time." In the matter of the arguments between proponents and opponents of alcoholic beverage advertising, it said this controversy is not for the Commission to decide.

But it did not agree with KJDL and CBS "that the advertising of commercial goods or services may be treated as an exception to the law." Whereas CBS drew a distinction between "advertising" and "propaganda," the Commission contended that advertising "is under a species of propaganda, designed to induce the audience to use a given product or to prefer it to another."

The FCC supported its contention that alcoholic beverage advertising may raise substantial issues of public importance by pointing out that the question of prohibition by law "is frequently an issue of public importance." For many people in "dry" counties within KJDL's service area, it was pointed out, "non-consumption of alcoholic beverages is not simply a matter of preference but of deep-ly held conviction, which extends to the view that encouraging the consumption of alcoholic beverages is a grave moral and social evil."

On the other hand, beer and wine advertising may be to others "essentially no different from other types of product advertising."

Second Such Plea

"Whatever the merits of this controversy, which it is not our business here to consider, it is at least clear that it may assume the proportions of a controverted issue of public importance. The fact that the occasion for the controversy happens to be the advertising of a product cannot serve to diminish the duty of the broadcaster to treat it as such an issue," the opinion declared.

KJDL's renewal application "will be considered on its merits in regular course," the Commission concluded. Rev. Mr. Morris' petition to have the National Temperance and Prohibition Council in Washington, D.C., was filed last May 25 [Broadcasting, June 4, 1945]. Earlier, Rev. Mr. Morris had vainly sought to protest renewal of license of WPAB Fort Worth, WFAA Dallas, and KGKO Fort Worth.

Mosman Rejoins CBS

JACK MOSMAN, after Navy service, has returned to CBS New York as a
Conditional FM Grants Total 375 as FCC Approves 13 More

CONDITIONAL grants for commercial FM stations reached 375 last week with the approval by the FCC Thursday of 13 more conditional construction permits. The total includes 15 grantees which recently received full construction permits but does not include eight permits granted for stations in Washington [BROADCASTING, March 18, 25].

Five of the lastest grants were issued to newcomers and a sixth was made to a company which recently received a construction permit for a standard station. The remaining seven went to standard licensees.

Channel Shift
To permit establishment of three metropolitan stations, the Commission provided channels in cities not assigned frequencies in its tentative allocation plan. A channel previously assigned to Hartford, Conn., was shifted to New Britain, Conn., and other channels were made available for Mt. Vernon, Ill., and Pottsville, Pa.

The New Britain grant was issued to New Britain Broadcasting Co., recently issued a permit for a 1-kw standard daytime station on 840 kc [BROADCASTING, March 11]. Principal owners of the company are Julian Gross (46%), owner of Julian Gross Advertising Co., Hartford, and Chester Bland (46%), partner in the Bland Precision Co., aircraft parts makers, Hartford.

The Mt. Vernon station was granted to the Mt. Vernon Radio & Television Co. Principal owners are John R. Mitchell (34.5%), who has interests in furniture, realty, and oil and gas drilling; and Paul B. Budisielich (35%), partner in a retail liquor business. There are also 23 minor stockholders.

The Pottsville station was issued to Miners Broadcasting Co., owned equally by eight residents of Harrisburg, Pottsville, Tamaqua, Hazleton, and Lansford. They are: Joseph L. Maguire, Kenneth F. Maguire, John T. Maguire, John W. Grenoble, Evan Evans, Patrick J. McCull; John Koch and James J. Curran. Mr. Curran is Judge of the Court of Common Pleas, Pottsville. The others are identified with coal production, construction, bus and truck transportation, and banking.

A metropolitan station was also granted to Sooner Broadcasting Co., Oklahoma City. Chief owners of the company are Steve Pennington, who has a real estate and construction business; Neal Barrett, a Packard dealer and officer of the Oklahoma Railway Co.; L. Karlton Mosteller; and George H. McElroy.

Community FM stations were granted to Argus-Press Co., Owosso, Mich., and Dairyland's Broadcasting Service, Marshfield, Wis. The Owosso company is principally owned by J. Evans Campbell and H. Kirk White. Principals of the Marshfield group are Lloyd A. Felker, L. A. Copps, Karl H. Dooge, Corinne A. Kaus and George F. Meyer. Last week’s grants follow:

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<tr>
<th>City</th>
<th>Grantee</th>
<th>Type of FM Station</th>
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<td>BIRMINGHAM</td>
<td>Birmingham Broadcasting Co. Inc. (WBRC)</td>
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<td>CONNECTICUT</td>
<td>The New Britain Broadcasting Co. (The New Britain Broadcasting Co.—no call letters)</td>
<td>Metropolitan (Hartford Channel)</td>
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<td>GEORGIA</td>
<td>George T. Morris and J. Newton Thompson, db as</td>
<td>Metropolitan</td>
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<td>George F. Meyer.</td>
<td>(possibly rural)</td>
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<td>IOWA</td>
<td>Donald A. Burton (WLBC)</td>
<td>Metropolitan</td>
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<td>ILLINOIS</td>
<td>Kingsley H. Murphy (KSO)</td>
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FEDERAL mediators who have been unsuccessful in efforts to effect an agreement between Westinghouse Electric Corp., and the striking United Electrical Radio, and Machine Workers of America (CIO) last week withdrew from the case with the charge that the company had created conditions that "made mediation impossible." Mediators William H. Davis and Arthur S. Meyer announced their withdrawal in a letter to Secy. of Labor Lewis B. Schwellenbach. Summing up the history of Westinghouse-UE negotiations, Mr. Davis and Mr. Meyer described as misleading a company wage increase offer, made March 19 and the next day rejected by the union.

"Though the company's proposal . . . takes the form of an 18 1/2 cent offer, it is . . . [actually] substantially less than 16 cents an hour." The union has charged that the offer represented a wage increase of 9.7 cents for most employees, no increase at all for about 10% of the striking workers. The strike has been in progress since Jan. 15.

Green Heads Radio

BENJAMIN J. GREEN, for two years in the Marines and former ABC producer-director, has rejoined H. W. Kastor & Sons Adv., New York, as radio director.

WESTINGHOUSE - UE MEDIATORS RESIGN

33,000 People Tune In Don Bell's "Man With The Hat"

This one-man show is almost a monopoly. It gets 32% of all the sets tuned to Cleveland stations from 3:30 to 3:45 p.m., Monday thru Friday.

April 1, 1946 • Page 81
Seven New Standard Stations Granted

Two California Outlets Get Authorization

For 1170 kc

TWO NEW California stations on the same clear channel, one to operate with 5 kw daytime-only at San Jose and the other with 5 kw fulltime at San Diego, were among seven new standard outlets for which construction permits were authorized by the FCC last Wednesday.

Valley Broadcasting Co., a partnership including E. L. Barker, an NBC sales account executive for the last seven years, received the grant for the San Jose daytime outlet on 1170 kc, while Finley-McKinnon Broadcasting Co. was granted fulltime use of the same frequency at San Diego.

FCC engineers reported that no serious daytime interference would be involved, but that several limitations at night would result if both stations were allowed to operate fulltime. Both applicants originally sought fulltime use of 1170 kc, but Valley Broadcasting was amendment to ask limited-time or daytime operation, according to FCC spokesmen, who said Valley’s grant was made on condition that it operate daytime only.

General partners in Valley Broadcasting are Mr. Barker and Claribel Barker, drama publicist, with the following limited partners, according to FCC records: T. Canfield, attorney; Opal Canfield, and Charles M. O’Brien Jr., candy distributor.

San Diego Principals

Finley-McKinnon is composed of Clinton D. McKinnon, California newspaper publisher, now owner of San Diego Daily Journal, and Larry Finley, formerly in the jewelry business, now a partner in Larry Finley & Co., Los Angeles, sales consultants and watch importers. Mr. Finley owns 65% of the broadcasting firm and Mr. McKinnon owns 35%.

Two partners experienced in religious activities, Herbert W. Brown and David A. Brown, doing business as Central Valley Radio, were authorized to build a Lobon, Calif., station to operate on 1570 kc with 250 w, daytime only. Herbert W. Brown, formerly with Colgate-Palmolive-Perf Co. and more recently associated with Nazarene Church of the Air, has 15 years’ background in advertising, David Brown, formerly with Sears-Boeckuck at Pasadena, later was associated with KALO, and has 15 years’ background in advertising.

The Browns are equal partners.

Bethlehem’s Globe Publishing Co. (Bethlehem Globe) was granted a permit for a new daytime station at Bethlehem, Pa., to operate on 1150 kc with 250 w. President D. H. Brillhart ... of a shoe store. Also, interest is owned by Harry P. Samuels, owner of a shoe store. Lesser interests are held by several stockholders.

