Iowans who "listen most" to WHO buy 5 times more CHEWING GUM than those who listen most to any other station!

... there's 5 times as many of 'em!

Everybody knows that mass attention is the first requisite in advertising chewing gum, or any other "mass" product. WHO is therefore five times more effective for such products than any other station in Iowa: Five times more Iowa people "listen most" to WHO than to any other station—55.4% for WHO as against 10.7% for Station B.

Actually, WHO offers you more than five selling opportunities for every one offered by any other station; Iowa families spend six hours listening to their favorite station for every one hour tuned to any other which they "hear regularly". (Both facts are from the authoritative 1945 Iowa Radio Audience Survey.)

High power, outstanding programming and an unequalled record of public service are the reasons for WHO's overwhelming popularity. Let us give you all the facts—call Free & Peters—or ask anybody in Iowa!

WHO + for Iowa PLUS +
Des Moines . . . 50,000 Watts
FREE & PETERS, Inc., National Representatives
WLS Feature Foods declared **Tops**

*Editors Tab Top P.S. Jobs*

in daytime home-help programs!

**NEWSPAPER EDITORS VOTE REPORTED IN BILLBOARD**

**WHEN 324 RADIO EDITORS** of America voted on program popularity, *Billboard* also asked them to vote on public service jobs in their areas.

**THEY CITED 88 PROGRAMS** on 76 stations for outstanding public service.

**ONLY ONE** is a women’s or home-maker feature—one out of 88 cited—and that one is WLS Feature Foods with Martha and Helen, 11-11:30 a.m. daily on the Prairie Farmer Station.

**WLS FEATURE FOODS**, in its 11th year on the air, follows the WLS pattern of making service to the listener come first. Martha and Helen and WLS express their appreciation to the radio editors and to *Billboard*, for this recognition of the job they have always tried to do—thorough, year-round, public service.

**22 years of broadcasting SERVICE**

**A Clear Channel Station**

DOESN'T MAKE A FOREST

NEW ENGLAND'S real sales potential lies not in one or two large cities, but in the many scattered cities and their suburban trading zones.

New England's many thriving local stations are proof in themselves of the need for a direct sales approach, as opposed to distant hit-or-miss appeal. They give you coverage exactly where you want it.

Yankee Network consolidates 23 of these hometown stations into one vehicle for reaching each and every section of New England completely and with maximum impact, tying radio homes into one vast potential audience of 8,627,979.

The national business that goes Yankee Network in New England is proof of the effectiveness of this hometown coverage.

Acceptance is THE YANKEE NETWORK'S Foundation

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System
PLOUGH Inc., substantial user of national spot, and owner of WMPS Memphis, is eyeing network use, to augment existing radio campaigns. In its annual report Plough says WMPS provides opportunity for first-hand observation and study of radio appeals, audience preferences, and program types, and knowledge thus gained is proving valuable in determining most acceptable type of network program that might be used "in further extending the advertising of Plough products".

CONVERSATIONS in progress looking toward realignment of one of large station representation organizations whereby secondary list would be disposed of to separate corporate entity. Realignment, which would entail switch of several stations from class B to class A list and vice versa, may come within fortnight.

WITH FORMAL transfer of KOIN Portland to Field Enterprises ownership this week Harry H. Buckendahl, sales manager, becomes station manager. C. W. Myers, president and principal owner who negotiated $850,000 transaction, will continue in supervisory and advisory capacity for present.

ADD to fast-growing radio news bureaus in Washington: KSD St. Louis, heretofore performed on capital on coverage by St. Louis Post-Dispatch staff, but now planning own news bureau with possibility of direct lines.

EARLY APPOINTMENT of paid president for Canadian Assn. of Broadcasters in prospect; following Toronto directors meeting last week. Meeting also sending delegate, probably Ted Campeau, managing director of CKLW Windsor-Detroit, to Inter-American Congress Radio Broadcasters in Havana.

IT’S POSSIBLE that London’s famed "Old Vic" Theater Group may appear on special CBS programs. One of U. S. sponsors of project to bring group to America for appearances on U. S. stage is William S. Paley, chairman of CBS board. Mr. Paley last week would not confirm reports he had intentions to invite "Old Vic" to broadcast after arrival in U. S., but his sponsorship of Group’s trip was reason enough to believe he would.

ACTING Chairman Charles R. Denny Jr. of FCC isn’t accepting any out-of-town speaking dates. Snowed under with work load he inherited from Paul A. Porter, OPA Administrator, he plans to stick close to job at least until pending docket are cleared which may entail another two or three months.

BULWINKLE Railroad Bill which has had right of way before Senate Interstate Commerce Committee has frustrated hearing on confirmation of Rosel Hyde’s appointment to FCC. With Commission hitting on only five of its seven membership cylinders, Chairman Denny is anxious to have Mr. Hyde qualified for its time for resumption of clear channel hearings April 15. Chairman Wheeler may get to nomination this week but it isn’t certain.

PLOUGH...at deadline

Closed Circuit

Upcoming

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.


April 11-12: NAB 4th District, Cavalier Hotel, Virginia Beach, Va.

April 15-18: ANA Meeting, Westchester Country Club, Rye, N. Y.

(FCC hearings, page 80.)

Bullets

FCC Friday night announced decision in five-year Wilkes-Barre case proposing to grant license application of John H. Stenger Jr., to continue operation of WBAX. Order proposed denial of rival station applications of Central Broadcasting Co., Northeastern Pennsylvania Broadcasters Inc., Key Broadcasters Inc. and Baron Broadcasting Co., all seeking 1240 kc facilities of WBAX.

HOUSE Foreign Affairs Committee Friday voted to reopen hearings on State Dept.’s proposed international information service after members reported no opposition witnesses were heard by group before it drafted measure which bottlenecked in rules committee.

FCC Would Deny WINS Sale to Crosley

SALE of WINS New York, potential 50,000-watt by Hearst Radio Inc. to Crosley Corp., WLW licensee, now subsidiary of Aviation Corp., for $1,700,000 plus $400,000 in station time, would be denied under unanimous proposed decision announced late Friday by FCC.

Acting Chairman Denny and Commissioners Jett and Wakefield voted for denial largely on ground that $400,000 trade-time arrangement for 10-year period was violation of law and FCC regulation because new licensee would delegate control over an hour a day of its time for 10-year period to Hearst.

Commissioners Walker and Durr, in concurring opinion, went far beyond their colleagues, holding that Crosley actually would be paid approximately $2,000,000 for license alone.

FCC for first time invoked philosophy of its March 7 "blue book" in proposed opinion. Majority said it was not satisfied with Crosley Corp. showing on service, stating proposed allocation of time for "sustaining and commercial use is extremely ambiguous with some indication that almost the entire program schedule might be devoted to commercial operation."

This, it said, left FCC without adequate basis for determination of applicant’s performance. Walker-Durr minority stated that price is so high that Crosley could be expected to over-commercialize in order to earn "even a small profit." They observed: "The over-emphasis on commercial operation of broadcast facilities is to be deplored. Licensees must recognize that the grant of a license by this Commission imposes serious responsibility to operate, not for profit alone, but in the public interest."

Majority said, "Commission has frequently pointed out that it is the licensee’s responsibility under the Communications Act to maintain complete control over the station operations. This responsibility cannot be delegated or impaired in any manner, not even for portions of the broadcast period."

Commission held further that time arrangement conflicts with rule limiting licensing period to maximum of three years and to rule restricting network contracts beyond two years.

FCC gave Crosley until April 26 to file exceptions since the opinion of the Commission would expire about May 1. If exceptions are filed, FCC set oral argument for 9:30 a.m. April 26 “in order that we may render a final decision... before the contract extension expires.”

James D. Shouse, Crosley vice president, said Crosley would seek oral argument.

Business Briefly

COLUMBIA AFFILIATES ELECT COLUMBIA Affiliates Advisory Board elected two new district representatives and reelected seven for a one year term last Friday. Representatives reelected are: I. R. Lounsberry, WKWB, chairman, District 2; E. E. Brown, WABQ Worcester, District 1, reelected secretary of board; C. T. Lucy, WRVA Richmond, District 3; W. H. Summersville, WWL New Orleans, District 5; F. C. Bighmy, WTAD Quincy, District 6; Arthur Church, KMBC Kansas City, Mo., District 7; Clyde Coombs, KARM Fresno, District 9. Two new representatives are Glenn Marshall, WFOY St. Augustine, who replaces John Rivers, WCS Charleston for District 6 and Kenyon Brown, KOMA Oklahoma City, replacing Clyde W. Rembert, KRDL Dallas for District 8.


MAGAZINE SPOTS: Omnibook Inc., New York, has started participations 13 weeks on WJZ New York in Sunrise Salute, Monday through Saturday, 6-7 a.m., and Housewives Protective League, Monday through Friday, 1:30-2 p.m. Agency, Schwab & Beatty Inc., New York.

AGENCY SWITCH Blackhawk Brewing Co., Davenport, Ia., moves its account from H. W. Kastor & Sons, Chicago, to N. A. Winter Adv., Des Moines.
The Greeks had a legend for it

King Midas with his golden touch was a money machine by any standards. Yet Midas had nothing on countless advertisers for whom radio has turned ordinary circumstances into golden opportunity.

Furthermore, it takes no mystic formula to make radio work for you. Whether national, regional or “spotty” distribution, spot radio fits your plans... not almost, but exactly.

For spot radio has that individual touch that makes every penny count and turns “just another campaign” into a smash success—the type of success experienced daily by advertisers using these stations.

Represented Nationally by

EDWARD PETRY & CO., INC.

NEW YORK - CHICAGO - LOS ANGELES
DETROIT - ST. LOUIS - SAN FRANCISCO
The immense and increasing production of the Pacific Northwest—including farm products worth $500,000,000 annually... seven billion board feet of lumber annually... two and one-half billion pounds of milk annually—has attracted a vast new program of industrial expansion.

Here are a few of the many projects now under construction or soon to be begun in Washington State—the $10,000,000 Seattle-Tacoma Airport destined to be one of the three largest in the nation... expanded telephone plants and equipment costing $14,000,000... addition to the Sears-Roebuck retail store in Seattle to cost $1,500,000... remodeling of the Marshall Field department store in Seattle which, with new suburban store, will cost $5,000,000.

The per capita buying power of the rich Seattle-Tacoma market, already nearly twice as great as the national average, is destined to grow even greater.

KIRO is the only 50,000 watt station in this rich market... it brings Columbia programs to Seattle, Tacoma and the rich Pacific Northwest.
Several years ago, in reference to the newspaper, Mr. Walter H. Annenberg, Editor and Publisher of The Philadelphia Inquirer, made the following statement . . .

"A newspaper merits its franchise only by virtue of its public interest..."

Today, we supplement this statement with the following . . .

"A newspaper . . . or a radio broadcasting station . . . merits its franchise only by virtue of its public interest..."

No one is forced to buy a newspaper. No one is forced to tune to a radio station. No buyer is compelled to read the newspaper's content. No person is forced to listen to a radio program.

It is only by supplying the reader . . . or the listener . . . with full value in news, in features . . . with a planned program of information and entertainment of the highest character, that readers and listeners become loyal friends.

This is the formula which has been followed in the conduct of The Philadelphia Inquirer. And this is the procedure which will be followed in the conduct of WFIL and WFIL-FM.

It is interesting to note that this formula has doubled Inquirer circulation in the ten-year period, 1936-1946.
It happens

AMERICA'S NO. 1 NETWORK
NBC, its Affiliates and its Advertisers have been accepting awards for some twenty years. A list of honors already received this year is typical:

**ALFRED I. DUPONT COMMENTATOR'S AWARD**
Lowell Thomas (Sun Oil Company)

**ALFRED I. DUPONT STATION'S AWARD**
KDKA (NBC Pittsburgh Affiliate)

**GEORGE FOSTER PEABODY DRAMA AWARD**
Edgar Bergen ... and Charlie McCarthy and Mortimer Snerd (Standard Brands)

**GEORGE FOSTER PEABODY MUSIC AWARDS**
NBC Symphony Orchestra (General Motors)
Dr. Howard Hanson—Eastman School of Music
WHAM (NBC Rochester Affiliate)

**VARIETY SHOWMANSHIP PLAQUES**
WLW (NBC Cincinnati Affiliate)
KOA (NBC in Denver)

**VARIETY SPECIAL AWARDS**
Bing Crosby (Kraft Foods Company)
Ralph Edwards (Procter and Gamble)
Duffy's Tavern (Bristol-Myers)

**PUBLIC RELATIONS ASSOCIATION OF AMERICA AWARD**
America United (NBC Special Service Program)

Here is further evidence of critical acclaim as well as popular appeal.
Here is further expression of a great association:

NBC, its Affiliates and its Advertisers.

..the National Broadcasting Company
Feature of the Week

AUSTRALIAN FENG, news editor of KSFO San Francisco, key station for Universal Broadcasting Co., last week flew to Hawaii aboard the Navy's Mars, largest flying boat in the world, for a series of eye-witness broadcasts on damage by the Pacific tidal wave. First broadcast was picked up Thursday night while the Mars was about 500 miles at sea. Contact was maintained for the 8:15 news broadcast of KSFO which was released to KXLA Los Angeles and KXA Seattle, affiliated Wesley L. Dunn stations.

Twelfth Naval District headquarters, San Francisco, reported the broadcasts are the first ever done from the Mars in flight. Accompanying Mr. Fenger are Keith Kerby, KSFO program director, and David Kees, special events engineer.

Ray V. Hamilton, executive vice president of Associated Broadcasters, owners and operators of KSFO and Universal Broadcasting Co., said the newscasts, all transcribed, were to be carried by KSFO and Universal's stations KXLA and KXA through arrangements with Wesley L. Dunn, president of Associated and Universal Armed Forces Radio Service will broadcast the descriptions to men overseas. State Dept. will use them on broadcasts to Mexico, Central America, South America, the Orient, Alaska, India, Australia and New Zealand. First broadcast from the Mars in flight was carried last Thursday on Bob Hansen’s 8 p.m. (PST) news broadcast on KSFO, sponsored by the Seaboard Finance Co. and placed through Smith-Bull-McCreery Agency.

Smallpox Warnings

SEATTLE stations have been called upon to help intensify the city's campaign against the smallpox epidemic apparently introduced by the ships arriving from the Far East, Dr. Emil Palmquist, city health commissioner, in an interview with Ross McConnell, KOMO news chief, appealed for a mass vaccination to curb the spread of the disease. KOMO also originated a broadcast carried by all Seattle stations, featuring city and county public health officials discussing the problem. All stations a re-scheduling announcements urging vigilance.

Sellers of Sales

MARION A. (Ginny) PARHAM claims to be the only time-buyer in radio who knows the correct technical answer to the adage—"It's like pulling teeth to clear a good time schedule." Ginny knows the answer because she started her career as a dental assistant!

The bright young head of spot time buying at Kennedy & Eckhardt installed her pictures and flower vase at K&E on October 1, 1945—and her operations include such clients as the Borden Co., Kellogg, Industrial Tape, Wesson Oil and Snowdrift, and Knox Gelatine. Kennedy & Eckhardt boasts of a radio department which has soared on the business graph during the past 12 months, and so Ginny finds herself with little spare time on her hands. It has always been that way, however, through stints as a concert manager, seven years with Free & Peters and a season buying time for Erwin, Wasey and Co.

Sedentary hobbies are her favorites. Slim and brunette, Ginny prefers Beecham to Goodman, Proust to H. Allen Smith and Rembrandt to Picasso. Though her tastes are elevated, her business sense is a jump ahead of modern—and radio research is her favorite hobby.

Ginny is one of those New Yorkers from out of town—Watertown, to be specific. Her parents wanted her to be a doctor, but young Miss Parham had a mind of her own. Nothing would do but to become a zoologist. Her first experience with a snake—the Watertown variety—sent Ginny's plans into an abrupt reverse. She went to Barnard College instead and was properly academic.

Never dreaming that one day she would be buying spot radio time for an advertising agency, Ginny became interested in radio through her first beau—who made radio sets as a hobby. Off and long the nights that she sat patiently while her perspiring swain persevered over a condenser or a new-fangled tube. But that early experience proved valuable when she finally made radio her profession.

Under the expert guidance of her department head, Frank Palmer, Ginny has become an integral part of K&E radio operations. Her shrewdly planned spot campaigns have resulted in satisfied clients—which makes everybody happy—including Ginny Parham!
Mothers and Housewives listen with confidence to the voice of WAAT in America's Fourth Largest Market! It was natural, then, that NBC Bread chose New Jersey's First Station to tell about this delicious, fine textured, wholesome bread. For 15 months 25 "station-breaks" weekly! Since January, 1946, Dave Miller, the "Home Town Boy", has been NBC's Baker-Boy on the famous "Home Town Frolic" 6 days weekly for 10 minutes. More and more the "trend" among sponsors at WAAT is from "spots" to "programs"—; because they know:

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

*Dollar for dollar New Jersey's best radio buy*

*Do you realize this market contains over 3½ million people; more than these 14 cities combined: Kansas City, Indianapolis, Rochester, Denver, Atlanta, Toledo, Omaha, Syracuse, Richmond, Hartford, Des Moines, Spokane, Fort Wayne.*
Merchant, housewife and farmer...doctor, workman and miner...the TRANS-CANADA Network serves them all with the finest in radio entertainment. From her growing cities to remote rural areas, listeners tune to radio's top programmes routed by TRANS-CANADA to 94% of the country's English-speaking radio homes.

To bring this unexcelled radio service to 1,460,000 homes, TRANS-CANADA maintains a network of dominant stations, including several 50,000-watt clear-channel outlets. Strategically located, TRANS-CANADA stations give comprehensive coverage from coast to coast.

Thanks to this service, 1,460,000 Canadian families are on the main line of radio's finest entertainment...an eager, responsive, loyal audience because TRANS-CANADA brings them outstanding programmes round the clock from Canada, the United States and Great Britain.

CANADIAN BROADCASTING CORPORATION
COMMERCIAL DIVISION
354 Jarvis Street, Toronto 5, Ont.
1231 St. Catherine Street West, Montreal 25, P.Q.
"1996"
America's Fastest Growing Radio Station Service
Programs - E.T.'s Spots - Ideas - Music Scripts - Effects

THE W. E. LONG CO. 155 N. CLARK STREET
CHICAGO 1, ILLINOIS
A LITTLE EXTRA EFFORT

OFTEN GETS A BIG RESULT!

Any time you run up against a spot-broadcasting problem that sorta buffaloes you—that's the best time to call for Free & Peters!

Eighteen good men who are willing to fight their weight in wildcats—six offices all completely equipped for fast, efficient action—well, you get the idea!

Seriously, there's hardly any radio assignment you can give us that we can't tackle hard and effectively. What have you on the desk, today?

FREE & PETERS, INC.

Pioneer Radio Station Representatives

Since May, 1932
AFRA Lobby Stalls Petrillo Bill Approval

Stars and Writers Deluge Senators With Protests

By BILL BAILEY

FINAL APPROVAL of the Lea-Vandenberg bill (S-63) to throttle Petrillo temporarily in the Senate late last week by an 11th-hour lobby fomented by the American Federation of Radio Artists, but sponsors of the conference report predicted ratification. The Senate adjourned at 7:40 p.m. Friday after adopting a motion by Majority Leader Barkley (D-Ky.) to convene at 12 noon Saturday to take up the Petrillo bill. Sen. Kenneth Wherry (R-Nebr.) minority whip, opposed the Saturday session but the motion saueased through. Earlier, a. day earlier evening Sen. Wayne Morse (D-Ore.) who with Sen. William Langer (R-S.D.) and Sen. Glen Taylor (D-Ida.) led opposition to consideration of the conference report, blocked unanimous consent for a Saturday session to consider the issue. Conference report approval became entangled in consideration of the controversial Minimum Wage Bill, as well as the AFRA effort. Sen. Ed Johnson (D-Col.), chairman of the Senate conferees who voted unanimously for the measure, was joined by other leaders on both sides of the chamber in predicting prompt favorable action, once the report reaches the floor.

Begun Wednesday

The AFRA onslaught, which got under way last Wednesday, came after the performers' union had ignored the Vandenberg and Lea measures in both Senate and House. Intensity of the AFRA lobby was reflected in a snowstorm of identical telegrams from Hollywood AFRA local bearing these signatures: Bing Crosby, Lawrence Tibbett, Dinah Shore, Eddie Cantor, James Melton, Norman Morse, Sen. Langer and Morse. Sen. Langer objected because of the late

(Continued on page 72)

Republican Chief Urges Free Radio

FCC Interference Is Hit By Reece in Strong Statement

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Rep. B. Carroll Reece of Tennessee, veteran Member of the House, served notice that freedom from program control by the FCC will be a major issue in the forthcoming November campaign. The Republican Party last week elected two strong proponents of free radio and bitter critics of the FCC's program policy to key posts on its National Committee. Mr. Reece succeeded Herbert Brownoll Jr. as chairman. Rep. Clarence J. Brown (R-Ohio) was elected chairman of the Executive Committee on recommendation of Rep. Reece.

Both men are members of the House Interstate & Foreign Commerce Committee, in which radio legislation originates; both are on the committee's subcommittee on communications; they served together as House conferees on the Lea-Vandenberg bill (S-63) and fought hard for passage. Rep.

"The high-paid radio artists who yesterday opposed Senate adoption of conference report on the so-called Petrillo bill cannot speak for thousands of unorganized rank and file employees of broadcasting of which I, as a voter, am one. Your vote for the conference report will protect those of us who def- test pressure group tactics when union artists and technicians whose salaries are in hundreds of thousands a week exact feather-bedding concessions which inevitably must affect our pay envelops.

Senator Johnson planned to bring up the conference report Friday after being assured on Thursday that the minimum wage bill would be disposed of, but that measure became involved and the Senate spent all day Friday on it.

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(Continued on page 72)
HENRY MORGENTHAU ON FOUR STATIONS
HENRY MORGENTHAU Jr., one-time Secretary of the U. S. Treasury, last week announced he would become a radio commentator, broadcasting a weekly 15-minute program over WMCA New York, KYA San Francisco and WWDC Washington.

The program will be aired simultaneously on the special four-station network. It was understood that a sponsor had been tentatively signed for Mr. Morgenthau’s broadcast but details were not available last week. His commentaries will be heard Wednesdays at 9:15-10:30 p.m. beginning April 10.

The former Treasury Secretary, in announcing his new role as radio commentator, said: “I do not propose to give just my own opinions about what is going on. I want to give my listeners the facts on which those opinions are based.”

Brown and Williamson Replacements Are Set
SUMMER replacements for the three shows sponsored by Brown & Williamson Tobacco Corp., Louisville were announced last week. Replacements for the June 1, 1946 show are two pieces from the orchestra with vocalists. Percussionist Joe Gennett will play the drums, and vocalist Alice Smith will sing. The show will be aired over WMTR New York.

Cresta Blanca Plans 20
CRESTA BLANCA WINE CO., New York, subsidiary of Schenley Distillers Corp., will start a one-minute spot announcement campaign in 20 markets on June 1. Contracts for 52 weeks will be placed by BBDO New York.

Wallace on MBS
HENRY A. WALLACE, Secretary of Commerce, on April 10 will speak on “Conservation of Food” on a special MBS broadcast originating in the Department of Commerce Auditorium, Washington, D. C., 10:15-10:30 a.m.

Yeast Firm on 57
JIMMY EVANS, WIND Chicago sports announcer, has completed a series of one-minute transcribed feature announcements for Red Star Yeast Products Co., Milwaukee, to be used on 57 stations from coast-to-coast. Firm has appointed Ivey & Ellington, New York, as agency [BROADCASTING, March 25].

Report Urges CAB Quit Rating Service, Reform as Consultants

RECOMMENDATIONS that Cooperative Analysis of Broadcasting drop its present rating service and reorganize as a standard-setting, program research and improvement unit were made by the CAB, which those opinions are based.”

Atlantic Sponsors Baseball Schedule
Oil Firm to Sponsor Games On 36 Eastern Stations
ATLANTIC REFINING Co. will sponsor the major and minor league baseball on a network of 36 stations, entering its 11th consecutive season of sportscasts on a regional basis. The 1946 program is believed to involve an expenditure of more than a half-million dollars.

Arrangements for the season were made by Joseph R. Rollins, advertising manager, and W. Wallace Orr, vice president of N. W. Ayer & Son. They were assisted by Tom McMahon, Tom Clearman and Charles Cosby of the Ayer radio department.

Complete schedule of the Boston Red Sox and Braves will originate May 1 and be carried over Yankee Network in New England. Home and road games of the Pittsburgh Pirates will be keyed from WWSW to a hookup of stations in the Pittsburgh area. Complete schedule of Orioles’ games will be originated at WITH Baltimore. Home games of the Athletics and Phillies at Shibe Park will be keyed.

Byrum Saam and Claude Har-
ning will handle Philadelphia games. Jim Britt and Tom Hussy will broadcast over the New England hookup. Rosey Rowell again will announce Pirates’ games, aided by Jack Craddock. Bill Dyer will air Orioles’ games. WNAC will key games to WGTR, WJAR, WPRO, WQIV, WJZ and WISO. WOR, WABC and WNBC will key WILM WMRF WBBX WHGB.

Army, Navy Cite ABC
WAR and Navy Departments have cited ABC for “distinguished performance rendered servicemen overseas in cooperation with the Armed Forces Radio Service.” The citation was signed by Secy. of War Robert P. Patterson and Secy. of the Navy James Forrestal.

Marshall for Hope
PEPSODENT DIVISION of Lever Brothers Co., Cambridge, Mass., June 11 for 13 weeks replaces Bob Hope Show with Will Wilters. WHC on NBC stations, Tues. 10-10:30 p.m. (EDST). Packaged by Music Corp. of America, mystery series stars Herbert Marshall. Foote, Cone & Belding services. Program has been under option of J. Walter Thompson Co. for NBC Charlie McCarthy Show but deal was not completed.
Reappraisal of Video Allocations Possible

CPA Ban and Poor Set Prospects Hit FM Too

EVENTS of the last fortnight, toppled off by the FCC's inspection of television laboratory developments, may hasten reappraisal of the higher frequency allocations structure, with the possibility that standards for high-definition, color video will be accorded commercial rather than experimental status.

Black-and-white television, which has strained at the regulatory leash for years and is all set to get under way, suffered another fortnight setback with the construction ban of the Civilian Production Administration. Advances made by CBS in color television, and the fact that at least 25 low-band applicants have withdrawn their assignment requests, have converged to cloud the immediate black-and-white outlook.

No formal comment was forthcoming from FCC officials or its staff on what they saw last Monday at the RCA Laboratories in Princeton, or at CBS or Du Mont in New York. But it was evident that CBS's incremental approval of the stridently made by RCA, the CPA construction ban, the dropping of low-band applications, and the FCC disclosure that its backlog for less than 120,000 television receivers, have inspired new thought as to allocations.

Low-band television, until CPA issued its construction order, was set to go under the allocations approved by the FCC nearly a year ago. The course of events, however, had tended to dampen enthusiasm for a quick setup in the lower bands. Another consideration has been the cost factor.

Intervened in any new consideration of allocations and standards is the demand for extension "downstairs" of FM allocations, should the way be opened for commercial television in the microwave. Thereby, enlargement of the lower band in Area 1, comprising the congested North Atlantic seaboard states, to accommodate additional stations and to provide channels for complex facsimile, would be possible.

CBS has been imploring the FCC and the industry to forget black and white as obsolete, and to concentrate on the upper color bands. On the other hand, the FCC last May gave black and white the right of way in the lower bands feeling that it could provide a needed and an acceptable service.

The longer the delay in getting under way, the more difficult it will be for low-band television to become entrenched. The construction ban, slowness of transmitter production, and the unwillingness of manufacturers to turn out television receivers in volume are retarding factors which augur in favor of upper band development.

Television Panel

With time intervening, the FCC's fund of knowledge will be broadened. At the old television panel of the now-expired Radio Technical Planning Board (Panel No. 6) has held several meetings in recent months to bring its information up to date. George P. Atained of FCC chief engineer, and members of his staff, sit on this panel. The committee isn't making recommendations, but it is sounding out engineering opinion on fundamental factors involved in television development, such as color, brightness, flicker, number of lines, bandwidth, resolution of factors in the establishment of standards for commercial operation in the ultra-highs. This committee is not of the policy making staff, with those of RCA, Du Mont, CBS, Farnsworth, Philco, Don Lee, and other companies engaged in television development, obviously will be available to the FCC in its determination of future television standards and policy.

The FCC's receiver production survey, announced last Wednesday [see story, page 7], showed that FCC of 22,000,000 receivers which 85 of 89 surveyed companies plan to produce in 1946, approximately 100,000, or about .5% of the total, would be designed for reception of the 13 low-band channels. Some 1,041,000 receivers would tune the first six low-band channels.

The same manufacturers reported they intended to produce approximately 1,800,000 FM sets, or about 11% of the total.

These results obviously were disappointing, not only to prospective FM and television broadcasters, but to the FCC.

Saw Both

The FCC's inspection trip last Monday marked the first time the Commission saw both RCA and CBS developments on the same day. The party comprised four of the five members of the Commission, Commissioner-designate General Counsel Helen H. Hyde, Chief Engineer Adair, Chief Accountant William J. Norfleet, and a dozen staff executives in its law and engineering departments.

Commissioner Paul A. Walker was detained at home by a cold.

Despite the unwillingness of members of the FCC delegation to talk, it was evident that the group was deeply impressed. There was an attitude that if RCA, CBS and other leaders would pool their knowledge of color, television might go to the higher frequencies before the year is out, possibly six months. Going it alone, the feeling was that a long procedure might be entailed before color would be acceptable for commercial operation, but that the exigencies of action would cause the Commission would be receptive to a review of proposals for standards, it was thought.

There was the conviction that important advances in color may be forthcoming anytime. All laboratories—RCA, CBS, Du Mont, Farnsworth, and Philco—appear to be working on color. Only CBS, which fosters it, and RCA which decries it as an immediate service, are talking, however. The fact that CBS has had some 140 color demonstrations for practically all groups identified with radio, and that all met with enthusiastic response, caused more than a cursory reaction.

RCA Demonstration

Several members of the FCC party who saw the CBS demonstration last Monday had witnessed previous ones. They liked the last one better, largely because the filmed pictures were brighter.

The FCC delegation of 18 visited RCA in the morning, CBS in the afternoon and Du Mont in the evening. At each place they were reported to have shown great interest, expressed to comment.

Their days began officially at

(Continued on page 69)
Spot Radio Less Than Printed Media

Free & Peters Survey of Typical Stations Soon Available

ADVERTISING costs in various media for years have been argued, so Charles T. Clyne, sales promotion and program sales head of Free & Peters, set out to learn the facts. In RCA's Radio City, typical stations, magazines and newspapers reveal that cost per thousand consumers reached is much lower in broadcast advertising than in either magazines or newspapers. F & P will distribute its survey in booklet form to advertisers and agencies and make it available to any station wanting it.

markets in which he wishes to advertise.

"Station Selectivity—The ability to choose precisely the one or more stations that best meet his needs in each given market.

"Program Selectivity—The ability to use in each market the type of program material preferred by the audience in that region or section.

"Time and Time-Zone Selectivity—The ability to broadcast at the hour when his best prospects are best reached (regardless of time zones).

"Cost-Control Selectivity—The ability to allot to each market exactly the number of dollars justified by that particular market's sales potentials, or by special competitive situations.

"Overall Flexibility—With spot radio, the advertiser can tailor and control his radio advertising exactly as he tailors and controls his sales effort. Spot radio is the precise opposite of scatter-gun advertising. It fits scientific selling perfectly."

