Richmond makes metal foil

In Richmond you’ll find the Reynolds Metal Company headquarters and executive offices, with an average annual payroll of over four million dollars.

One of the largest producers of aluminum, its fifty plants and subsidiaries include all the operations in the production of aluminum.

It’s depression-proof industries such as this that have made Richmond the ever-prosperous market. If you have something to sell by radio … put WLEE on your list. It’s the station Richmond has learned to listen to and the station that produces sales. Ask our local advertisers!

WLEE success story

1. A Richmond jeweler decided to test his Monday-through-Friday nighttime show on WLEE.
2. On Monday, March 18, he started an offer, planning to continue the offer for two weeks.
3. On Tuesday, March 19, at 4 P.M., this client called WLEE to discontinue the offer immediately. The response in one day had cleaned him out—one—two—three!

W-L-E-E

Mutual … in Richmond … the continuous prosperity market

TOM TINSLEY, Director
IRVIN G. ABEOFF, Gen. Mgr.
Represented by Headley-Reed
JANUARY — Dinner Bell moves to Lafayette, Indiana, for three days of interviews with leaders and farmers at annual Purdue Agricultural Conference. WLS Dinner Bell is broadcast from Putnam County (Indiana) Farmers Midwinter Meeting, where project is set up to correlate soil fertility and public health.

FEBRUARY — Returning GI and some of his farm and property problems are discussed on Dinner Bell by Dr. Joseph Ackerman of the Farm Foundation and Purdue’s Farm Management Head, O. G. Lloyd. Dinner Bell goes to 49th annual exhibit of the Illinois Retail Hardware Association.

MARCH — Six County Superintendents of Schools discuss school problems on Dinner Bell. Dinner Bell originates in Madison, Wisconsin, for Board of Directors meeting of Wisconsin Council of Agriculture.

When there's something Midwest people need to hear, they depend on WLS Dinner Bell Time, America's pioneer farm service program.

22 years of Broadcasting SERVICE

A Clear Channel Station CHICAGO 7

50,000 watts, 890 KC, American Affiliate. Represented by JOHN BLAIR & COMPANY. Affiliated in Management with KTO Phoenix, and the ARIZONA NETWORK — KTO Phoenix KTUC Tucson KSUN Bisbee—Showell—Douglas
Frequently in the life of a Time Buyer sex rears its head—in the form of questions about participating woman’s programs. Then the Time Buyer is obliged to throw himself into a minor frenzy trying to gather the necessary facts.

The Katz Agency’s Data Service has simplified sex—through its Summary of Participating Woman’s Programs, which gives, at a glance, the basic facts about woman’s shows on Katz stations. Among the many votes of thanks received for this Summary was this from an NAB department head: “...let us send some of these to the other organizations that are handling women’s shows as an example of what can be done.”

Naturally, we’re happy to have been helpful—and to demonstrate again the sales-making power of facts.

MORE FACTS MAKE MORE SALES

But sales data are no substitute for salesmen at The Katz Agency.

By supplying more facts, The Katz Agency Data Service steps up the selling power of 25 salesmen operating out of eight strategically located offices.

The KATZ AGENCY, INC.

STATION REPRESENTATIVES

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

Stations Served by

The KATZ AGENCY, INC.

North and Midwest
WCOP ABC BOSTON
WCLF ABC CHICAGO
WKRC CBS CINCINNATI
KRTV ABC DES MOINES
WFMB CBS INDIANAPOLIS
WFEC CBS MANCHESTER
WINS CBS MILWAUKEE
WHOM ABC NEW YORK
WPHL ABC PHILADELPHIA
WCAE ABC PITTSBURGH
WFCI ABC PROVIDENCE-PAWTUCKET
WTAD CBS QUINCY, ILL.
WSFD NBC TOLEDO
WOL MBS WASHINGTON, D. C.
WMX CBS WATERLOO-CEDAR RAPIDS
WHAX ABC YANKTON-SIOUX CITY

South
WGST CBS ATLANTA
WWNC CBS ASHEVILLE
KRRK CBS LITTLE ROCK
WMAC CBS MACON
WRRC CBS MEMPHIS
WSIX ABC NASHVILLE
WWL CBS NEW ORLEANS
WKY NBC OKLAHOMA CITY
WDAE CBS TAMPA
WTOC CBS SAVANNAH

West
KLZ CBS DENVER
KUTA ABC SALT LAKE CITY
KHQ NBC SPOKANE
KGHL NBC BILLINGS, MONT.
KVOR CBS COLORADO SPRINGS
KGU NBC HONOLULU, T. H.