Authority to operate a fulltime station at Mount Vernon, Wash., on 1400 kc. This latter outlet was proposed with 500 w, was granted D. O. Kinnie, owner of a Visalia mobile agency.

Leo H. Beckley, an army veteran, formerly engaged in advertising work, and Louise Beckley, doing business as Beckley Radio Co., were authorized to build a new daytime station at Mount Vernon, Wash., on 1430 kc with 500 w.

Two rating services based on the method of collecting listening data for the trade organization or radio industry are working together, and the CAB to meet its expanded surveys. The committee’s increased cost of operation.

CAB Board Meets on Tuesday To Decide Service’s Future

DEMANDS OF ADVERTISERS, agencies and broadcasters for a clarification of the radio research picture, particularly as it concerns the program rating services offered by the Cooperative Analysis of Broadcasting and C. E. Hooper Inc., may be answered tomorrow (April 2) when the CAB Board of Governors meets in New York to receive the report of a three-man committee appointed to study the problem and to recommend a course for CAB operators in the future.

Committee members are Edgar Kolak, president of Mutual, for the broadcasters; Robert F. Elder, assistant to the president of Lever Bros., for the advertisers, and Thomas D’A. Brophy, president of Kenyon & Eckhardt, for the agencies. They reportedly had completed their report by last week, but what is given out any such statement is expected to provide an answer.

RYAN SPIKES RUMOR OF RADIO ACADEMY

SPIKES RUMOR as untrue reports that he had announced assurance of an Academy of Radio Arts and Sciences under NAB auspices, William B. Ryan, former president of KFI, Los Angeles, and NAB 16th District Chairman, declared Friday that he has no authority to speak for the industry’s movement which is subject to approval of the NAB board.

“The committee on awards of the OF RADIO ACADEMY, an organization which I was appointed chairman of, still has no authority to speak for the industry.”

“Such a recommendation is another question mark. It seemed certain, however, that if the CAB should decide to continue its program ratings, the operation would have to be on a considerably reduced scale, for purely financial reasons. The CAB was not willing to continue this support.

The committee’s increased cost of operation.

Either, produced the right ones. Murmurs of dissatisfaction have grown to roars of late, due largely to increased assessments levied by the CAB to meet its expanded surveys. The committee’s increased cost of operation.

The committee’s increased cost of operation.
WLW Opens Safety Show

DETAILS of WLW Cincinnati's new Doodlesockers, Your Automobile Safety Show, broadcast Wednesdays at 11:30 p.m. effective March 27, were worked out by this advisory council composed of representatives of the automobile industry, automotive supply companies, and WLW. Interviews by WLW's Sid Ten Eyck emphasize careful upkeep of cars. Shown (1 to r): Seated, Robert Preston, Standard Oil Co.; Edward F. Hanger and Ralph McGrew, Western Auto Supply Co.; E. L. Heger, Pure Oil Co.; T. C. Kase, Socony-Vacuum Oil Co.; A. F. Eissler, Studebaker Corp.; R. W. Stewart, Firestone Tire & Rubber Co.; John C. Sandner, WLW coordinator of merchandising; Sid Ten Eyck; M. N. Terry, WLW director of promotional activities.

Width of Color Band Influences Adaptability of AT&T Coaxial Cable

CBS, however, is nearing the end of a series of tests with the transmission of wide-band color video in the ultra-high frequencies both by coaxial cable and by radio relay. AT&T spokesmen said they had made no tests, but that the answer would depend upon several factors, one of the principal of which is the band-width necessary—or desirable—for color transmission.

AT&T's present cable will handle a band of approximately 3 mc. In engineering circles it is felt that if this channel will deliver a satisfactory signal for what is licensed as a 6-mc band in black and white, then the much wider band used in color tests (about 10 mc) might be compressed into a 5 or 6 mc channel without too much loss, following much the same principle as in sound radio. There has been no indication, however, of what band width ultimately will be found necessary or desirable for color transmission.

The general conclusion is that the terminal equipment and repeater apparatus used with the present coaxial cable will have to be improved to handle a much wider band. AT&T is reported to work on developments toward this end.

Order Realty Discs

SERIES of four transcriptions on the housing situation is being produced for the National Assn. of Real Estate Boards, which is submitting them to 25 local boards for possible sponsorship. These local boards have ordered the discs, according to Walter Onslow, association director: Kansas City (Mo.), Flint, Savannah, Baltimore, Salt Lake City, Akron, Indianapolis, Memphis, Louisville, Steubenville, Ann Arbor, Birmingham, Tacoma, New Jersey State Assn.

BMB GIVES ANSWER ON CHICAGO STAND

HUGH FELTIS, president of BMB, publicly admitted that "at least ten" independent Chicago stations would not come into BMB membership because "the bureau has refused to go below 10% of the audience in its computations."

Speaking at the Monday session of the 9th NAB district meeting in Chicago, Mr. Feltis declared that BMB had met all requests of the Chicago independent stations except this provision and had failed to meet the 1% demands of the stations because "it was impractical, not only for the survey, but for the broadcasters themselves."

Since the conception of BMB, Mr. Feltis pointed out, the Chicago independent stations have "persistently" refused to recognize his contention that a listener audit of 1% would provide "fully as accurate and complete information as is possible to obtain."

In October, John Carey, commercial manager of WIND, on behalf of several Chicago independent stations, addressed a request to BMB for the 1% audit, as well as requests to drop "tertiary" to indicate stations' most important listening area, and "circulation" as pertains to the bureau's findings on the number of radio homes and listening habits.

BMB conceded the latter two points and, he declared, "actually had bent over backwards to be of service." He expressed the view that the stations' refusal to subscribe to BMB was a "big mistake."

FINAL WEEK before the April 1 deadline set by BMB for the acceptance of subscription contracts flooded in to BMB New York headquarters.

New subscribers include: WEBC WSTA WJMM WBBM WOOC WOCN, WDBZ WDAY WILM WAGM WBCM KTBC Kilar WMBI WSTP WEEU KOCO KDKO WLEE WNMC WFIR WMIL WKEU WMBO WHP WYCA WSLB KAVE WDO WITC WCAC KGKX KVOP KWFC WLAT WGLL KNL KWK WXZY WOOD WHLN WHPF WPSO.

Mueller on WABD

C. F. MUELLER Co., Jersey City (macaroni), April 15 presents first sponsored program on WABD New York from new DuMont television studios located in John Wanamaker Department Store, New York. Titled Let's Have Fun, 9:30 p.m. show will feature Walter Abel, motion picture star, as m. c. and the six Goldwyn Girls, who are being brought to New York from Hollywood for this and other appearances. Agency handling account is Duane Jones Co., New York.
UN Opening Sessions Covered
In Detail by Four Networks

TO U. S. RADIO last week came an opportunity that its most visionary apostles could not have imagined. Fourteen men assembled in a Bronx gymnasium to discuss openly and for all the world to hear, the disputes which were making the newly-won peace a shaky thing.

From the moment Dr. Quo Tai-Chi, Chinese chairman, opened the session, the United Nation Security Council was either on the air or available to it. The flipping of a switch or two could transplant the gravely significant meeting to a living room in Keokuk. How often were the switches flipped? The answer was to be found in part at least in a look at network schedules:

Opening Session
March 25, opening day of the session which was confined to the reading of greetings from such widely varied officials as the President of the United States and the president of the Burrough of the Bronx, only MBS and CBS carried the 50-minute session in its entirety. ABC carried the speech of Secretary of State James F. Byrnes. NBC carried no live pickup of the session.

Additional direct pickups on Monday from Hunter College, site of the meeting, were elaborate. Studios and broadcasting facilities were installed, included: ABC, total of one hour composed of several different pickups from commentators on the scene; MBS, 15 minutes preceding the opening of the session; CBS, 15 minutes preceding the session plus a short spot on a regularly scheduled news show; NBC, 44 minutes of pickup from commentators.

Apparently fearful lest Tuesday's session should prove as dull entertaining as Monday's day of the greeting, networks carried practically no broadcasts from the floor. All picked up newsmen or commentators at the Council for reports of the proceedings, but Mutual, the one which devoted the most time to direct broadcasts, carried only 48 minutes.