Representative Group
To establish spot radio's circulation costs, "a study was made of a representative group of regional and clear-channel stations, varying in geographical location, power, type of audience served, network affiliations, etc., and listened to regularly by over 25% of all radio listeners.*"

Media Scoreboard

(From Free & Peters Study)

Cost per Thousand Families

<table>
<thead>
<tr>
<th>Circulation</th>
<th>Reached</th>
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<tbody>
<tr>
<td>$2.50</td>
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*Primary Circulation Only

Sarnoff Backs UN Broadcasting Plan

RCA, NBC Head Favor World-Wide System

To Tell Facts

OFFICIALS of the United Nations have long been toying with the notion of establishing a world-wide broadcasting system, uninhibited by national prides or prejudices, to deliver factual accounts of UN's progress to all peoples.

Last week from a surprising source—America's biggest radio communications combine which might well find a UN broadcasting system at least a mild competitor—came unsolicited support for a UN radio plan.

Brig. Gen. David Sarnoff, president of RCA and chairman of the board of NBC, proposed that the UN establish "an independent international broadcasting system to be known as 'The Voice of UN.'" To a dinner in RCA's Radio City headquarters, New York, he invited high ranking members of the UN secretariat and delegations, told them why he favored an independent world broadcasting plan.

His reasoning: "Any medium of communication that would increase the knowledge and understanding of the peoples of the world about the problems of the world, would in the long run increase the effectiveness of the United Nations and advance the cause of world peace."

Aid to Factual Knowledge

One way, said General Sarnoff, to increase factual knowledge is to "provide a world-wide system of mass communication that can reach peoples of the world freely and simultaneously."

But before this can be done, a new principle must be adopted. To America's famed constitutional guarantees of freedom of speech and freedom of the press, a third should be added—"freedom to listen," and the three should then become the principle of UN.

The principle established, or government guarantee of the right to communicate it to practice should come. "It (a UN international broadcasting system) should have a world-wide range and be used for broadcasting the public proceedings of the United Nations, for disseminating its information to listeners everywhere, and for spreading knowledge and understanding among the people of the world.

To accomplish these ends, said General Sarnoff, practical problems—both technical and political—are involved. General Sarnoff had said the technical problems of a UN radio plan could be solved with little trouble. But the political problems, he admitted, "require the consent of the member nations of the UN and their united will to make the plan work."

Biggest question-mark, of course, was Russia whose press and radio are hardly free by the standards of the U. S. At week's end, Russia's reaction to General Sarnoff's proposal had not been announced.

From some democracies, however, favorable comment sprang at once. Said Norway's Trygve Lie (who as secretary-general of UN has a position transcending national boundaries): "It is with the greatest interest and satisfaction that I have read the suggestions of Mr. Sarnoff."

Said America's William Benton, Assistant Secretary of State: "General Sarnoff has crystallized an ideal and hope that has been in many minds. The proposal . . . is in accord with American tradition and policy."
Pushers

The sleek, streamlined babies pulling the Limited along may get all the “ahs” and “ohs” along the right-of-way.

But back in the yard is the pusher. That powerful, compact engine that is the workhorse of the railroad. The engine that delivers.

It’s like that in radio sometimes too. The glamour call letters get the first glance. But smart time buyers usually want to know more about the working stations. The pushers that develop low-cost sales.

W-I-T-H, the successful independent, is the workhorse type. In this big five-station town, W-I-T-H delivers more listeners-per-dollar-spent than any other station in town. It belongs on your list, believe it!

Tom Tinsley, President

and the FM Station W3XMB

BALTIMORE, MD.

Represented Nationally by Headley-Reed

April 8, 1946
Free To Broadcasters, $2.50 to Listeners

By ROBERT K. RICHARDS

A POPULAR edition of "The Public Service Responsibility of Broadcast Licensees" was released today by Little, Brown & Co. [Closed Circuit March 18] under the title of Radio's Second Chance.

The book, a 276-page volume selling at $2.50, is written in penetrating prose by Charles A. Siepmann. It represents, if nothing else (and actually it represents much more), a legible and understandable presentation of the arguments purveyed in the 135-page FCC report of March 7.

This is a strange paradox, that it should be legible and understandable, inasmuch as Mr. Siepmann wrote not the book, but the Report. That he could contrive such a clearly enunciated prospectus as Radio's Second Chance and at the same time have authored such gobbledegook as the FCC report is a high tribute to his versatility in letters.

But there is enough in Second Chance to identify it as having come from the same mold as the FCC report, although it may shine more brightly for having been burnished in Mr. Siepmann's Ivory Tower.

Radio to FCC

Radio's Second Chance is a measured and cautious attack on American radio; not on the American system of broadcasting, mind you, but rather on theills the author views as having emerged from this system. Out of faultiness to those who read it and judge its merits, the many and the emergent should be chronicled.

Mr. Siepmann is British born. He came to this country in 1937, after winning years abroad as a program executive of the British Broadcasting Corp. He was brought to the U.S. by the Rockefeller Foundation to observe and report on the American radio; not on the American system of broadcasting, mind you, but rather on the ills the author views as having emerged from this system.

Mr. Siepmann presently is engaged in a special assignment at UNRRA in Washington which, he expects, will occupy him until May 1. He will report to the University within a few weeks of that date.

As director of the Communications Center, Mr. Siepmann will have charge of radio activity in radio, motion pictures, newspapers and all other media of communication.

Mr. Siepmann gets new job.

Charles A. Siepmann, author of Radio's Second Chance and former FCC aide, is being retained as a special consultant to the Oriental Section of the United Nations Relief and Rehabilitation Administration.

Second Chance, was written. And fie upon him of such naivete that he would not remark the curious coincidence that the book is published within three weeks of the Report's release.

But of the book itself.

Radio's Second Chance is written with clarity, with forcefulness and with evident honesty. Mr. Siepmann, by his own testimony, in America's system of broadcasting.

"I do not advocate or anywhere imply that the United States would do well to adopt the British system (of broadcasting). We certainly don't.

That, also, is from the preface. It is accompanied by a profession that Author Siepmann, who now is an American, does not believe "criticism implies dislike." Of American broadcasters, he also says: "They have always given us better entertainment than radio offers in any other country in the world, and of this they are justly proud."

Having thus defined his attitude, and lain bare his motives, Mr. Siepmann will roll up his sleeves and wade with disarming (Continued on page 27)

Columbia U. Social Research Bureau calls meeting to discuss 'blue book'

FOR a "detached discussion of the important problems involved" in the FCC program report [Broadcasting, March 11], Columbia University's Bureau of Applied Social Research has called a conference for April 13-14 in New York.

Under direction of Dr. Paul F. Lazarsfeld, head of the Bureau, discussion of radio's responsibilities will be attended by leading industry representatives, including two former FCC chairmen, Paul Porter and James Lawrence Flye; FCC commissioners and lawyers, NAB representatives, network and local station executives and representatives of several universities.

Meeting will start at 11 a.m. Saturday, April 13, in the Club Suite of the Hotel Commodore.

Those planning to attend include:

Carl W. Ackerman, dean, School of Journalism, University of North Dakota; Samuel Asch, sociology, University of Pennsylvania; Homer A. Baker, journalism, University of Missouri; Carl Berman, director, National Radio Council; Frederick Brown, University of Minnesota; Robert S. Burns, New York University law school; Edward W. Bynum, director, National Radio Council; Paul H. Ford, University of Illinois; Harry N. Pottokin, FCC aide, National Bureau of Economic Research; Howard C. Smith, director, National Bureau of Economic Research; Philip M. Stouffer, Harvard University; and many others.

"Second Chance" was written by Mr. Siepmann for the University of Minnesota Law Review. It is accompanied by a profession that "I do not advocate or anywhere imply that the United States would do well to adopt the British system (of broadcasting). We certainly don't."

That, also, is from the preface. It is accompanied by a profession that Author Siepmann, who now is an American, does not believe "criticism implies dislike." Of American broadcasters, he also says: "They have always given us better entertainment than radio offers in any other country in the world, and of this they are justly proud."

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Swift Places in 25

SWIFT & Co., Chicago (ice cream), will begin sponsorship of a spot campaign in 25 major markets effective May 6. Contracts will be for 13 weeks and placed through Needham, Louis & Broby, Chicago.

Ford campaign

FORD Dealers Fund inaugurated a one-minute spot announcement campaign on April 1 and April 6 on more than 100 stations throughout the country. Additional stations are contemplated. Contract for 15 weeks was placed through Maxon Inc., New York.

U. of Texas; C. Maurice Witting, Nat'l. Council Farmers Cooperative; A. D. Willard, executive vice president, NAB; M. L. Wilson, Dept. of Agriculture; Mark Woods, president, ABC; Donald Townsend, executive director, Social Science Research Council; Friedrich S. Schleier, president, Northwestern University; J. E. Johnson, director, School of Business, University of Illinois; Harry N. Pottokin, FCC aide, National Bureau of Economic Research; Howard C. Smith, director, National Bureau of Economic Research; Philip M. Stouffer, Harvard University; and many others.
WKY OKLAHOMA CITY

has everything

AN ADVERTISER NEEDS TO DO A SELLING JOB IN OKLAHOMA

FREQUENCY
POWER
FACILITIES
PROGRAMS
KNOW-HOW

But the greatest of all is
LISTENERS!

930 KILOCYCLES—NBC AFFILIATE—OWNED AND OPERATED BY THE OKLAHOMA PUBLISHING COMPANY:
THE DAILY OKLAHOMAN—OKLAHOMA CITY TIMES—THE FARMER- STOCKMAN—KVOR, COLORADO SPRINGS
KLZ, DENVER (Affiliated in Management)—REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.
WMT Serves One-Fourth of all U. S. Grade A Farm Land

...With Farm Programs That Have REAL Farm Appeal!

An audience of thousands of farm families who rank far above the national average in income and educational background is served with programs BUILT to meet their daily needs.

The WMT policy of spotlighting a farm idea, dramatizing the solution, then following it up until it is thoroughly sold, has developed a permanent farm following that makes WMT a MUST!

* The half-millivolt contour of WMT (5,000 Watts at 600 KC) includes nearly one-quarter of all the Grade A Farm Land in the U.S.

THE VOICE OF IOWA

Group Discusses Joske Radio Study
Report in Looseleaf Form, Section at a Time

EXPERIMENT in the use of radio by a retailer conducted last year by Joske’s of Texas, leading San Antonio department store, in conjunction with the NAB, was discussed Tuesday in New York at the first meeting of the NAB Joske Report Committee with a committee of representative retailers.

Group approved the plan to issue the report in looseleaf form, so that it may be distributed a section at a time and not held up until the whole report is completed. In a discussion of the preparation of the report, the retailer group advanced a number of suggestions as to what points would be most interesting to retailers, which will be of assistance in the writing of the report.

Attending the meeting were: Frank E. Pellegrin, NAB director of broadcast advertising; his assistant, Miss Lee Hart, who served as radio director of Joske’s during most of last year; Russell A. Brown, vice president in charge of sales promotion of Allied Purchasing Corp., which controls Joske’s among a number of stores throughout the country; James Keenan, vice president in charge of sales promotion of Joske’s; Walter Dennis, radio and television director of APC; Willard H. Campbell, publicity director, Sidney, Lindsay & Curr, Rochester; May Stern of the sales promotion division of the National Retail Dry Goods Assn.; Walter Johnson, assistant general manager, WTIC Hartford.

Cecil Beaver, commercial manager of WOA! San Antonio, chairman of the NAB Joske’s Report Committee, was unable to attend the meeting. Also absent were James V. McConnell, director of NBC’s national spot sales department, chairman of the NAB Sales Manager’s Executive Committee, and Lewis H. Avery, head of his own representative firm, who was Director of Broadcast Advertising for NAB at the time the Joske’s experiment was undertaken.

Cleveland AAAA

CLEVELAND Chapter of the American Assn. of Advertising Agencies has announced election of Stanley Patno as Fuller & Smith & Ross president, for the ensuing year, and trustee. Other trustees named for a two-year term was John F. Davis, Griswold-Eshleman Co. In addition, Newton Cross, McCann-Erickson Inc., was chosen vice president; E. Theodore Morris, Meldrum & Fewsmit, secretary-treasurer; Horace G. Kerr, Bayless Kerr Co., retiring president of chapter, to continue as a trustee.

Radio Men Cited

Secretary of the Navy Forrestal and Capt. Kennedy.

TWO REPRESENTATIVES from the radio industry were honored by the Navy March 29 for their war service. Capt. John A. Kennedy, USNR, president of the West Virginia Network (WCHS WPAR WBLK WSAZ) received the Legion of Merit from Secretary of the Navy Forrestal. He is now special assistant to Mr. Forrestal. Lt. Edward Hidalgo, released from the Navy, and former Washington counsel for RCA-NBC, was awarded the Bronze Star Medal for outstanding achievement as Air Combat Information Officer in Night Torpedo Bomber Squadron 90 attached to the USS Enterprise. He is also a special assistant to the Secretary.

Kennedy Citation

Capt. Kennedy’s citation reads: “For exceptionally meritorious conduct in the performance of outstanding services to the Government of the United States while serving directly under the Vice Chief of Naval Operations. . . . As the head of various missions to visit major Naval establishments within and without the continental United States, he suggested corrective measures and reached agreements to eliminate prospective troubles and by his decisive judgment, sound counsel and foresight, rendered service of extreme benefit to the Navy Department. Tireless, diplomatic and professionally skilled in discharging the responsibilities of an exacting assignment, Captain Kennedy . . . relieved the Secretary of the Navy and the Vice Chief of Naval Operations of many exhaustive and time-consuming investigations. . . . His exemplary devotion to duty reflects the highest credit upon himself and the United States Naval Service.”
There are no favorites among Weed and Company stations. All receive thorough representation in the nation's top radio time buying centers. Constantly on the alert for new business, Weed's staff of time-wise men keep clients' time schedules billed to capacity.
It's an old Western Electric custom... keeping equipment up to the latest standards.

We are completing the work of converting Western Electric prewar FM transmitters in the field to operate on the new frequency assignments. Many of them are on the air now. Special conversion kits were designed by Bell Telephone Laboratories and installed by Western Electric field engineers to provide this extra service to operators of Western Electric 503A-1 transmitters—thus relieving them of the conversion job.

In converting these transmitters, other improvements were added, making them equal in every respect to the new 503B-1 transmitters coming off the production line.

This is simply the latest proof that Western Electric fulfills its responsibilities to broadcasters. That's worth remembering when you are ready for new transmitting equipment.

NEW!

Western Electric CLOVER-LEAF antenna for FM BROADCASTING

This outstanding new antenna, designed by Bell Laboratories, gives you high gain with a circular azimuth pattern. It rounds out the line of Western Electric equipment for FM broadcasting. For booklet giving full details, write to Graybar Electric Co., 420 Lexington Ave., New York 17, N. Y.—or get in touch with your nearest Graybar Broadcast Equipment Specialist.
We believe that radio must fulfill its obligation to accept leadership in matters pertaining to the "public interest, convenience and necessity."

WLAC
NASHVILLE

Station WLAC Awards $500 Scholarship
Mayor of Columbia, Tenn. Uses WLAC To Help Settle Racial Disturbances
Red Cross Opening "Kickoff" Meeting Is Aired by WLAC
WLAC Airs Governor's Inaugural Address
School Children Analyze News on Station WLAC
WLAC Describes First New Automobile to Arrive Since Before War

WLAC Cancels all Commercials to Collect 60 Tons of Clothing in Day
WLAC Heads County Cancer Fund Campaign
Giles County High Students Sing on WLAC Broadcasts
News Program on WLAC Secures Identity of Unknown Victims
Victory Garden Campaign Gets Network Impetus Via WLAC's "Dirt Dobber" W
WLAC's Infantile Paralysis Campaign Program Carried on 6-Station State Net
Hooper Change

INCREASE in the number of communities surveyed "continuously" by C. E. Hooper Inc. and in the frequency of listener reports has reduced the need and the demand for special surveys to the point where "it is no longer economic" for the company "to maintain either a special field or laboratory staffs at the present level," company reported last week. Accordingly, for special surveys outside 32 Hooper checking cities, company is asking four-weeks' advance notice effective May 1 when a rate increase for surveys requiring special routine of training and supervising interviewers also goes into effect.

also in the FCC Report) and WMAQ Hibbing, Minn. There emerges here also the new definition of a locally-originated news program as a "wire service" program, a categorizing likewise set forth in the Report.

With some inconsistency, in a later chapter aimed at networks, Mr. Siepmann underlines the fact that "Labor for Victory," a new network of 104 stations and carried by only 35. What he does not determine, and it is here that his criticism leaps, are the types of local programs which supplanted "Labor for Victory" in those areas where the network production was not accepted. On one hand he deprecates the "amateur" type of programs, and on the other hand he wonders that affiliates do not use their time for a national production.

On the highly controversial issue of what should be done about controversial issues, Mr. Siepmann argues that the station licensees have the primary responsibility to weigh such program matters. He cites the Mayflower decision and the UAW-WCCO petition against WHKO Columbus, both celebrated cases of record. He proposes that stations and networks should have news but that they should be selected from a wide spectrum of thought so that programs will have a balance of all opinions—liberal, conservative, minority and majority.

Reechoes Durr

Mr. Siepmann devotes considerable space to the sale of stations under the sub-title, "Powel Crosley, Jr., Prepares to Die." This discussion of the Crosley-WLW Cincinnati and other broadcasting subsidiaries by the Aviation Corp. of America. Mr. Siepmann takes issue with the major- ity of the argument that the transfer should have been granted, and in that instance—as in many others—he breaks common bread with Comr. C. J. Durr.

Perhaps most startling among the arguments of "Radio's Second Chance" is No. VIII, which is entitled "Washington's No. 1 Whipping Boy—the FCC." In this essay, Mr. Siepmann holds that the broadcasters are tyrants, the public is made up of voiceless pawns and the FCC gets 20 lashes at the whipping post every time a Commissioner yawns. The Commission, he avers, by default, has sacrificed its proper controls over broadcasting, he asserts.

Thus does Mr. Siepmann arrive at his conclusion. He has avowed that there is little hope of improvement of radio at the hands of those who are its trustees. He envisions slight relief by action of the Commission, which he pictures as a timid and retiring rabbit whose nose twitches nervously at the sight of a Congressman. Where lies hope?

"Radio's Second Chance" lies in FM, says Mr. Siepmann. There will be more radio stations with FM, he avers. In this prayer that removal of limitations on the spectrum will emanipate broadcasting, Mr. Siepmann is joined by most of those in radio today. But in the avowal that even such broad development as is envisioned under FM will not Render justice or improve the content of radio, Mr. Siepmann deplores such a classification of broadcasting's temples, "laundries, banks, restaurants, and filling stations...."

Mr. Siepmann deplores such a classification of the networks. He analyses Mr. Siepmann

In Chapter I, entitled "The Air Is Yours," the author stresses the public's guardianship of the frequencies which are entrusted to broadcasters. It is from this premise that he strides through several pages of program and event to his conclusion that the public is a "sleeping partner" and must be awakened to its obligation. He acknowledges that the public in many cases is pleased with what it gets, "like what you get," is what you like or you will grow to knowledges that the public in some communities is the road to Fascism.

In Chapter II, Mr. Siepmann indict the American broadcaster for setting aside local programs in favor of network productions. This he calls a violation of "Trust of Trust." He employs liberally charts and graphs to demonstrate his point, and uses as special examples KIEV Glendale (one of the cases used in the FCC Report) and WMAQ Hibbing, Minn. There emerges here also the new definition of a locally-originated news program as a "wire service" program, a categorizing likewise set forth in the Report.

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WLAW
NOW 5,000 WATTS - 680 KC
BASIC STATION-AMERICAN BROADCASTING COMPANY

GRANTED

* 50,000 WATTS

Will Have BOSTON Studios
Present Studios at Lawrence and Lowell, Mass.

It's the Best Buy in New England

Contact

WEED & CO.,
National Representatives
For CHOICE STATION TIME and SPOTS

* FCC HAS APPROVED CONSTRUCTION PERMIT
LONDON LETTER—By William Pingrey

BBC Shortwaves Broadcasts Three Times Daily to Soviets

BBC commenced broadcasts to the Soviet at 4:45 p.m. Sunday, March 24, in the first Russian language programs ever beamed directly to the USSR according to BBC. First half hour program played Russian music and described what the future programs would consist of, namely entertainment and an objective news report.

The broadcasts will continue three times daily at 4:45 p.m., 7:45 p.m. and 4:30 a.m. (G.M.T). Programs will be heard in Moscow during the evening and just before the Russian work to work in the morning. There is three hours time difference.

Although the BBC schedule is far less than that broadcast by Moscow Radio in English, the British press commented that it would help to explain Britain's position in foreign affairs. The London Daily Herald, outspoken supporter of the Labor government, said it was started "as a consequence of the distortion of British News in the Soviet Press" and on the radio.

BBC television department is pushing plans to televise the Victory Parade June 8, the Derby and other sporting events this summer, such as the Wimbledon tennis matches.

Government departments, radio manufacturers and scientists are deciding on who is entitled to royalties on radar devices, reports the Evening Standard.

Sir Robert Watson-Watt holds several pre-war patents but it is not known if any of them is an effective master patent of the basic idea of radar. If he were to be awarded royalties of only one tenth of one per cent of the value of British wartime radar, he would receive about $200,000, says the Standard. In addition, Sir Robert might be entitled to a similar sum from the United States.

If any royalties are paid on radar, they will go to the patent holders, who include the government, individual scientists and manufacturers.

Also being discussed is the question of royalties for radar from America. The Standard concludes: "It is possible that the wartime practice of ignoring patents until very recently mean that all royalties, including those from America, will be waived."

High Frequency Direction Finding (H.F. DF) played a big role in the sinking of the Allies' 900 German submarines during the war, it has been announced in London. H.F. DF, a well-kept war secret, intercepted radio signals from U-Boats to Germany and plotted the sub's location, enabling warships to race to the area and drop depth charges. The radio devices were fitted on convoy escort vessels early in the battle of the Atlantic.

The Board of Trade announced it had sold $120,000 worth of radios and $160,000 worth of radio tubes in the disposal of government-owned surplus civilian stores acquired during the war.

This is a ghost story! Recently the BBC announced that it wanted to do some broadcasts from haunted houses that contained noisy ghosts who wailed, banged doors and threw things. Many offers of nearly every kind of spook came in the return mail. One woman stated her house was haunted by a ghost that talks like an announcer and might "announce the nine o'clock news."

The strike at Crosos radio factory ended last week with 2,800 employees returning to production lines without getting the two pence an hour raise demanded for women workers. An 11-point demand, including the wage increase, was put before the management for further actions.

Dr. F. B. Llewellyn, president of the Institute of Radio Engineers of America, was scheduled to pay tribute to the work of British scientists and engineers in the radar field at a 3-day convention in London the week of March 25. Meeting was arranged by Institute of Electrical Engineers.

Forces Favorites, a service of the BBC Overseas department especially for British troops, ended this month. It was started in the fall of 1941 after three officers wrote from Egypt that the existing broadcasts were not worth listening to. Since then the BBC has had more than a quarter of a million requests. Favorites were Bing Crosby, Vera Lynn, Dinah Shore, Ann Shelton and the Ink Spots.

SHORTS: Indicating British interest in American programs, Fye Ltd. advertises that its postwar Model 15A will pick up overseas programs and "on the short wave band the majority of the American and Canadian stations make really entertaining listening"... Manufacturers have promised more radio sets in April but say it will be another year or so before customers can get the model of their choice without waiting for an order to be filled.

APPROVAL by President Truman of a 5 billion dollar appropriation bill for independent U. S. agencies killed plans for a West Wing addition to the White House. The addition would have contained a radio-television studio.

Rise in Advertising

Predicted in Survey

NRDGA Study Says Radio To Increase in Ratio

IF AN AMPLE supply of consumer goods is available during the coming year, the total advertising expenditure of retailers will be increased over that of 1945 with radio continuing to gain in its proportionate share, the third annual survey of the National Retail Dry Goods Assn. reports.

Of 171 representative stories answering the survey questionnaire, each plans to increase its 1946 advertising budget for radio by 0.7%, the average indicates, while reducing newspaper expenditure by 1.7%. Direct mail stands to gain an average of 1.1%.

Replies from large and small stores alike in the U. S. and Canada show that over half of the retailers are more favorable to institutional copy than previously and are pleased with results obtained during the war. The survey shows that retailers held a decidedly strong preference for brand promotion and that they would use brand advertising in 1946.

Regarding new lines to be developed and handled by stores the survey shows that many are interested in appliances. Home furnishings follow in second place while children's and infants wear come third and sporting goods fourth.

According to custom, Editor and Publisher collaborated with NRDGA in the survey.
Global Radio-Cable Network Proposed

By FRED W. SAMPLE

A GLOBAL telecommunications network formed by merging U. S. cable and radiotelegraph communications companies and joining them with government facilities, and a nonprofit federation of U. S. international broadcasters were proposed last week in the first report from the Commission on Freedom of the Press.

Two members of the staff of the Commission, which operates under a $100,000 grant made by Time Inc. to the U. of Chicago, made the proposals as means of implementing "general recommendations" announced at the same time by the Commission in a three-page statement preceding the staffmen's 122-page report, titled Peoples Speaking to Peoples.

Covering proposals for the U. S. role in postwar international communications, the report was written by Llewellyn White, former chief of the News and Features Bureau of the Overseas Branch, OWI, and Robert D. Leigh, former director of Foreign Broadcast Intelligence Service for the FCC and chairman of the United Nations Monitoring Committee.

Specific recommendations submitted by Messrs. White and Leigh to supplement the Commission's general recommendations were not passed upon by the Commission but were presented, it was explained, "for public discussion and the serious consideration of the persons and agencies framing policy in this field." They include:

1. Immediate formation "by all those American companies interested in international voice broadcasting of a nonprofit, nonexclusive federated association" similar to U. S. International Book Assn. to be headed by a nonindustry executive authorized to allocate program time to the constituent companies and to enforce compliance with a voluntary code of standards covering program material and advertising. If this fails, said Messrs. White and Leigh, "the only alternative would seem to be direct government programming and management of all international broadcasts."

2. That all U. S. cable and radiotelegraph communications companies (with specific exceptions) be merged, "voluntarily if possible," otherwise by Congressional act, and "joined with government facilities not needed for direct military purposes to establish a global telecommunications network, to handle commercial, military, diplomatic, press, and voice-broadcasting traffic." Regulation of the merged corporation would be by Government ownership of controlling stock with statutory limitation of dividends on privately held stock; or by private ownership of all stock, with regulation of rates and service "assigned to the federal regulatory authority."

3. Inclusion of a multilateral covenant in the United Nations agreements with provisions including: Equality of access to sources of information; organization of news correspondents corps in all principal news centers, with correspondents required to join; posting correspondents on such censorship rules as may be in force; labeling by all governments of all media owned and/or operated by them and all products issued by them in international communications; no arbitrary or unreasonable discrimination by governments against foreign radio programs, periodicals or motion pictures; creation of an autonomous unit in the United Nations Economic and Social Council to study operations under the multilateral treaty, suggest changes and report violations.

Proposals in Detail

The proposals of Messrs. White and Leigh, which included formation of nonprofit federations not only in radio but in the fields of motion pictures, went into greater detail than the "general recom-

(Continued on page 34)
NOW TRANScribed FOR LOCAL AND REGIONAL SPONsORS

"BOSTON BLACKIE"

The half hour adventure-detective show that created a network rating sensation for Rinso! Based on the famous Get-Rich-Quick Wallingford stories in Cosmopolitan Magazine and Columbia Pictures' Boston Blackie series now clicking in theatres from coast-to-coast. Currently sponsored on WOR by R & H Beer.

Write, wire or phone for sensational rating history and audition discs.

FREDERIC W. ZIV COMPANY

NEW YORK 2436 READING ROAD • CINCINNATI, O. • HOLLYWOOD
How to buy an FM TRANSMITTER

RCA's new "add-an-amplifier" designs help you cut costs today, make power increase easy tomorrow

The matched units which make up RCA's new line of FM transmitters are all the same size (25 by 25 by 84 inches) — a big help in reducing installation problems and expenses.

Each unit is relatively light and can be easily handled by two men using a small "dolly" or hand truck. They can be taken through an ordinary door or carried up on a passenger elevator.

As indicated below, higher power units can be easily added at any time without making any of the original equipment obsolete, and without spoiling the transmitter's unified appearance. Thus you can get your FM station started now — even if you do not know what your ultimate power requirements will be.

A new-type, hollow base frame provides space for inter-unit wiring, and eliminates the need of wiring through units or conduits in the floor.

New "Direct FM" and "Grounded Grid" circuits (simpler and more stable than any heretofore employed) offer other advantages such as easier tuning, smaller, less-expensive tubes, lower operating costs, less distortion, and better frequency response.

We believe that these FM transmitters are the finest ever offered to broadcasters. Write today for full information. Radio Corporation of America, Dept. 18-DI, Engineering Products Department, Camden, N. J.

The new RCA 10-kw FM transmitter, showing how the equal-size units fit together. Curved end pieces and continuous trim strips (not shown) add to transmitter's unified appearance.
with an eye to the future...

BROADCAST EQUIPMENT
RADIO CORPORATION of AMERICA
ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N.J.

3 KW + 10-kw Amplifier = 10 KW
Global Network
(Continued from page 30)

The latter felt that “private industry should be looked to in ordinary course to disseminate through commercial channels the words and images necessary to a truthful and comprehensive representation” of the U.S., but proposed establishment of a committee representing government and the international communications industries “at an early moment” to provide for “supplementary dissemination” to areas where provision of adequate coverage may not be profitable, possible or proper.

This committee, said the Commission, should first attempt “to secure the required supplementary dissemination . . . by inviting the participation of private industry on a noncommercial (i.e., public service) basis or through the agency of nonprofit societies, corporations or foundations, . . .” If that fails, the Commission continued, “the committee should request government, which should be adequately staffed and prepared for the purpose, to undertake the dissemination needed.”

Messrs. White and Leigh declared that broadcasters face a long period of uncertainty unless some solution to the dilemma faced since the liquidation of the OWI and OIAA is offered “by July, 1946 at the very latest,” and derided the dismantling of powerful shortwave relay stations used during the war to reach Europe and Africa.

International Proposals

The proposals of Messrs. White and Leigh for an international shortwave broadcasting system, it was pointed out, were based upon the following assumptions:

“(1) That maintenance of an adequate program of international broadcasts from the U.S., at least for the next few years, perhaps permanently, need not be so extensive as that necessary for wartime overseas propaganda needed perhaps 40-50% of the 1944-45 OWI and OIAA expenditures for shortwave voice programming.

“(2) That advertising of a proper and dignified kind suitable for international broadcasts will not readily support even so moderate a total expenditure.

“(3) That the present advertising-commercial control of programming in the domestic field is quite unsuitable in the international field.

“(4) That the scarcity of frequencies available for shortwave voice broadcasting and the complex scheduling of facilities necessary for sending programs to groups in different parts of the world, in different time zones and with varying listening habits, dictates operation of American shortwave voice broadcasts under a single control and unified plan.

“(5) That either government subsidy of an entity operating in the public interest, or full government operation and programming is necessary.

“(6) That subsidy, not involving specific program control, to an organization of existing private broadcasters, subject to its own responsible central control of program and policy and with periodic review of operations in the public interest as a condition of relicense, would most adequately meet the requirements for financing, for program quality, for political independence, and for the public interest.”

The plan would provide for government subsidy in the form of low rental of existing government owned and operated physical facilities, and for broadcast of government sponsored programs such as “now appear on the domestic radio.”

Government censorship of individual scripts or programs would be prohibited by statute, “as with domestic radio at present.”

Subject to Review

The individual companies comprising the federation would, however, be subject to periodic license renewal by the FCC, and there would be definite provision for general review of the performance of each licensee and its compliance with the federal code and other regulations required in domestic licensing.

The authors of the report addressed their proposals for merger
(Continued on page 38)
Mercury, Messengers and Markets

Mercury was probably the original busy businessman of mythology. Besides operating a herald and messenger service for his fellow deities, he held a full time job as the god of Commerce. His caduceus or winged staff and sailing ship were the symbols of his many duties.