Published every Monday, 53rd issue (Year Book Number) published in February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C.
Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.
BROADCASTING... at deadline

Closed Circuit

Upcoming

April 15-18: ANA Meeting, Westchester Country Club, Rye, N. Y.
April 18-20: ASNE Convention, Statler Hotel, Washington.
April 22-23: NAB Market Executive Committee, Statler Hotel, Washington.
April 25-26: NAB 2nd District, Hotel Roosevelt, New York.

(FCC hearings, page 96.)

Bulletins

RAYTHEON Mfg. Corp. has announced merger with Submarine Signal Co., Boston. Boards of directors of both companies have approved combination of 51/2 shares of Raytheon stock for one share of Submarine Signal stock, subject to stockholders approval.

PRESIDENT TRUMAN Friday said he was in agreement with military that atomic bomb tests in Pacific are vital to national defense. Present target dates in July will be met, he has been informed.

ASCAP confirmed late Friday that it now has received from writer and publisher members assignment of their public performance rights in television field for three-year period.

WLAW'S 50 KW PLANS

IRVING E. ROGERS, general manager of WLAW Lawrence, Mass., announces nearly $500,000 will be spent to construct a new transmitter station at Burlington and new studios in Boston. WLAW was recently authorized by FCC to increase power to 50,000 w.

Business Briefly

NAMES BOTHWELL • Boyle-Midway In New York, household division of America Home Products Corp., New York, has appointed E. Earl Bothwell Adv. Agency, Pittsburgh, to handle 25 more of its products. Test can paige of five-minute transcribed program started in Pittsburgh area for Moth Day Radio plans for other products not completed.

SYMPHONY SERIES • Allis-Chalmers Mfg Co., Milwaukee, May 4 starts sponsoring fourth annual summer concerts of Boston Symphony Orchestra on ABC, Saturday, 9:30 10:30 p.m. This year marks first time company will sponsor six broadcasts from the Espanade and Tanglewood Festivals, amon, 15 or 16 of its to be carried during season. Agency, Compton Advertising Inc., New York.

BLAIR GETS WLOL • WLOL Minneapolis names John Blair & Co., Chicago, station representative, succeeding John E. Pearson Co., Chicago.

LEVER TO REST • Lever Brothers Co. (Swan soap), Joan Davis Show Monday, 8:30-8:55 p.m. on CBS will take a 13-week summer hiatus after the May 27 broadcast, returning to the air Sept. 2. Agency, Young & Rubicam, New York.

RMA PROTESTS TO CPA ON BUILDING CURTAILMENT

BOND GEDDES, executive vice president of Radio Manufacturers Assn., late Friday protested to Civilian Production Administration on enforcement of its construction order (story on page 102). RMA urged modification of the order, which it said in effect stops all construction of broadcast stations and development of FM and television services.

"We urge your immediate action to place important present and future radio and communication services in category permitting at least construction of broadcasting stations up to $15,000 or more," RMA wire concluded. RMA plans to follow wire with detailed letter.

FCC Denial Based on No Local News

ADDING FORCE to convictions stated in FCC Blue Book, Commission has proposed denial of construction permit to applicant who said he did not intend to hire local news reporter.

Involved in case is application of Edisto Broadcasting Co. for 250 w station on 1450 kc in Orangeburg, S. C. Application competitive to two others, the Observer Radio Co. and Orangeburg Broadcasting Corp. In proposing grant to Observer, FCC based finding on home-ownership aspect of that application, but stressed also its "preference for Observer over Edisto for an additional reason."

The reason: "We believe that an essential function of a radio station's operation in the public interest should contemplate the gathering and broadcasting... of local news on a regularly scheduled program."

Elsewhere in opinion FCC lamented, in reference to Edisto application... no local news reporter has been provided for nor will the station's staff, when organized, participate in gathering local news items for regular daily broadcasts." Paul O. Moyle, who was to manage and broadcast, was also to participate in business of station's operation.