By Wednesday the tension of the Council session, increasing hourly as Russia's Andrei Gromyko continued to resist the Council's proposal to examine the Russian-Iranian dispute, was obvious. Wednesday afternoon networks performed as follows: ABC, 12:30-12:45, report from the Council by Martin Agronsky; 4:15-4:30, report from Mr. Agronsky and other ABC commentators; 5:25, bulletin announcing Mr. Gromyko's withdrawal; 6:45-6:47, floor pickup; 7:15, spot on News of the World and 7:45-8, H. V. Kaltenborn broadcasting from Hunter College.

The popular commentators on all networks gave considerable attention to the Security Council proceedings in their regularly scheduled broadcasts, but only those programs listed above originated at the Council chamber.

Meanwhile, New York independent stations, and NBC's WEAF, gave fuller coverage to the Council. The municipality-owned WNYC carried the proceedings in their entirety. WMCA carried Monday's and Tuesday's sessions in entirety, Monday's Wednesday's and fed KFWB Los Angeles, WLIR New York fed KYA San Francisco and KLAC Los Angeles with most of the sessions. Although other New York stations did not broadcast all the proceedings, their schedules were mostly heavier than those of the networks.

McClung Seeking Control of Three Stations in Application Before FCC

CONTROL of all three of the McClung stations in California would be vested in General Manager Hugh McClung and his wife, Mickey, under terms of sales contracts reported by the FCC last Wednesday.

An application was filed seeking Commission consent to the transfer of a third interest in KYOS Merced from the estate of his late brother, this late Monday's day of the session, to Hugh McClung for $61,000, conditioned upon FCC's approving the sale of one-sixth of KHSL Chico and KVCV Redding to Mrs. Mickey McClung for another $61,000.

Seller in both instances is Mrs. Marjory McClung, widow of Ray and executrix of his estate. Ray McClung died in 1935.

Hugh McClung now owns one-third and is president as well as general manager of KYOS. Since he would gain control by purchase of his late brother's interest, this proposed sale is being advertised for competitive bids under the FCC's Avco plan. He and his wife together control Golden Empire Broadcasting Co., licensee of KHSL Chico and KVCV Redding.

Ray Henle to WOL

RAY HENLE, ABC commentator, and also head of the Washington bureau of West Virginia Network, has joined WOL, Cowles outlet for Washington and Mutual affiliate. On April 8 he starts local news commentary, Mon.-Fri. 6:15-6:30 p.m., from Senate Radio Gallery. Show is titled Congress Today and is sponsored by National Small Businessmen's Assn.

Residents of the area previously had lost a fight in the Washington Zoning Commission to prevent location of the television tower in their neighborhood. They contended their lives and properties would be endangered by the tower.

The McClung bill would prohibit "antenna towers for radio or television in a "residential use district" in Washington. Opponents of the measure pointed out that it might well deter not only television in the nation's capital but FM and standard broadcasting also.

HEARING ON TOWER BILL SET APRIL 4

PUBLIC HEARINGS on a bill to prevent construction of television towers in residential areas in the District will be held April 4 before a judiciary subcommittee of the House District Committee.

Rep. John L. McMillan (D-S.C.), chairman of the District Committee, introduced the bill (HR-8882) last Monday to amend the law which governs the height of buildings in Washington, on complaint by residents in the vicinity of Breadloaf Ave. and 40th Sts., site of the proposed Bamberger Broadcasting Service (WOR) television station, which was granted early last month by the FCC [BROADCASTING, March 11].

Meanwhile, the Commission was asked to approve the transfer of approximately 23% interest in Sun Publishing Co., licensee of WTJS Jackson, Tenn., from Mrs. Sally P. Pigford, executrix, to herself as beneficiary under the will of her husband, the late C. E. Pigford. Mrs. Pigford already owns 35% in the licensee. No money is involved. WTJS operates on 1390 kc with 1 kw fulltime.

Ray Henle to WOL
Clarification of Libel Responsibility Possible Result of Dempsey Charges

NEED for court clarification of radio's responsibility for libel was seen last week as a result of re-occurion proceedings filed with the FCC by Gov. John J. Dempsey of New Mexico against KOB Albuquerque, charging the station with carrying proprietary programs containing false, defamatory and scurrilous allegations and charges.

Gov. Dempsey's action was regarded by New Mexico newspapers as a matter of vital importance to the freedom of press and radio and which does not come within the purview of the Commission. Terming the action a deliberate attack, the newspapers believe that Gov. Dempsey, in charging "offensive and scandalous" statements broadcast over KOB, should seek remedies in court.

The Santa Fe New Mexican, viewing the proceeding in the background of a personal and political feud between the Governor and T. M. Pepperday, editor of the station and publisher of the Albuquerque Journal, fears that the case will be fought out on extraneous issues, with the public as the victim.

Noting the Governor's questioning of "the propriety of broadcasting political criticism at a time when no political campaign is in progress," the newspaper declares: "We can see no merit in that line of reasoning, but federal bureaucrats have a way of doing things to suit themselves. And if the Governor should agree to such an argument, it would infringe upon one of the political freedom's forces."

'Spite' Move

The Carlsbad Daily Current-Argus, a Democratic newspaper, felt the Governor's action was a `spite' move. "He seeks to muzzle the radio station," the newspaper says, "which has permitted broadcasts pointing out flaws and weaknesses, and alleged irregularities in his administration, and judging from his revengeful attitude, the step would be to 'hush' newspapers which have opposed him."

The Current-Argus feels that some of the "political rantings" by Larry Bynum, editor of the New Mexico State Record, over KOB "hit a new low in poor taste," but declares, if the Governor had been libeled, he would demand of ABC the station's "beating the drums" for rock asphalt from Oklahoma for use on state roads despite objections to the U.S. Public Roads Administration. The Albuquerque Journal charged that Gov. Dempsey has been president of the company that owned the asphalt mine which supplied material to the state.

Meanwhile, W. Theodore Piersen, counsel for KOB, was preparing to file comments with the FCC in reply to the Governor's petition by William J. Dempsey, his son.

CBS, Movie Cameramen Wrangle at UNO Meet

WRANGLING between two rival unions, one of which represents CBS newsreel cameramen, at the United Nations Security Council last week became almost as hectic as the Russian-Iranian dispute on the Council floor.

The business agent of Local 52, International Alliance of Theatrical Stage Employees, representing motion picture cameramen, threatened to pull all newsmen off the meeting if a CBS television camera crew was allowed to shoot movies, continued to photograph the event. CBS cameramen are members of the International Brotherhood of Electrical Workers. Both are AFL.

The threat was made for Thursday but the Council did not meet on that day in open session. By Thursday, meetings of representatives of IATSE, IBEW and UNO officials failed to produce a solution.

Aireon Gets Temporary For Rail Communication

SPECIAL temporary authority to operate 22 portable and 10 mobile low-frequency transmitters along the right-of-way of Kansas City Southern Railway for communication with moving trains was granted by the FCC last Wednesday. Aireon Mfg. Corp., Kansas City.

Aireon spokesmen said the application and grant covered operations in effect for several months.

The transmitters, with maximum power of 6 w, are located at various wayside stations while the mobile transmitters, with maximum power of 50 w, are installed on five cabooses and five locomotives on the run between Kansas City, Mo., and Shreveport, La. The frequency 175 kc was assigned on a temporary basis only, and authority for the experiment was limited to three months. In event of interference to radio or wire communications service, the operation must be halted.

HOFFMAN ATTACKS COMMENTATORS

CALLING on Congress to "take some action to force the FCC to revoke the license of the American Broadcasting Co.," Rep. Clare E. Hoffman (R-Mich.) on the House floor last week charged Walter Winchell, ABC commentator, and Quentin Reynolds, MBS commentator, with broadcasting "false statements in violation of the Communications Act."

Rep. Hoffman told Broadcasting later he would demand of ABC Mr. Winchell's time to answer the commentator's charges growing out of hearings on the Housing bill, and would petition the FCC to cite ABC to "show cause why the license of WJZ New York should not be revoked. He said he would take up Mr. Reynolds' broadcast "in due time."

Rep. Hoffman quoted a broadcast by Mr. Winchell on March 17, then read from the hearing record, declaring: "By no distortion of what I said can it be even inferred that I charged that any individual veteran or that veterans as a class were either—and I quote—'selfish' or 'greedy.'"

He cited a broadcast by Mr. Reynolds in which the commentator allegedly referred to some members of Congress who failed to vote on the Housing bill as "miserable cowards," then added: "Let's remember their names when it comes time for reelection."

Again Rep. Hoffman cited the vogue which, he asserted, did not bear out Mr. Reynolds' assertions.

Following the speech, Rep. Hoffman said: "Radio licensees must stop the dissemination of these false statements and take action. The Communications Act forbids the broadcast of false statements. It's up to the FCC to see that the law is enforced, and it's up to Congress to insist that the Commission do its duty."
Actions of the FCC

March 22 to March 28

Decisions . . . .