In Baltimore, the letters W-C-B-M are the modern symbol of Commerce. They stand for a radio station that, like Mercury, acts as a messenger for you, carrying the story of your product to a highly profitable proportion of the Baltimore Market. For results that count, make WCBM your Baltimore messenger.

Baltimore's Listening Habit

WCBM
MUTUAL BROADCASTING SYSTEM

Free & Peters, Inc.
Exclusive National Representatives

JOHN ELMER, President
GEORGE H. ROEDER, General Manager
A FALL-WINTER survey of program popularity in seven geographic areas of the U.S. by Cooperative Analysis of Broadcasting last week showed Walter Winchell was the most popular in two areas, Fibber McGee & Molly in two, Bob Hope in two, and the latter two programs tied for first in one area.

The report, covering September through December 1945, pointed out the wide differences in listening tastes of inhabitants of different sections of the nation. Winchell, most popular in two regions—the Middle Atlantic and South Atlantic—failed to place anywhere among top 30 programs in four sections—New England, the East North Central, West North Central and Pacific. Fibber McGee & Molly were no lower than third in any area.

Breakdown

Breakdown of program popularity by region follows:


C. E. HOOPER'S latest network ratings list Fibber McGee & Molly first among evening programs, Charlie McCarthy second and Bob Hope third.

The report showed average evening audience rating was 10, up 0.1 from the last report, and up 0.7 over the corresponding period a year ago. Average evening sets-in use was 30.4, or 0.2 less than the last report and 1.2 more than a year ago. Average audience was 80.2, up 0.3 from last report, up 1.9 from the same period a year ago.

Ratings were:

Hooperatings of leading programs 10 years ago were: Major Bowes 46.5, Burns & Allen 37.7, Rudy Vallee 35.8, Fred Allen 32.9, Jack Benny 22.4, Amos 'n' Andy 20.6, Bing Crosby 18.7, Boake Carter 18.7, Eddie Cantor 18.7, Shell Chateau 18.6, First Nighter 18.2, Show Boat 18.

Women Like Hit Parade

The latest report showed Your Hit Parade attracted the most women per listening set (1.54), Boxing Bout the most men (1.55), Lone Ranger most children (1.13).

Top 10 weekday program listed by Hooper were: When a Girl Marries 8.8, Breakfast in Hollywood (Kellogg) 8.7, Breakfast in Hollywood (Procter & Gamble) 8, Romance of Helen Trent 7.8, Our Gal Sunday 7, Portia Faces Life 6.8, Me Perkins 6.7, Aunt Jenny 6.7, Young Widler Brown 6.6, Pepper Young's Family 6.5.

Top 10 weekday programs eight years ago were: The O'Neill's 9.1, Woman in White 8.4, Little Orphan Annie 7.8, Road of Life 7.7, Mary Martin (Red) 7.7, Myrt & Marge 7.3, Maxie Martin (Blue) 7.3, Dick Tracy 7.2, Jack Armstrong 7.2, Vic & Sade 6.8, Guiding Light 6.8.

Among weekday programs Portia Faces Life had the most women listeners per listening set (1.53), Metropolitan Opera the most men (.61) and Superman the most children (1.45).

Gracious, capable Jane Day—WIBC Director of Women’s Activities and a topflight talent staffer of Indianapolis’ fastest-growing radio station—is the kind of hostess who makes people feel right at home and glad they came. Which explains why so many Indiana radio listeners gather at "Jane Day’s House" from 9 until 9:30, five mornings a week . . . and why this program, consistently drawing from 1000 to 1500 letters a month, has never been without a sponsor in its five years on the air.

Also featured in dramatic roles on the afternoon "Newsreel of the Air," the versatile Miss Day is a valued member of a live talent staff whose every member is alive to the sponsor’s commercial objective and well qualified to assist him in reaching it. So if you’re out to sell in Indiana . . . you’ll sell more and sell at a lower cost through the medium of a WIBC live talent show. There’s an infinite variety of programs and performers to choose from and your John Blair man will be glad to assist you in selecting the winning combination. Ask him today.

JOHN BLAIR & COMPANY • National Representatives

OWNED AND OPERATED BY
THE INDIANAPOLIS NEWS

WIBC

MUTUAL OUTLET
IN INDIANAPOLIS
Global Network

(Continued from page 34)

of cable and radiotelegraph companies to Congress, the Department of State and the FCC.

Exempt from the merger would be a single tele-communications corporation devoted entirely to the transmission of press matter, and, "for the present," existing radiotelephone facilities.

By government control of policy or by government of the merged corporation, it was suggested that positive steps be taken to provide physical facilities (transmitters, cables, etc.) for multiple dot-dash and facsimile (including radio-photo) wireless transmission and direct international voice-broadcasting, so that these facilities, together with facilities separately furnished by the press-facilities corporation, "will cover every habitable part of the world."

Other Proposals

Other proposals were that the U. S. become a full member of the International Telecommunications Union and participate actively in efforts:

(1) To establish adequate registration, monitoring, and adjudication machinery to bring into full force the maintenance of an orderly observance of international frequencies assigned for all purposes on the channels appropriate for long-distance telecommunication.

(2) To establish bilateral agreements in the commercial cable, radiotelegraph, and radiotelephone fields designed to reduce rates and to eliminate discrimination as between people of different countries and as between sparsely settled and thickly settled parts of the world, to promote direct access and direct circuits and to foster, where applicable, the uniform rate principle.

(3) To consider the development of international machinery for the most economical and co-operative organization of international voice-broadcasting and multiple-address press transmission, including the possibility of setting up powerful regional transmitters for general use under the United Nations machinery.

(4) To encourage the development of an international broadcast station serving directly as an instrument of communication to nations of the world from the committees and councils composing the UNO.

It also was proposed that the U. S. become a full member and participate actively in inter-American telecommunications conference and conventions looking toward these same objectives.


The U. of Chicago Press, which is publishing the findings of the Commission, said its report on American radio would be completed "sometime in June," and that the final manuscript is now being revised by the author, Mr. White.

Court Defers Hearing Of Suit Against Flamm

THE $1,000,000 libel suit brought against Donald Flamm, onetime owner of WMCA New York, by Edward J. Noble, chairman of the board of ABC, scheduled last week to be set for trial in New York Supreme Court, was postponed pending results of Mr. Noble's appeal from a $350,000 verdict which Mr. Flamm's suit which charged Mr. Noble's $1,000,000 verdict won [Broadcasting, March 4].

Mr. Noble's $1,000,000 suit was originally brought in the form of a counter-claim appended to Mr. Flamm's suit which charged Mr. Noble with compelling Mr. Flamm to sell him WMCA by threats of political pressure. But Judge Denis O'Leary Cohalan severed the counter-claim and ordered it set for individual trial. Mr. Noble's appeal from the verdict awarding Mr. Flamm $350,000 also contests Judge Cohalan's decision to sever the counterclaim.

Gulf Renews

CONTRARY to reports elsewhere Gulf Oil Corp., New York, is not cancelling "We The People," Sun. 10:30-11 p. m. on CBS but has renewed show effective April 1 until Sept. 15, show running through the summer. Agency is Young & Rubicam, New York.

NEW SERIES of Save-a-Life programs on KOMA Oklahoma City was inaugurated by Gov. Robert S. Kerr (1) of Oklahoma, who congratulated Kenyon Brown KOMA general manager, on 1945 series which won George Peabody Award. Programs are heard on seven-station network.
Benton Expected to Reaffirm Wire Service Stand to ASNE

WILLIAM B. BENTON, Assistant Secretary of State in Charge of Public Affairs, will carry his fight for the use of news wire services in shortwave broadcasts to the American Society of Newspaper Editors, whose annual meeting will be in Washington April 18-20. Mr. Benton has accepted an invitation to address the ASNE April 19.

Meanwhile officials of Associated Press and United Press declined to comment on his charges during the Fourth Annual New York Newspaper Women's Club Forum at Town Hall, New York, March 31, that the AP withdrew its service from State Dept. because of “fear of a propaganda label, fear of Government, fear of competition, and fear of the sales ability of the other services” [BROADCASTING, April 1]. Both AP and UP have withdrawn their wire services from the State Dept.'s international information division, although International News Service continues to provide its wire.

Cooper Is Silent

Kent Cooper, president of AP, said of Mr. Benton’s address: “Absolutely no comment.” Hugh Baillie, president of UP, likewise declined comment, but Seymour Berkeron, general manager of INS, said: “With respect to Mr. Benton’s suggestion urging the three major American news services to increase and expand their own files throughout the world, INS has been engaged ever since the end of the war in exactly that kind of expansion.” He added that INS is servicing “nearly 10 times as many” foreign clients today as before World War II.

Although the AP has announced that Mr. Benton had been invited to meet April 17 with the AP Board in New York to discuss the AP withdrawal of its services, Mr. Benton had not formally accepted as BROADCASTING went to press. It was understood he was still undecided whether to attend.

The House Rules Committee still was holding the Bloom bill (HR-4929) which would authorize the State Dept.'s worldwide information and cultural program. Although the committee is understood to have discussed it in executive session last Wednesday, action was postponed. [BROADCASTING, March 25].

In his speech on the New York Newspaper Women's Forum, Mr. Benton called upon all news associations to increase their services available to the State Dept. He pointed out that all three major associations sell to foreign countries.

He told how State Dept. news broadcasts to certain areas in Europe constitute the only outside news of world events. The listener in Bulgaria today who cannot get AP service in his newspaper, cannot get it from the Voice of America broadcasts either,” he said. “But the British, the Italians and the Russians can tell him that, if he wants AP service, he can get it by listening to them. The AP itself has put the unjustified taint of propaganda on the Voice of America broadcasts.”

Radio Long ASNE Subject

Mr. Benton said that for many years before 1935, when he retired from Benton & Bowles, he attended the annual conventions of the American Newspaper Publishers Assn. and “at every convention for years there was one subject that dominated. It was radio, and its dangers to the newspaper field. All anyone had to do to win applause was to stand up and make a crack about radio broadcasting: “I don’t need to remind you of the devices that newspapers discussed in those days to stop the advance of radio,” he continued.

“Many tried to get together to stop listing radio programs in their papers. Many tried to keep news from being broadcast, by refusing news service to radio stations. Many tried to keep broadcasting stations from announcing any news before it had appeared on the streets in their papers.

“Well, what happened? Radio went on, built up its invaluable news broadcasting—and more newspapers were sold than ever... Now the old bogey is arising again in the field of newscasts outside the United States. Some of the same men are riding the same old wooden sawbuck. They fear that voice broadcasting will be pirated, and will interfere with their signing up foreign newspapers for their wire service. This fear is just as foolish as it ever was, and it will end in the same way.”

Mr. Benton was one of five speakers on "A Free Press." The others were Arthur Hays Sulzberger, publisher of the New York Times; William L. Shirer, CBS commentator; Mrs. Franklin D. Roosevelt and Mrs. Elizabeth May Craig Washington correspondent for the Guy P. Gannett newspapers of Maine.

MBS Now Has 297

AFFILIATION of three more stations was announced last week by Mutual whose affiliates now number 297. Stations are KPOW Powell, Wyo., 250 w 1230 kc, owned and operated by Albert J. Meyer; KVVM Twin Falls, Idaho, 250 w 1450 kc (under construction), owned and operated by Radio Sales Corp., and KGVL Greenville, Tex., 250 w 1400 kc, owned and operated by Truett Kinsey, chief engineer of Texas State Network.

BROADCASTING • TELECASTING

WANT A SPORTS BROADCAST IN KANSAS CITY?

NOW AVAILABLE

PAUL CHRISTMAN

All-American Back -- University of Missouri

5-Minutes, 10-Minutes or 15-Minutes Nightly

Monday through Saturday following Fulton Lewis, Jr.

Some smart advertiser is going to pull a rabbit right out of the hat with this ace sports feature! Just back from the service and signed to play football with the Chicago Cardinals next season, "Pitchin' Paul" Christman is available for radio in the Kansas City area now over WHB... with a nightly news summary of events in the sports world--his own "inside dope" on trends, forecasts and predictions--and interviews with other top-flight sports personalities "in person." Spotted to follow Fulton Lewis, Jr., and the nightly news from the nation's capital, Christman will capture the sports-minded audience--and some high for his sponsor in cooperation and in sales!

For further information, and for other WHB Availability: "POT DAVE DON SAVIN at any ORCHESTRA OFFICE:

New York City, 18...11 West 42nd St.--Longacre 3-1926
Chicago, 2...55 East Washington St., ANDoVer 3448
San Francisco, 4...627 Mills Building
Los Angeles, 13...484 South Hill St., Michigan 0921
Kansas City, 6...Scoville Building, Harriman 4821

KEY STATION for the KANSAS STATE NETWORK
A good salesman has "sell" in his voice. In Baltimore WBAL's voice has that "sell" as proven by impressive direct sales in the food field. And at WBAL, selling thru the air is backed up by an aggressive "behind the scenes" sales promotion and merchandising department that synchronizes program advertising with effective point of sale merchandising.

Food advertisers with schedules on Baltimore's powerful 50,000 watt
He doesn't know a lot about radio, but he knows what he likes to hear. He is remote from the kind of life that enriches the mind. He is far from the newspapers and the magazines of the city man. He rarely sees a motion picture. He cannot always get to his church, for the mud deep on his roads.

He needs radio more than anybody else needs it. He counts on it for his knowledge of a swiftly changing world, for his entertainment—Tommy Dorsey or the Gully Jumpers—for a big part of his education.

He is the typical head of the typical farm family, to which WSM is firmly dedicated, as it has been for twenty years. Our whole program structure is based upon our knowledge of what he needs to hear on his radio, back there in the mountains.

Dedicated to the task for more than twenty years, WSM is relieving the isolation of the rural families in its great listening area.
Stanton Says All Agree Color Television Will Sweep Field

ADVERTISERS and advertising agencies are just as enthusiastic about color television as demonstrated by CBS as press and public have been, Frank Stanton, CBS president, told the FCC delegation who saw the demonstration last Monday. This is particularly significant, he said, because they are the ones who control the advertising appropriations to which television looks for support.

Mr. Stanton quoted H. W. Roden, president, American Home Foods Inc., as being "profusely impressed" and unable to see "how any family will be content with anything less than full color on its television set"; E. F. Hudson, vice president of Ted Bates Inc., as believing that "the impact of commercial messages in color will be several times that in black-and-white"; and W. A. Drisler Jr., advertising manager of Cannon Mills, who said: "why bother with black-and-white if color can be done as satisfactorily as at present?"

Similar opinions expressed by other advertising executives were also cited by Mr. Stanton to support his plea that the commission be ready to give prompt approval to recommendations or commercial standards for color television which will be submitted within the next few months. He warned the commissioners that the opponents of CBS color hope its advent will be postponed by the time consumed by FCC processes and urged the FCC not to "fall prey to delaying tactics."

Stating that CBS's belief that color has made black-and-white television obsolete now has the "corroboration of more than 100 top executives of major advertisers and advertising agencies—the very men and women who are the key to commercial success of the television art," Mr. Stanton continued: "with amazingly few exceptions they are unanimous in considering color television so impressive an advance, from both entertainment and commercial points of view, that black-and-white television cannot be compared with it. A substantial number deem black-and-white television akin to a waste of time in the face of color's immeasurably greater impact. Their reactions indicate how deadly the comparison of color with black-and-white is and will continue to be."

"Perhaps the most startling thing about these statements from the people who administer the advertising purse strings," he added, "is that they contain not a single suggestion that television proceed as a black-and-white medium."

Video Group Nominates May 9 Election Ticket

GEORGE T. SHUPERT, assistant to the president of Television Productions Inc., New York, has been nominated to succeed himself as president of American Television Society by the ATS nominating committee. Elections will be held at the May 9 meeting of ATS at the Barbizon Plaza, New York.

Remainder of the official ticket is: For vice president, Ralph Rockafellow, Buchanan & Co., now editor ATS News; for secretary, Dian Dicin, WABF New York; Frederick A. Kugel, Television Magazine; Charles A. Alicoate, Advance Television Pictures; Edward C. Cole, Yale Dept. of Drama; Richard Manville, research consultant.

Tower Bill Deferred

HEARINGS on a bill (HR-5867) to prevent construction of television towers in residential areas of the District of Columbia were deferred April 3 by a judiciary subcommittee of the House District Committee. Bill was introduced by Rep. McMillan (D.-S.C.), chairman of the District Committee, on complaint of residents near Washington site of a proposed tower for Bamberger Broadcasting Service.
AGGRESSIVE ACTIVITY
Coast to Coast!

In six brief months the Avery organization principle of Aggressive Activity in radio representation has become soundly established Coast to Coast. Offices are now in full operation in New York, Chicago, San Francisco and Los Angeles.

We are proud of the men who staff these offices — each a man of outstanding experience in the industry. They have both the "know how" and the "intent" to make Aggressive Activity a potent force in serving station, agency and advertiser.

LEWIS H. AVERY INC.
Radio Station Representatives

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

544 Market Street
San Francisco, Cal.
Douglas 5873

515 W. Ninth St.
Los Angeles, Cal.
Tucker 2095

333 N. Michigan Av.
Chicago 1, Ill.
ANDover 4710

LEWIS H. AVERY
New York

ARTHUR H. MCCOT
New York

EDMUND C. BUNKER
New York

B. P. TIMOTHY
Chicago

LOUIS F. KROECK
Chicago

DAVID W. SANDBerg
San Francisco

FRANK WEBB
Los Angeles

Photo by Fothrich

BROADCASTING • Telecasting
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BROADCASTERS TO BUY

GENERAL ELECTRIC FM Transmitters

—the transmitters with the Phasitron Circuit

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<td>W. H. GREENHOW CO.</td>
<td>Hornell, N. Y.</td>
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<td>NORTH SHORE BROADCASTING CO.</td>
<td>Wilmette, Ill.</td>
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<td>TULARE-KINGS COUNTIES RADIO ASSOCIATES</td>
<td>Visalia, Calif.</td>
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STATION CONSTRUCTION BY THE BROADCASTERS LISTED HERE IS SUBJECT TO THE ISSUANCE OF CONSTRUCTION PERMITS BY THE FCC.

Have you placed your order yet?

Electronics Department

GENERAL ELECTRIC

Syracuse 1, N. Y.
NBC network station register sales where they count . . . at the cash register.

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

BASIC N B C NETWORK
Nationally Represented by
EDWARD PETRY & CO.

WITH THE GREATEST OF EASE
Second Chance at FCC

PRESIDENT TRUMAN soon must decide what he will do about the Democratic vacancy on the FCC created when he drafted Chairman Paul A. Porter to head up the beleaguered OPA. The original plan was for Mr. Porter to return to the FCC after completing the trouble-shooting assignment. But it looks as if that will be a year away. It is doubted whether the President will allow the FCC to hobble along as a six-man agency for that span.

Mr. Truman made an excellent choice when he promoted Rosel H. Hyde from the general counselship to the Commission. There was general approval both from members of Congress and from licensees. Mr. Hyde's confirmation by the Senate should come at any time.

Without detracting from the Hyde appointment, there has always been the feeling among broadcasters that the FCC has developed its anti-commercial radio complex because its membership is not acquainted with the vagaries of station management and operation. The FCC preponderantly is made up of men who have the common carrier slant. The same goes for its Law and Accounting departments.

NAB President Miller viewed the broadcasters' view in his March 29 telegram to the President urging that the Porter vacancy be filled by a man "trained in the practical everyday operation of a broadcast station."

There are many competent men who have radio backgrounds who might be prevailed upon by the President to accept an FCC appointment. With perhaps 90% of the Commission's energies devoted to broadcast and related services, certainly at least one of its members should be thoroughly acquainted with station operation.

Why not a man like Charles W. (Chuck) Myers? He has just sold KGIN Portland, which has a record of public acceptance and program attainment which is comparably with the best in the nation. Mr. Myers was president of the NAB during 1936-37. He has a background of a quarter-century in the newspaper field and of about 21 years in radio. He is well-to-do. He probably plans to retire, having reached 65. He would make the highest type of public servant. We don't know his politics. We do know his prowess as forthright businessman, an able executive, and a patriotic citizen.

Chairman Wheeler has urged President Truman to appoint a fellow Montanan, J. Burke Clements, chairman of the State's Industrial Accident Board, to the Commission. He has a fine record as a state official. He tends to say he would be "like a breath of free air" on the Washington scene. We have no doubt that he would make an excellent Commissioner. Strongly in his favor is the fact that he did not come up through a state utilities body.

We hope the President will seriously consider President Miller's suggestion on future appointments to the FCC. Strongly to be deprecated would be the appointment of some lame-duck Congressman or broken-down politician, for purely political reasons.

Program Report: IV

REP. Richard F. Harless, (D-Ariz.), is an alert, hard-hitting young legislator. He sits on the House Interstate & Foreign Commerce Committee, where radio legislation originates. He is also a member of its standing subcommittee on communications. His leanings certainly can't be regarded as anti-New Deal or anti-administration. He is best described as a "Liberal Democrat." The 40-year-old Congressman reports to his constituents weekly over KTUC Tucson via transcription. Following is his report of March 26:

"I want to preface my remarks by stating, in the very beginning, that I do not feel that I think that the Constitution of the United States is as sound today as it was the day it was written. It guarantees such rights as freedom of press, speech, assembly, and religion.

"But every so often someone comes along and decides that we ought to have more government control, restriction, and red tape—Constitution or no Constitution.

"In my opinion the recent 139-page report of the FCC, which would set up a censorship control of radio programs, is another attempt to cripple free speech. The Commission wants Congress to clothe it with the power to decide what people can and can't say over radio stations.

"That was not the intention of Congress when it created the FCC. I am unalterably opposed to the Commission's control over what is said over radio stations. The law on defamation, rules of good taste, public opinion, and competition are sufficient to hold any radio station in line. To approve the Commission's recommendations would amount to giving it the power of dictators and their ilk. It would be the end of free speech on the radio.

"I can tell you now that the Commission is wasting its time. President Truman has said that the radio must remain as free as the press, and I feel certain that my committee will back up this idea."

Program Report: IV 1/2

THE MYSTERY of Charles Arthur Siepmann has been solved—by Mr. Siepmann himself.

Some may recall that in July 1945 this journal reported the presence at the FCC of a former BBC program executive. We reported his job. This was because Mr. Siepmann himself said that the radio must remain as free as the press, and I feel certain that my committee will back up this idea."

Robert Clark Coleson

SMOOTH-RUNNING DYNAMO that he is, Robert Clark Coleson gives the impression of taking equally in his long-legged stride the production of a radio show for troops overseas, or the intricate task of a public relations job. And he's done both. Topping 16 varied years in radio is his present appointment as NAB western manager, heading the new Hollywood office. Right now, Bob is on tour of several Pacific Coast stations.

Born on March 22, 1895, in West Point, Miss., Bob was one of eight children. He attended the West Point grade schools and entered Southern Christian College, West Point, in the fall of 1912. Bob majored in business administration and played baseball and football. Landing his first job with Simmons Hardware Co., St. Louis, he turned his talents to selling for two years until outbreak of the Mexican Border dispute. He enlisted and served until the start of World War I. Commissioned as the rank of a lieutenant in the Infantry in August 1916, Bob was transferred to Camp Meade, Md., and detailed as personnel adjutant.

Following the Armistice, he was assigned as military adviser on a motion picture portraying history of the draft. He did this job so well that he was offered a contract in January 1919 as actor and assistant director and spent the next two years portraying the "dashing young juvenile" in a number of Biograph, Famous Players, and Vitagraph productions.

Returning to active Army duty in 1921, he completed a four-year tour as instructor of military administration for the New York National Guard, and then joined his brother-in-law who owned and operated Yellow Cab Co. in New Orleans. Together they established the system over the Mississippi Gulf Coast.

But the lure of the entertainment world was too great, and Bob returned to New York, where in 1928 he met Leonard E. L. Cox, then program director of WOR New York, who sold him on the lusty new business of broadcasting. Bob joined WOR as a seller of time, but his duties soon branched out into reading lines, producing, and announcing. There followed many years of freelance production work in New York and Hollywood. Teamimg with Clyde Vandeburgh in 1935, he undertook the radio promotion of the San Diego International Exposition. This proved so successful that Bob successively handled radio and special events for the Texas Centennial of Dallas in 1936 and the San Francisco Golden Gate Exposition in 1939 and 1940.

When the War Department in March of 1941 set up the Radio Branch of the Bureau of Public Relations, Bob was called to Washington

(Continued on page 48)
YES MR. EUCLID!

To reach most economically and effectively the important half-million families in the New York Metropolitan area whose tastes and incomes are above average, the answer is WQXR.

WQXR has 60% more listeners in the "A" income or prosperous group than the distribution of "A" families in New York.

WQXR has 68% more listeners in the "B" or comfortable group than the distribution of "B" families in New York.

WQXR listeners stay tuned to WQXR more hours per day than to all other New York radio stations combined.

Only 51% of them can be reached through their favorite newspaper; only 44% through their favorite magazine.

Of all people who listen to only one radio station regularly, more listen to WQXR than to any other New York station.

Q. E. D.: it's "QXR"

WQXR AND FM STATION WQXQ
730 FIFTH AVENUE, NEW YORK 19, N.Y.

The Radio Stations of The New York Times
CALVIN J. SMITH, general manager of KNAC Los Angeles, April 8 after participating in sessions between NAB and AFM board of directors in New York, will proceed to Washington for conferences with NAB executives on formation of a Southern California Radio Council. Smith will gather background material from NAB for a radio council to be formed by advisory group in Los Angeles.

JOHN ALEXANDER, manager of KODY North Platte, Neb., has been presented a U.S. Treasury Dept. Gold Medal for service in behalf of the various war bond campaigns. 

DONALD W. THORNBURGH, CBS Western Division vice president, and LEWIS ALLEN WEISS, vice president and general manager of Don Lee Broadcasting System.

JOHN R. NORTON Jr., network vice president in charge of network sales for Station WHAM, will be in New York on April 17 for a tour of Maid of the Mount and other NBC spots. Mr. Norton will return to New York by May 1 to attend the annual convention of the NAB.

WILLIAM BURKE MILLER, after two years overseas with the OSS, has been named assistant manager of WHAM New York. Before joining NBC Press Department in 1937, Miller was a reporter for the New York Sun, and a foreign correspondent for the 1925 Pulitzer Prize winner for his coverage of the Queen Mary's voyage to New York, and the first Fordyce Collins in a sand cave near Carlsbad, N. Mex. In 1933 he organized NBC's West Coast office but left a year later to accept a position as executive officer. Working with Col. John Saul, he inaugurated short wave programs to troops in the fall of 1941. Before going overseas, he organized NBC's West Coast office and named assistant manager for the OSS in April 1944.

J. O. MALAND, vice president and general manager of WHO Des Moines, has been away from his desk for several weeks because of illness, is now recovering at his home and expects to be back in his office within a week or two.

IVOR SHARP, general manager of KFAC Los Angeles, says his studio is reducing the size of its operation. He will be away from stations for more than three weeks.

WALTER HAAE, station manager of WBWC Hartford, Conn., has been appointed vice chairman of the Superior award citation committee of the Greater Hartford broadcast council. He will be with WBZ, Boston in late April before returning to his Connecticut station.

BRIG. GEN. DAVID SARNOFF, chairman of the board of NBC and RCA broadcast division, April 1943, physician who is recovering from an operation. He will be away from stations for more than three weeks.

EDWARD J. NOBLE, ABC chairman of the board, has returned to New York headquarters after a week on West Coast, looking over proposed new network studio sites in Hollywood and San Francisco. He also inspected prospective locations for ABC Western Division FM and television stations in California as part of the national TV network vice-president and director when the experimental network West Coast, returns to New York by mid-April

JOHN BLAIR & ASSOCIATES, firm.

Mr. Miller

questions: What about home ownership in WHAM's primary area? Answer: WHAM's 43 county area of 1,260,000 families 57.28% own their own homes. National average is only 44%.

Summer Replacement SUMMER replacement show for Kraft Music Hall, Thurs. 9-9:30 p. m. on NBC, sponsored by Kraft Foods Co., Chicago, will be Edward Everett Horton, The King Cole Trio, Eddy Duchin and Bues Case and orchestra. Bing Crosby's last broadcast for the season will be May 6. He is scheduled to reappear for at least two broadcasts during summer, one is J. Walter Thompson Co., New York.

Industry, as well as serving NAB membership in the western states.

On May 14, 1929, Bob married Elinor Gall, well known as the New York musical comedy star of "Vagabond King" and "A Night in Bohemia". Hobbies are golf, fishing, hunting and leather tooling. Six-foot-one, blue-eyed, tipping the scales at 185 pounds, his manner is that of quiet, unheurried reflection. But, don't let the manner mislead you.
March 19, 1946

Radio Station KFI
141 North Vermont Avenue
Los Angeles 4, California

Gentlemen:

KFI's awareness of the good and the benefit which can be carried to the people by means of radio is certainly worthy of a word of praise.

War always has a demoralizing effect upon society and brings need for diversion and amusement that will raise people above sordid consequences. Such programs are particularly needed in connection with our efforts to help solve our juvenile problems. I am pleased to note that two of KFI's programs -- Scout Jamboree and Hollywood Bowl Young Artists Competition -- are of a type which fill a need for programs designed for young people.

I compliment KFI upon the manner in which it is making available these constructive programs to so many young people in California.

Sincerely,

Governor
Mike Goldgar Co., in Los Angeles, has opened a new branch, also to be called the BETENS, former president, is opening the agency. Mr. Goldgar, with Compton Adv., New York, is known as Mike Goldgar Co. Mr. Goldgar, with Compton Adv., New York, has returned to Los Angeles.


JOHN F. BARTEAU, formerly an account representative on national board, has returned to Ferry-Hanly Co., New York, in service and creative capacities, has served in the Army as a captain, has rejoined the company, and has rejoined the latter company since being in charge of the Toronto office of Ron-Wilkinson & Co., Toronto, station representative.

RUTH FREDERICKS, former radio director of advertising agency, has joined Ruthrauff & Ryan, Hollywood, as spot timebuyer and is also in charge of mechanical production. She succeeds AVIS PHILBROOK, resigned.

J. V. LEVEQUE, head of his own Los Angeles agency, has been appointed to further the Army's relations with the city, and is teaching advertising.

FLORENCE McKENNA and JOHN J. McNAMARA have joined Tatham-Laid, newly-formed Chicago agency, as copywriters. Miss McKenna was formerly copy chief of Goldman & Gross. Mr. McNamara was formerly with Sears, Roebuck & Co., Chicago.

SAMUEL GILL, director of research, Sherman & Marquette, New York, is to speak on "What's the Use of Rating Services" April 24 at the radio group meeting of the American Marketing Assn. at the Statler Hilton, New York.

CAMPBELL-MITHUN, Chicago and Minneapolis, has leased enlarged office quarters in the Palmolive Bldg., Chicago. New additions to staff are: STUART POTTER, formerly of The Caples Co., who joins account planning group; JERRY BEAM, appointed traffic manager; ROBERT F. HOLMAN, formerly of management and advertising agency; and ROBERT T. CANN, director of research, and JAMES C. TAYLOR, released from Navy and former assistant city editor of the Chicago Daily News, who joins Chicago media department.

RAY J. AVERY, radio director and manager of department office of Donald's Adv., Montreal, has been named vice president of the agency along with FRANK DE B. WALKER, recently returned from the service. Walker will headquarter in Montreal.

GORDON W. RALSTON of Ruthrauff & Ryan, Toronto, has been named manager of New York office of his agency.

JAMES B. KNOX, formerly of Horace N. Stovin & Co., Toronto, station representative, has joined Ruthrauff & Ryan, Toronto, as account executive.

HELEN MACK, producer of Roche, Williams & Cleary on NBC "Date with Judy," in spring issue of Mayfair, fashion magazine, is saluted as a career woman who attained outstanding success in her field.