Oral hearing grant was one of three proposed decisions issued by Commission. Others would authorize local stations to A. C. Neff in Savannah, Ga., on 1400 kc and to Great Northern Radio Inc. in Glen Falls, N. Y., on 1400 kc.

Page 4 • April 15, 1946
A PROFITABLE BUY!

WGAL
LANCASTER, PA.

this progressive station reaches a rich area right in the heart of Pennsylvania. For full information, write 8 West King Street, Lancaster, Pa., or

Sales Representative: RAYMER
THERE ARE more people in the four counties which comprise the immediate Omaha-Council Bluffs trade area than in THREE TIMES as many counties in any other section of Nebraska or western Iowa. And more of the people in this area are listening to KOIL than ever before.

You can sell this big market effectively, and at lower cost per listener, with KOIL. Ask us or Petry about a number of KOIL-produced shows which can do a job for you.
Harness the POWER designed for your job and the result is peak efficiency... from the smallest motor to the mighty giant developing thousands of horsepower, the answer is the same. Here, in the Ark-La-Tex area, there is a market with the POWER to buy your products and KWKH with its 50,000 watts dominates this area—"The Selling Power in the Buying Market."
WBBM Showmanship is always in the news!

"You'd wear an asbestos suit, too. When WBBM Showmanship built this program called 'Hot Off The Wire', they weren't foolin'"

REPRESENTED BY RADIO SALES, THE SPOT BROADCASTING DIVISION OF CBS
VISITOR: I still can't see why he needs that asbestos suit. After all, it's just another news broadcast.

WBBM-EXPERT: Good Heavens, man. There's no such thing as just another broadcast—news or otherwise—where WBBM showmanship is concerned. Every show is excitingly different... and HOT OFF THE WIRE is the hottest program idea to hit Chicago in a long time. WBBM takes a wire recorder to a train wreck, an explosion, a tenement house fire—brings back on-the-scene interviews with the people who make the week's headlines. Then these are forged into a sizzling show (12:15-12:30 P.M. Sunday) that any sponsor would be proud to call his own.

VISITOR: That's a program I want to hear. Do you have any more like it?

WBBM-EXPERT: No, no, no. How many times must I tell you that showmanship makes a difference? Every program idea is successfully new... like the AMERICAN STORY IN SONG. Here WBBM showman Bob Atcher, famous ballad singer, takes the day's headline news, rhymes it and sings it in true ballad fashion. This WBBM musical news has Midwest listeners agog, and what's more, this five-day, 15-minute strip is now ready for a profit-bent advertiser.

VISITOR: Say no more, it sounds terrific! Just tell me when to listen.

WBBM-EXPERT: That's something you'll have to ask an advertiser. WBBM has a few choice time spots for its newest program packages. They'll go to the first caller—maybe that's him now!

SOUND: LOUD CRASH AS VISITOR AND WBBM-EXPERT DIVE FOR PHONE. (IF IT'S A BIG RATING YOU CRAVE, WE SUGGEST YOU DO THE SAME.)
Feature of the Week

IN THE 20s, women played Ma-Jong during their leisure hours. But in 1945, the women's favorite game is the "Gimmies."

This sport reached its zenith during the four-day stay in Chicago recently of Mutuals' "Queens for a Day." While anthropologists and psychiatrists mumbled in their beards, 200,000 screaming females descended on the busy corner of State and Madison, and proceeded to tear it apart as they fought for nylons, refrigerators, movie cameras and radios.

In their enthusiasm they also ripped the clothes off the show's producer and sent Jack Bailey, its m. c., dashing for a bullet-proof automobile, provided by the city.

Two Arrive at 6 a.m.

Beginning at 6 a.m. two hopeful Queens set up shop and fried two eggs over a can of Sterno for their breakfast. By the time Queen's m. c. arrived, Mayor Kelly's Coptic blue-coats were short-waving frantic pleas for reinforcements. The lucky lady selected was a 50-year-old matron who said she would surrender her apartment to some "deserving" veteran if she were chosen.

The loot accumulated by the particular Queen for the downtown broadcast included a trip to Camelback Inn, Phoenix, Ariz. dude ranch with all expenses paid, a free filet mignon at Chicago's Pump Room, two tickets to a popular musical comedy, three dozen roses, a complete wardrobe, dia-

Sellers of Sales

STARTING at a secretarial post

ied Ethel Wieder on the trail to timebuying. Ten years ago

she started working as a secre-

tary at J. D. Tarcher Co. Today

she is a full-fledged timebuyer for

The Biow Co., New

York.