March 25

Actions on Motions

By Comr. Devry


Calif. Broadcasters Inc., Bakersfield, Calif.—The Com. granted the request of Calif. Broadcasters Inc., Bakersfield, Calif., for a broadcast station with a frequency of 1500 kc, 8 kw, daytime only.

KSU Cedar City, Utah—Granted motion to authorize the sale of KSU Cedar City, Utah, to C. D. Hays, Cedar City, Utah, for a consideration of $3,500.

MARCH 26

AM—1370 kc

WGBP Evansville, Ind.—Decision announced denying application for renewal of license. Decision, under multiple ownership, was subject to a six-month extension of license to permit orderly disposition of the station.

FM—Conditional

Commercial FM Grants—Issued conditional CPs for commercial FM facilities for 13 applicants, bringing total number to 375. (See story and list on page 81.)

FM—No Channel

Great Trails Bestg. Co., Dayton; Radio Value Co., Allentown, Pa.; Tri City Bestg. Co., Springfield, Ohio—Order adopted denying joint applications for channel grants if Sec. 3.246 of Rules does not preclude granting applications.

FM—Conditional

Frank R. Pidcock Sr., Moultrie, Ga.—Granted CP new station 1540 kc 1 kw directional antenna, subject to license.

AM—1490 kc

D. O. Kinnell, Visalia, Calif.—Granted CP new station 1490 kc 250 w unlimited.

Leo H. Beckley and Louise Beckley, d/b/a Beckley Radio Co., Mt. Vernon, Wash.—Granted CP new station 1430 kc 500 w daytime only.

AM—810 kc

Tri City Bestg. Co., McKeeverport, Pa.—Granted CP new station 810 kc 1 kw daytime only.

AM—1540 kc

P. C. Wilson, Canton, Ohio; W. J. Morehead, Canton, Ohio—Order adopted denying joint application for channel grant to John P. Pidcock in line with application for channel grant WMOA granted last Nov. 28.

AM—1490 kc

Cincinnati

WSAI

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Page 86 • April 1, 1946

Broadcasting • Telecastin

17 YEARS OF SUCCESSFUL STATION MANAGEMENT

Radio Station Consultants on MANAGEMENT OR OPERATION

THE Fred A. Palmer CO.

SEVENTH FLOOR UNION TRUST BLDG. CINCINNATI 2, OHIO

AM—1320-1340 kc


AM—1320-1340 kc

Eugene Broadcasters Inc., Eugene Ore.—Designated for hearing application for new station to operate on 1330 kc 1 kw unlimited.

AM—780 kc


AM—1110 kc

Valley Bestg. Co., San Jose, Calif.—Granted CP new station 1110 kc 5 kw unlimited.

AM—830 kc

WNYC New York—Granted extension of special service authorization for a period of six months between the hours of 6 a.m. and 7:30 p.m., Sundays, Sundays, and between the hours of 6 a.m. and 11 p.m. Sundays.

AM—850 kc

Northern Virginia Broadcasters Inc., Arlington, Va.—Adopted orders terminating special experimental extension of license to permit new transmitter and directional antenna.

AM—1340-1230 kc


AM—1230-1250 kc

Midwest Bestg. Inc., St. Paul, Minn.; LaCrosse Bestg. Co., LaCrosse, Wis.—Order adopted denying joint application for channel grant for new station 1540 kc 1 kw daytime and night.

AM—380 kc


AM—1570 kc

Herbert W. Brown and David A. Brown, d/b/a Central Valley Radio, Lodi, Calif.—Granted CP new station 1570 kc 250 w daytime only, subject to filing Form 305 regarding equipment changes.

AM—770 kc

KKA Seattle, Wash.—Granted consent to voluntary assignment of license from American Radio Telephone Co. to KKA Seattle, Wash., for a consideration of $200,000 for the 1,000 kw of outstanding power.

AM—1450 kc

WOKO Albany, N. Y.—Granted new license for new station 1500 kc 1 kw directional antenna.

AM—1540 kc

WBAX Wilkes-Barre, Pa.—Granted CP new station 1540 kc 2 kw directional antenna.

AM—1340 kc

WMLT Dublin, Ga.—Granted consent to voluntary assignment of license to assignor partnership (George T. Morris and J. Newton Thompson, to assignee, an individual (George T. Morris), d/b/a Dublin Bestg. Co., for consideration of $16,500 to Thompson for his one-half interest.

AM—1590 kc

Ojai Bestg. Co., Ojai, Calif.; Walter L. Edwards, Porterville, Calif.—Adopted order for hearing in consolidated proceeding applications of both, seeking new stations on 1590 kc 1 kw unlimited.

AM—1350-1540 kc

N. J. Rahman, Bradford, Pa.; Allentown Bestg. Co., Allentown, Pa.; Patrick Joseph, Station Manager, Allentown Bestg. Co.—Order adopted for hearing in consolidated proceeding, the former seeking new station on 1540 kc 1 kw daytime only, the latter seeking new station 1530 kc 10 kw, daytime hours of operation only.

AM—1110 kc


AM—1170 kc


AM—830 kc

Jackson Bestg. Co., Jackson, Tenn.—Granted CP new station 850 kc.

AM—1340-1370 kc

Jackson Bestg. Co., Jackson, Tenn.—Granted CP new station 1370 kc.

AM—1990-1300 kc


AM—1340-1390 kc


AM—1370 kc


AM—820 kc


AM—1320-1340 kc


WIXCT Chattanooga, Tenn.—Granted CP change transmitter location for developmental broadcast station for Lookout Mountain Hotel, near Chattanooga, Tenn., on 1340 kc 2 kw unlimited.

THE Fred A. Palmer CO.

SEVENTH FLOOR UNION TRUST BLDG. CINCINNATI 2, OHIO

17 YEARS OF SUCCESSFUL STATION MANAGEMENT
FCC Revision

The FCC last Tuesday announced a correction to its release of March 22 on the agenda of clear channel hearings so that the word "not" is added to the listing for April 26. Revised calendar for that date accordingly will read: "Presentation of testimony by parties not affiliated with Clear Channel Broadcast Service or Regional Broadcasters group."

Applications...

MARCH 22

AM-1360

WPPA Potsville, Pa.—Modification of CP for new station; authority to specify type of transmitter, approval of power, relocation of transmitter, and change of antenna location.

AM-1340

WTON Staunton, Va.—License to cover CP for new station; authority to determine operating power by direct measurement of antenna power.

AM-1450

KOVY Valley City, N. D.—Grant of authority to install new antenna and ground system and change transmitter location.

By Comr. Durr

Indiana Bestg. Corp., Indianapolis—Granted petition for leave to inter in proceeding on the application of WOBY Bestg. Co., Madison, Wis., or CP.

Radio Wisconsin Inc., Madison, Wis.; WHBC Canton, Ohio—Postponed scheduled hearing scheduled for March 29 and 30, in Madison, Wis., to April 20, 1946.

Applications continued on page 88.

AM-1490

KWGC Chattanooga, Tenn.—Granted license to cover CP which authorized new station to operate on 1450 kc 250 w and unlimited hours.

Applications continued on page 88.

AM-1560

KXTV Glenwood, Ind.—Granted CP to operate on frequency to be assigned, with unlimited hours.

AM-1340

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Applications continued on page 88.
CP new metropolitan FM station to be licensed on frequency to be determined by FCC and coverage to be determined.

Binghamton Press Co., Inc., Binghamton, N. Y.—CP new metropolitan FM station to be licensed on frequency to be determined by chief Engineer.

FM—Unassigned

WHOW Baltimore, Md.—CP new metropolitan FM station to be licensed on frequency to be determined by FCC and coverage to be determined.

AM—1340 kc

The General Broadcasting Corp., Altoona, Pa.—CP new station 1450 kc, directional antenna and unlimited hours.

Mayfield Best., Co., Inc., Mayfield, Ky.—CP new station 1450 kc 250 w and daytime hours.

WSAM Saginaw, Mich.—CP to install transmitters at 1380 kc 25 kw unlimited hours, and directional antenna, synchronized with WSAM, Saginaw, Mich.

—970 kc

WICA Ashtabula, Ohio—CP change hours of operation from 1300 to unlimited, install directional antenna, unlimited hours.

AM—1380 kc

WWSW Pittsburgh, Pa.—CP install new transmitter, directional antenna during day and night, make changes in frequency as channel 5, ESR as ES 838, make changes in antenna system and change transmitter location—AMENDED: CP new station 1490 kc unlimited hours.