JAMES A. BROWN, formerly account executive with Kelley & Clark, merchant brokers, has joined John H. Hoefer Agency, San Francisco, as general partner.

JAMES A. SCOTT, released from AAF, has been appointed account executive of Ad Fried Adv., Oakland. Prior to service with Ad Fried, he was a member of advertising department of Western Advertising Magazine.

MORTON R. KRAMER, formerly head of the publicity department, Robert Heller & Co., New York, has been appointed head of the creative department, Consolidated Adv., New York.

LOLD W. DUNN, vice president of Robert R. Smith & Co., New York, on April 15 leaves for Los Angeles to head a new advertising agency which will represent Robert R. Smith & Co. on the West Coast. Radio accounts will be handled.
Plan your trip to Schenectady now

To study the facilities needed to produce the finest pictures and shows in television, tomorrow's television broadcasters are thronging to General Electric's WRGB in Schenectady every day. Here at the world's most powerful and best equipped television station they survey station operation and management, programming, promotion, and maintenance.

With workshops for building properties and for constructing experimental electrical equipment, dressing rooms for actors, transmitting and receiving equipment, studio control and monitoring equipment and special film projectors, WRGB contains all of the elements necessary for the modern television studio. Here future broadcasters can study every phase of their new television station and discuss their plans with G-E experts—script writers, costume and stage set designers, lighting specialists, camera operators, stage and technical directors, equipment designers, and experienced maintenance technicians.

If you have not seen G-E television in action and are not making use of General Electric's 20 years of television experience, visit WRGB at Schenectady now. Every Wednesday and Friday WRGB holds "open house". Write for the folder "How to get to Schenectady", or see your G-E broadcast sales engineer. He will be glad to plan your visit. Electronics Department, General Electric Company, Schenectady 5, New York.

Order "Television Show Business" today. 246 lavishly illustrated pages of television "know-how", by Judy Dupuy. An indispensable guide to successful programming and production. $2.50 per copy.
uncork your showmanship!

There's brainsweat, inspiration, brilliant talent in your show... but that's not quite enough to turn prospects into customers. In radio, it's still sound business for a man to pay for what he hears.

Until now, the finest speaker you could buy was a bottleneck on your showmanship... and sales. Today, we offer the solution to an age-old radio problem—how to take off "living presence" from a transcription.

Awaiting your approval at sound systems dealers' is the Altec Lansing Duplex... ready to make your show sound every dollar's worth.

THE HEART OF THE DUPLEX LOUDSPEAKER SYSTEM

A two-way loudspeaker with multielement horn which reproduces the entire FM range, 50 to 15,000 cycles, without intermodulation effects or distortion. Write for technical bulletin on speaker and amplifier.

ALTEC LANSING CORPORATION

1161 N. VINE ST., HOLLYWOOD 38, CALIF.
250 W. 57TH STREET, NEW YORK 19, N. Y.

RUSSELL DAVIS, a veteran of 17 years of farm radio and broadcasting, has been named WBMM Chicago farm director. Mr. Davis has been associated with the station since 1944 and conducts the "Country Hour." Effective April 1, WBMM went on the air on the 15 minutes earlier Monday through Saturday at 5:13 a.m. (CST) with playing of the National Anthem followed by "Country Hour." Time change increases show from 30 to 45 minutes daily.

JOE R. HAINLINE, former NBC war correspondent in the Pacific and before that in the Army, has been named to handle WEAF New York noon news program, Monday through Saturday 12:12-12:35 p.m.

MAX JORDAN, NBC correspondent, is the subject of an article entitled "Where's Max" in the April issue of This Month magazine. Written by Ed Greif, New York publicist, formerly with the NBC publicity department.

JIM REID, sports and newscaster of WPTF Raleigh, N. C., has returned to the station following three years technical radio and radar work in the Navy.

JAY CRUM, released from the Navy, has been added to the news reporting staff of KOME Tulsa, Okla.

BETTY KLAUS, former Press Assn. staff member at Atlanta, Ga., has been named fulltime news editor at WMAM Marinette, Wis. Station plans regional news coverage through correspondents in principal communities of five counties.

LLOWELL THOMAS, NBC news commentator, with Harold Van Doran, industrial designer, and Laurence R. Siegfried, professor of graphic arts and head of the department of printing at Carnegie Institute of Technology. April 17 will judge entries of the 15th Annual Exhibition of Newspaper Typography in Philadelphia held under auspices of N. Y. Ayer & Son, Philadelphia.

ALOIS HAVRILLE, WHOM New York news commentator, has joined the staff of Paramount News Reels, New York.

PAUL SCHUBERT, MBS commentator, on April 22 will begin a three month tour of the U. S. to report from agricultural, industrial, mining and shipping centers.

CEDRIC FOSTER, MBS commentator, on April 15 will address the Chicago chapter of AREFA Greek fraternal society and the following day speaks before the Davenport Chapter of the society.

JOE TUCKER, WWWZ Pittsburgh sportscaster, is the father of a girl.

LIEUT. PHIL ELLIS, sports announcer of WPTF Raleigh, N. C., presently serving discharge from the Navy at Bainbridge, Md., where he is public relations officer at the Navy personal separation center, is the father of twin girls born on April 1.

SOREN MUNKHOF, news manager of WOW Omaha, has been commissioned a first lieutenant in the Civil Air Patrol and promoted to intelligence officer in the Nebraska Wing. He has been active in O.A. during the war.

HAROLD BAKER, member of the news staff of WOW Omaha, is the father of a girl.

ED SARNOFF, son of Brig. Gen. DAVID SARNOFF, president of RCA, after serving with the armed forces as a captain, has joined the special events department of ABC.

PAT CORR has begun a nightly sports program on KYW Philadelphia after Navy release.

HARRY GRIER, program director of KETV Omaha, has been placed in charge of newly-formed news and public events department. TED NABORS, announcer with station for 13 years, has been appointed to succeed Mr. Grier as program director. Station plans expansion of local programs with emphasis on services for rural communities.

BOB FRANSEN, former Lieutenant in the Army, has joined the news staff of WCCO Minneapolis. Also joining the WCCO news staff following discharge from the military services is RALPH BACKLUND, former associate editor of the Ortonville (Minn.) Independent.

BOB GARRETT, CBS Hollywood newsman, and Frances K. Lawler are to be married in New York May 11.

HIGHEST PRICE in ten-year history of Macon Pat Cattle Show was paid by WMAE Milwaukee for this 970-pound Grand Champion bull. WMAZ bid up to 81 cents a pound for the bull, paying out $785.70. Bull was turned over to the boys' high school to serve 1,500 when the meat is aged properly. Wesley Kuhn, grammar school boy, is shown with the champion bull.

ALCYRON CARLSEN has been added to news staff of KVOO Muskogee, Mont., as parttime local reporter. She is attending School of Journalism at Montana State U.

KEN WHITE, former newscaster at KFEL Denver and Rocky Mountain bureau chief of Press Assn., has joined the Denver staff of Associated Press following release from the Army.

ARC Thanks Radio JAMES E. SAUTER, chairman of the 1946 Red Cross campaign, lauded station managers, program directors and radio personalities of New York local and independent stations for their part in the recent Red Cross Drive. He said, "It is almost impossible to evaluate the tremendous contribution which the radio industry has made to our 1946 drive. The generous allotment of time for spots and special shows, the assistance of all studio personnel, and the whole-hearted cooperation of everyone in the field make it possible for us to tell the world that the Red Cross still has a big job to do for millions of GIs still in service, and in hospitals, in addition to its regular peacetime activity."

UNDER special arrangement with MBS, WLJB New York will carry "Elias Maxwell's Party Line," Mutual cooperative, Monday through Friday 6:15-6:30 p.m. Mutual's New York outlet, WOR, does not carry show. WLJB will broadcast by transcription on a sustaining basis. Elias Maxwell is heard 11:15 a.m. on the network.
When we say "juicy", we can say this literally, because over $40,600,000 worth of citrus fruits were shipped from the Valley last year. But there's more than citrus fruits in this "juicy" market. Cattle, vegetables, and oil have swelled the effective buying power to over $650.00 per person... totalling 165 million dollars annually. Magic Valley knows no seasons—no slack periods—crops are grown the year 'round. It's a market that is expanding... steady... permanent. To effectively reach this market, look to KRGV, the strategically located station that dominates Magic Valley from one end to the other.
Warren Lee Pierson, president of the American Cable & Radio Corp., New York, on Manhattan, has received the Order of the Aetac Eagle, highest award given by the Government of Mexico to a person not a Mexican citizen, at a dinner held at the Waldorf-Astoria Hotel, New York. Decoration, presented posthumously to General Manuel Avila Camacho, President of Mexico, is awarded to Mr. Pierson for his "exceptional work and contributions to the United States and his "distinguished leadership as president of the Export Corporation of Washington," which Mr. Pierson has held for more than ten years before assuming the presidency of American Cable & Radio Corp., last year.

Clinton Stanley, discharged from Navy with rank of lieutenant commander, and Stanley Kramer, former special events director of WGN Chicago, have formed their own Hollywood radio production and artists management service under firm name of Stanley-Kramer Agency, 6406 Hollywood Blvd. Prior to serving in the Navy, Stanley was an NBC Chicago producer-director for 12 years.

Eric Lifner, released from the Army, has been making advertising manager of Walt Disney Productions, Hollywood. Before joining the Army in June 1942 he was vice-president of Young & Rubicam in Detroit and Chicago.

Joe Donohue, formerly Music Corp. of America radio executive, has started a new service organization designed to represent New York and Chicago advertising agencies in the Hollywood radio and motion picture fields. Business name of The Hollywood Office and located at 6733 Hollywood Blvd., organization will specialize in supervising radio production for agencies which do not maintain West Coast bureaus. The telecasts of radio exploitation for independent producers will also be a function. Telephone is Hollywood 7-3177.

Don Sparks after three years of service with Army Air Force has returned to Jacksonville, Fla., to head Donman Co. firm he organized to distribute products of Sparkes-Withington Co. Radio and Appliance Division in Michigan.

Ed Ehrich, after more than three years service in Navy air force and released as lieutenant commander, has returned to NBC Radio-Recordings Division, New York.

Paul Exley, since 1941 with Stewart, Brown & Assoc., New York major market district radio consulting firm, has been elected senior partner of the firm.

Albert Preisman, formerly in charge of radio engineering activities of the Capital Radio Engineering Institute, Washington technical school, has been elected vice-president of the Institute in charge of engineering. Prior to joining CREE three years ago he was senior engineer at Federal Telephone & Radio Corp.

John Irvine leaves the technical staff of WIP Philadelphia to join Robinson Broadcasting Radiodisc Records, Inc., the record clearinghouse.

Charles Owen Webb, formerly western division sales manager of Emerson Radio & Phonograph Corp., Los Angeles, has been appointed sales and motion picture manager of the company with headquarters in New York. Mr. Weissman with Emerson since the company was formed in 1936, served as a lieutenant in the Army for two years, returning to the company in 1944.

Allen Roberts, formerly director of radio, New York National War Fund and the War Finance Committee, U. S. Treasury, has joined Public Relations Associates, newly formed organization with headquarters in the Commodore Hotel, 19 W. 69th St., New York, as director in charge of publicity and publications.

Ralph Ober, formerly in charge of publication publicity for United Artists, New York, is in charge of press relations.

Columbia Recording Corp., Bridgeport, starting April 28 will sponsor a special transcontinental tour of the Philadelphia Orchestra to bring the music to the auditoriums of 28 or more American cities. It is the first to be produced under CBC auspices.

William Feinberg, secretary of Local 82 of AFM, April 5 was to address a forum of the music division of the independent music committee of the Arts, Sciences and Professions in New York on the bill which recently passed the House.

Kenneth Frank, former long-time chief engineer in charge of research and design, has been promoted to assistant sales manager of Hallidier-Krause, Chicago.

Frederick W. Ziv Co., New York, has added following acrobats to its roster: "Songs of Good Cheer" quarter-hour service: KCRA WAFI WLRP WNNC.

James W. Schackleford has been appointed southeastern district merchandise manager of the Leonard Co.

Maria Warlick, former director of promotion and publicity for New York's Town Hall and "America's Town Meeting of the Air" has joined National Concert & Artists Corp., New York, as assistant director in the lecture and special attractions department.

Ken Delmar, an announcer on various network shows and noted for his characterization of "Mr. Funnyman," has joined NBC "Fred Allen Program," has started his own radio production agency, Delmar Productions, Chicago. Firm will produce shows for commercially-sponsored radio, television and 16 mm films.

Because of present radio commitments, Mr. Delmar will restrict his work to his own productions.

Associated Music Publishers, New York, has extended music licensing agreements for additional periods with following stations: KFTK KXO KXO KBFJ KOL KMO KMBC KMO KOME.

KPLK KLRK KROK KRRC KTUS KTVK KBSC WBDN WFTF WHB WVLB WAGS KLIT WTCW WWSW WXY."
WAS YOURS A “LOST WEEK END”?

It was probably because you missed hearing the Florida foursome of stations with their heady, potent schedule of Saturday and Sunday shows!

- **WJHP** — Kill Boredom with Saturday afternoon music fit for a connoisseur... aimed at crowning your business with success and profit!
- **WCOA** — Wipe Out That Slump in your profits with high-powered shows for Sunday afternoon family listening...
- **WDLP** — Lose That Monotony of the same way of doing business day after day—invest in something with a kick—radio advertising!
- **WTMC** — Stop That Lull in your business with week-end shows that have a sparkle and goodness!

Represented Nationally By:

**JOHN H. PERRY ASSOCIATES**


WJHP - Jacksonville
WCOA - Pensacola
WDLP - Panama City
WTMC - Ocala
Out of wartime radar has come

**HOW THE SYSTEM WORKS**

The reference frequency is developed in a temperature-controlled crystal oscillator. The second harmonic of the crystal is applied to two fixed, phase-shift circuits to get two voltages at 90° phase relation. These are mixed with a portion of the FM master oscillator output. Thus, if the center frequency deviates from assigned value, a two-phase, difference frequency is developed which is then applied to two pulse-counting circuits to develop frequency-correcting voltage.

NOTE: UPPER WAVE TRAINS WHEN M.O. IS HIGHER; LOWER WAVE TRAINS WHEN M.O. IS LOWER.
a basically new idea in fm control circuits

Your benefits from our wartime radar production are showing up now in Westinghouse FM transmitters—a new idea in control circuits that holds the frequency without using critically-tuned elements or moving parts.

Nowhere does the frequency stability depend upon a tuned circuit. Adjustments and arrangement of components are simple. Operation is tops in reliability.

There's still more to gain in the soundly-designed Westinghouse FM transmitters... long-life design transformers which do not use organic insulation; easy accessibility to the centrally-located controls; non-microphonic diode modulators; five simple stages of r.f.; only eight r.f. circuit tuning controls in the entire transmitter. "Building-block" amplifiers permit increasing output.

You have a special interest in these transmitters for you helped build them. The features in these units were aimed specifically to meet your preferences, as shown by a comprehensive survey, conducted by Westinghouse, of FM stations and licensed applicants in 56 cities in 22 states.

This shrewd designing is backed by Westinghouse shirt-sleeve experience in operating five FM stations... a background unmatched by any other transmitter manufacturer. Ask your nearest Westinghouse office today to show you why you should look at Westinghouse before you buy. Westinghouse Electric Corporation, P. O. Box 868, Pittsburgh 30, Pa.
CLAYTON J. COSKE, for 12 years with Stranback Co., Baldwinville, N. C., and last three as advertising director, resigns effective April 30. On May 1 he joins Starkart Co., San Antonio, Tex., as vice president in charge of sales and advertising. Both firms are radio advertisers.

HERMAN L. BROOKS, since 1938 president of Coty Inc. and with firm since 1923, is named advertising manager of Quest Laboratories. He was for 15 years general manager of Quest advertising and sales, a predecessor of Quest Laboratories.


EVELYN CORPER, with Dr. D. Jayne & Son Inc., Philadelphia, for several years, has been appointed advertising manager to handle both domestic and foreign advertising.

STUDEBAKER Corp., South Bend, and Griffin Mfg. Co., Brooklyn on April 8 for 52 weeks will start co-sponsored program "Harry Marke and the News" on WABC New York, 6-6:15 p.m. Period on Monday, Wednesday and Friday will be sponsored by Studebaker while Tuesday and Thursday will be carried by Griffin. Program is sustained on Saturday. Agency for Studebaker is Roche, Williams & Cleary, Chicago. Agency placing business for Griffin is Birmingham, Castleman & Pierce, New York.

J. S. FULLERTON, released from the Navy, has joined American Home Foods, New York, as advertising assistant. Prior to service he was with MacPherson Publications Corn Products Refining Co. and Young & Rubicam.

ROSINSKI FURNITURE Co., Buffalo, has started new Sunday musical show on WGR Buffalo, 4:30-5:30 p.m., titled "Gypsy Serenade." Contract is for 52 weeks. Agency is Eris Adv., Buffalo.

MUSICRAFT Corp., New York, has appointed Kochl, Laddie & Laddie, New York, to handle its advertising.

BRANDT THEATRE ENTERPRISES, New York, has named Donaldson & Coe, New York, as advertising agency. Account includes advertising for chain of 115 movie theatres in metropolitan and Bronx areas. Spot announcement campaigns will be used from time to time.

BENRUS WATCH Co., New York, has appointed J. D. Tarcher & Co., New York, to handle advertising. Company will continue current spot announcement and chainbreak campaign.

SNAP-LITE Corp., New York, has appointed Weiss & Geller, New York, to handle its advertising. Radio may be used in the fall.

HOFFMAN BEVERAGE Co., Newark, has appointed Warwick & Legler, New York, to handle advertising. March 29 Hoffman discontinued its sponsorship of a 15-minute, three times weekly newscast on WOR New York, 11-11:15 p.m.

LAWRENCE (Mass.) BASEBALL Club, member of New England League, April 15 starts sponsorship of "Sports News" program of scores, news and interviews four times weekly on WLAW Lawrence.

PALISADES AMUSEMENT PARK, N. J., April 20 starts a spot campaign on stations in the New York and New Jersey area for the summer months. Agency is Bert Nevins Assoc., New York.

SIGNAL OIL Co. of California and Rector Baking Co., Oakland, Calif., on March 29 started on KROW Oakland alternate games of the Pacific Coast League schedule played by the Oakland Baseball Club. Schedule last 183 broadcasts. Signal account was placed through Barton & Stiebmann Agency, Los Angeles, and Renner through Oakland & Guild, San Francisco.

MORNING SUN FROZEN FOOD Co., Chicago, has appointed McCann-Brisson, Chicago, to handle its advertising.

NOMA ELECTRIC Co. of Canada, Toronto (toys), has started spot announcement campaign in connection with previous efforts to toy fairs on a number of Canadian stations. Agency is MacLaren Adv., Toronto.

ROGERS MAJESTIC, Toronto (receivers and electrical appliances), has appointed Erwin, Wasey of Canada, Toronto, as advertising agency.

CARNATION Co., Milwaukee (canned milk), has purchased Morning Milk Co. evaporators in Walsall, Utah, and Sunnyside, Wash.


CUSTOM-CRAFT of California, Los Angeles (furniture maker), has appointed Smith, Bull & McCreery, Hollywood, to handle advertising. Radio will be used.

CANADA PACKERS Ltd., Toronto (York sandwich spread), has started flash announcements on a number of western Canadian stations. Account placed by Cockfield Brown & Co., Winnipeg.

New Business

HOUSEHOLD FINANCIAL CORP., Chicago, March 30 started "Phone Again, Finnegan," on NBC stations Sat. 5-5:30 p.m. (EST). Agency: Shaw-Le Vally, Chicago.


WILDBRORO Co., Buffalo (hair tonic), April 18 started for 52 weeks "Dark Venice," on ABC Pacific stations, Tues.-Thurs. 8:30-9 p.m. (PST). Agency: HBDO Chicago.


CANADIAN NATIONAL CARBON Co., Toronto (furniture), April 6 started "Les Alouettes Eveready" on 10 CBC network stations, Sat. 1-1:15 p.m. Agency: Locke Johnson Co., Toronto.

(Continued on page 62)
KQV’s Peace Day Promotion Praised

SUCCESSFUL campaign of KQV Pittsburgh, to win public support of an International Peace Day [BROADCASTING, Feb. 18] was acclaimed March 26 when prizes were awarded. Mutual’s American Forum of the Air (9:30-10:15 p.m. Tuesday) featured a three minute pickup from Pittsburgh’s Syria Mosque for a report from Maj. George Fielding Elliot, whose newspaper column suggestion inspired the KQV campaign.

Frank B. Frederick, originator of the Peace Day idea, and chairman of the Committee for Peace Day in the United Nations, attended of the Committee for Peace Day idea, and chairman paper column suggestion inspired George Fielding Eliot, whose news-

pick up from

acclaimed March 26 when prizes

Day [BROADCASTING, Feb. 18] was

of an Annual International Peace

Pittsburgh, to win public support

KQV’S PEACE DAY

Munsey Bldg.

WASHINGTON, D. C.

WASHINGTON, D. C.

Ben Edson, KQV promotion man-

TORS

PRECISION TURNTABLES-and/or

1448 N St., N.W.

District 2292

Field & Antenna Measurements

Portland 11, Oregon

KQV’S PEACE DAY

Rockefeller Engineering

1121 N. Ayarado

1201 N. Ayarado

Los Angeles 29, Calif

The Robert L. Kaufman

Organization

Technical Maintenance, Construction

Superintendency, and Engineering Services for Broadcast Stations

Munsey Bldg. Washington 4, D. C.

District 2292

TOWER SALES & ERECTING CO.

Radio Towers

Erection, lighting, painting &

General Systems

6100 N. E. Columbia Blvd.

Portland 11, Oregon

C. H. Fisher, Agent Phone TR 7303

Installing Transmission

Field & Antenna Measurements

BRADEN ENGINEERING CO.

3317 Kenmore Ave., Dayton 10, Ohio

Phone—Kenmore 6233

GEORGE H. JASPERT

Consultants

Broadcast Station Operations

Planning and breakdown of pro-

gram matters pertaining to AM-FM

stations, field work, estimates of station

locations, cost, annual operating expenses and income

Little Building Hancock 4948

Boston, Mass.

Free & Peters

(Continued from page 18)

expectancy by the national adver-

tisers in an 'advertorial' list of markets,” the report states.

More Selling Copy

For purposes of cost comparison, the study compares this quarter-

hour spot radio program unit with a full-page black-and-white ad in

magazines and a 650-line ad in newspapers. "Selling copy for a

quarter-hour program averages 300-350 words," the report points

out, "more than the amount of copy devoted to selling in the average

magazine full-page ad and the aver-

age newspaper 650-line advertise-

ment.”

Taking the eight magazines of

largest and, admittedly most eco-

nomic, circulation—Ladies Home

Journal, Life, Woman’s Home Com-

panion, McCall’s, Saturday Eve-

ning Post, Colliers, Good House-

keeping, and American— the study finds the advertiser pays

$2.50 per thousand families for a black-and-white ad. The cost of

650-line ads in 128 newspapers in

either of 100,000 or 200,000 popula-

tion, again the most econo-

mical, is $1.32 per thousand families.

So, on a basis of 1000-family

circulation, comparable advertising costs are $2.50 for a black-

and-white ad and $1.32 for newspapers and $0.12 for spot radio.

But circulation is not the whole

story. All purchasers of magazines and newspapers don’t read or even

see every ad. Nor do all of a station’s regular listeners hear every pro-

gram. Readership studies, however, show that magazine ads are noted

by 31.7% of all readers and 650-

line newspaper ads by 16%.

Average Readers

“These percentages are based on those readers who recalled having

seen the advertisement, upon being reshow the magazine or news-

paper and not those people who

read the complete advertisement—

who identified the advertiser—or

were influenced by the advertise-

ment. In other words, the percent-

ages represent the give the adver-

tiser to the reader who noted the

advertiser’s layout as an attention-get-

ter, and therefore are comparable

to the percentage of listeners indi-

cated by Hooper and Conlan sur-

veys to be listening to a program.”

On the basis of per thousand

families reached, then, the maga-

zine advertisement pays $8.25; the

newspaper advertiser pays $8.32, and

the spot radio sponsor of a quarter-

hour daytime program pays $8 if

2% of the station’s primary audi-

cence is listening, $8 if 4% is list-

ening, $2 if 6% is listening.

Comparing spot radio to network radio, the report states: “No net-

work can offer the advertiser the lowest cost per thousand families in

all its markets. A program broadcast over any established network,

which has an audience of 4% of the circulation of each affiliated

station, will clearly have the advertiser less families per dollar than

School Transmitter

IN ANTICIPATION of a grant for a noncommercial FM station, Sewanhaka High School, Floral

Park, N. Y., has ordered an RCA 250-w FM transmitter and an RCA disc recorder. The proposed station, planned five years ago when the school started a class in radio techniques, will be operated primarily for classroom use during school hours. At other times pro-

grams of community interest will be presented. Students will play a large part in all programming.

Minor Fire

FIRE in studios of kWFT Wichita Falls, Tex., caused temporary program inter-

ruptions and $2000 damage on March 30. Announcer Bill Lowry, on the air at

that time, slightly burned while at-

tempting to extinguish blaze before fire-

men arrived.

will local programs with the same

4% audience, broadcast over the

local station stations in the same markets.”

RMA Session Set

For N. Y. Tuesday

Receiver Output Bottlenecks

On Three-Day Agenda

MEANS to attain full production of receiving sets will come before the Radio Manufacturers Assn. spring conference to be held at the Roosevelt Hotel April 9-11. Though progress has been made in opening production bottlenecks, present output is estimated at only 135,000 a week and RMA will explore methods of stepping up the figure.

Problems of parts manufactur-

ers in obtaining materials and

supplying components under OPA

price levels will be discussed by the

three-day session.

Three meetings will be held by

RMA. On the opening day, Tues-

day, the new Division of Amateur

Radio Activities will discuss prog-

ucts direction of W. J. Halligan, president of Hallcrafters

Co., division chairman.

Also on the agenda will be plans for the new RMA Industrial Relations Committee, which will collect data on wages, job classi-

fication and labor contracts. The

committee plans a special RMA board of directors meeting to be held in New York late in May with speakers from the Government, unions, manufacturers and others.

Periodic conferences on labor problems will be held.

On the second day the RMA Parts Division will meet, taking up problems interfering with set pro-

duction. Meeting of the RMA board will be held Thursday. Effects of the Civilian Production Adminis-

tration building order will be dis-


cussed. R. C. Cosgrove, vice presi-

dent of Crosley Corp. in charge of manufacturing, is RMA president and will preside at meetings.

Page 60 • April 8, 1946

K Q V’S PEACE DAY

P R O M O T I O N L A U D E D

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Frank B. Frederick, originator of the Peace Day idea, and chairman of the Committee for Peace Day in the United Nations, attended the KQV meeting. He said that KQV’s success in the project would be offered as a pattern for other radio stations in the hope that they would follow suit.

Ben Edson, KQV promotion manager, presented 44 winners with prizes, chosen from among $1,000, written by Sister M. Rosalie of St. Luke’s Convent, Carnegie, Pa.

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New KECA Facilitities

MODERNIZED and redecorated at cost of $50,000, new KECA Hollywood auditorium has been in use since April 1. Former windowed walls and beamed ceiling have been enclosed in Transite and wood paneling. Room which seats approximately 250 persons is completely air-conditioned.

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New KECA Facilities

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Federal engineering offers you

1. Modern Design
2. Higher Efficiency
3. Lower Operating Cost

... IN 5-, 10- AND 50-KW STANDARD AM BROADCAST TRANSMITTERS

Federal's vast time-tested engineering and manufacturing facilities are now engaged in production of standard AM radio transmitters for early delivery... 5, 10 and 50 KW... with station equipment from microphone to antenna. A Federal engineer will be glad to give you complete specifications. Write for bulletin.

Now in Production
for Early Delivery

Left: WDOD is one of many network stations using Federal's five kw Transmitter, Type 155A, a pre-war installation.

Right: WABC is one of many leading stations using Federal's 50-kw Transmitter, Type 162. Similar installations built to your order.

Federal Telephone and Radio Corporation

Export Distributor
International Standard Electric Corporation

Newark 1, New Jersey
FM Converter Gadgets Offered by Two Firms

SAVAGE of thousands of FM sets operating on the old 43-50 megacycle band has been made possible by the release to the public of new converters manufactured by Hallicrafters Co., Chicago, and Electronics Research Inc., Evansville, Ind.

Hallicrafters are now in production with a one tube converter to retail at $15, according to Nelson Case, chief engineer. Approximately 5000 of these converters have already been produced. Less than 10% db loss over the band is possible with the new type converter, Mr. Case stated.

The Evansville company's converter transfers the old 43-50 megacycle band to the new frequency of 88-109 megacycles. It will retail at less than $5 to the public. WMLL, Evansville, has already distributed 500 of the converters to its listeners at $2.50 for installation.

Du Mont "Inductunter"

ALL DU MONT television sets will be equipped with a new type of tuning device, the "Inductunter," which without switching, will cover entire frequency range from 44 to 215 mc, taking in all 18 channels allocated to television by FCC as well as FM bands in that section of the spectrum, company reported last week. Paul Ware, inventor of the system, in explaining device at a meeting of the Institute of Radio Engineers and Radio Club of America in New York, said that the "inductunter is superior in gain, image suppression, uniformity of band width, oscillator stability, operating simplicity and economy."

**Network Accounts**

(Continued from page 58)

NORTHERN ELECTRIC Co., Montreal (radios and electrical appliances), April 4 renewed for 52 weeks "In- ner Sanctum" on full CBC network stations. Mon. 8-9:30 p.m. Agency: Harry E. Foster Agency, Toronto.

Net Renewals

LEVER BROS. Co., Cambridge (Thomas J. Lipton's tea and Continental Soup Mix), April 2 renewed for 52 weeks "In- ner Sanctum" on full CBC network stations. Tues. 9-9:30 p.m. Agency: Young & Hyndman, N. Y.

PROCTOR & GAMBLE Co., Cincinnati (Crest, Iggle & Ryan and Dr. F'r), has renewed for 52 weeks "Perry Mason" on 79 CBC stations Mon.-Fri. 7-7:15 p.m. Firm also has renewed daytime "Perry Mason" serial on 83 CBC stations, Mon.-Fri. 12:12-1:30 p.m. Agency: Pedlar & Ryan, N. Y.


LAMBERT Co., New York (listerine tooth powder), has renewed for 52 weeks "Billy Burke Show" on CBS Sat. 11:30-12 noon. Agency: Lambert & Feasley, N. Y.

ROBIN HOOK FLOUR MILLS, Montreal, April 4 renewed "Les Talenta de Chex (Eugene subst)" on 8 CBC French network stations, Thurs. 8-8:30 p.m. Agency: Young & Rubicam, Toronto.

INTERNATIONAL SILVER Co. of Canada, Hamilton, Ont. (silverware), April 1 renewed "Henry Brandt" on 90 CBC French network stations, Sun. 6-6:30 p.m. Agency: W. A. McBean, Toronto.

RAID MOND, Montreal (publication), April 3 renewed "Le Moulin de la Chine" on 2 CBC French network stations, Wed. 2-2:15 p.m. Placed direct.


LIBBY, MCNEILL & LIBBY, Chicago, April 15 for 52 weeks "My True Story" on 194 ABC stations, Monday through Friday 1:15-2:15 p.m. Agency: J. Walter Thompson Co., Chicago.

Net Changes

LEWIS-HOWE Co., St. Louis (phar- macaceuticals), April 1 shifted "Bulldog Drummond" on 37 Don Lee stations from Mon. 10-10:30 p.m. to Mon. 7-7:30 p.m. (PST). Agency: Anson Adv.