FM—Unassigned

The Denver Publishing Co., Oil City, Pa.—CP new metropolitan FM broadcast station, as class of station as metropolitan and frequency to be assigned FCC.

AM—500 kc

WGTM Wisconsin Rapids, Wis.—CP change from 1350 to 590 kc, increase power from 100 w to 5 kw night, install new transmitter and directional antenna during day and night, and change transmitter location—AMENDED: re changes in directional antenna.

AM—1340 kc

James A. Dick and William W. Crenshaw, Jr., as Paris Best., Co., Paris, Tenn.—CP new station 1360 kc power of 100 w, unlimited hours.

AM—1400 kc

General Newspapers Inc., Gadston, Ala.—CP new station 1400 kc 250 w and unlimited hours.

AM—610 kc

W. Albert Lee, Houston, Tex.—CP new station 1370 kc unlimited hours.

FM—587 mc

Radio Columbus Hosiery Columbus, Ga.—CP new metropolitan FM broadcast station to be operated on Channel No. 10.

AM—1340 kc

A. W. Langill, B. J. Colbert and I. E. Nasholm, co-partners, d/b as Eau Claire-Minneapolis Best., Co., Eau Claire, Wis.—CP new station 1340 kc 250 w and unlimited hours.

AM—1340, 1490 kc

Cream City Best., Co., Inc., Milwaukee—CP new station 1290 kc 250 w and daytime hours.

FM—105.1 mc

Courier-Register Publishing Co., Castle, Ind.—CP new community FM station, Channel No. 206.

AM—850 kc

California-Nebraska Best., Co., a partnership composed of Hubert G. Juenken and Carl Shafer, Vallejo, Calif.—CP new station 850 kc 250 w and daytime hours.

AM—1400 kc

KGFL, Roswell, N. M.—CP increase power of 5 kw day andwigntime, install new transmitters and make changes in system.

AM—1400 kc

Interstate Radio of Moscow, Idaho—CP new station 1490 kc 250 w and unlimited hours.

AM—1400 kc

Pocatello Best., Co., Pocatello, Idaho—CP new station 1240 kc 250 w and unlimited hours.

AM—1400 kc

J. Herbert Holster, Redmond, Colo.—CP new station 1490 kc 250 w and unlimited hours. (Call letters "KROL" reserved.

AM—1450 kc

J. Herbert Holster, Ft. Collins, Colo.

AM—1450 kc

Hearings This Week

APRIL 1

Hearing, 10 a.m. —制作 the Walker Company

Before Tyler Berry

Cummy-Thomas Best., Co., Middletown, Ky.—CP new station 1490 kc 25 kw power of transmitter, location of transmitter and specify class of station as rural.

FM—Unassigned

Santa Clara Best., Co., So. San Jose, Calif.—CP new station 1310 kc and daytime operation—AMENDED: request for extension of completion date.

AM—1940 kc

Gary Best, Corp., Gary, Ind.—CP new station 1490 kc unlimited hours.

AM—1940 kc

Applications Dismissed:

—740 kc

Angel Ramirez, San Juan P. R.—CP new station 740 kc 1 kw daytime operation of antenna (superseded).

Applications Tendered for Filing:

—1450 kc

Edwin Marvin, Miami, Fla.—CP new station 1450 kc 250 w unlimited hours.

—1970 kc

WCOA Pensacola, Fla.—CP increase frequency from 1490 kc 2 kw to 5 kw power, make changes in directional antenna for night use.

—1450 kc

WDZ Tuscola, Ill.—CP change transmitter location from Tut to Decatur, Ill., and change directional antenna for night use.

—1200 kc

San Fernando Valley Best., Co., San Fernando, Calif.—CP new station 116 kc 1 kw directional antenna.

—639 kc

Joe Ramon Quinones, San Juak P. R.—CP new station 680 kc 10 kw unlimited hours.

—1110 kc

Henry C. Putman, John D. Keating and Arthur T. Rebster, d/b as The Island Best., Co., Honolulu, T. H.—CP new station 630 kc 1 kw unlimited hours—AMENDED: to change type of antenna; and make change in directional antenna.

AM—760 kc

WHKC, Columbus, Ohio—CP increase from 1 kw to 5 kw, install new transmitters and antenna in directions for night use—AMENDED: to make changes in directional antenna for night use.

—1380 kc

Applications Dismissed:

—1560 kc

El Paso Best., Co., El Paso, Tex.—CP new station 1560 kc 500 w night, 1 kw unlimited hours.

—1450 kc

Ross & Co., a partnership, consisting of Edmund F. Ross, Jr., and Clark Ross Jr. and John Morton Taylor Marshall, Tenn.—CP new station 1450 kc 250 w and unlimited hours.

—1110 kc

Jackson Best., Co., Jackson, Tenn.—CP new station 1240 kc 250 w unlimited hours—AMENDED: to change frequency from 1490 to 1450 kc as request of applicant.

AM—1380 kc

WSLS Roanoke, Va.—Application for license to cover CP new station 1450 kc 500 w unlimited hours.

AM—1450 kc

Eastern Idaho Best., and Television Broadcasting Co., Idaho Falls, Idaho (Potomac Register Building)—CP new station 1530 kc 250 w and unlimited hours.

AM—760 kc

Pilgrim Best., Corp., Manchester, N. H.—CP new station 990 kc 1 kw and daytime hours.

AM—1450 kc

I. and E. Best., Co., Dayton, Ohio.
Applications Tendered for Filing:

AM-860 kc
Charles A. Henderson, George J. Volger and Thelma Marie Volger, d/b as Muscatine Bestg. Co. Ltd., Muscatine, Iowa.—CP new station 866 kc 250 w and daytime hours.

AM-1240 kc
Albert L. Durbin, Frank G. Forward, Roy M. Leford, Fred H. Rohr and Mary W. Hetzier, d/b as Silver Gate Bestg. Co., San Diego, Calif.—CP new station 1240 kc 250 w and unlimited hours.

AM-1450 kc
Maz Thomas, d/b as Acadia Bestg. Co., Crowley, La.—CP new station 1450 kc 250 w and unlimited hours.

AM-1490 kc
The Haverhill Gazette Co., Haverhill, Mass.—CP new station 1490 kc 250 w and unlimited hours.

CPC New Stations


C. J. Wright Jr., d/b as Forrest Bestg. Co., Columbus, Miss.—CP new station 1450 kc 250 w and unlimited hours.

Thomas Henry Golden Sr., Thomas Henry Golden Jr. and Frank Wilson Baldwin, d/b as Radio Services Co. of Brookhaven, Miss., Brookhaven, Miss.—CP new station 1340 kc 250 w and unlimited hours.

Columbia, Miss.—CP new station 1450 kc 250 w and unlimited hours.

Memphis, Tenn.—Transfer of control of licensee corporation from Marjory McClung, executrix of the Estate of Roy McClung, to Hugh CARROLL of Arkansas Citizens Broadcasting Co., Baltimore—CP new station 1340 kc 250 w and unlimited hours.

Crosby, Texas—Authority to accept applications for sale of station; to be operated on frequency to be determined by FCC and coverage of 7,000 square miles.

Applications Secured

WTJS Jackson, Tenn.—Transfer of control of licensee corporation from Mr. Sally P. Pigford, Executrix of the Estate of C. E. Pigford, deceased, to Mrs. Sally P. Pigford—AM-250 kc.

Cincinnati—CP new station 1340 kc 250 w and unlimited hours.

KANSAS CITY —Unlimited hours.

Southwest Broadcasters Inc., Ranter, V. M.—CP new station 1450 kc 250 w and unlimited hours (resubmitted).

Carroll, I. C.—CP new station 1240 kc 250 w and unlimited hours.

KYOS Merced, Calif.—Consent to transfer of control of licensee corporation from Marion Murphy, executor of the estate of Roy McClung, to Hugh DeCung.

WNOX Knoxville, Tenn.—Authority to determine operating power by direct measurement of antenna power.

FM —Unassigned

Northern California Inc., Sausalito, Calif.—CP new FM station to be operated on frequency to be determined by FCC and coverage of 12,260 sq. mi.

FM —Unassigned

KIRD Silver City, N. Mex.—CP new FM station to be operated on frequency to be determined by FCC and coverage of 20,000 square miles —AMENDED: to pecdy studio location changes in antenna.

FM —Unassigned

WHO Des Moines, Iowa—CP new metropolitan FM station to be operated on frequency to be determined by FCC and coverage of 12,260 sq. mi.

FM —Unassigned

THE WORLD'S BEST COVERAGE OF THE WORLD'S BIGGEST NEWS

“LISTEN MOST” to WHO

55.4% of all Iowa radio families

10.7% to Station B

FREE & PETERS, Inc.
Representatives

50,000 Watts Des Moines

St. Louis AMERICAN

5000 Watts Full Time

Represented by John BLAIR & Co.

RADIOCASTING • Telecasting

In the Utah market

The Station That Does Things

KDYK SALT LAKE CITY

KDYK-AM SALT LAKE CITY

5000 Watts Full Time

Represented by John BLAIR & Co.

The Friendly Station

KIRO 710 KC

SEATTLE, WASHINGTON

Represented by FREE & PETERS, Inc.

Applications Secured

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KDYK-AM SALT LAKE CITY

5000 Watts Full Time

Represented by John BLAIR & Co.

The Friendly Station

KIRO 710 KC

SEATTLE, WASHINGTON

Represented by FREE & PETERS, Inc.
Situations Wanted (Cont'd)

Announcer. Now employed, looking for position with broadcasting station. Six years experience in news broadcasting, some advertising. Box 69, BROADCASTING.

Experienced salesmen. Offers available next month. Civilian and service publications, sales position with union mustang. Specialize in advertising. Box 70, BROADCASTING.

Situations Wanted (Cont'd)

Producer, writer, announcer—all-around man with five years experience in broadcasting. Desires permanent position as radio director of station. Address Box 80, BROADCASTING.

Wanted—News director or news editor. Excellent references and concrete experience on request. Box 20, BROADCASTING.

Program director: now connected key position in a major company operations and administration. Box 21, BROADCASTING.

Station executive, employed, offers wide field experience in P. D. post. Box 31, BROADCASTING.

Chief engineer, sixteen years experience broadcasting. Can handle all broadcasting problems. Box 32, BROADCASTING.

Ex announcer-pianist—desires position in small station. I would like to establish a regular program to operate after school hours. Photo, references and experience on request. Box 43, BROADCASTING.

Wanted—Radio station that requires good management. Reliable, versatile, experienced, married. Interested in small station. Offers complete references and experiences exchanged. Box 47, BROADCASTING.

Program director. AFB stations Italy have had Radio Roma and Napoli by radio. Felt positive, wanted to operate, reliable, however, by their general management. Stewart Stateide offers Box 52, BROADCASTING.

Announcer—Veteran. News, commercials, continuity, 1:00 to 7:00. Desires position as newscaster in small station. References available upon request. Box 47, BROADCASTING.

Age 36. Two years experience news, commercials, continuity, Then and Now, 11:30 to 8:30. Desires permanent position. Prefer Texas. State experience, references, and complete data. Box 51, BROADCASTING.

Wanted—Vocalist 2:00 AM & FM wants experienced announcer—student or professional. Offers complete information as first letter. Box 54, BROADCASTING.

Chief engineer. Well established 250-watt AM station looking for permanent position. Prefer Texas. State experience, references, and complete data. Box 57, BROADCASTING.

Need script and copy writer. Take man or woman, 25 to 35. Give experience and salary expected in first letter. Box 59, BROADCASTING.

Engineer-announcer wanted by an NBC station in the Los Angeles, Calif. area. Must be experienced and have knowledge of radio. Box 60, BROADCASTING.

Situations Wanted (Cont'd)

Author-writer. Formerly with AFBS. Sports, special events, network, pageant work, including commercials, programming and writing. Box 62, BROADCASTING.

Television—3 years working experience with N. Y. station in production, directing and location photography. Location for opportunity with new organization. Box 62, BROADCASTING.

Announcer—Experienced, news, record shows continuity writing. Knowledge all types music. Graduate Syracuse University. Available immediately. Box 38, BROADCASTING.

Situations Wanted

Producer, writer, announcer—all-around man with five years experience in news broadcasting. Desires permanent position as radio director. Address Box 80, BROADCASTING.

Wanted—News director or news editor. Excellent references and concrete experience on request. Box 20, BROADCASTING.

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**NBC 'General Mills Hour' Move From Chicago to Coast Seen**

ONE OF NBC's biggest and most profitable daytime programs, the General Mills Hour will not originate from Chicago after next September. This announcement, termed by NBC Central Division executives as "improbable," conceded by the sponsor, General Mills in Minneapolis, is based on the decision of Carl Wester, producer of the Irna Phillips serials, to move his headquarters to Hollywood, as "soon as conveniently possible."

Mr. Wester enlarged on this contingency by stating that the move must await availability of studio space in NBC's Hollywood office. He said this would depend on the completion of studio construction now underway at NBC-KFI. When "this is done, he has been promised facilities by Sidney N. Stroetz, vice president in charge of NBC's Western Division, Mr. Wester declared.

"Nothing Definite"

First of a number of reasons for the move is the difficulty of "adequately" casting the more than 80 roles required for the four daily programs, the General Mills Hour, Light of the World, Hymns of All Faiths, and Valiant Lady. Betty Crocker.

In all, General Mills sponsors seven programs a day over ABC, CBS and NBC. Biggest thorn in the side of NBC as a result of Mr. Wester's decision, is their current attempts to stimulate Chicago radio activity by introducing new programs, as outlined by C. L. Menser, NBC vice president in charge of programs, during a recent visit to Chicago. Mr. Menser said Chicago was "at the top of the list" in NBC's plans to make available $100,000 for the development of programs and talent on its M&O stations.

If Mr. Wester has received encouragement from Mr. Stroetz, NBC's position as regards Chicago, is now underway at NBC-KFI. When completion of studio construction is done, he has been promised facilities by Sidney N. Stroetz, vice president in charge of NBC's Western Division, Mr. Wester declared.

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**Authors Agree**

The transfer of the General Mills Hour to Hollywood also has considerable adverse effect on Chicago radio talent and writers. Three of the General Mills Hour writers, namely Arch Farmer, author of Guiding Light; Herb Putnam, author of Woman in White and president of the Chicago Radio Writers Guild; and Art Glad, author of Today's Children and Masquerade, have already agreed to move with the program to Hollywood, according to Mr. Menser.

Inasmuch as General Mills buys the four programs from the Wester agency as a package, neither the advertising agencies nor the network can exercise much control over Mr. Wester's decision, in the opinion of reliable sources within the agencies themselves. Only loop-hole for NBC, if they cared to force the issue, is to make NBC's "extreme facilities available," in an attempt to halt the number of network programs being moved from Chicago, one observer pointed out.

Are You A Good Announcer?

News station in Waco, Texas needs complete announcing staff. Only qualified experienced men considered. Talent on commercial shows, salary unusually high. Send audition disc and application to M. M. Bostick, KWTX, Waco, Texas.

New Lundy Post

DAVE LUNDY, sales manager of KYA San Francisco, has been named general sales manager at KYA and KLAC Hollywood following recent acquisition of the latter by Mrs. Dorothy Thackrey. In March 18, Broadcasting, he was incorrectly identified as becoming general manager of the stations.

Admiral Corp. Exceeds '45 Production Plans

Despite wartime and OPA restrictions, Admiral Corp., Chicago, has exceeded its 1945 production schedule for its radio manufacturing division, it was revealed in the company's annual report released last week by Ross D. Siragusa, president.

Net earnings for the year ending December 31, 1946, totalled $711,310.15, equal to 79 cents a share on 900,000 shares of outstanding common stock. A decline in sales from $40 million to $30 million was due, the report points out, to cancellation of war contracts. Seymour Mintz, advertising manager for Admiral, announced the appointment of Harry V. Crosswell as assistant advertising manager. Mr. Crosswell was formerly employed in research and sales promotion at Osborn, Scolaro, Meeker & Co., Chicago.

Eiffel Tower Returned

U. S. Army Signal Corps last week announced it was returning to the French the Eiffel Tower, which had been requisitioned by the Army. Radio equipment from the tower is being dismantled and shipped back as soon as final papers come through. The top of the tower has been used for signal purposes since shortly after the liberation of Paris.
7th District NAB  
(Continued from page 18)

were presented by the chairman of the nominating committee, Ralph Elvin, managing director of WLOK Lima.

On Wednesday the Kentucky Broadcasters Assn. had met under direction of its president, R. J. Potter, general manager of WOMI Owensboro. These resolutions were passed: (1) Urging the President and Congress to adopt uniform time, and (2) urging the President to appoint practical broadcaster to the FCC; and (3) urging appointment of committee to work with NAB on the FCC program problem.

At the Thursday afternoon NAB session Hugh Felts, president of BMB, announced that 75% of the nation's stations now were subscribers to BMB. He said the deadline for joining was April 1.