BRISTOL MYERS Co. of Canada, Mon- treal (Sul Hepatic, Vitalita, Trushay), April 1 added to the "Alan Freed Show" four Ontario stations (CFOS CJOE CHUM) and 3 CBC Dominion network stations, Fri. 9-9:30 p.m. Agency: Ronalds Adv., Montreal.

JULIAN HUCKSTEPS, released from the Army as lieutenant, has returned to the control room of WVRV Rich- mond, Va. He does communications work while in service.

LICENSE to manufacture FM equip- ment for radiotelephone use has been granted Western Electric Co. by PROF. R. R. ARMSTRONG. Company has long manufactured FM broadcasting equipment under the Armstrong pat- ents. Western Electric will build FM iri- lamin, Toronto.

ROBIN HOOK FLOUR MILLS, Montreal, April 4 renewed "Les Talenta de Chex (Eugene subst)" on 8 CBC French network stations, Thurs. 8-8:30 p.m. Agency: Young & Rubicam, Toronto.

INTERNATIONAL SILVER Co. of Can-ada, Hamilton, Ont. (silverware), April 1 renewed "Henry Brandt" on 90 CBC French network stations, Sun. 6-6:30 p.m. Agency: W. A. McBean, Toronto.

 FM Converter Gadgets Offered by Two Firms
LT. FRANK R. BAKER, announcer, writer and producer at WOW Omaha before entering the armed forces in December 1942, is to return to the WOW staff about June 1. He has been assigned to the Information and Education Branch of the India Burma Services of Supply, Special Services Section, since December 1943. During the time he has been in the service, he has written, produced and announced “Seven Crowded Days” series for WVEZ New Delhi, among other duties.

BARRY SHERMAN, former serviceman and participant on McGuire Hospital service shows on WRYA Richmond, Va., has joined announcing and announcing staff, BOB BEADLES. WRYA music librarian, is confined to his home by illness.

LEE HIGGIE, released from the Army as a captain, has been returned to announcing staff of WNDU Downtown, N. C. In the Pacific area for 22 months, he served as Army Air Force intelligence officer.

MARIAN SEXTON, creator of a number of new women's features at KMOX St. Louis, has been appointed director of program at WOL Washington effective April 15. She will conduct a daily morning program for WOL. Previously with KMOX, Mrs. Sexton has been with WRC and WMBD in Chicago.

JAMES W. MINN, released from the Army after three years of service, has returned to the announcing staff of WMAN Mansfield, Ohio. He replaces JAMES DONEY who resigned to enter the Army. The new addition to announcing staff is JOHN P. (Pros) ROPER, formerly with WENN Youngstown, Ohio.

ED MCKAY, formerly chief announcer at WATL Atlanta, Ga., joins WSGN Birmingham, Ala., as announcer following his discharge from the Army. He replaces BOB CULBY.

JOHNNY DAVIS, announcer at WWSW Pittsburgh, is the father of a boy.

DALE JACKSON, chief continuity writer of KOKO Philadelphia, has been returned to his post as announcer. He will now direct the day-to-day operations of the station.

BOYD LAWLOR switches with WIP Philadelphia to production staff of WACB Philadelphia.

MARY E. ROGERS is new continuity editor at KFRC Philadelphia. She served as hospital recreation worker with the American Red Cross and Okinawa branch of Armed Forces Radio Service.

SAM SEROTA, educational director of WSNY New York City, will make several personal appearances at Philadelphia public schools in connection with WJPC Philadelphia's “A Trip to the Zoo” program.

ALAN GANS, announcer at KYW Philadelphia, has been granted an assignment to the Radio Supply, Special Services Section, for training in the RKO pictures. He'll be assigned to a announcer-trainee company for training.

ERIZA STONE, “Henry” of CBS “The Aldrich Family,” is the father of a, girl, Frances Stone, born March 29, which is also the birthday of his two-year-old daughter, Seeger.

MILTON KATIM, NBC staff conductor and viola soloist, will teach an advanced course for viola students at Juilliard School of Music.

JIM McMurtry, former Army sergeant and chief announcer of Armed Forces Radio Service in New York City area, has been added to the announcing staff of WPTP Raleigh, N. C. He was in service three years.

ED HIGGINS has resumed duties as early morning disc jockey at WNDU Downtown, N. C., after three and a half years with Army Air Forces.

GORDON SHAW, announcer of WMAQ Chicago, married Ruth Phyllis of Veterans Administration, Washington, March 30.

ROBERT SELDEN, WNFR New York staff writer, has been granted a leave of absence to go to Hollywood where he will do a series of shows for MARTIN SWIFT, conductor of WNEW’s “Milk Believe Ballroom,” and Columbia Recording Corp.

SHERMAN FELLER has returned to WENR Boston after three years in the Pacific area. Formerly with “Gunsmoke,” he is now with “Club Midnight,” a musical program, aired Monday through Saturday 12:05-1 a.m.

HERB JOHNSTON joins announcing staff of WFLA Atlanta after three years in Marine Corps.

WALTER WINSOR, former conductor of “Your Neighbor” series on WMCA New York, has been released from Armed Forces Radio Service as lieutenant colonel. WINSOR has been in three years of service and is now in New York. He has been in radio for 11 years.

ZELLA DRAKE HARPER, women’s commentator of WIBG Philadelphia, has been granted the American Legion Auxiliary 1945 Award for her contributions to education, entertainment and community service.

WILLIAM E. SHEETS has been assigned to the continuity staff of WBC Columbus, S. C., replacing LILY HENDERSON.

NORMAN REED relinquishes his morning program on WWDC Washington to devote fulltime to new position as director of program operation. Formerly with WJPR, Philadelphia, he has been appointed director of public affairs and assumes charge of all public interest programming for WWDC.

SYDNEY PETERS, formerly assistant to Mr. Walsh, becomes assistant to Mr. Reed.

LES STURMER and BOB KELLY, both released from the Army, have rejoined the announcing staff of KFAR Fairbanks, Alaska.

C. G. RENIER, program director of KMPC Hollywood, gave a “Behind the Scenes in Radio” discussion as guest speaker of San Diego (Calif.) High Hatters Club on March 29.

BILL GORDON, released from the Army, has returned to Don Lee Broadcasting System, Hollywood, as writer-producer.

RUBEN GAINES, former writer-producer and announcer, for Mutual in Hollywood, has been added to program staff of KFAN Fairbanks, Alaska.

Because it is listened-to-more, by more people, WDAY can sell more clothes—or anything else—in Fargo’s rich Red River Valley. Here are the listening figures, taken from the latest Conlan Survey:

<table>
<thead>
<tr>
<th>Coverage Area</th>
<th>Audience Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>WDAY gets 61.4% of the audience in its coverage area.</td>
<td>STATION B gets 9.5% of the audience</td>
</tr>
</tbody>
</table>

Harfield Weeden, with Navy discharge, has joined ABC Hollywood as producer. Prior to service he wrote weekly “Dr. I. Q.” program and also served as general manager of WYBC Austin, Tex. He was war program director of WFWA Dallas, Tex., 1943-45.

Tommy Dixon, announcer of KJH Hollywood, is the father of a boy.

C. G. Renier, program director of KMPC Hollywood, gave a “Behind the Scenes in Radio” discussion as guest speaker of San Diego (Calif.) High Hatters Club on March 29.
WAA, With Large Advertising Budget, Asking Stations to Carry Sustainers

WAR ASSETS ADMINISTRATION, new agency in charge of selling war surplus equipment, has asked broadcasting stations to carry twotranscribed quarter-hour programs as a public service though it is operating under a flexible advertising budget of between $10,000,000 and $15,000,000 for the year.

So far 165 stations have informed WAA they will carry the discs on a sustaining basis.

The surplus disposal agency is considering, in its long-range advertising program, the possibility of institutional promotion on a nationwide basis. If such a plan is adopted, radio will receive serious consideration, according to William B. Hughes, WAA’s acting director of advertising.

Thus far little air time has been used, he said, because the surplus operation is widely scattered and decentralized. Regional offices have limited quotas for advertising but are permitted to decide on media unless special promotion is desired. Practically all surplus sales are conducted by WAA regional offices, following original policy.

Some spot radio has been used in Detroit, Boston and a few other cities, according to Mr. Hughes, but the amount has been limited. Most sales are made to jobbers, wholesalers and retailers. WAA has had little direct contact with the public in its sales and has used catalog listings and technical journals with some success.

A small proportion of war surplus is in the consumer goods field and these items usually are in short supply, Mr. Hughes said. Since there is no way of knowing what materials are going to be declared surplus at which time by U.S. agencies, WAA is unable to plan a definite advertising program.

Mr. Hughes, who formerly was a merchandising counsel and industrial engineer in New York before joining the old WPB during the war, considers radio an ideal means of developing a national demand for products. The present listings and catalogs, however, go direct to purchasing agents, wholesale and others, he said. This plan has proved successful in moving the assorted lots that have come to WAA thus far.

Some projects involving use of spot radio on a national basis have been considered by WAA but they have not gone beyond the early discussion stage.

The transcription offered stations by WAA consists of an interview with Gen. Edmund D. Gregory, WAA Administrator, explaining the new surplus setup, and a talk by Scott W. Donaldson, in charge of surplus sales to veterans, which explains how veterans may buy surplus items under the revised procedure.

Radio information specialist of WAA is John F. Hansen, recently out of the Army and formerly program director of KYSM Mankato.

Swing Subscribes

RAYMOND SWING, ABC commentator, is one of a group of 57 individuals who have subscribed to stock in a company formed to establish a metropolitan FM station to serve several small cities in Ohio, including Oberlin, according to an application filed Monday with the FCC. Mr. Swing, an alumnus of Oberlin College, is listed for two shares of the total issue of 714 shares. None of the individuals is to own more than 8% of the stock. Applicant is Elyria-Lorain Broadcasting Co., Elyria, Ohio.

Awards Planned

AWARDS FOR 1946 by the Association of Canadian Advertisers for outstanding services to Canadian advertising will be made in November by a committee headed by Harold E. Stephenson, Canada Branch Co. Committee will be made up of nominees of various media organizations including Canadian Association of Broadcasters and the Association of Advertising Agencies.

DDT on WRBL

DDT is on the air! WRBL, Columbus, Ga., has aired what is believed to be the first broadcast of a residence being sprayed with the insecticide. The Muscogee County Health Dept. and Columbus Chamber of Commerce are conducting a campaign to spray every house, and farm building with the solution, and WRBL is cooperating.

"Test case" was the Reid home and chicken yard, spraying of which was broadcast in a half-hour program which included a musical group, The Troubadours, serenading the workers—and playing a funeral march for the bugs. Ed. Hennessy, program director was m.e.

Eastern Elects Cox

JAMES M. COX Jr., vice president of Cox radio stations (WHO Dayton, WIOD Miami, WSBB Atlanta) and newspaper chain, has been elected to the board of directors of Eastern Air Lines. He is a former lieutenant commander in U.S. Naval Reserve. Announcement was made by Capt. Eddie Rickenbacker, president and general manager of Eastern, following a meeting of the company's directors.

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.
Hilmer and Davis Form Law Firm

New Washington Office Will Specialize in Radio

Mr. Hilmer Mr. Davis

FORMATION of a new Washington law firm to specialize in government administrative and radio practice was announced last week by Lucien Hilmer, former assistant general counsel of the FCC in charge of the Broadcast Division, and John F. Davis, former solicitor of the Securities and Exchange Commission, recently released from the Coast Guard as a lieutenant commander. Offices have been established at 1700 Eye St., N.W., Suite 2. Phone is National 6471.

Mr. Hilmer was named special counsel to the FCC in 1940 and shortly afterward became assistant general counsel. He left in 1942 to join the Board of Economic Warfare, supervising economic planning for liberated and enemy areas, and served there until 1946. His successor at the FCC was Rosel Hyde, recently named to membership on the Commission. Early this year, Mr. Hilmer joined the State Dept. supervising economic research and planning for occupation of Germany, Austria, Japan and Korea.

Mr. Hilmer was born in New York in 1908. He graduated from Williams College cum laude in 1928 and from Harvard Law School in 1932 where he won his Phi Beta Kappa. He graduated from Harvard Law School in 1943 cum laude, and was a member of the Harvard Law Review. In 1932-33 Mr. Davis was with the law firm of Robb, Clark, and Bennett in New York. The following two years, he was attorney for the Petroleum Administrative Board of the Interior Department; 1935-37 assistant counsel to the Senate Interstate Commerce Committee during its investigation of railroad finance; 1937-43 assistant general counsel and later solicitor of the SEC; 1943-46 lieutenant commander U.S. Coast Guard Reserve attached to Chief Counsel's Office.

Schwimmer & Scott To Hold Auditions

SCHWIMMER & SCOTT, Chicago, last week announced a talent audition plan for Chicago. Beginning this month agency will embark upon a weekly series of talent auditions which are being designed to uncover promising network actors and actresses, especially among returning GI's.

According to Alan M. Fishburn, radio production chief for the agency, "The average Chicago working Thespian, with the exception of permanent leads on air shows, makes more dough and is heard on more net programs than his brother and sister AFTRA-lites in New York and Hollywood. "Talent in the $5,000 yearly bracket," Mr. Fishburn declared, "is a dime-a-donen in New York and represents many top-flight people. In Chicago, that's just the beginning for most boys and girls. True, they work for what they earn, but there's nothing like work on any and all types of shows to insure the actor's becoming a master of his craft."

Mr. Fishburn said that all major S & S network and local production will continue to emanate from Chicago and added that there is plenty of proven talent still in Chicago and just as many potential actors and actresses awaiting hearings. He pointed out that if they can uncover three to six capable performers during the balance of the year, their audition plan will not be considered to have been in vain. Simultaneous with the audition announcement, Mr. Fishburn said that Schwimmer & Scott will announce soon at least one, if not two, half-hour network shows to originate out of Chicago.

Zenith Reports Loss

ZENITH Radio Corp., Chicago, and its subsidiaries in its report for the nine months ended Jan. 31, 1946, indicate a loss of $1,908,241 after depreciation, excise taxes, federal income, excess profits and reserves on renegotiation on war contracts. According to Commdr. E. F. McDonald Jr., president, the loss will be offset by the adjustment for carryback and a $2,250,000 tax refund. He predicts a profitable volume of radio sets in production by the end of this month, allowing the company to go into profitable production by May 1.

Bozeman Places


Zenith Reports Loss

Personal Touch

THE INEVITABLE has finally happened at WBIG Greensboro, N. C. The station recently received a package addressed to: "Mr. W. Big, Greensboro, N. C."

A HOOPER that "spells" . . . .

W.-L.-A.-P.

for the Bluegrass

KENTUCKY'S 2ND MARKET

HOOPER LISTENING INDEX—FALL 1945

Lexington, Kentucky - City Zone - Coincidental Calls 12,447

MORNING INDEX

Monday thru Friday 8 A.M. to 12 Noon

WLAP 54.5 28.5 15.1

C

AFTERNOON INDEX

Monday thru Friday 12 Noon to 6 P.M.

WLAP 42.2 27.3 28.4

C

• ONLY WLAP—fully and exclusively serves the rich Lexington Bluegrass.

Miller Welch, Manager
Lexington, Kentucky
Represented Nationally by The John E. Pearson Co.

April 8, 1946 • Page 65
I hope you read about our boys from W. Va. University playing a bang-up game in the Garden a couple of weeks ago. The folks down here sure knew about it because we carried the games direct from New York with our sportsman, Ernie Saunders, covering the event like a regular Big Leaguer. Yes, sir, have to take my hat off to that fellow. Course, that’s the kind of staff we have down here...nothing but the best.

Yrs.,
Ally

WCHS
Charleston, W. Va.

CORN Belt Flowing Match and Soil Conservation Field Day has been sponsored by WHO Des Moines in cooperation with Soil Conservation Service. Site for the event will be chosen somewhere in Iowa. Under the supervision of Burt Shreiner, farm service director, and Clay Barnett, Knoxville District SCS official, Field Day plans in addition to providing for recreation of the plowing match on a national scale also call for reconsideration of a demonstration farm from conventional cropping methods to modern conservation practices. County, district and state competitions will decide participants in national plowing match.

Durwood Kirby Winners

CONTEST inspired by a newspaper advertisement inserted by Script Writer Art Henley as a joke on Durwood Kirby, m.c. of “Honeymoon in New York” on NBC, called “What a durwood kirby” was won by Frank Hokins of Juniors, Des Moines. Winners were awarded $500 with elm, maple, red cedar and wisteria seed. The natural growth of a Christmas tree is “a durwood kirby” was won by Russell A. Winnie, manger of the stations.

WAPI Host to 20,000

CITIZENS of Birmingham, Jefferson County and North Alabama took a total of $10,000 tickets to the WAPI Birmingham free 1946 Radio Show, held 2-6 p.m. March 31 at Municipal Auditorium. New radio models of more than 20 manufacturers were shown alone along with demonstrations of dikes and drives and new OE wire recorder and also Brush tape recorder in its first public showing. There were also other surprises and with other heretofore secret U. S. Army electronic equipment. Of course, audience size and talent presented, audience size and resumption of the plowing match on a national scale also call for reconsideration of a demonstration farm from conventional cropping methods to modern conservation practices. County, district and state competitions will decide participants in national plowing match.

Milwaukee Cruise

SIX-HOUR lake cruise aboard the S.S. Milwaukee Clipper will be the evening of May 28 by The Milwaukee Journal and the Milwaukee Sentinel. WTMJ-FM, for those attending the forty-second annual convention of the Advertising Federation of America. Convention will be held in Milwaukee May 26-29. Harry J. Ouat, chairman of the board of the Journal, and Erwin Mark, publisher, are former presidents of the Advertising Club of Milwaukee which currently is headed by Russell G. Winnie, manager of the stations.

West Coast Brochure

CHRONICLING success factors of “Lux Radio Theatre,” CBS Pacific Network has prepared an elaborate brochure titled “Hollywood’s Foremost Radio Ambassador.” Accompanied by a personal letter from Donald W. Thornburgh, CBS Western Division vice-president, brochure is illustrated in four colors and has the 11-year-old program covering motion pictures adapted, personal sketches, etc. By special broadcast on WTTM Trenton 1460 kc, West Coast Brochure has been released from the Army and resumed advertising. Mr. Moxley for two and a half years has been manager of KTSW Emporia, Kan. has been selected as a consultant for school administrators and teachers in California State Teachers College, California, and has been busy since then with other projects.

Radio Exhibit

NEW JERSEY State exhibition, The History of Radio at state’s museum in Trenton was officially opened April 1 by special broadcast on WTTM Trenton, in which Gov. Walter E. Edge and other participants, played industry’s growth during past 25 years, exhibit will continue through June. 2 Historic material and equipment is included in display. Exhibit will be promoted further by WTTM with weekly quarter-hour broadcast.

Preview Pamphlet

PAMPHLET has been distributed announcing forthcoming issuance of a 64-page booklet containing complete address of Arthur C. Nielsen, president of A. C. Nielsen Co., Chicago (radio research) before the Radio Executives Club, “Proven methods in Common Misconceptions or Errors in Radio Research.

Music Program Schedule

IN ADDITION to distribution of regular amelioration, schedule of programs broadcast by WYFF Washington, distribution monthly is mailing to Capital music fans a complete schedule of music appreciation programs for coming months. Schedule is divided into individual program sections with full listing of compositions, composers and performers.

WCCO Folder

FOUR-PAGE colored pamphlet extolling honors gained by Cedric Adams, newsman-m.c., in surveys and popularity ratings has been distributed by WCCO Minneapolis. New folder placed him second only to “Lux Radio Theatre.” CBS feature broadcast by WCCO, giving that station two top places in poll, according to folder.

Merchants Aid Promotion

PUBLICIZING the 500 kc frequency of WTON St. Paul, Minn., a new APC, which recently commenced operation, is being mailed to merchants, has featured window displays with merchandise specially priced at 14c, and $14.99, while leading restaurateurs served “WTON Sandwich.” Folders are mailed to “American and “American Network Spaghetti.”

Hobby Show

Third annual Arts, Crafts and Hobby Show of WTAG Worcester, Mass., and affiliated Worcester Telegram and Evening Gazette is being held in WTAG conference rooms and is open to public. Those entering the display and papers and paintings are displaying war photos, gun collection, works on paper, carvings, jewelry, dolls, paintings, sketches, etc.

KWK Paper

MONTHLY bulletin in is being published by KWK St. Louis with title of “EWE News” and containing staff and feature news.

Promotion Personnel

RICHARD PACK last week returned to his position as promotion director of WOR New York after three years in the Army Air Forces. CHARLES O. PENHUISE, publicity chief in Mr. Pack’s absence, has been appointed to new post of director of exploitation. He will concentrate on see-through contacts and regional public relations.

Robert Blank, former night press editor, is now promotion director.

DICK LAFLAGE, formerly with Warner Brothers Theatre, and recently returned from the Army, has been appointed director of publicity and public relations for WVOX, Washington, D.C.

BURT HARRISON, merchandising manager of WRBO, Los Angeles, has been released from the Army and resumed station duties.

DOROTHY LEFFLER, chief of magazine department of CBS New York press information service, is in Hollywood for three weeks conferring with network Western Division publicity staff.

DEAN MOXLEY has been appointed to head the promotion and publicity department of WABC, Los Angeles effective April 15. JIMMY VANDIVER, released from Navy as lieutenant, becomes public relations manager, will be in charge of all public service programming. Mr. Vandyver, who for six years has been assistant to J. G. PALTRIDGE, former public relations director, who resigns to head San Fernando Valley Times, new station.

ERL RUTLEDGE, formerly with Warner Brothers Station, has joined as promotion and publicity director succeeding WENDELL NEELY.
Time Sales of 50 kw Stations
Up 4.3% in 1945, FCC Reports

Net Time sales of the 53 standard 50-kw stations in the U.S. during 1945 totaled $66,096,196, an increase of 4.3% over the previous year, according to preliminary figures issued last Monday by the FCC. Net times sales, as reported by the Commission, are gross sales after deducting fees to agencies. Increases in net times sales were reported by 40 of the 53 stations, the Commission said, with 13 stations showing decreases. A gain of $500,000 in sales was recorded by one station; increases of $100,000 to $300,000 by four stations; and gains of less than $100 each by the remaining 35. Losses in net time sales by the 13 stations ranged from $300 to $221,664.

Sales of time by the 50-kw stations to the major networks during 1945 accounted for $24,712,667, an increase of 55.7% over the total of $128,533,216 and net time sales in 1944.

The Commission had previously reported gross time sales of the four major networks during 1945 at $128,533,216 and net time sales at $109,134,943. The latter figure was composed of payments to affiliations of $57,398,609 and a balance retained by the networks of $51,135,334 [Broadcasting, March 25].

Data on time sales of other than 50-kw stations will soon be made public, it was learned, followed by a breakdown of sales of the various classes of 50-kw stations. Later, the Commission will issue reports on sales of regional stations.

The material is being compiled from annual reports filed with the Commission by all stations. Deadline for filing this year was extended to April 1 instead of March 1 as in previous years. A comprehensive report of station and network sales during 1945 will be published in the latter part of 1946.

Radio Set Count Urged
For Western Hemisphere
INCLUSION of a question on radio set ownership will be considered by the Committee on Census of the Americas for 1950, now being organized under auspices of the Inter-American Statistical Institute.

Advantages of a radio census have been presented to Senor Dr. Don Antonio de los Monteros, Mexican ambassador, who expressed interest in the idea and planned to forward it to his government. Representing the United States on the joint census committee is Dr. Halbert L. Dunn, chief, Vital Statistics Division, Census Bureau.

Wildroot on ABC
WILDROOT Co., Buffalo (hair tonic), on April 16 starts Dark Venture on ABC Pacific network for 52 weeks, Tues. 8:30-9 p.m., with option to extend to coast-to-coast network. Agency is BBDO, New York.

Six-Station Network in Philippines
Expected to Start by Jan. 1, 1947

FORMATION of a six-station network in the Philippine Islands, expected to be on the air by Jan. 1, 1947, was announced last week in New York by Norman Paige, one-time ABC correspondent in the Pacific, and general manager of Philippine Broadcasting Co.

The projected network’s key station in Manila will begin operations next July 1, with its air debut timed to capitalize on the celebration of Philippine independence, scheduled for July 4.

Call letters of the Manila station are tentatively KPOI. It will operate on 1,000 w AM and simultaneously on 1,000 w FM and 3,000 w shortwave. The other five stations, each of which will broadcast on 1,000 w AM, will be situated in Tacloban, Iloilo, Cebu, Davao and Zamboanga.

The network relay will be by point-to-point shortwave utilizing highly directional antennas. Studio and transmitter equipment is now en route to the Islands.

The company was organized by several Manila businessmen, according to Mr. Paige, and will have as its executives mostly Army or Navy personnel who served in the Islands during the war.

The network will broadcast a 7 a.m. to midnight schedule, expects the shortwave signal of its Manila station to reach most points on the China Coast as well as many of the inhabited islands surrounding the Philippines.
Reappraisal
(Continued from page 17)

11:30 a.m. at the RCA Laboratories at Princeton. Here the delegates visited a television studio, witnessed video pictures picked up by the new RCA Image Orthicon camera tube and received in black-and-white on sets equipped with RCA's new metal coated tubes which give the images a brilliance lacking in prewar receivers. Then they journeyed to the Princeton Inn, about two miles away, where they were given a demonstration of color television, transmitted on a beam from the laboratory they had just left, on a frequency of approximately 10,000 mc. Program, produced by Ed Sobol, NBC video producer, was of live talent, featuring a magician, a singing duo, girls, multicolored materials and Jinx Falkenberg as mistress of ceremonies.

E. W. Engstrom, vice president in charge of research at RCA Laboratories, conducted the demonstration, explained the equipment and voiced RCA's opinion that color television is at least five years away and that when it comes it will be fully electronic. Demonstration was described as a condensed version of that given the press four months ago [BROADCASTING, Dec. 17]. Welcoming committee also included Orrin Dunlap, RCA director of advertising and publicity; Frank E. Mullen, NBC vice president and general manager; John F. Royal, NBC vice president in charge of television; O. B. Hanson, NBC vice president and chief engineer.

View CBS Developments

After lunch in Princeton, the FCC party entrained for New York and at 4:45 p.m. their second demonstration of telecast color commenced at the CBS headquarters. Here they also saw a repeat performance of one given the press some weeks ago [BROADCASTING, Feb. 4] and subsequently to other groups of broadcasters, advertisers, agency executives, etc. This demonstration, composed entirely of film subjects, was broadcast from the CBS transmitter about a half-mile away on a frequency of about 45 mc.

Worthington Miner, manager of the CBS television department, who conducted the demonstration, and Dr. Peter C. Goldmark, director of engineering research and development, explained the operation of the CBS equipment, emphasizing that the transmitter is a commercial unit and not a special laboratory set-up. Frank Stanton, CBS president, contended that CBS's faith that color has already made black-and-white television obsolete has been backed up by leading advertising executives who have seen CBS demonstrations.

Demonstration and the following question period ran until after 8:30 p.m. The group, including Joseph H. Ream, CBS vice president and secretary; Frank K. White, vice president and treasurer; Lawrence W. Lowman, vice president in charge of television; Adrian Murphy, vice president, and Leonard Hole, director of the CBS television plans division, then adjourned to the Berkshire Hotel for dinner.

Visit Du Mont Station

At 9:30 p.m. CBS turned the Commission party over to Dr. Allen B. Du Mont, president of Allen B. Du Mont Laboratories, and a number of his company's executives, including Leonard F. Cramer, vice president; T. T. Goldsmith, chief engineer; Mortimer Loewi, assistant to the president, and Samuel H. Cuff, manager, WABD, Du Mont video station in New York. Next stop in the tour was Wannamaker's department store, where the FCC delegation was shown the new Du Mont-Wannamaker studios, most ambitious of any video station to date, which are to be formally opened on April 15.

Central studio, rebuilt from the store's auditorium, has a 50-foot ceiling and a viewing balcony accommodating 700 spectators. It is to be equipped with four cameras. Flanking it are a three-camera and a two-camera studio. Visitors saw the company's latest model telecasting apparatus with which the studios are being equipped. They were also shown new video lighting equipment with which Du Mont has been experimenting—lamps encased in heat absorbing glass, designed to eliminate the intensely heated studios that have been one of the major troubles of television.

It was after 11 p.m. when the party left the store for the train back to Washington. They had seen television as it is in the RCA Laboratory, as CBS would like to make it in the near future, and as Du Mont is going ahead with it today. The FCC members and their staff undoubtedly had formed some opinions, reached some conclusions from what they had seen. But as they piled into their Pullmans they were still politely noncommittal.

Video Operations Deficits Will Range Up to $150,000 Monthly, Says Trammell

PREDICTING a national television network by 1949, Niles Trammell, NBC president, at a Thursday news conference in Hollywood, declared that RCA has invested 15 million dollars and NBC 4 million in black-and-white television and that his network will go ahead with plans for rapid development of visual broadcasts.

NBC plans a $520,000 investment in a Washington, with a monthly deficit operation of $60,000. In Los Angeles, should FCC grant NBC's application, network will spend $85,000 for installation with continuing monthly operation of $100,000-$150,000. Assuming FCC approval, Hollywood station will be in operation by the fall of 1947, said Mr. Trammell.

NBC hopes to break even by the end of the third year, he said, and put television on a paying basis within five years.

Heavy withdrawals of black-and-white television applications from FCC in recent weeks [BROADCASTING, April 1] were attributed by Mr. Trammell to confusion arising over the question whether to wait for color.

NBC engineers estimate color is five years off, he said. Meanwhile, Mr. Trammell added, NBC will go ahead with black-and-white plans.

Mr. Trammell also commented that his network will go ahead with a rapid development of visual broadcasts.

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REASONS: An aggressive, enterprising promotion and publicity department exploits our sponsors’ products, programs and stars to a fare-thee-well, through window displays, WSGN’s trade paper, direct mail, transit cards, personal calls on wholesalers, and Newspaper ads.

SPONSORS ARE SINGING OUR PRAISES

ALABAMA’S BEST BUY FAR!

THE NEWS-AGE HERALD STATION
Represented Nationally by Headley- barely

O’BRIEN, DORRANCE
OPEN PROMOTION CO.

Mr. O’Brien Mr. Dorrance

PROMOTION service, known as O’Brien & Dorrance, has been established by Harry F. O’Brien, art director of CBS, and Dick Dorrance, promotion director for CBS-owned stations. They leave CBS soon to take over the new partnership.

Firm, at 85 Park Ave., New York will specialize in high quality booklets and folders. It will operate

visory boards.

An example of official confusion was noted when one CPA district manager told Broadcasting that he interpreted the order as applying to towers. CPA officials had told Broadcasting they were not interested in towers since they did not consume scarce materials. Moreover the FCC, after confering with CPA, held that a statement March 29 explaining that towers, panel boards, transmitters and similar equipment did not come within the $1,000 limit.

As CPA growers experience it will endeavor to straighten out these misunderstandings but some miscarriages of justice may occur in the meantime.

In a check of equipment manufacturers Broadcasting found only one case in which the CPA order was viewed as crippling. Most transmitter firms pointed out that they had backlogs of orders. A few conceded they had heard from worried buyers but said they had not suffered any actual cancellations.

Most manufacturers felt that holders of 250 w CPs would be able to get by in improvised structures without passing the $1,000 limit. With both equipment and towers in short supply, they felt any delay in starting of new stations would provide a chance to catch up with orders. A number of plants have been shut down by strikes, most of which have been settled.

“Millions” at Stake

In his letter to the CPA Mr. Wunderlich pointed out that millions of dollars in transmitters and hundreds of jobs are at stake in his company. He asked an audience with Administrator Small to present the situation in detail in an effort to work out a plan for more liberal use of materials in the construction of new FM stations.