Dismissal Threat

He said any deliberate release of BMB's information to non-members would bring dismissal from the bureau and that use of BMB materials by non-members would expose them to prosecution.

Also speaking on behalf of BMB were Leonard Bush, vice president and general secretary of Compton Adv. Agency, New York, and Louis Jergens, assistant advertising manager of Jergens Co. BMB's board has preceded on the roster by Prof. Kenneth Dameron of Ohio State U., Columbus, who tells delegates the university's College of Commerce was adding to its curriculum an entitled "Radio Station Management and operation."

Sidney, Kaye, vice president and general counsel of BMI, asked broadcasters to begin thinking about their new ASCAP contracts now although it is three years before renewal date.

He stated that had not new contracts been signed with ASCAP as a result of the September 1947 threatened walkout to bear the industry, broadcasters would have paid to ASCAP in the last five years $45,000,000 more than they have paid to both BMI and ASCAP. He explained that it will be to the advantage of broadcasters to have per program rather than blanket contracts with ASCAP during the next nine-year contract period, which begins after present expiration Dec. 31, 1949.

"If, during the last year preceding this date, you do not switch from blanket to per program, you will be paying as much in the next nine years," Mr. Kaye said. He explained that the contracts now extant provide that the type of service bought by subscribers during the last year so paid for will cover the entire nine-year contract period or after Dec. 31, 1948, will obtain automatically throughout the nine-year contract period beginning Jan. 1, 1950.

Engineers Generally Agree on Phases Of Propagation in 40, 100 mc Bands

ENGINEERS attending a symposium on very-high-frequency propagation at the Sixth Annual Broadcast Engineering Conference, Ohio State U., Columbus, March 23, generally were in agreement on fundamental phases of propagation at 40 mc. Special attention was paid frequencies in 40 and 100 mc bands.

Headed by Raymond M. Wil- mon, Washington, D.C., engi- neer, a panel of eight experts conducted discussions on ionosphere, troposphere, attenuation over the ground, shadows, etc. One of the principal conclusions was that above some frequency lying between 40-55 mc, the effect of the ionosphere is negligible. The engineers agreed that great variations in tropospheric phenomena produce substantial fading at a distance just short of the horizon and beyond this fading grows less as the height of transmitter and receiver antennas is increased. They explained that tropospheric effects are greater the higher the frequency.

It is important that the antenna be sufficiently high above the ground to decrease the effects of the ground immediately below.

K. A. Norton of Army Signal Corps, on whose calculations the FCC based its decision to move FM broadcasting to the 40 mc band, was attended but did not participate.

C. W. Carnahan of Zenith Ra- dio Corp. declared that the FCC Andalusia, Pa. tests and those by Zenith at Deerfield, Ill. showed substantially the same results, thus disproving Mr. Norton's and the FCC's theories. The FCC a short time ago denied Zenith's petition to move its broadcast antenna to 40 mc as well as 88-108 mc [BROADCASTING, March 11].

Prof. Edwin H. Armstrong, FM inventor, and proponent of 40-mc FM, declared that his "theoretical calculations were discredited by practical results while the FCC's chief witness sat there silent."

Members of the panel, in addition to Mr. Wilmotte, were: Comm. deMars, Mr. Carnahan, Edward Allen, FCC; J. S. Mac- rae, president of the newly formed army; Dr. Charles Burroughs, Cornell U., formerly of Bell Labs.; Dr. Thomas J. Carroll, Signal Corps, assistant to Mr. Norton; Prof. Armstrong.

FCC Earning Of Duopoly Licensings

RULING on the next to the 1a of the original 29 duopoly cases the FCC last Tuesday gave final to its proposed decision required for WGBF-WEOA, the Air Inc. to dispose of one of its Evansville st- tions, WGBF, and WEOA.

The final decision, denying 10 new license of WGBF, it was in a case of the Air Inc. to March 19 after the Commission a- nounced its proposed decision Fe 4 [BROADCASTING, Feb. 11]. A 10-month extension of license WGBF has expired and the FCC is at the present time dispo- sition one of the stations.

FCC spokesmen said the pos- sibility of conflict with the multiple ownership rule is being made an issue in several pending hearings involving applications for new st- tions filed by existing license. But it appeared that the WGBF-WEOA long left only one to be finally decided out of 29 duopoly cases arising among existing stations following ad- ministration of the multiple-ownership ru-

Texas Stations

That one involves WBAP Fo WFAA Dallas, and KGB Fort Worth, in which the Com- mission ruled in a proposed decision that KGKO Dallas is controlled by the Carter Publications Inc., licensee of WGBF. WBAP was a five-share time with each other. The proposed decision [BROADCASTING, Nov. 19] has not been final, but an application has been filed looking to elimination of the Commission's multiple-ownership objections by proposing the WGBF and WBAP share time with the KGKO frequency, competing with each other [BROADCASTING, Jan. 28].

All but three licensees in the 29 cases involved under the Commission's rules. These are: Evansville on the A Inc.; Sioux Falls Broadcast Assn. (KSOO-KEL0 Sioux Falls), whic has applied for the KGKO frequency pending sale of KELO to Sam Fandel for $100,000 and his 25% interest in the same

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Lew Lehr, former director of the FCC's Field Service, has been named vice president in charge of the fee service.

FCC Hearing on WEEI

JIMMY FOXX, veteran ballplayer, has been signed by WEEI Boston to present six-weekly newscast, 6:15-6:30 p.m.

Lew Lehr on ABC

LEW LEHR, Fox-Movietone comedy-entertainer, April 4 succeeds Fred Utal as m.c. of the B. F. Goodrich Co. program, Detect and Collect, on ABC Thurs. 9:30-10 p.m.

O'Donnell Named

CHARLES S. O’DONNELL, for- merly a director and vice president of J. M. Wyman Co., has been named vice president in charge of the George-Marston New York.

ABC Affiliate

CALL LETTERS of new ABC aff- liate in Trinidad, Col., were in- corporated into the ABC's network by a decision announced by the network [BROADCASTING, March 18].

New ABC affiliate is KSFT. Sta- tion, which joins ABC effective to- day (April 1), operates fulltime with 1,000 w day and 500 w fulltime. KSFT is owned by Trinidad Broad- casting Corp.

BROADCASTING • Telecasting
ABC Adopts Daylight Time Disc Plan

...times to Keep Programs Reaching Listeners At Usual Time

WITH a hodge-podge of time differentials in various regions of the action, the network operators on April 9, when most eastern cities shift to daylight saving time while the rest of the country retains standard time, network operations chiefs of the week bent to their schedule boards.

One of them, ABC's Vice President Charles E. Rynd, came up with two most ambitious plan: Rescheduled coast-to-coast nationwide weekly broadcast program schedules for the NBC and ABC networks. ABC feels that whatever disadvantage there is in the loss of live programs would be more than offset by the merit of undisturbed program times.

ABC's Plan

ABC decided to undertake the project on the twin theories that (1) there would be no changes in network program time would raise havoc with local station schedules which contain many locally sponsored events; (2) it would not change the time zone listeners' "habits of expectancy," and keep programs coming at the usual local time.

Broadly speaking, the mechanics of ABC's projected summer system are:

(1) The eastern time zone originations during daylight time will be on eastern time zone stations, recorded in Chicago simultaneously with playback an hour later to central, mountain and coast stations.

(2) Central time zone originations will be piped live to eastern me stations and recorded simultaneously with playback an hour later to central, mountain and coast stations. Chicago will move to central daylight time.

(3) Coast time zone originations will be put on an hour earlier in the audio, piped through live to the eastern time zone stations and re-corded simultaneously for playback an hour later to central, mountain and pacific stations.

(4) The few stations in the eastern time zone which remain on standard time will carry programs live an hour earlier than when standard time prevails throughout the country. Exceptions to this scheduling will be Georgia stations which receive network broadcasts from Chicago which will then go to eastern daylight time, hence be on the same time as Georgia stations which stay on eastern standard.

ABC's system permits chiefly a one-time, daytime change but the move was a matter of increased talent fees which might arise from the rebroadcast system eastern time stations have agreed not to charge extra for programs recorded for rebroadcast not more than one hour later.

Net effect of the new scheduling is that when local stations, which cost those in eastern time zone cities which retain standard time (excluding Georgia stations) will broadcast network program day weekday programs at the same time. It was clear that ABC's system would mean that most programs on central, mountain and Pacific stations would be recorded for rebroadcast not more than offset by the merit of undisturbed program times.