“The engineering and production is being carried on with about 1,000 people,” Mr. Wunderlich said, “ranging from high-priced engineers down to production person

in the plant, and it will be necessary for us to terminate the employment of all these people unless the restrictions on building, which is needed for the radio transmitter station house and studio, are relaxed so as to permit an expenditure of at least $15,000 per project.

“We fear that your local committees will give very little consideration to applications filed by radio stations for such buildings because you unfortunately classify radio stations in the same category with gas stations and poolrooms.

“Unless we proceed immediately with the installation of new FM stations you are placing in jeopardy some one million jobs and the entire radio set production industry, because the future therein is firmly bound up in the production of new FM receivers that the failure to install the broadcast stations themselves will result in no sale for FM receivers, which would otherwise be purchased in large quantities by the radio listening public.

“We have on hand millions of dollars’ worth of material in various stages of fabrication, all of which is of no value under the present CPA ban on civilian construction. Thousands of other peo

ne independence of any printing house, art service or other concern, and will not attempt to assume the functions of regular advertising agencies or public relations groups.

Mr. Dorrance has been with CBS since 1944, prior to that time he was with several newspapers, AP, and WOR New York. In 1940 he became director of promotion and then general manager of FM Broadcasters Inc. He has also been with OWI as a special assistant to Elmer Davis. Last year his promotion for Columbia-owned stations won eight certificates of merit from the Direct Mail Advertising Assn.

Mr. O’Brien joined CBS in 1930, left to form his own art service and returned as wartime art head in 1942. He was previously art director of Lennen & Mitchell, and this year won the Art Directors’ Club Medal from the Direct Mail Advertising Assn.
ple will be affected and perhaps join the rank of the unemployed in allied industries, such as radio towers, radio studios and other related fields where the material and labor involved has no point or application to the construction of homes for veterans."

TBA's Protest
In its protest to CPA, Television Broadcasters Association, said the industry is "deeply concerned with the extent to which Order 1 is applicable." It stated that the television industry had been seriously retarded by the war and "desires to prevent the imposition of further obstacles to its development."

TBA pointed out that video development is the result "of scientific research by American scientists and manufacturers and results from a total investment of more than $25 million dollars. The order would seriously jeopardize if not destroy the investment and the benefits of research, it was stated, since manufacturers of television transmitters and equipment are dependent on construction of television stations and studios.

The employment factor was cited by TBA, which contended development of video and construction of stations and studios will result in greater employment of technically trained ex-servicemen in television and related industries. Thus the order strikes directly at employment within the industry, TBA said.

"Continued development and unhampered growth of the television industry will provide educational advantages and entertainment benefits to millions in the near future," says TBA, and advantages and benefits will be indefinitely postponed by the order adopted Thursday by the FCC. The Commission denied a petition by ABC that it dismiss KOB's application for change in frequency from 1030 kc to 770 kc.

KOB operates on 770 kc, with 50 kw day and 25 kw night, under special authorization, although its regular license is for 1030 kc. Its application for regular use of 770 kc has been before the Commission for some time and probably will not be decided until the conclusion of the clear channel hearings, it was learned.

Meanwhile, comments to the petition of Gov. John J. Dempsey of New Mexico to revoke the license of KOB because of political attacks against him on the station [Broadcasting, March 25, April 1] were filed by Ralph L. Walker of Pierson & Ball, KOB counsel.

Denying allegations in Gov. Dempsey's petition that the station has violated the Communications Act, the comments suggested that "a part of the Dempsey channel scheme and scheme in filling his petition at the Commission is to injure or jeopardize in any way possible the relief sought by KOB in applications now pending... and presumably ready for decision in the near future."

Falkenberg Show
NEW HALF-HOUR morning program, Hi Jinx, featuring Jinx Falkenberg, screen actress and popular model, and her husband, Tex McCrary, formerly editorial chief, New York Daily Mirror, a lieutenant colonel in the AAF, and now executive editor of the American Mercury, will make its debut April 22 on WEAP New York, Mondays through Saturdays, 8:30-9 p.m. In addition to bringing guest stars to the microphone, couple plan to devote one program a week to the teen-age group. Series will be available to sponsors in units of three or more 15-minute segments weekly.

Power Increases Are Granted Five Change in Frequency Goes To Another Station

POWER INCREASES for four stations and a change in frequency and higher power for another were authorized last Wednesday by the FCC.

WGAC Augusta, Ga., a 250-w full-time station on 1240 kc, was authorized to change to 580 kc and increase power to 5 kw day and 1 kw night, using directional antenna at night. The station is on 1320 kc.

KMLB Monroe, La., which last October was authorized to change from 1230 kc to 1440 kc and increase power from 250 w to 1 kw fulltime [Broadcasting, Oct. 22], was granted a further increase of daytime power to 5 kw on 1440 kc.

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Reece

(Continued from page 18)

Licensees” [BROADCASTING, March 11]. He declared the Commission “must have tossed” the Communications Act “in the FCC’s incinerator.” He charged the Commissioners “wrote their own law as to radio programming.”

“Radio today is half slave, half free. It cannot thus survive in a democracy,” he declared. The Republican Party “wrote their own law as to radio programming.” He charged the Commission to radio programming-free from the restraints of government, how they want to listen, what programs they want to listen, new Deal appointees, followed the mandate of Congress?

FCC’s ‘Own Law’

“One has but to peruse the report of the Federal Communications Commission issued last March 7, titled: ‘Public Service Responsibility of Broadcast Licensees.’ It was written by seven willful men who had substituted their concept of what radio should be for that of the great American public. They must have tossed the Communications Act of 1934, which embodies in toto the provisions of the Radio Act of 1927, in the FCC’s incinerator. They wrote their own law as to radio programming and set up their own standards of program performance. Is this an American agency or the counterpart of the late Herr Goebbels’ Rundfunk-Gesellschaft?

Radio today is the most power-ful medium of mass communication the world has ever known. Certainly it has been and can be a potent weapon in the hands of any administration in power. That was demonstrated in Germany, in Japan, in Italy, where the people heard only what the dictators wanted them to hear, and it is still being demonstrated in Russia.

“Indeed, it might be said that radio has helped to perpetuate the present Administration in power. When there were definite policies to put over, the various government agencies turned to radio.

People Must Decide

“The Republican Party insists that the people themselves determine to what programs they want to listen, not a body of seven men sitting in Washington,” he said. Following is complete text of Chairman Reece’s statement:

“The Republican Party is pledged to the maintenance of the freedoms—freedom of expression, of religion, of the press and of radio. That means freedom from the restraints of government, however imposed. In times of peace there is no place for censorship in our way of life.

“Radio, newest of the media for expression, is accorded those other media by our founding freedoms—freedom of speech, of the press, the right to peaceably assemble, and to petition the government for a redress of grievances. Is this an American agency or the counterpart of the late Herr Goebbels’ Rundfunk-Gesellschaft?"

Unfailing Dependability

TURNER 99 Dynamic


Ask Your Dealer or Write

THE TURNER COMPANY
914 17th Street, N. E. — Cedar Rapids, Iowa
Licensed Under U. S. Patents of the American Telephone and Telegraph Co. and Western Electric Co., Incorporated.

RCA Radiophoto Service

Is Now World-Wide Net

EXPANSION of RCA’s radiophoto service into a world-wide network was announced last week by Thompson H. Mitchell, executive vice president of RCA Communications Inc.

Equipment is now enroute for new installations in Santiago, Chile; Rio de Janeiro, Mexico City, Manila, Honolulu, Tokyo, Shanghai, and Seoul, Korea. RCA radiophoto stations already are in operation at Buenos Aires, Melbourne, Cairo, Rome, Nuremberg, London, Paris and Stockholm. A Berlin station will open soon.

Audience Measurement and Restrictions Of Commercial Time on ANA Agenda

Olsen, advertising manager, W. A. Sheaffer Pen Co., speaks on media selection Monday afternoon. Company sales training programs and point-of-sale displays also will be discussed.

Tuesday, Wednesday Schedule

Tuesday morning will be devoted to building sales by assistance to retailers in sales training and store planning. Group sessions on radio, newspaper, magazines, motion picture advertising and public relations are scheduled Tuesday and Wednesday.

On Wednesday, Howard Chase, director of public relations, General Foods Corp., will preside at a session on “Advertising as a Management Tool.” Henry H. Haupt, vice president, BBBD, Minneapolis; Robert S. Pearse, vice president, General Electric Co., and Wilbur Schramm, director, U. of Iowa School of Journalism, will speak. Dr. Claude Robinson, president, Opinion Research Corp., will analyze latest trends in public opinion. Earle Savage of General Mills will tell how public attitude studies can be used as a guide for advertising.

A preliminary report on a study being made by the ANA Educational Activities Committee on what kinds of commercial materials the schools need and want will be made Thursday morning by Norman Morris, director, Educational Department, Bristol-Myers. Dr. Thomas H. Briggs, director of the Consumer Education Study, National Assn. of Secondary School Principals, will give the educators’ viewpoint. Mabel Nichols, publicity director, Warren Airlines, Inc., will speak on employe courses as a new channel of consumer education.

Carlton Healy, vice president, Hiram Walker & Sons, will discuss “The Third Dimension in the Advertising Message” in Minneapolis; Robert S. Pearse, will speak on employe courses as a new channel of consumer education.

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Educators Discuss CBS School Show

SHIFTING American School of the Air from the early morning spot it had occupied for years to 5 p.m. has increased both the overall number of listeners and the number per family, with many more men and children in the audience, Oscar Katz and Philip Epperson of the CBS research department told the annual meeting of the School's National Board of Consultants Thursday at CBS headquarters.

Substantiating this report, Dr. William C. Bagley, professor emeritus of Teachers College, Columbia U., and chairman of the board, and Lyman Bryson, CBS director of education, spoke of the large increase in mail received from adults listeners to the series. Mail was the largest in the School's 16-year history, according to Leon Levine, assistant education director of CBS.

William Cameron Quits Ford Administrative Post

WILLIAM J. CAMERON, whose controversial discussions of public questions on the Ford symphony program aroused nationwide furor during the New Deal era, has retired from the administrative staff of Ford Motor Co. Aged 67, he had been with company 28 years and was close associate of elder Henry Ford in formation of policies.

In the 20s Mr. Cameron was editor of the Dearborn Independent while the paper was owned by Ford. During his eight years as intermission speaker on the Ford Sunday Evening Hour, heard on CBS, he and Father Francis Coughlin, Detroit priest, were centers of heated argument as they took sharp stands on issues of the day in their Sunday broadcasts.

Chandler on ABC

BASEBALL Commissioner A. B. "Happy" Chandler on April 12 will be heard on ABC when he previews the 1946 baseball season before members of the Adonis Club of Dayton.

GI Surrenders

A SHY Army sergeant last week was overpowered by the heady atmosphere of NBC's Honeymoon in New York. Sgt. Francis LaMorte and Sandy Cirina were asked by Edward Koselak if they were wed. No, they said. Why not? asked Mr. Kirby. Miss Cirina confided that the sergeant hadn't popped the question. Without further argument, Sgt. LaMorte proposed and was accepted. Mr. Kirby presented the flustered sergeant with a $450 engagement ring to slip on his fiancee's finger.

Petrillo Bill

(Continued from page 15) hour. Sen. Morse said two Senators had spoken in favor of the conference report and he felt it should be studied before the Senate considered it.

On Thursday when Sen. Johnson moved to reconsider the conference report, Republicans, in the majority on the floor, voted against consideration after Sen. Robert A. Taft (R-Ohio) said the Senate should finish the Minimum Wage Bill before taking up the Petrillo measure.

"The conference report is a highly controversial matter," he said, and might take "all of today and tomorrow." After a quorum call Sen. Johnson withdrew his motion to permit action on the Minimum Wage Bill.

Among the protests reaching Senators was one from the Chicago Local of AFRA to Sens. C. Wayland Brooks (R-Ill.) and Scott Lucas (D-Ill.) asking defeat of the measure. A similar telegram went to President Truman, but it called also for his veto in event the bill passed Congress.

300 Wires to Truman

More than 300 telegrams from AFRA members in Chicago were sent to President Truman Tuesday in addition to telegrams signed by veterans in the organization, according to Ray Jones, executive secretary of the Chicago Local. Petitions asking the President's veto were being circulated among the 750 AFRA members in Chicago, he added.

"We did not cause the conditions the bill was created to eliminate, but as it now stands it affects AFRA far more than it does the A.F.M.," said Mr. Jones. With AFRA contracts due to expire Oct. 31 the industry would be thrown into a turmoil if individual broadcasters see fit to take advantage of clauses in the bill which would deny actors additional fees for repeat broadcasts, off the line broadcasts, or transcriptions, AFRA charged. Under present AFRA contracts members are paid an additional fee for all transcriptions five minutes or less which are used longer than six months, according to Mr. Jones.

It was understood that AFRA had appealed to national headquarters of the American Federation of Labor to help defeat the bill but was told that the AFL was "not interested."

The Radio Writers Guild was reported Thursday to be preparing to ask President Truman for an audience in event the bill passed Congress.

The petition presented personally to all Senators by AFRA, RWG, RDG and ICC charged that the bill could be interpreted so as to prevent radio employees' unions from seeking to limit the amount of work to be done by their members; would prevent action by employees to "secure payment for re-release by transcription of programs they originally broadcast in person"; would prevent action by employees to "maintain fair employment practices now in effect"; would make it possible for any unsponsored program to be classified by a licensee as "noncommercial educational or cultural"; would remove all restrictions on importation by radio stations of foreign "free or low-wage performances"; and would outlaw strikes.

Policy Conference

Meanwhile national policy for local music negotiations will be settled by NAB and AFM at conferences opening today (April 8) at AFM headquarters, 570 Lexington Ave., New York. NAB's Industry-wide Employee-employer Relations Committee will meet with a negotiating committee of the AFM for preliminary discussions. Each group likely will name a small subcommittee to conduct actual negotiations.

Heading the NAB's group will be President Justin Miller, Executive Vice President A. D. Willard Jr. and General Counsel Don Petty. It will mark the first time in a decade that spokesmen for the two industries have held discussions on the national music problem.

Some contracts have been negotiated with AFM locals in the last few months. In one case, Atlanta, the local is asking stations to pay 5 1/2% of current income for employment of musicians, the same formula used under the IRWA agreement of the late 30s.

Involved in the New York discussions are such broad national questions as the AFM bans on FM pickups from affiliated AM outlets, television contracts, foreign music and the whole problem of standbys, feather-bedding and made-work, all outlawed by the Vandenberg bill.

The NAB negotiators held a preliminary meeting Sunday afternoon at the Waldorf-Astoria. Outline of problems involved and the industry's stand on these questions was discussed.

Get this New Book of 100 New Ideas

EXPLAINS EQUIPMENT, TECHNIQUE FOR ALL ESSENTIAL RADIO EFFECTS

Contains complete authentic information for the beginner and a refresher for the professional sound man. Includes chapters on control room signals, trick effects and use of the turntable. Explains how to "make" the slam of a door, crying baby, rumbling thunder, grinding car, the purr of an idling motor and many other studio sound effects. Fully covers the sound man's responsibility for presenting an appropriate background for dramatic and commercial broadcasts.

Ideal For Radio, Recording Studios, Schools

Written by sound specialists of Station WOR, New York. A "must" for broadcasting stations, sound effects engineers, students, theatre groups and all others interested in sound effects sources. Tells how to build a complete sound effects library. Each chapter has a short quiz to help crystallize the information in preceding pages. Attractively bound. Order your copy today. Sold on 10-day Money Back Guarantee. Use the coupon below.

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Rush my copy of "Radio Sound Effects." I enclose $1.50, you pay postage. I enclose $1.50, you pay postage.

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April 8, 1946 • Page 73
FCC Report Explains Reallocations; Reviews Year

EXPANSION of the usable spectrum space from a prewar ceiling of 300 mc to 10,000 mc as the result of military electronic developments, made possible the far-reaching reallocation of frequencies for peacetime advancement of radio, the FCC said last Wednesday in its annual report for the fiscal year ended June 30, 1945.

But even with this added space, said the report, "the demand for channels still exceeded the supply, indicating the vast amount of radio activity which may be expected in the postwar era."

While the report, the 11th to be issued by the Commission, concerned itself with operations from July 1, 1944, to June 30, 1945, a summary covering highlights of activities for the last half of 1945 noted "substantial progress" in reorganization of communications.

At the close of 1945, it pointed out, the Commission had issued conditional grants to 230 of nearly 750 FM applicants, and had on file 520 AM and 150 television applications, and had scheduled 271 public hearings on broadcast matters. In addition, it had authorized a new railroad radio service, issued the first experimental licenses for civilian radar and the General Mobile Service, and turned amateurs to the air.

Review of Activities

A comprehensive review of its preparations for FM, television, facsimile, and other nonstandard broadcast services is contained in the report. The question of FM allocations, it said, was decided upon after "a thorough review" of the various factors involved and after the Commission was convinced that a superior FM broadcast service would be furnished by operation in the vicinity of 100 mc.

Concerning the "controversy" over television allocations, the report said that when the Commission issued its allocations May 25, 1945 it appeared it would be some time before transmitting and receiving equipment would be adequately developed and standards could be adopted for the establishment of television broadcasting in the upper frequency range. Accordingly it said, it provided 19 channels between 44 and 216 mc for immediate commercial use and assigned the 480-920 mc band for experimental operations, "looking toward the future establishment of a superior television service in this range."

Progress in facsimile and belief the service would be used by the public, the report stated, prompted the Commission to reserve the 106-108 mc band adjacent to FM and the 480-470 mc band for fax broadcasting. Should the 106-108 mc band not be required for facsimile, it will be assigned to FM. Receiver manufacturers, it added, have been encouraged to include the entire 88-108 mc band in FM sets.

931 AM's on June 30

The report said multiplex operation may be authorized if transmission of sound and facsimile on the same FM channel is proved entirely feasible "without degrading the sound service with receivers used by the public." It was pointed out also that FM stations would be authorized to transmit simplex facsimile during periods not required for sound broadcasting.

As of June 30, 1945, according to the report, there were 931 standard broadcast stations licensed and 24 under construction. Under the freeze policy, 33 new stations were authorized, all except two being 250 w power. Two stations were deleted during the fiscal year.

Addition of 540 kc to the standard band, as proposed in its May 21 report on proposed allocations below 25,000 kc, would open one new channel for standard stations, the Commission stated. Pointing out that the number of stations which could be assigned to this channel would depend on its classification as a clear, regional or local channel, the report said the use of the frequency would require revision of existing agreements with North American countries.

Engineering Approval Given Nine FM Conditional Grantees; Total 24

ENGINEERING approval was given by the FCC last week to nine FM conditional grantees, bringing to 24 the number of applicants given transmitter power and antenna height assignments. The actions are in addition to construction permits granted eight applicants for metropolitan FM stations in Washington.

Approval of basic engineering plans, the Commission said, enables the applicant to place orders for transmitters and antennas and to make other engineering arrangements. Full construction permits will not be issued to these grantees, it was explained, until the Commission has received intentions on program plans as required under the new licensing procedure.

The Commission said that specific requests for further engineering information are being made of each of last week's grantees. In some cases, it pointed out, antenna structures are subject to approval of the Civil Aeronautics Administration.

Type of station to be operated by three of the grantees was not specified in the Commission's actions. In each of these cases a metropolitan or rural channel will be authorized, pending engineering determination.

Following are the applicants given basic engineering approval, with channel number, transmitter power and antenna height (power given is effective radiated power; antenna height given is height above average terrain):

J. E. Rodman, Fresno, Cal.—Rural; channel: 102.3 mc (No. 272); 60 kw; antenna: 1300 ft.

KOWC Inc., Oklahoma City, Okla.—Rural; channel: 99.1 mc (No. 261); 21 kw; antenna: 500 ft.

Reno Newspapers Inc., Reno, Nevada—Channel: 100.5 mc (No. 263); 5 kvw; antenna: 2744 ft.

Southern Minn. Supply Co., Mankato, Minn.—Channel: 82.7 mc (No. 226); 39 kw; antenna: 544 ft.

The Kansas City Star Co., Kansas City, Mo.—Rural; channel: 100.3 mc (No. 262); 150 kw; antenna: 734 ft.

Plaza Court Broadcasting Co., Oklahoma City, Okla.—Rural; channel: 98.5 mc (No. 253); 15 kw; antenna: 868 ft.

KARM, The Radio Station KFY Co., Wichita, Kansas—Channel: 94.3 mc (No. 240); 15 kw; antenna: 411 ft.

KABM, The George Harm Station, Fresno, Cal.—Metropolitan; channel: 101.9 mc (No. 270); 27 kw; antenna: 406 ft.

Pape Broadcasting Co., Mobile, Ala.—Metropolitan; channel: 102.1 mc (No. 271); 20 kw; antenna: 669 ft.

Capt. Adelman Assigned

CAPT. LOUIS ADELMAN, prior to his Army career as instructor of radio at New York U., has been appointed chief of operations for the American Forces Network in Frankfurt, Germany.
Arguments on Open-Bidding Rule Will Be Held on April 17

THE LONG-AWAITED oral arguments on the proposed open-bidding rule to govern station transfers, as first outlined in the Avco-Crosley decision, will be held April 17, the FCC announced last Thursday.

Notification of the proceedings was sent to each of the parties which had filed briefs in protest to the proposed rule (Section 17.388) and had asked oral applications: NAB; Sioux Falls Broadcasting Assn. (KS00-RELO), Sioux Falls, S. D.; KLUF Broadcasting Co., Dallas; and WIGA Inc., Ashtabula, Ohio.

Would Advertise Three Weeks

The proposed rule was specifically promulgated in an order issued in December [Broadcasting, Dec. 24] which set Jan. 15 as the deadline for filing requests for oral argument. The deadline was subsequently extended to March 15, efforts being made in the interim in conferences between the NAB and FCC to reach an agreement and avoid hearing. When these conferences failed, the NAB filed its brief.

The rule provides a procedure which would require a licensee to advertise for three weeks the terms and conditions under which it would assign or transfer a station.

It would give a competitive bidder desiring to buy the station on the same terms a 60-day period to file an application of such intentions with the FCC. The Commission would then welcome other bids for the facility on the same terms.

The Commission would determine which of the competitive bidders is best qualified to operate the station. But if no competing bid is received, the application for transfer would be considered on its merits. The rule would not apply in cases arising from corporate reorganizations involving no change in beneficial ownership, assignment from a decedent to his executor or administrator or from executor or administrator to a duly appointed successor, and in other cases. However, the rule would be applied in assignment from an executor or administrator to heirs, trustees or third persons.

As indicated in its brief, NAB can be expected to challenge FCC's authority in adopting the rule as inconsistent with the Federal Communications Act and as detrimental to the interests of broadcasters [Broadcasting, March 18]. The NAB questions whether a more satisfactory choice of licensee would be obtained by the application of the rule and contends that the matter is one for Congress to decide. However, in the event the rule is adopted, it asks that provisions be included covering various exceptions.

The arguments will be held before the Commission en banc and will be sandwiched in between the clear channel hearings which begin next Monday. As there probably will be little testimony on the subject being covered in briefs, it is expected the proceedings will require only a few hours, after which the Commission will conduct its regular Wednesday meeting.

KLAC REQUESTS FCC DISMISS PROTEST

REQUEST that the FCC dismiss the protest of E. F. C. of Los Angeles to KLAC was filed last week by the KLAC attorneys. Change was effected March 11.

KLAC statement points out that change in call was requested after the FCC had authorized the transfer of KMTR's license to Mrs. Dorothy S. Thackrey, publisher of the New York Post and owner of WLIB New York and KYA San Francisco, "in order to establish an entirely new identity for the station with respect to program policy and to completely disassociate in the public mind the program record and policy of former station KMTR."

KLAC points out that its identification varies widely from that of KFAC; that KLAC operates on 570 kc and KFAC on 1330 kc, "virtually the widest possible spacing of the two stations on the standard waveband"; that "the program policies of the two stations are extremely different and very distinctive.

To the KFAC statement that it is receiving an average of ten letters a day intended for KLAC, KLAC replies that between March 11 and April 1 "only one letter addressed to KFAC was misdirected to KLAC" and expresses the belief that any misdelivery of KLAC mail to KFAC is due to unfamiliarity with the change from KMTR to KLAC on the part of post office personnel rather than to any confusion on the part of the public.

Premiums are Customer Built by Robbins

THERE'S a reason why the Robbins Company has such an outstanding reputation for producing successful premium promotions. That reason is best expressed by describing Robbins' premiums as 'customer-built.' For Robbins' premiums are not mass-produced for various uses by many concerns. They are carefully designed after exhaustive study to do a specific job for a specific company.

It is this combination of knowing what market to reach, and how to reach it most effectively, that produces ideas which spark premium campaigns to new heights—a result which has brought amazing results for many of America's largest users of premiums.

The Robbins Co.

April 8, 1946 • Page 75
Set Production Goals 57% Above '41

Manufacturers' Report To FCC Emphasizes AM Output

RADIO RECEIVER manufacturers have set themselves a 1946 production goal approximately 57% greater than 1941 output, with emphasis predominantly on AM.

The FCC reported Wednesday that 85 manufacturers responding to a Commission survey had estimated probable production in 1946 at 21,981,810 sets of all types, including AM adaptor and converter attachments and units for export and for other manufacturers. The returns include estimates from "all but four of the companies which are expected to be substantial producers."

FCC Disappointed

The Commission was obviously disappointed with the low estimate of FM set output, which the returns indicated would scarcely exceed 1,800,000 receivers, or "about 9% of total set production." This includes combination receivers and straight FM units.

Pointing out that as of April 1 it had received applications for 854 FM stations in addition to the 50 now on the air, and had made 383 conditional FM grants, FCC said: "In the light of the rapid progress being made for the development of FM on the station side, the Commission hopes that manufacturers may revise their production schedules to include a greater proportion of FM receivers."

In some industry circles the overall estimate was considered "too optimistic." These sources noted that output was 500,000 in January and about 700,000 in February. Even though the rate of production is increasing, they pointed out, the manufacturers would have to hit a stride of 2,000,000 oy, or about 37,000,000 per month by midsummer to come close to their goal by year's end.

The Commission itself did not total of 2,481,300 sets but did not indicate types that would be made. The survey estimated production of 47,000 FM adaptors for use on AM sets to permit FM reception, and 37,000 converters (attachment to 40-50 mc FM sets to permit reception in the 88-108 mc band).

Hyde Park Gift Coverage Planned

RADIO's most extensive coverage of a single news event in peacetime, comparative to V-J Day, will take place next Friday when the Hyde Park Estate of the late Franklin D. Roosevelt is presented to the people of the United States on the anniversary of the former President's death.

All four networks plus shortwave and foreign stations will be carrying the event, according to Willett Kempton, director of radio, Interior Dept., who is correlating radio's coverage. Radio jurisdiction fails to Interior since acceptance of the estate will be made by Secretary of Interior Julius A. Krug for the National Park Service.

Four Nets Cover

ABC, CBS and NBC have arranged for live broadcasts 2:30-3 p.m. April 12 from the upper New York state origination point. MBS plans to transcript the presentation for network rebroadcast in the evening 8:30-9 p.m.

In addition to over 800 U. S. stations reached through these networks, British Broadcasting Corp. has arranged to pick up the program from NBC, to be transcribed for shortwave and rebroadcast to other English-speaking countries. The International Division of the State Dept. is to take a running translation of the event in Spanish and Portuguese for Central and South America. Also, they will translate the event into 23 other languages for rebroadcasts to Europe and Asia.

The program itself will have Mrs. Eleanor Roosevelt making the presentation to Sec. Krug, a seven-minute talk by President Harry S. Truman and the concluding singing of the "Star-Spangled Banner" by Marian Anderson.

comment on the overall forecast, except to observe that "total production reported—almost 22,000,000—is substantially larger than the largest volume of radio receivers sold in any prewar year. In 1941 the largest receiver sales up to that date mounted to about 13,000,000 sets." Total production that year was approximately 13,750,000.

The report showed a production outlook of 16,796,822 sets for standard band only, 400,000 for AM band, and 8% of total estimated set output. Sets for FM only (88-108 mc) would be produced by eight manufacturers to a total of 8,286 (0.44%), while 41 expected to build 1,689,750 AM-FM combinations (8%).

Television Plans

Television reception covering all 13 channels would be provided in 44,706 sets to be built by 13 firms, and one company estimated it would make 4,000 video sets to cover only Channels 1-6. Fourteen manufacturers estimated they would build 54,906 combinations for AM, FM, and television in all channels. One manufacturer indicated plans for 500 units for both AM and 13-channel video, and one planned a similar number of combinations for FM and television. One estimated it would make 10,000 sets, combining AM with television in the first six channels.

Seven manufacturers planned a

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**Estimated Production of Broadcast Receivers Planned by Receiver Manufacturers for 1946**

<table>
<thead>
<tr>
<th>Type of receiver</th>
<th>Number of manufacturers planning production</th>
<th>Number of receivers planned to produce</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>AM band only</td>
<td>26</td>
<td>16,796,822</td>
<td>79.2</td>
</tr>
<tr>
<td>FM band only (88-108 mc)</td>
<td>133</td>
<td>1,689,750</td>
<td>8.4</td>
</tr>
<tr>
<td>Television band only (Channels 1-8, inclusive)</td>
<td>34</td>
<td>44,706</td>
<td>2.2</td>
</tr>
<tr>
<td>AM band, FM band (88-108 mc), Television band (Channels 1-13, inclusive)</td>
<td>14</td>
<td>54,606</td>
<td>3.3</td>
</tr>
<tr>
<td>Other</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>AM, FM, Television band (Channels 1-13, inclusive)</td>
<td>1</td>
<td>500</td>
<td>9.1</td>
</tr>
<tr>
<td>FM, Television band (Channels 1-13, inclusive)</td>
<td>1</td>
<td>500</td>
<td>9.1</td>
</tr>
<tr>
<td>AM, Television band (Channels 1-6, inclusive)</td>
<td>1</td>
<td>4,000</td>
<td>80</td>
</tr>
<tr>
<td>AM, Television band (Channels 1-6, inclusive)</td>
<td>1</td>
<td>10,000</td>
<td>194.4</td>
</tr>
<tr>
<td>Miscellaneous</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Receiver Type unspecified</td>
<td>1</td>
<td>2,481,300</td>
<td>11.7</td>
</tr>
</tbody>
</table>

Total Production of Receivers: 21,981,810

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**Most Powerful Commercial Station in Europe today. Coverage:**

- France, Spain
- Portugal, Switzerland
- Radio Iberica (Tangiers)
- Radio Mirimar (Barcelona)

*Italian Network (in cooperation with Dario Soria)*

Full Information available. Phone us for details.
AAAA Announces Latest Elections Of Nationwide Officers, Governors

AMERICAN Assn. of Advertising Agencies last week announced the following officers and governors elected by AAAA councils and chapters throughout the country:

New England Council: Elmer S. Horton, senior partner, Horton-Morse Co., Providence, chairman of New England council and New England member of the board of directors; ky W. Hatch, BBDO, Boston, vice chairman and council governor; Herbert T. Hall Jr., H. B. Humphrey Co., Boston, secretary-treasurer and council governor; Kenneth B. Sutherland, Sutherland Abbott, Boston, council governor. Continuing as council governors are Mr. Horton and Donald H. Morse, Harold Cabot & Co., Boston.


CAB TOP PROGRAMS REMAIN UNCHANGED

LAST TEST report of nighttime program popularity for the two-week period ending April 2 showed Fibber McGee & Molly in first place, Page 36.