Others Less Elaborate

NBC and CBS planned no such elaborate summer rescheduling. They planned to shift time zones to eastern daylight time, let stations in standard time zones carry them live if possible, record them with their own facilities if local commercial shows arose.

Since most NBC and CBS stations are large and possess their own recording equipment, the network can afford to leave recording problems up to them.

Broadcasting

Terrorizing...
FCC ANNOUNCES INTENTION ON D.C. VIDEO GRANTS


Successful applicants were given until April 4 to make additional dispositions to channel assignments, after which Commission will announce final determinations in absence of request for oral arguments. Commission said proposed assignment of Channel No. 7 to Evening Star has been challenged.

Commission's proposed decision provided grants for NBC, Bamberger and Evening Star but deferred choice between Du Mont and Philco for fourth channel pending oral arguments [Broadcasting, March 11]. Philco thereupon asked to withdraw, advising Commission it has made other arrangements to carry on relay development between its Philadelphia station and Washington.

BENTON URGES AP TO RECONSIDER MOVE

DISLIKE of Government, fear of competition, and rivalry in its own field caused Associated Press to withdraw its service from State Dept., in opinion of Assistant Secretary William B. Benton. In speech prepared for delivery Sunday night before New York Newspaperwomen's Club, Town Hall, Mr. Benton urged AP board to reconsider and do its share to help spread truth about U.S.

KLAC TO ANSWER KFAC PROTEST

ANSWER opposing petition of KFAC Los Angeles protesting use of call letters KLAC Hollywood, owned by Mrs. Dorothy Thackrey, publisher of New York Post, is in preparation by Leo Rosen, G. H. Kaufman, Wolff & Ernst, attorneys for Mrs. Thackrey. Mr. Rosen said reply, a vigorous one, would be filed with FCC in few days. Segal, Smith & Hennessey, attorneys representing KFAC, filed protest to KLAC call before New York Newspaperwomen's Club, Town Hall, Mr. Benton urged AP board to reconsider and do its share to help spread truth about U.S.

ANA MEETING AGENDA SET

BMB survey of station audience, future program of CAB and FCC report on programing are included in agenda of topics to be discussed at spring meeting of the Assn. of Advertisers, April 15-18 at Rye, N. Y., executive committee of the Radio Council of ANA decided at its initial meeting, in New York. Group also discussed matter of securing director for council.

APPROVAL of transfer of KGHF Pueblo, Colo., from Colorado State Senator Curtis P. Riley to Colorado Broadcasting Co. for $300,000 announced Friday by FCC. Purchasing company owned by Gifford Phillips, 27-year-old publisher of two Colorado weeklies and state radio director in 1944 for Republican National Committee. Sale advertised under procedure advocated in Aereo decision but there was no other bid. Station on 1350 kc, 1 kw day and 500 w night.

OPA PERMITS PRICE INCREASES ON TUBES

AS RESULT of meeting between OPA and manufacturers last week (see story this issue, page 28), OPA is allowing radio tube manufacturers price increases effective around April 1. It was announced late Friday, increases will be on adjustable basis, for an interim period of about a month while OPA makes intensive study of profit and loss statements to determine to what extent wholesalers and retailers are capable of absorbing price raises.

ALABAMA BROADCASTERS ELECT

HENRY F. JOHNSTON, executive vice president of Alabama Broadcasters Assn., at organization meeting in Birmingham last week. Other officers: John Buttram, WHMA Anniston, vice president and David E. Dunn, WSFA Montgomery, secretary-treasurer. Executive committee includes: M. L. Vickery WMSL Decatur, and Howard Martin, WALA Mobile. Improvements of broadcasting facilities in state and best possible coverage of statewide and national events were defined as association's principal objectives. Approximately score of broadcasters attended organization session.

CCNY RADIO, BUSINESS MEET

SECOND ANNUAL radio and business conference sponsored by School of Business and Civic Administration of City College of New York will be held April 30-May 1 at Hotel McAlpin, New York. Meeting will conclude with dinner at which awards for outstanding programs and promotion will be presented. Dr. Robert A. Love, director of evening session of School of Business, is conference chairman. Dr. John Gray Peatman, associate dean of City College, is chairman of awards committee.

BLOOM BILL GETS NOD

HOUSE RULES Committee expected to favorably report Bloom bill (HR-4982) this week after State Dept. assured Appropriations Committee that 243 former OWI employees, whose loyalty was questioned, were dismissed. Meanwhile State Dept. has altered earlier tentative plans and is expected to retain 18 or 20 international shortwave transmitters for future worldwide information service. Remaining stations (State Dept. now controls 39) to be returned to private owners by June 30, with President Truman making formal announcement of future policy.

TAYLOR NAZI PROSECUTOR

ANNOUNCEMENT Friday at Nuremberg by Supreme Court Justice Robert H. Jackson, that Col. Telford Taylor had been named chief deputy counsel and would succeed him in the prosecution of any further Nazi trials, confirmed reports current here for some weeks that the former FCC general counsel would become chief American prosecutor. It is expected Col. Taylor will be promoted to brigadier general. Technically he is on leave as FCC general counsel, but it is doubted whether he will return after completion of the German assignment.

LOUIS WASMER AWARDED 50 KW SURPLUS TRANSMITTER

FIRST high-power broadcast transmitter of war surplus was awarded Louis Wasmer, owner of KGA Spokane, who submitted his bid of $72,500 to War Assets Administration for RCA 50 kw transmitter. Bids were open Monday at WAA Richmond, Va., after hit award announced Friday. KGA operates with 10 kw on 1510 kc but is applicant for 50 kw 880 kc.

Original cost of transmitter, Model 50, was $195,000. FCC's program of Philco for fourth channel pending oral argument, with some studio input equipment had been filed and two insulators were damaged. Value ($102,000, figuring on original Government price) was placed on it for auction. It has bee in storage at Roslyn, Va., Washington suburb. Three veterans bid but did not take advantage of opportunity to meet successful bid. Or network and a half-dozen stations submitte bids, others coming from two foreign countries and one territory.

FORMATION of another network, possibly with backing of Floyd Odlum's powerful Atlantic Corp., which had invested in defunct Associate Broadcasting System, reported last week by New York. Understanding was that application for transcontinental network lines had been made to AT&T, perhaps on exploratory basis.

ABC IS REPORTED closing deal for opening at 9:00-9:15 a.m. EST segment of Breakfast Club for ABC and before that with NBC. Tour is to interview radio station newspapers, magazines and trade paper throughout Continent and England for clients of organization.

GORDON VANDERWARKER, formerly sales service staff of ABC and before that with NBC, today joins media department of Benth & Bowies, Inc., New York, as time buyer.


IRWIN A. VLADIMIR, president 1rw Vladimir & Co., Inc., New York, April leaves for three-month trip to ten European countries. Tour is to interview radio station newspapers, magazines and trade paper throughout Continent and England for clients of organization.

Closed Circuit

(Continued from page 4)
June Martin is a graduate of the University of Minnesota home economics department.

Come Into Our Kitchen...

You'll be glad you did! Good things to eat, and watch the listeners eat 'em up on this, "The Happy Kitchen"—Kansas City's oldest and most popular household service program.

She's just as genial and enthusiastic as she looks! June Martin, KMBC's graduate home economist, is one of radio's best informed food authorities. Conductor of cooking schools from coast-to-coast under auspices of the National Livestock and Meat Board, Miss Martin is a real food scientist. She came directly to KMBC from the home economics department of the Commonwealth Edison Company.

You're right—here again is just the kind of people you like to know, friendly and well qualified.

KMBC
OF KANSAS CITY

SINCE 1928—BASIC CBS STATION FOR MISSOURI AND KANSAS
Experience and know-how in promoting and merchandising radio programs to listeners were the two factors responsible for KLZ's winning the $1000 grand prize Victory Bond in Procter & Gamble's Ivory-Oxydol Nighttime Show promotion Contest in which 72 top CBS stations were eligible to compete. KLZ won because KLZ knows what to do, how to do it, and does it—not just once in a while, but continuously—not to win prizes, but to win listeners for its programs and customers and sales for their sponsors. As a matter of fact, every KLZ advertiser gets this kind of prize-winning promotion and merchandising service, and increased results accordingly.

MORE ADVERTISERS—LOCAL AND NATIONAL—BUY MORE TIME ON KLZ THAN ON ANY OTHER DENVER STATION

KLZ IS AFFILIATED IN MANAGEMENT WITH THE OKLAHOMA PUBLISHING CO. AND WKY, OKLAHOMA CITY CBS AFFILIATE Represented Nationally by The Katz Agency, Inc. 360 Kilocycles