Pittsburgh chapter; Robert E. Grove, vice president and secretary of Ketchem, MacLeod & Grove, Pittsburgh, chairman of the chapter and council governor; W. Earl Holtwell, W. Earl Holtwell Advertising, Pittsburgh, council governor; Leon D. Hansen, BBDO, Pittsburgh, vice chairman; William J. Thomas, Ketchem, MacLeod & Grove, Pittsburgh, secretary-treasurer and council governor; Albert P. Hill, Albert P. Hill Co., Pittsburgh, council governor. Capital Council: Arthur K. Mogge, president and treasurer of Arthur K. Mogge, Chicago, chairman of council, member of board of directors and council governor; W. R. Berton, BBDO, Chicago, vice chairman and council governor; M. Lewis Goodkind, Goodkind, Jocxem & Morgan, Chicago, secretary-treasurer and council governor; Hevey C. Littl, Campbell-Fraud Co., Detroit, council governor; Ward Welz, J. Walter Thompson Co., Chicago, council governor; Fairfax M. Cone, Foote, Cone & Belding, Chicago, council governor; R. W. Metzeler, Ruphrrauf & Ryan, Chicago, council governor.


Southern California chapter: Wayne Tye, vice president, BBDO, Hollywood, chairman of chapter and council governor; Robert Lee, Buchanan & Co., Los Angeles, vice chairman, and member board of directors; Carl Tester, McCann-Erickson, Los Angeles, secretary-treasurer and council governor; Gary Little, Little & Co., Los Angeles, council governor; C. Burt Oliver, Foote, Cone & Belding, Hollywood, council governor.


Cleveland chapter included in earlier story on page 22.

Gunts Shapes Drive

RADIO will spearhead a Treasury campaign to re-establish Treasury Savings Bonds with the public as a means of regular investment. Brent Guts, new director of the Radio Section of the Treasury's War Finance Division, is organizing campaign to start in June.

Video Applicant Dropouts Reach 25

WITHDRAWALS from the television field reached 25 last Friday as the result of six dismissals of applications. Four of the withdrawals were from scheduled hearings, leaving only two applicants for four frequencies in one city and one for another.

Action by Allegheny Broadcasting Corp. (KQV), WCAE Inc., and Scripps-Howard Radio Inc. in withdrawing their applications for stations in Pittsburgh left only Allen B. Du Mont Labs. and Westinghouse as applicants for the four available channels in this city. Hearings scheduled for April 25, will doubtless be cancelled.

Withdrawal of WHP Inc. from Haisburg, Pa., left Keystone Broadcasting Corp. (WKBO) as the sole entry for the single channel in this city. It is expected that hearings originally scheduled for April and continued to May 18 at request of Keystone will also be cancelled.

Other withdrawals were by Loyalty, U., from New Orleans and Philco Products Inc., whose application for a station in Washington had been heard but not finally acted upon [Broadcasting, April 1].

Total withdrawals have left only five cities in which applications exceed available channels: New York, New York, Philadelphia, Los Angeles, San Francisco and Lancaster, Pa. The Commission has postponed the Lancaster hearings from April 18 to May 20, at request of the two applicants for the single channel in this city. Originally, hearings were scheduled on television applications in 10 cities.

Goldsmith May Resign

HARRY B. GOLDSMITH, president and member of the board of Groves Labs, St. Louis, is reported to be resigning after 14 years with the company. Mr. Goldsmith, now on vacation, could not be reached for confirmation. His son, Harry Goldsmith Jr., resigned two weeks ago to join Wissel M. Seeds Co., Chicago, as vice president and account executive on Grove account. [Broadcasting, March 18].

Rejoins NBC Sales

JOHN McCORMICK following his resignation as director of radio activities of the Republican National Committee has rejoined the sales department of NBC effective April 15. He has been appointed national account executive on Procter & Gamble and General Mills for the network. He first joined NBC in February 1940, switching from WCCO Minneapolis when he was assistant manager. After two years in network sales he transferred to what was then the Blue Network, but returned to NBC a year later.
Any Station, Big or Little, Can Use Good News Programming, NAB Meet Finds

NEWS is a form of programming that any station big or little, "can hang its hat on," the third NAB Radio News Clinic in Texas agreed during its San Antonio session. Especially is this true in the case of smaller stations unable to afford big local productions, the clinic conceded, along with the premise that news is the peg of interest and profit for stations.

Jack McGrew, KPRC Houston, general chairman of the San Antonio clinic; Arthur C. Stringer, secretary of NAB Radio News Committee; C. D. Reed, KNBL; program will be for Jack Hawkins, KJUN; John W. Scott, Bob Ferrie, KRKC; Marvin Bryles, Fandango Parades, KCOH; Eddie Barker, KMAC; Ray Hunt, Tommy Dee, Al Lacotte, KONO; Bud Lutz, George Lee Marks, CJ; William Niethamer, Pat White, KTSA; Hugh Half, Ken McClure, Henry Howell, Jo Kenedo, House Mundine, WOAI; Jim Stephenhorn, KXOV; Bowling Byers, Granville Price, U. of Texas; Maj. Elsworth Chunn, U. of Texas; Maj. Walter T. Dodd, Maj. A. E. Meallif, Lt. E. F. Miller, Glenn Austin, Lt. Fred Bennigus, Lt. Alan Hopeman.

Next NAB Radio News Clinic will be held 10 for New York stations, except New York City, at the Hotel Utica, Utica, N. Y.

6WXY Resumes
FROM NEW transmitter site, 5,800 feet high, atop Mt. Wilson overlooking Pasadena, 6WXY Hollywood television station, will resume operations April 12.

Wage-Hour Study
MANUAL on the Wage-Hour Act and its effect on broadcasting has been published by the NAB, first of a series of manuals to be prepared by the association's Employee-Employer Relations Dept.

Brickhouse Signs
JACK BRICKHOUSE, Chicago sports commentator, has been signed by the New York Giants. Brickhouse, baseball, the games for the 1946 season over WMCA New York. Pabst Brewing Co., Milwaukee, is sponsor.
ACTIONS OF THE FCC

MARCH 29 to APRIL 4

MARCH 29

KGFJ Palm Springs, Calif.-Granted consent to assignment of license from Curtis P. Ritchie to the Colorado Broadcasting Co., Inc., for a consideration of $900,000.

ACTIONS ON MOTIONS

Bremer Bestg. Corp., Newark—Granted motion for waiver of Section 1.384 of the Commission’s Rules, and accepted written appearance of petitioner.

EKLK Dallas, WTVI Hartford, Conn.—Granted petition for leave to intervene in proceeding in re applications of Mid-American Bestg. Corp., Louisville, Ky., and Kentucky Bestg. Corp., Inc. (WIND), Louisville.

Jam Handy Organization, Inc., Detroit—Granted motion for waiver of Section 1.384 of the Commission’s Rules, and accepted written appearance of movant.

Templeton Radio Mfg. Corp., Boston—Granted petition for leave to amend application for construction permit for FM station to show the addition of Vincent B. Newman to the list of stockholders and officers of applicant corporation; specify data concerning equipment to be used, and to make other changes; accepted amendment filed simultaneously with petition.

KOAC Corvallis, Ore.—Granted petition for leave to amend application for modification of license so as to change pattern of nighttime directional antenna system, and to change paragraphs 3, 4, 5, 20, and 21 of the application so as to show the revised engineering data as contained in amended engineering data affidavitt submitted with the amendment, and accepted said amendment filed simultaneously with petition.

Catalina Bestg. Co., Tucson, Ariz.— Granted motion for leave to amend application for formation of a new radio station to show change in location of transmitter site from “Tucson Blvd. and Copper St.” to “Tucson Blvd. to 20th Street,” to substitute in Paragraph 23 of application the words “Location to be determined” and to strike from applicant’s answers to objections lines for creation of a new station, and from the exhibits filed therewith a description of the new station, and accepted said amendment filed simultaneously with petition.

WLBD, Inc. New York—Granted petition for leave to amend application for construction permit for television CP so as to specify a new transmitter site; to change type of towers and extend completion dates from 10-19-45 to 7-15-46, and from 10-19-45 to 3-19-46, to change measurement. The licensee accepted the amendment.

WFLD, Chicago—Granted motion for leave to amend ancillary application for FM station so as to permit new station to operate as a community facility transmit station on Channel 251, 3 kw, using a temporary antenna and subject to the conditions that the temporary antenna be removed from its present location on December 1, 1945, and placed in the location shown in the consolidated hearing upon movant’s application and that the amendment be accepted.

WGN, Chicago—Granted motion to modify conditions of the license for its station granted prior to December 31, 1945.

FRANK D. PETERSON, et al., d/b/a Peterson Bestg. Co., Lexington, Ky.—Given motion to dismiss without prejudice application for construction permit.

Garvice D. Kincaid, Lexington, Ky.— Granted motion to dismiss without prejudice application for construction permit.

Darrol Alexander Cannan, ta/w Wichter Bestg. Co., Wichita Falls, Texas—Given motion to dismiss without prejudice application for construction permit.

James B. Littlejohn, Ogden, Utah— Given motion to dismiss without prejudice application for construction permit.

Radio Wisconsin, Inc., Madison, Wis.—Accepted written appearance of movant.

WLIB, Inc. New York—Granted petition for leave to amend application as to specify a new transmitter site, to change type of transmitter, to change paragraphs 20, 21 and 28 of the application so as to show the revised engineering data as contained in amended engineering data affidavitt filed with the amendment, and accepted said amendment filed simultaneously with petition.

Atlanta Radio Enterprises, Inc., Atlanta—Given motion to dismiss without prejudice application for construction permit.

Radio Wisconsin, Inc., Madison, Wis.—Given petition to dismiss application for construction permit without prejudice application for construction permit.

WALB, Atlanta—Accepted written appearance of movant.

WJZ, Baltimore—Accepted petition for leave to amend application as to specify a new transmitter site, to change type of transmitter, to change paragraphs 3, 5 and 20-24, inclusive, of the application so as to show the revised engineering data as contained in amended engineering data affidavitt filed with the amendment, and accepted said amendment filed simultaneously with petition.

John C. McCormack, et al., d/b/a Oklahoma Television & Broadcasting Co., Oklahoma City—Accepted petition for leave to amend application as to specify a new transmitter site, to change type of transmitter, to extend completion dates from 10-19-45 to 3-16-46, and from 10-19-45 to 9-16-46 respectively, and to make other changes; rejected amendment filed simultaneously with petition.

John H. Wacker, et al., d/b/a WKBV, New London, Conn.—Accepted petition for leave to amend application so as to reflect revised engineering data, etc., and the amendment was accepted.

WYXJ, Jackson, Miss.—Accepted petition for leave to amend application to show a change of frequency 730 instead of 1490 kc; change paragraphs 16, 18, 19, and 21 of the application so as to reflect revised engineering data; added amendment filed simultaneously with petition; and removed said application from hearing docket.

 KOAC Corvallis, Ore.— Accepted amendment filed simultaneously with petition.

KOAC Corvallis, Ore.— Made minor changes in the officers and directors of applicant, and make other changes; accepted said amendment filed simultaneously with petition.

C-KPSH-Howard Radio, Inc., Pittsburgh—Granted petition to dismiss without prejudice application for construction permit.

J. G. Long, et al., d/b/a Bay City Broadcasting Co., McAllen, Texas—Accepted petition to dismiss without prejudice application for construction permit.

Joseph M. Viana, Woomsocket, R. I.— Accepted petition for waiver of Section 1.384 of the Commission’s Rules; accepted written appearance of petition.

KGFF Los Angeles— Granted petition for leave to amend application for construction permit of John Gordon Studtebaker for new AM station on West Studtebaker Ave, Studtebaker Bestg. Corp., new station at San Diego, Calif.

Elías I. Godoy, McAllen— Granted petition for leave to amend application for construction permit of John Gordon Studtebaker for new FM station located in Hempstead, New York, to make other changes; accepted amendment filed simultaneously with petition; removed from hearing docket.

WBAL, Baltimore—On the Commission’s own motion, ordered that the hearing in re application for construction permit so as to reflect revised engineering data, etc., and the amendment was accepted.

Matheson Radio Co., Inc. Boston— Granted motion to dismiss without prejudice application for a new FM station, so as to specify a new transmitter site, to show transfer of all of the capital stock of applicant corporation from Alice E. Matheson, et al., to the Matheson Corp., and to make other changes; accepted said amendment filed simultaneously with petition.

Frankie Network, Inc. Boston— Granted motion for leave to amend application as to specify a new transmitter site, to change paragraphs 16, 18, 19, and 21 of the application so as to show the revised engineering data as contained in revised engineering data affidavitt filed with the amendment, and accepted said amendment filed simultaneously with petition.

Emerson Bestg. Co., San Diego, Calif.—Accepted petition for leave to amend application as to specify a new transmitter site, to change type of transmitter, to change paragraphs 20, 21 and 28 of the application so as to show the revised engineering data as contained in amended engineering data affidavitt filed with the amendment, and accepted said amendment filed simultaneously with petition.

Walker Broadcasting Co., Lubbock, Tex.—Given petition for leave to amend application so as to request frequency 950 instead of 960 kc, change paragraph 16 of application so as to include with application an engineering affidavit as to the proposed change of channel and adjacent channel stations; accepted amendment filed simultaneously with petition; removed from hearing docket.

Harvey Radio Laboratories, Inc., Cambridge, Mass.—Granted petition for leave to amend application so as to request frequency 950 instead of 960 kc, change paragraph 16 of application so as to include with application an engineering affidavit as to the proposed change of channel and adjacent channel stations; accepted amendment filed simultaneously with petition; removed from hearing docket.

By Comr. Durr
Matheson Radio Co., Inc. Boston—Granted motion to dismiss without prejudice application for a new FM station, so as to specify a new transmitter site, to show transfer of all of the capital stock of applicant corporation from Alice E. Matheson, et al., to the Matheson Corp., and to make other changes; accepted said amendment filed simultaneously with petition.

By Comr. Walker
Southwestern News & Broadcasting Co., Odessa, Texas—Denied motion requesting that no showing be required in the consolidated hearing upon movant’s application and that of Permian Basin Bestg. Co.

APRIL 1

ACTIONS ON MOTIONS

By Comr. Durr

WJZ, Baltimore—Accepted written appearance of movant.

By Comr. Walker

Southwestern News & Broadcasting Co., Odessa, Texas—Denied motion requesting that no showing be required in the consolidated hearing upon movant’s application and that of Permian Basin Bestg. Co.

By ADMINISTRATIVE BOARD

KCMJ Palm Springs, Calif.—Granted license to cover CP which authorized a new station to operate on 1340 kc, 250 w, unused; also authorized to determine operating power by direct measurement. The licensee accepted a waiver of Sec. 2.60 of the Commission’s rules; conditions.

KTIS Odessa, Texas—Granted modification of CP, which authorized a new station to operate on 1340 kc, 250 w, unused; also authorized to determine operating power by direct measurement. The licensee accepted a waiver of Sec. 2.60 of the Commission’s rules; conditions.

WKBV New London, Conn.—Given motion to dismiss without prejudice application for construction permit.

WGY Amsterdam, N. Y.—Accepted petition for leave to amend application as to specify a new transmitter site, to change type of transmitter, change type of towers and extend completion dates from 3-16-46 and 9-16-46 respectively, 60 days after grant and 180 days thereafter, respectively.

KBKX Fayetteville, Ark.—Granted modification of CP, which authorized a new station to operate on 1340 kc, 250 w, unused; also authorized to determine operating power by direct measurement. The licensee accepted a waiver of Sec. 2.60 of the Commission’s rules; conditions.

(Continued on page 80)
FCC Actions

(Continued from page 79)

WRCJ, Area of New York City—Canceled relay broadcast station license expiring Dec. 1, 1946. Licensee advised transmitter has been disassembled.

WCAS, Chicago, Ill.—Canceled day broadcast station license expiring Nov. 1, 1946. Licensee advises cancellation is due to inability to renew the lease at a more suitable location.

APRIL 4

ACTIONS ON MOTIONS

Simpson Com., Wadsworth—Granted petition to dismiss without prejudice its application for a new television station.

KSSE Pocatello, Idaho—Granted motion requesting continuance of hearing relating to application of KSUE, Pocatello, Idaho, for authority to amend its application and that of KYAN, and continued same to May 15, 1946.

WFCB Ind., Fort Wayne, Ind.—Granted motion for continuance of hearing on petitioners’ application and that of Marion Radio Corp., now to be continued to July 31, 1946.

AMENDMENTS

WFRQ, Inc., Silver Spring, Md.—Granted petition insofar as it requests leave to amend its application so as to specify frequency 1110 kc instead of 1100 kc, etc., and remove from hearing docket; the amendment was accepted and application removed from hearing docket.

Public Service Bstg. Corp., Knox- ville, Tenn.—Granted motion; requesting leave to amend its application so as to specify power of 5 kw day, unlimited time, and frequency 1110 kc; and remove from hearing docket.

KCRS Midland-Odessa, Tex.—Granted petition for leave to amend its application so as to require power of 5 kw day and night, to change exhibit, etc., and the amendment was accepted.

KAGG, Inc.—Granted motion dismissing without prejudice application of Greater Muskegon Broadcasters Inc., as the filing in question relates to a new commercial television station.

Allegheny Broadcasting Corp., Pittsburgh—Granted request for leave to amend its application to include new class, etc., and to specify frequency 1330 kc, Cleveland, Ohio.

KPOA, Butler, Pa.—Granted application for new television station.

KAGG, Inc.—Granted motion requesting leave to amend its application so as to specify frequency 1330 kc, etc., and remove from hearing docket; the amendment was accepted and application removed from hearing docket.

Public Service Bstg. Corp., Knox- ville, Tenn.—Granted motion requesting leave to amend its application so as to specify frequency 1110 kc instead of 1100 kc, etc., and remove from hearing docket; the amendment was accepted and application removed from hearing docket.

Public Service Bstg. Corp., Knox- ville, Tenn.—Granted motion requesting leave to amend its application so as to specify frequency 1110 kc instead of 1100 kc, etc., and remove from hearing docket; the amendment was accepted and application removed from hearing docket.

Public Service Bstg. Corp., Knox- ville, Tenn.—Granted motion requesting leave to amend its application so as to specify frequency 1110 kc instead of 1100 kc, etc., and remove from hearing docket; the amendment was accepted and application removed from hearing docket.

Radio Corp., Boston—CP 550 kc 5 kw unlimited, directional antenna night and day; WGR Buffalo—CP 550 kc 5 kw unlimited, directional antenna night and day; WOR New York—CP 1100 kc 1 kw unlimited, directional antenna night and day; WJR Detroit—CP 1100 kc 1 kw unlimited, directional antenna night and day.

APRIL 5

KSBU Cedar City, Utah—CP 550 kc 250 w unlimited; KDFM San Bernardo, Calif.—CP 550 kc 250 w unlimited, directional antenna night and day; KLAC Los Angeles—CP 970 kc 1 kw unlimited, directional antenna night and day; The Star Bstg. Corp., Inc., Colorado—CP new station 590 kc 1 kw unlimited.

(KFSF San Diego, Interventor)

APRIL 8

The Constitution Publishing Co., Atlanta, Ga.—CP 550 kc 5 kw unlimited, directional antenna night and day; WMJ Lansing, Mich.—CP 550 kc 5 kw unlimited, directional antenna night and day; WIVM Lansing, Mich.—CP new station 550 kc 1 kw unlimited, directional antenna night and day; Montana Bstg. & Telecasting Corp., Butte, Mont.—CP new station 550 kc 1 kw unlimited; KSD St. Louis, Mo.—CP 550 kc 5 kw unlimited, directional antenna night and day; Public Service Bstg. Corp., Knoxville, Tenn.—CP 550 kc 1 kw unlimited, directional antenna; WGR Buffalo—CP 550 kc 5 kw unlimited, directional antenna night and day; WKRO Charleston, S. C.—CP 550 kc 1 kw unlimited. (Action taken 4/8.)

WGR Buffalo—CP new station 1490 kc, 2 kw unlimited.

APRIL 9

Arkansas-Oklahoma Bstg. Corp., Ft. Smith, Ark.—CP new station 1490 kc 1 kw unlimited, directional antenna night and day; WGST Goldsboro, N. C.—CP 590 kc 5 kw unlimited, directional antenna night and day; WFTC Kinston, N. C.—CP new station 1500 kc 1 kw unlimited, directional antenna night and day; WSLS Lynchburg, Va.—CP 610 kc 1 kw unlimited, directional antenna night and day; Virginia Bstg. Corp., Roanoke—CP new station 610 kc 1 kw unlimited, directional antenna night and day.

APRIL 10

WGTM Wilson, N. C.—CP 590 kc 5 kw unlimited, directional antenna night and day; WBBG Billings, Mont.—CP 590 kc 5 kw unlimited, directional antenna night and day; WNTJ Trenton, N. J.—License renewal and modification of license; WCAP Ashbury, N. J.—License renewal and modification of license. (All aforementioned on 1310 kc as time-sharing stations.

BROADCASTING Co., Inter- venors)

APRIL 11

Valleym Bstg. Assn., Inc., Mc- Allen, Tex.—CP new station 810 kc, directional antenna night and day; Howard W. Davis, McAllen—CP new station 1910 kc 1 kw unlimited, directional antenna night and day; KAPP San Angelo, Tex.—CP new station 1350 kc unlimited, directional antenna night and day; KRBY San Angelo, Tex.—CP new station 1350 kc unlimited, directional antenna night and day.

APRIL 12

WTJN Trenton, N. J.—License renewal and modification of license; WCAM Camden, N. J.—License renewal and modification of license; WCAP Ashbury, N. J.—License renewal and modification of license. (All aforementioned on 1310 kc as time-sharing stations.

Black Radio Sales Co., Inter- venors)

APRIL 13

KOVO Provo, Utah—CP 960 kc 1 kw unlimited; KROW Oakland, Calif.—CP new station 1230 kc unlimited.

APRIL 14

WAGL Inc., Lancaster, Pa.—Granted, petition requesting 30-day continuance of hearing now scheduled for April 16-19 at Lancaster, on petitioner’s application and that of Lancaster Television Corp., re their television applications, and continued same to May 29.

By Comr. Walker

KRBY Sherman, Tex.—The Commission on its own motion ordered that the part of the docket, which relates to application of KRBY only be continued to April 22, 1946. (Action taken on KRBY Bstg. Co., Inc.)

By Comr. Wakefield

Drolshof Brothers, Phila., Pa.—Ordered that the docket of applications of Drolshof Bros. and application that of the Philadelphia Radio Stations, Inc., be continued to May 16.

By COMMISSION EN BANC

Commercial FM Grants—Issued engineering approval to nine applicants, raising same to a total of full grants. (See story and list, page 14.)

Twin City Bstg. Co., Inc., Augusta, Me.—Granted CP new station 1490 kc 250 w unlimited.

Charles Wibor Lanam Jr., Houma, La.—Granted CP new station 1490 kc 250 w unlimited.

S-C Profits Up

STROMBERG-CARLSON Co. made a net profit of $4,060,958 in 1945, an increase of half as much as in 1944, when it earned $5,058,858—17% over the 1944 earnings for 1944, although the company's gross sales in 1945 were $233,144,603, down 22 million from the gross of $255,101,944, allowing the 105 such report issued last week. Statement shows a profit from broadcasting operations of $370,937, which the report calls excellent, and a profit of $1,115,918 from the group of broadcasting time devoted to winning the war.
as an experimental television station, to demonstrate the practicability of the public service and the desirability of making it available to the public at large.

AM-860


AM-580

WGAC Augusta, Ga.—Adopted an order and judgment of WJZ for reconsideration and grant without a hearing of its application for a CP permit; granted said application to change frequency from 1540 to 1580 kc and increase power from 250 w to 1 kw, 5 kw during daytime and change transmitter location.

AM-1490

The Covington News Inc., Covington, Ga.—Adopted an order granting said application for a new CP, and granted said application for a new CP to operate on 1490 kc, 250 w, unlimited time.

AM-1230

WHP Jackson, Miss.—Increased power from 250 w to 5 w, install new transmitter, change from night use, and change transmitter location.

AM-1010-1050


AM-790

Antilles Broadcasting System Inc., Rio Piedras, P. R.; Radio Americas Corp., P. R.—Pending proceeding the application of Antilles, 780 kc, 1 kw, daytime, with application of Radio Americas Corp., 790 kc, 1 kw, daytime.

AM-850


Applications . . .

MARCH 29

AM-1490

The Berkshire Bcstg. Co., Danbury, Conn.—For a new station, 1490 kc, 250 w and unlimited hours—AMENDED: to change transmitter and change antenna system, as modified, and authorized to change operating power by discharging connected batteries.

AM-1340

Radio and Television Bcstg. Co. of Idaho, Pocatello, Idaho—Designated for hearing application, increase power from 1 to 5 kw on frequency 1340 kc, and install new transmitting antenna, and change transmitter location.

AM-1240

Radio and Television Bcstg. Co. of Idaho, Pocatello, Idaho—Designated for hearing application, increase power from 1 to 5 kw on frequency 1240 kc, and install new transmitting antenna, and change transmitter location.

AM-1040

Northern Ohio Bcstg. Co., Amherst, Ohio—Designated for hearing application, for a new station to operate on 1240 kc, 250 w, unlimited hours, upon application of Pocatello Bcstg. Co. requesting the same facilities.

AM-1090

Developmental

Cowles Broadcasting Co., Wheaton, Md.—Granted CP for a new developmental station; fees, that may be assigned by the Commission’s chief engineer; power 3 kw peak maximum; to operate

The

BIGGEST AUDIENCE PARTICIPATION SHOWS

in San Francisco

are on

UBC

Universal Network’s Key Stations for Northern California

BROADCASTING  •  Telecasting

Page 81

March 29

AM-1490

The Berkshire Bcstg. Co., Danbury, Conn.—For a new station, 1490 kc, 250 w and unlimited hours—AMENDED: to change transmitter and change antenna system, as modified, and authorized to change operating power by discharging connected batteries.

AM-1340

Radio and Television Bcstg. Co. of Idaho, Pocatello, Idaho—Designated for hearing application, increase power from 1 to 5 kw on frequency 1340 kc, and install new transmitting antenna, and change transmitter location.

AM-1240

Radio and Television Bcstg. Co. of Idaho, Pocatello, Idaho—Designated for hearing application, increase power from 1 to 5 kw on frequency 1240 kc, and install new transmitting antenna, and change transmitter location.

AM-1040

Northern Ohio Bcstg. Co., Amherst, Ohio—Designated for hearing application, for a new station to operate on 1240 kc, 250 w, unlimited hours, upon application of Pocatello Bcstg. Co. requesting the same facilities.

AM-1090

Developmental

Cowles Broadcasting Co., Wheaton, Md.—Granted CP for a new developmental station; fees, that may be assigned by the Commission’s chief engineer; power 3 kw peak maximum; to operate

as an experimental television station, to demonstrate the practicability of the public service and the desirability of making it available to the public at large.

AM-860


AM-580

WGAC Augusta, Ga.—Adopted an order and judgment of WJZ for reconsideration and grant without a hearing of its application for a CP permit; granted said application to change frequency from 1540 to 1580 kc and increase power from 250 w to 1 kw, 5 kw during daytime and change transmitter location.

AM-1490

The Covington News Inc., Covington, Ga.—Adopted an order granting said application for a new CP, and granted said application for a new CP to operate on 1490 kc, 250 w, unlimited time.

AM-1230

WHP Jackson, Miss.—Increased power from 250 w to 5 w, install new transmitter, change from night use, and change transmitter location.

AM-1010-1050


AM-790

Antilles Broadcasting System Inc., Rio Piedras, P. R.; Radio Americas Corp., P. R.—Pending proceeding the application of Antilles, 780 kc, 1 kw, daytime, with application of Radio Americas Corp., 790 kc, 1 kw, daytime.

AM-850


Applications . . .

MARCH 29

AM-1490

The Berkshire Bcstg. Co., Danbury, Conn.—For a new station, 1490 kc, 250 w and unlimited hours—AMENDED: to change transmitter and change antenna system, as modified, and authorized to change operating power by discharging connected batteries.

AM-1340

Radio and Television Bcstg. Co. of Idaho, Pocatello, Idaho—Designated for hearing application, increase power from 1 to 5 kw on frequency 1340 kc, and install new transmitting antenna, and change transmitter location.

AM-1240

Radio and Television Bcstg. Co. of Idaho, Pocatello, Idaho—Designated for hearing application, increase power from 1 to 5 kw on frequency 1240 kc, and install new transmitting antenna, and change transmitter location.

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AM-1090

Developmental

Cowles Broadcasting Co., Wheaton, Md.—Granted CP for a new developmental station; fees, that may be assigned by the Commission’s chief engineer; power 3 kw peak maximum; to operate
Classified Advertisements

PAYABLE IN ADVANCE—Checks and money orders only—Minimum $1.00. Situation Wanted 10c per word. All others, 15c per word. Count 3 words for blank box number. One inch ads, acceptable, $12.00 per insertion, non-commission. Deadline two weeks preceding publication in Broadcasting Magazine, 870 National Press Blvd., Washington, D. C.

Help Wanted

Sales engineer—To contact commercial broadcast stations and station affiliates in Alabama, Mississippi, and Florida. Requires and is interested in complete technical experience, to sell new and existing equipment—antenna equipment—and complete line of supplies. Must be now located in or near Birmingham. Box 36, BROADCASTING.

Program manager—Desires position in progressive Texas station. Give complete history. Box 105, BROADCASTING.


Wanted—New Orleans station 250 watt AM & FM wants experienced announcer, salesman and production man. Give full information as qualifications first letter. Box 90, BROADCASTING.

Station manager—Wanted 250 watt in a progressive station for a young man from the south starting in sales and salary expected air mail. Box 90, BROADCASTING.

Chief engineer, sixteen years experience in all phases of radio operation, particularly in technical experience with general knowledge of AM, FM, TV, etc. Will go anywhere. Box 36, BROADCASTING.

Program director, AFRS stations Italy and Middle East desires to prove himself for aggressive radio management. Give full details to station WOLS, Florence, S. C. Box 102, BROADCASTING.

Newspaper editor or news editor-commentator. On air 3 years. Foreign credit, rewrite. Unmarried. Box 59, BROADCASTING.

Announcer—Ambitious, conscientious, American, 30 years experience, with "penny on the ball" wants opportunity to prove himself for aggressive radio station. Box 88, BROADCASTING.

Radio writer. Former radio writer and film producer—Dramatic workshop background. Strong portrait, unforgettable style. Box 82, BROADCASTING.

Continuity-announcer; can use continuity man or woman who is capable of doing double duty. Formerly with Wini, a New York radio station. Box 22, BROADCASTING.

Collecting professional baseball cards—Would like to acquire player cards and especially Hall of Fame cards. Box 85, BROADCASTING.

Announcers, operators. Also announcers, operators. Give full information. Box 30, BROADCASTING.

WANTED

Experienced Radio Personnel.

By new 1 kw daytime station starting about May 1.

Program Director: To take full charge all phases of quality program management, program creation and building, script analyst, continuity writer, etc. Must be creative and aggressive leader.

Commercial Manager: Experienced, proved program manager and sales director aggressive sales staff.

Time Salesman: With proved record.

Also announcers, operators. Give complete first letter with references, salary requirements, etc. Enclose photo. Apply in confidence.

Radio Engineers Wanted for Immediate Employment

Salary will be most satisfactory to the men selected. Experience in development and design important; college degree desirable but not essential. Company displays 5-Star "E" Flag and is small enough to assure recognition and rapid promotion to those whose ability is adequately demonstrated.

Write, phone or call person for immediate interview.

Contact J. E. Richardson, Personnel Manager.

Radio-Track Manufacturing Co.
A Division of Aerodynamic Research Corporation
5009 Calvert Road • College Park, Md. • W A riel 9200

Situations Wanted

First class engineer—Hard worker wants permanency in southwest or deep south. Experienced AM/FM transmitter, all types studio shows, maintenance, radio, fed. Reputed to have one of the best announcers. Has knack for public service and educational shows, excellent reference. Box 110, BROADCASTING.

Program man. Veteran, combined program talents with experience as commercial writer, public service, operation. Has music. Has knack for public service and educational shows, excellent reference. Box 32, BROADCASTING.

Experienced Technician—wants to work with a progressive, interesting station. Box 119, BROADCASTING.

Situations Wanted (Cont’d)

WANTED

Station WTD
1014 Edison Blvd.
Toledo 4, Ohio

FOR SALE

Broadcasting Station in Mexico City. One of the oldest and best.

Contact W. T. FREELAND
611 Boronite St.
New Orleans, La.

Voice: 637-1330
Raymond 4756

I HAVE BEEN FIRED!

Not for lack of ability; too many returning servicemen. Do you want me? Excellent listener, voice. Call for personal interview.

Writing positions open. Write Box 112, BROADCASTING.

DOUBLED CHECK THIS AD

Somewhere there is a progressive station, network, agency with a quality program goals that needs a WRITER, PRODUCER who can really build fine quality, creative shows. His work has been outstanding in the field of dramatic, documentary commercials. Send complete bio, and audition records available. Write Box 110, BROADCASTING.

WANTED

TRAFFIC SECRETARY, southeastern Michigan station. Permanent position. Good pay for capable, intelligent person. Write Box 112, BROADCASTING.
for Sale
For sale—Highest offer takes a new Kluge 250 watt transmitter in original box, complete with tubes and crystal. Box 800, BROADCASTING.

For immediate delivery 4 Western Electric 121-A amplifiers; 1 Western Electric 118-A amplifier; 2 1A-2 power supplies for the 118-A's; 1 Western Electric 100 watt amplifiers. All above equipment used less than six months and in perfect condition. Write or wire at once since $850 takes the entire lot. FCC approval. Engines and equipment. Aven., N. W., Washington, D. C.

Wanted to Buy
Wanted to buy—Experience radio man and veteran desires to purchase local or remote station. No less than $500,000. Write with complete information. All replies treated confidential. Box 92, BROADCASTING.

FCC Actions (Continued from page 81)

AMENDED: re corporate structure, to specify type of transmitter and make changes in antenna system.

FM -94.1 mc
Potomac Bestz. Cooperative, Wash- ington, D. C.—New community FM station to be operated on frequency and coverage to be specified. BY FCC and coverage of 12,050 sq. mi. to be determined.

FM -112.1 mc
Announcing, Variety Shows. Boston, Mass.—New community FM station to be operated on frequency to be assigned by FCC and coverage to be determined.

FM -114.9 mc
Clearwater, Fla.—New community FM station to be operated on frequency to be assigned by FCC and coverage to be determined.

FM -115.3 mc
KFLW Klamath Falls, Ore.—Modifi- cation of CP, as modified, which au- thorizes station to make a change in frequency from Channel 233 to Channel 234, and coverage to be determined.

FM -119.1 mc
KFBZ Great Falls, Mont.—Transfer of station to be operated on frequency to be assigned by F. A. Buttery to Fred Birch.

Applications Received:
Siskiyou Bestz. Co., Ashland, Or. (P. O. Box 130)—New community FM station to be operated on frequency to be determined.

Applications Dismissed:
AM -1450 kc
KFLW Klamath Falls, Ore.—Modifi- cation of CP, as modified, which au- thorizes station to make a change in frequency from Channel 233 to Channel 234, and coverage to be determined.

FM -13.9 mc
Heart Publishing Co. (San Francisco Examiner Dept.), San Francisco—New FM station to be operated on 43.9 mc and coverage of 24,566 sq. mi. (Request of attorney.)

AM -550 kc

Applications for FM -1450 kc
WDEV Waterville, Me.—Consent to in- voluntary assignment of the license of station WEDO, 1560 kc, and Ernest C. Perkins, Executor of the Estate of William T. B. Perkins, deceased.

AM -1420 kc
WWSR St. Albans, Vt.—Consent to involuntary assignment of the license of station WWSR, 1520 kc, and Ernest C. Perkins, Executor of the Estate of William T. B. Perkins, deceased.

AM -1450 kc
Bestz. Foundation Co., Buffalo—CP new station 1530 kc, 50 kw, directional antenna and unlimited hours.

AM -940 kc

AM -1450 kc
Julius B. Mooney d/b as Hub Bestz. Co., Lubbock, Texas—CP new station 1450 kc, 50 kw, unlimited hours.

AM -1450 kc
LAVY Sheldon, Jr.—CP change transmitter from Muckle Shoals City, Ala., approval of transmission location and antenna system.

Applications Tendered for Filing:
AM -1250 kc
Lockhaven Bestz. Corp., Lockhaven, Pa.—CP new community FM station to be operated on frequency to be determined and unlimited hours.

AM -1000 kc
WTOL Toledo, Ohio—CP change from 1480 to 1450 kc, 590 w, unlimited hours.

AM -1250 kc
Whitney Broadcasting Co., N. C.—CP new station 1250 kc, 50 kw, unlimited hours.

FM -101.3 mc
Southwestern Broadcasting Co., Fort Smith, Ark.—New community FM station to be operated on channel 267 and coverage to be determined.

FM -98.5 mc
A. J. Fletcher Broadcasting Co., N. C.—New FM (metropolitan or possibly rural) station to be operated on frequency to be determined and unlimited hours.

FM -94 mc
Radio Stations Inc., Asheville, N. C. (P. O. Box 100 College Street)—CP new station on frequency to be determined and unlimited hours.

FM -101.3 mc
Tarrant Broadcasting Co., North Texas.—New community FM station to be operated on frequency to be determined by chief engine of FCC and coverage to be determined.

John H. Schultz, Marshall True, Paul L. Wanszowski, 1460 to 1570 kc.

FM -98.5 mc
The Times-Mirror Co., Los Angeles, Calif.—CP new station 98.5 mc and coverage of 15,857 sq. mi.—AMENDED: re change of frequency from 58.9 to 98.5 mc or such other frequency as may be assigned by FCC and coverage of 950 sq. mi.

FM -590 kc
San Bernardo Broadcasting Co., San Bernardo, Calif.—CP new station 590 kc, 1 kw, unlimited hours—AMENDED: re direction of antenna and changes in directors and stockholders.

FM -130 mc
Carleton W. Morris, Douglas, Ariz.—CP new station 130 kc, 1 kw and unlimited hours from 1400 to 2500 kc, unlimited hours—AMENDED: re direction of antenna and changes in directors and stockholders.

FM -100 mc
WELO Tupelo, Miss.—CP change from 1450 to 1250 kc, unlimited hours—AMENDED: to change transmitter location.

FM -130 kc
Fulton County Bestz. Corp., Atlanta—CP new community FM station on new directional antenna and unlimited hours.

FM -1350 kc
WRUF Gainesville, Fla.—CP install new community FM station on a new location, change from 5 kw limited time to 5 kw unlimited hours of operation and install new directional antenna and unlimited hours of operation.

AM -1300 kc
KOME Tulsa, Okla.—CP change from 1250 kc to 1300 kc, 1 kw and night and day time use and change transmitter location—AMENDED: change transmitter location.

Top-notch announcer and newscaster, present in industry for years. Qualified to manage small station. Would consider combining air time with other WM station. Through background in radio. Box 113, BROADCASTING.


Top-notch announcer and newscaster, present in the field of responsible job, would like a change for personal rea- sons. Qualified to manage small sta- tion. Would consider combining air time with other station. Box 123, BROADCASTING.

Facilities Wanted
Top-notch announcer and newscaster, presently employed in responsible job, would like a change for personal rea- sons. Qualified to manage small sta- tion. Would consider combining air time with other station. Box 113, BROADCASTING.


Top-notch announcer and newscaster, present in industry for years. Qualified to manage small station. Would consider combining air time with other station. Through background in radio. Box 113, BROADCASTING.

Announcer-Veteran. Experience con- fined to academic work. Willing to try in modern sales or promotion. Will work in any field. Box 24, BROADCASTING.

Announcer—With AFN for 3 months. Newscaster prefers newscasting. Box 117, BROADCASTING.

Top-notch announcer and newscaster, present in the field of responsible job, would like a change for personal rea- sons. Qualified to manage small sta- tion. Would consider combining air time with other station. Box 113, BROADCASTING.


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Announcer-Veteran. Experience con- fined to academic work. Willing to try in modern sales or promotion. Will work in any field. Box 24, BROADCASTING.

Announcer—With AFN for 3 months. Newscaster prefers newscasting. Box 117, BROADCASTING.

For Sale
For sale—Complete set of power and audio transformers for 250 kw high level modulator. All American deluxe com- ponents. Box 82, BROADCASTING.


For immediate delivery 4 Western Electric 121-A amplifiers; 1 Western Electric 118-A amplifier; 2 1A-2 power supplies for the 118-A's; 1 Western Electric 100 watt amplifiers. All above equipment used less than six months and in perfect condition. Write or wire at once since $850 takes the entire lot. FCC approval. Engines and equipment. Aven., N. W., Washington, D. C.

Wanted to Buy
Wanted to buy—Experience radio man and veteran desires to purchase local or remote station. No less than $500,000. Write with complete information. All replies treated confidential. Box 92, BROADCASTING.

Turntables.—78 or equal. Frequency and modulation monitors. Details, Robert McElroy, Pittsburgh, Pa.

Responsible party with adequate finan- cial backing wishes to lease or buy a regional or local radio station affiliated with present network or carry its material feed with one or two stations. Replies held in complete confidence. Box 115, BROADCASTING.

Situations Wanted (Cont'd)

Veteran plans establishing 1 kw sta- tion, 100 miles from NYC. Broadcast entertainment from New York. Interested hearing any propositions—financial, repre- sentation, employment, etc. Box 104, BROADCASTING.
Tabernacle Subsidiary Asks For Frequency Held by WKBW

ANOTHER ROUND in the four-year-old argument involving WKBW-WGR Buffalo and their appeal for time to the Church Tabernacle was foreclosed last week in three-pronged developments:

1. FCC announced that Broadcasting Foundation Inc., a subsidiary of the Tabernacle, had applied for permission to reuse WKBW for fulltime broadcasting at 1500 kc which was established by the Tabernacle.

2. The Tabernacle filed notice of appeal from the Commission's Dec. 19 decision [BROADCASTING, Dec. 24] denying renewal of license of WKBW and WGR and requiring them of misrepresentation for time to the Tabernacle, which held the lease under the 1928 contract by which it sold WKBW to Buffalo Broadcasting Co., now licensee of both stations.

3. Attorneys for Buffalo Broadcasting said the lease had been cancelled and that the licensee will file a statement to that effect with the FCC, as required Dec. 15, with the Commission within a 30-day period.

Under the duopoly rule, Buffalo Broadcasting must dispose of either WKBW or WGR, and negotiations in that direction have been reported in progress.

Broadcasting Foundation's application, announced Wednesday by the Commission, sought fulltime use of the facilities of WKBW. Church Tabernacle owns two-thirds interest in the corporation, and the remaining one-third is divested equally among Dr. Clinton H. Churchill, Tabernacle president; Warren E. Detenbeck of Eggertsville, N. Y., and Matt Klepper of Buffalo. They estimated cost of construction at $750,000.

Notice of appeal from the FCC's December decision was filed in the U. S. Court of Appeals for the District of Columbia on April 2 by James Lawrence Fly of New York, former FCC chairman, and Joseph H. Morey of Buffalo, attorneys for the Tabernacle. The notice challenged FCC's authority in ordering cancellation of the time lease declaring there was no evidence sufficient to find the lease illegal, that FCC and its predecessor, the Federal Radio Commission, by their actions had granted renewal of time lease to Buffalo Broadcasting have approved the time agreement; that operations of KBWB and WGR, including the Tabernacle's program, are "continuously in the public interest."

Frank D. Scott, Washington attorney for Buffalo Broadcasting, said that following the FCC's decision, the time agreement had been cancelled and that the Commission would be so notified. It appeared likely that Buffalo Broadcasting would file a petition to intervene in the Tabernacle's appeal.

THREE ADVERTISERS ANSWER FTC CHARGE

Hearings for taking further testimony on Federal Trade Commission charges against three firms which use radio extensively, accusing them of misrepresentation, were slated to get under way last week.

All three firms, FTC spokesmen pointed out, denied the charges made against them.

American Tobacco Co. (Lucky Strike cigarettes) was accused of 12 specific misrepresentations in broadcast and print advertising. Among claims which FTC contends are misleading are: cigarettes are "toasted," less acid than other popular brands; less irritating; contain less nicotine; are preferred "two to one" over all other brands by independent experts, and that American pays more than other companies for cigarette tobacco. Hearing was started in New York on Monday.

B.C. Remedy Co. (BC Headache Powders) of Durham, N. C., was charged with falsely representing that ingredients of its preparation commonly supplied relief to 80 per cent of patients for relief of pain; that BC will relieve ruffled nerves and is safe and harmless. Hearing opened Wednesday in Washington. Stankaback Co. Ltd. (Stankaback Headache Powders), Salisbury, N. C., was accused of failing to reveal "facts material in the light of such representations" with respect to consequences which may result.

KGDDE sells by C. L. Jaren

GIVEN APPROVAL of FCC FCC gave its consent last Wednesday to the sale of KGDDE Fergus Falls, Minn. by Charles L. Jaren to Fergus Radio Corp., for $50,000.

This mark embraces a new firm, is owned equally by Roger L. and Harold L. Dell, brothers, and Harold Dell's wife, Clara. The sale followed the Arco procedure [BROADCASTING, Dec. 10] but no competitive bids for purchase of the station were submitted.

Roger L. and Harold L. Dell are brothers and businessmen, Roger at Fergus Falls and Harold at Minneapolis. The former is president of the license corporation; the latter is sales manager. Mrs. Harold Dell is vice president.

KGDDE operates on 1230 kc with 250 w day and 100 w night.

Gold Seal Appoints

CAMPBELL — MITHUN, Minn., representatives for the new company to represent Gold Seal Wax Co., Chicago and is using ET spot campaign on 25 stations largely in Northwest.

Replacement on NBC

PHILIP MORRIS & Co., New York, drops Holiday & Co., Fri., 9-30 p.m. on CBS and will use show with It Pays to Be Ignorant on May 3. Agency is The Blow Co., New York.

145 STATIONS ASK TO SUBMIT RATES

TO OBTAIN data in connection with the clear channel hearings to begin April 15, the FCC is asking 145 regional and local stations to submit commercial rates charged for the period 6 p.m. to 11 p.m. for network, non-network and local time. How the data will be used and what conclusions may be drawn from it, the spokesmen said, have not been determined.

Y&R Drops Claim

SETTLING a dispute of some weeks, priority rights to Corliss Archer series have been relinquished by Young & Rubicam because it did not shape up as one they would recommend to clients for sponsorship at this time [BROADCASTING, March 11.] Notification to this effect was served by Bruce Eells, agency's Hollywood business manager, to those concerned in the controversy. Young & Rubicam claimed exclusive option rights to series after Ward-Wheelock Co. purchased same as replacement for CBS Request Performance, sponsored by Campbell Soup Co. Announcement of Young & Rubicam decision was also sent to James L. Saphier Agency, Hollywood program packager, F. Hugh Herbert, writer of series, and Sam Jaffe Agency, talent service. Young & Rubicam formerly interested they would protect alleged exclusive rights by legal means if necessary.
Eleven New Standard Outlets Granted

Congressman. Pellegrin Among Principals Of Permits

MAINTAINING its rapid pace in granting new stations, the FCC last week approved an authorized con-
struction of 11 new standard out-
lets representing a total initial investment of more than $200,000.

Rep. Thad F. Wastedelewski (D-Wis.) is president of a company authorized to operate a new day-
time station at Milwaukee, and
Frank E. Pellegrin, NAB director of broadcasting advertising, is member of a partnership granted a
new fulltime outlet at Oak Ridge, Tenn.

Wastedelewski owns 15.6% interest in Wisconsin Broadcasting System, granted daytime use of
860 kc with 250 w at Milwaukee.

His wife owns 4%. Principal stockholder is Charles L. Lambeth, general manager of WDOJ Mil-
waukee, who owns 50.4%. Other stockholders are Stanley Nastal, radio producer, 20% interest, and
Robert E. Tehran, Milwaukee at-
tor and station senator, 10%.

Cost of the station was estimated at $13,755.

Mr. Pellegrin is associated in an equal partnership with Homer H. Grunther, vice president and
secretary of Omaha Chamber of
Commerce, in the firm of Pellegrin &
Grunther, which was granted a
construction permit for the Oak Ridge station. Cost was estimated at 1,000 kc with 250 w fulltime. Cost of the outlet was reported as $16,007.

Mr. Grunther previously was secretary of former Sen. Burke of Ne-
braska.

Methodist Radio Parish Inc., a nonprofit corporation controlled by the Detroit Annual Conference of the
Methodist Church, was authorized to build a daytime station at Flint, Mich., operating with 250 w on
1510 kc. The firm proposed a
35,450 commercial program sched-
ulaumber of buyout market, and
was devoted to religious broadcasts. Sta-

tion was expected to cost $13,137.

Twin City Broadcasting Co., licensee of WCOU Lewiston, Me., owned by Faust and Valder Cove-
ture, publishers of the French-
language newspaper Le Messager at Lewiston, was granted authority for a new station at Augusta, Me.,
operating on 1340 kc with 250 w
unlimited time. Faust Coveur, president, owns 351 of 352 shares issued in the broadcasting firm; the other is owned by Veda L. Coveur.

Issuance of 500 shares is authorized.

Cost of station was estimated at $16,600.

Covington News Inc., owner of Covington News (Ky.) at Covington, Ky., received a grant for a 250-w full-
time station on 1400 kc at Covington.

Bermont Davis, president and editor of the newspaper, is prin-
cipal stockholder. The station is expected to cost $11,750. Author-
ization for the station was given

in approving the News’ petition for reconsideration and grant of the application without a hearing.

Mr. Davis is publisher of the Lewiston (Mont.) Democrat-
News, and Russell Bennett, stock-
holders in KGHN Fayetteville, Ark.,
and formerly interested in KXKO Sweeter, Tex., are owners of Capital Broadcasting Co., which received a grant for a 250-w full-
time station on 1230 kc at Lewis-
town. They own 50% interest in the
firm, George Bennett president.

Cost of the station was estimated at $16,550.

Stark Broadcasting Corp. was authorized to construct and operate a 1-3 day-
time station on 1060 kc at Canton.

Ohio, which was expected to cost $30,506 excluding land and buildings. Merlin E. Schneider, operator of a 1200 kc fulltime station at Canton, is president and owns 20% of stock. Similar interests are held by J. L. Amerman, Canton and
T. E. A. Mahoney, Canton
manufacturer of standard outlet interests are owned by several other stockholders.

Kenneth R. Giddens and T. J. Rester, doing business as Giddens

& Rester, received a grant for a
daytime outlet at Mobile, Ala., on
710 kc with 1 kw. Mr. Rester, a
wealthy owner of World Wide and Mr. Giddens, a veteran of World War II, operate a chain of motion pic-
ture theatres in Mobile. Their
station was expected to cost $24,600.

Charles W. Lubar Jr., stockholder in three outdoor ad-
vertising companies at Baton
Rouge, was given authority to con-
struct a 250-w station on 1400 kc at
Stoanoua, La., to operate unlimited

time. Cost was estimated at $24,

Rogue Valley Broadcasting Co. was awarded a grant for a new Ashland, Ore., station to operate on 1400 kc with 250 w fulltime, and estimated it would cost $21,840.

Principal stockholders are M. S. Hamaker and H. H. Hild, Ashland merchants, who own 25% each.

Smaller interests are held by 47 others.

Alfred Domin, mayor of States-
boro, Ga. and head of a large

grocery business there, received a
grant for a fulltime station at Statesboro on 1490 kc with 25 w.

He estimated cost at $14,500.

Trammell Warns Against Programming Compromises at NBC Western Meeting

WARNING that “broadcasting cannot compromise its program serv-

tice to the American people,” Niles

Trammell, NBC president, key-
noted in a speech to the annual Western Division station meeting which concluded in Hollywood

April 3. Representatives from 20

owned and operated and affiliated stations from 12 Western states attended.

Clarence L. Menser, NBC vice president in charge of programs, reported that the network’s sum-
mmer schedule was more ad-

anced than ever before.

Roy Witmer, vice president in charge of sales, predicted an early shift from existing seller’s mar-

ket to a buyer’s market, and

warned stations to be ready.

Attending from New York were: Miles Trammell, Bob Lemay, Bason, C. Woolley, Sheridan, B. Box Jr.,

E. Kearta, Robert E. Shelley, Charles F. Hubbard, and the network’s vice president in charge of newsmen, which is roughly com-
parable to newspaper’s

programming.

Western Division personnel included: Thomas J. Porcella, NBC Divisional

president; Lewis S. Frost, assistant to the vice president and program manager;

Richard Grahame, attorney; Paul

Gayle, traffic manager; Henry Maas, sales of program, traffic manager; and

Owen Campbell, manager recording department; and studio operations department; Robert McAndraws, sales and

promotions manager; H. Stibbs, public relations manager; Harvey J. Joeck,

manager of engineering; Harold J. Bock, manager of network engineering; John-

son Swaney, manager of special events department; Leslie Radtke, manager of special programming; and

Worrin, press department trade.

Station representatives: Lloyd Yoder,

Ed Vock, Dick Bennett, Lyle George Poulod, KIOA Denver; Kay Ritchins, KDYL Salt Lake City; Carl Wyler, manager, Ray Chapsman, KTSM El Paso, WAYS West-


g, manager. Mrs. Georgia Phillips, manager, KIDO Boise; Henry Fletcher,

manager, KSEI Pocatello; Mrs. Florence Gardner, manager, O. P. Soule, KTFL Dallas, Jack Whalen, David Lahey, advertising and promotion manager, and

Richard H. Chappell, executive assistant to社会稳定izer, KKTV Portland; O. W. Wirtz, station and general manager, Ray Baker, commercial man-

ager, KOMO Seattle; Keith Collins, manager, John Hammy, Bob Street, L. E. Mutschman, Norman Webster, KMRD Springfield; Robert Clymer, manager, KOAO Reno; Thomas Sharp, general manager, and

William E. McDonald, general manager, San Diego; Art Adler, commercial manager, KMER Medford; Richard O. Lewis, general manager, Jack Lewis, owner, KALB Baton Rouge; Marion Harris, assistant manager, KFSD Reno; Thomas Anderson, William Harvey, KTBX San Antonio; Roy Witmer, vice president in charge of

marketing, KVOA Tucson; Harold Ritter, manager, RKO western division; Mrs. R. Blister, program manager, KFCA Fresno; Gordon L. Bond, program manager, KWJH Glens; Ray Smuckler, manager, KVYM Yuma; Rbine C. Kelly, manager, KCRA Sacramento; George Foster, manager, and

Rex R. Ryan, general manager, Dean Mixley, H. O. Orte, station to operate Seymour F. Johnson, KFJ Los Angeles.

Dempsey Summoned

WILLIAM J. DEMPSEY, lawyer whose name has figured promi-

nently in FCC investigation of sale of

WMCB New York, last Thurs-
day appeared on summons before the Federal grand jury which is investigating
the matter. Mr. Dempsey was

named in the trial of William R. Johnson, called the “overlord” of Chicago gambling. According to Federal Judge John P. Barnes, two and

a half years ago, Mr. Dempsey “ap-

parently engineered the whole

thing for a new trial on the ground of newly discovered evidence.” Mr. Dempsey and his partner, William Kolpovitz, were attorneys for Ed-

ward J. Noble when he purchased

WMCB from Donald Flam.
KENNEDY SEeks WBLK SALE TO WHEELING NEWSPAPER

SALE of WBLK Clarksburg, W. Va., by Capt. John A. Kennedy, USNR, special assistant to Secretary of the Navy Forrestal, and Mrs. Kennedy to News Publishing Co. of Wheeling for $177,500 consummated last week subject to FCC approval. Transfer is proposed pursuant to a plan of competitive bidding.

Capt. and Mrs. Kennedy recently sold WPAR Parkersburg to same newspaper interests for $307,500 under Aeo plan. Final approval is awaited.

Both stations are part of West Virginia Network which also includes WCHS Charleston and WSAZ Huntington. Kennedys own Charleston station and hold 48% interest in WSAZ. Capt. Kennedy explained that funds derived from sale were used to finance expansion of Charleston and Huntington operations into FM and television. FM applications already are pending while television petitions shortly will be filed.

WBLK is NBC affiliate, operates on 1400 kc with 250 w full time. It was founded by Capt. Kennedy in 1937. Station, it is understood, averages approximately $40,000 yearly before taxes. WPAP, also NBC, operates on 1470 kc with 250 w full time. Station was founded by Capt. and Mrs. Kennedy in 1935.

STATIONS ASK ABC TO EXPAND DAYLIGHT PLAN

ABC's vice president, Charles E. Rynd, who planned network program organization to cope with daylight saving time [Broadcasting, April 1], besieged by station requests to make it more ambitious. Mr. Rynd is studying problem of treating nighttime programs as he had treated day—so to set up recording and re-broadcasting system to make sure listeners would receive programs after April 28 at the usual hours.

He reported many eastern standard time zone stations omitted from ABC's original plans want to bring programs to listeners at accustomed hours. ABC requested additional wire facilities from AT&T. AFRA is studying network's summer program offer, which may require a revision of AFRA fees.

RMA LABOR CONFERENCE

INDUSTRIAL Relations Conference will be held May 21-22 by Radio Manufacturers Assn. at Hotel Pennsylvania, New York, to discuss expanded labor projects of RMA. Chairman will be G. W. Thompson of Nobhill-Steel Co., heading RMA's Industrial Relations Committee (early story on page 60).

In an experiment with juvenile radio serial, Kellogg Co., on April 18 transfers five-a-week Saturday series of Mutual from world of fantasy to the real world of today's children and such real problems as racial intolerance. Idea has been endorsed by educators, religious leaders and members of organizations dealing with juvenile problems.

RETENTION of WNYC New York as municipality operated station at least temporarily assured last week when Mayor William J. O'Dwyer included item in city 1946-47 budget for WNYC appropriation of $139,120, increase of $22,175 over last appropriation.

PW ASKS TESTS FOR DOMESTIC SERVICE

PRESS Wireless Friday filed with FCC application to conduct intensive test transmissions of its proposed domestic addressed program service for about a week. Company requested experimental license to give this shortwave service to some 500 persons, following FCC re- jection of earlier PW application for 90-day commercial license [Broadcasting, March 25]. In its letter denying that application, FCC had said it would "be glad to consider application for testing service on a non-commercial basis to determine quality and reliability of such service under all conditions" and whether additional frequencies will be needed.

Press Wireless plans to originate many of its test transmissions from United Nations at Hunter College. Accounts of the sessions will be shortwaved to selected points. Service is to give local stations and regional networks low-cost facility for covering important public events at a distance from their communities.

FCC DENIES STATEMENT, URGES FM CONSTRUCTION

FCC late Friday urged FM broadcasters to proceed with station construction plans "with the greatest possible speed." Denying news report quoting unnamed FCC official as saying it would be "hardly worthwhile" for broadcasters to continue FM construction plans "in view of the very few FM sets to be produced this year," Commission declared:

"No person in any responsible position in the agency has made such a statement. The statement does not represent the views of the Commission. It is erroneous and gravely misleading. Far from discouraging broadcasters from continuing with their construction plans, the Commission urges all of them to proceed with their plans with the greatest possible speed."

AFRA ELECTS HELLER

GEORGE HELLER elected national executive secretary of American Federation of Radio Artists by AFRA national board of directors at special meeting Thursday in New York. He succeeds Edward B. Miller, who had resigned to become Lighting consultant to ABC television division.

Mr. Heller, who has been assistant national executive secretary during that period, in taking over Mrs. Holt's duties, will continue to act as executive secretary of the New York local of AFRA.

No explanation given, but it followed a meeting of the heads of a number of AFRA locals who charged laxity in operations.

THINGS TOUGH ALL OVER

OPA Administrator Paul A. Porter must be lamenting his transfer from FCC chairmanship on several grounds. In addition to transfer, implicit in OPA job, he is suffering from badly sprained ankle caused by slide into what he thought was second base in softball game at Chestnut Bowles' suburban farm March 31; twisted ankle caused by trying to catch the catcher for sprained ankle; and molar extracted last Friday after weeks of delay.

PEOPLE

SHERMAN R. BARNETT, general counsel and a director of Free & Peters, Inc., has opened office at 53 West Jackson Blvd., Chicago, for law practice with brother under firm name of Barnett & Barnett.

JAMES LAWRENCE FLY, former FCC chairman, named by Secretary of Labor Lewis B. Schwellenbach as chairman of fact-finding board in threatened West Coast longshoremen's strike.


C. J. WOODHOUSE, discharged Navy lieuten- tenant commander, resumes as WDNC Durham, N. C., commercial manager.

R. S. GOULD, after service with Navy, returned to General Foods Corp., New York, as assistant sales promotion manager for in- stitution products.

CHENEY JOHNSTON, consultant, appointed lighting consultant to ABC television division.

JOE GRAHAM, out of armed forces and before that announcer-director of WCKY Cincinnati, joins ABC as staff director.

THOMAS B. McFADDEN, with NBC news department since 1935, appointed director of news and special events for WFAF New York, NBC key station, effective today.

GEORGE B. STORER, president of Fort In- dustry Co. (WSPD WWVA WMMH WLOK WAGA WGBS) was to be married Saturday in Miami. The bride: Mrs. Jean Van Orsdell.

ERNEST H. MARTIN, CBS national sales service representative in Hollywood, promoted to Westminster Electric Corp., announced last Friday by Walter Evans, vice president in charge of all Westminster radio activities.

New agreements cover all receivers, railroad and special services transmitters and studio equipment manufactured by Westminster. Commercial transmitters are not covered, since such licenses are issued only to station operators, not to manufacturers. Included, however, are agreements for six FM stations operated by a new position, director of network programs. Walter Evans, vice president in charge of all Westminster radio activities.

TELEVISION applications of Yankee Net- work for stations in Boston and Hartford withdrawn Friday, bringing total dismissals to 27. Applicant had previously withdrawn from Providence.

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BROADCASTING • Telecasting
Your Sales strategy may be vitally affected by these facts:

- In the 4-state area that is WLW-land, there are 2,708,038 radio homes.
- According to NRI for August-September, 1945, the average home listens to the radio 1,347 minutes per week.
- The average amount of listening to WLW alone is 321 minutes per week—23.8% of all listening to all stations.
- Projected to total radio homes in the area—it amounts to more than 866 million "home-minutes" of listening to WLW in an average week.

Bear in mind, these are not figures for a single city... not even for a single county or state, but for an empire of 325 counties in seven states... where 12,296,337 people live.

If you have something to sell this great mass market, you can reach it through WLW effectively, economically.

ALL FIGURES ON RADIO LISTENING GIVEN IN THIS ADVERTISEMENT ARE FROM THE NIELSEN RADIO INDEX FOR AUGUST AND SEPTEMBER 1945.

HERE ARE MORE FACTS

84.9% of all radio homes in WLW-land were tuned to WLW at least once for a full 6-minute period or longer during four measured weeks.

WLW

THE NATION'S MOST MERCHANDISABLE STATION

DIVISION OF THE CROSLEY CORPORATION
Meet RAY HENLE

Ray Henle, one of the distinguished men of American journalism, has joined WOL, the Washington Radio News Bureau, and will be heard every evening under sponsorship of the Small Business Men's Association. Mr. Henle becomes the fourth nationally-known newsmen originating at WOL, the others being Fulton Lewis, Jr., Albert L. Warner and William Hillman.

Sponsorship of Mr. Henle by the Small Business Men's Association brings the total of new local and national spot business on WOL since January 1 up to the substantial total of 58 weekly quarter hours—not including renewals! (That's better than FOURTEEN HOURS a week!) Advertisers are flocking to the "Voice of Washington" to get 5000-watt coverage and penetration at protected 1000-watt rates—before the new transmitter's switches are thrown early in May. Better see your Katz representative within the next few days. With him, you'll meet some of the best-known radio advertisers, signing WOL contracts!