Born Feb. 15, 1917, in New York,

she has lived in the

city all her life.

After completing

high school, in 1935

she went to work for

Brown & Tarcher

(now J. D. Tarcher

Co.). In the course of

her three years

with the organiza-

tion she also took on billing duties

as well as her sec-

tarial ones.

A fter acquiring

agency's RCA cooperative adver-

tising department. In 1941 she be-

came assistant to John Hymes, then

radio head. Two years later under

Mr. Hymes' supervision she gradu-

ated into a full-fledged timebuyer.

On Sept. 24, 1945, she rejoined

Mr. Hymes at The

Biow Co. when he became head of the

radio department there. She buys time

for the following accoun-

ts: Procter &

Gamble (Teel and

Lava), Philip Morris

Co., Eveready, Hills

Brothers, Lydia Grey,

and Roma Wine.

Miss Wieder is the

youngest of five

children and lives at home with her

mother and brother. One of her brothers,

Jay Wieder, is also

in the agency field.

He is the production manager of J. D. Tarcher Co.

Sellers of Sales

Jack Bailey and a typical Queen

with Jim Aldsworth, escort, and

Carol Denise, secretary to Mr.

Bailey.

mon ring, phonograph records,

manicure kit, nylons, movie cam-

era, radio, 300 cans of food and

lesser items, all donated by ad-

vertising-minded companies.

Mutual and sponsors, Miles Labs

and Procter & Gamble, carry heavy

insurance against lawsuits from
disgruntled contestants. And from

the minute he arrives until he

leaves, Mr. Bailey is never without

a bodyguard. Even his telephone

and room number are secret. A

body-guard (Mutual prefers the

more genteel term of "escort") is

also provided for the Queen.

Of the 200,000 women who

swooped down on Mr. Bailey dur-

ing the broadcast perhaps the most
dramatic was a 60-year-old matron

who said she would surrender her

apartment to a bodyguard. Even

his telephone and room number

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ranch with all expenses paid, a

free filet mignon at Chicago's Pump

Room, two tickets to a popular

musical comedy, three dozen

roses, a complete wardrobe, dia-

mond ring, phonograph records,

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Queen.
Wov's "1280 Club" program enjoys one of the largest metropolitan evening audiences listening to any New York independent station between the Hooper checking hours of 7:30 and 10:00 p.m. And what is more... this recorded show, mc'd by Fred Robbins, Professor of Thermodynamics, delivers this largest average audience at the lowest cost per listener. A few participating periods are available, three or six nights a week.

Ralph N. Weil, General Manager

This fast-moving program consistently rates high with New York's radio millions...

Wov New York The Key To Two Markets
How to stand a

200,000 PEOPLE, ACCORDING TO OFFICIAL CHICAGO POLICE DEPARTMENT ESTIMATE, TAKE OVER LOOP, A
Excitement whirled through Chicago’s Loop on April 2nd, 1946: traffic halted for two hours... special details of mounted police and patrolmen... a mile-long public address system... all press associations, batteries of newsreel cameras turned out to cover a broadcast of Mutual’s QUEEN FOR A DAY. The "house" numbered over 200,000 people!

This is an all-time high for commercial radio. No other program has ever evoked such a demonstration. (If anyone knows of a "topper" please post us.)

Chicago is just one city in the Cinderella show’s current swing around the nation’s top towns. Other cities the QUEEN “stood on ear” include Denver, Omaha, Cleveland, Indianapolis. Next: St. Louis and Kansas City. Everywhere—capacity crowds, city-wide excitement, and a press follow-up of front-page pictures and headlines. (“200,000 Gals Riot at Loop Broadcast” reported Page 1 of the Chicago Daily News.)

The reason for these ovations is simple. People came to see because they loved to hear. Before the QUEEN captured Chicago, she had already dominated the 2:30-3:00 PM half-hour straight across the listening nation! A program developed by Mutual, QUEEN FOR A DAY’s success is so marked, it has influenced the whole daytime radio picture. (As well as the Mutual afternoon schedule, which is built around it.)

Yes, QUEEN FOR A DAY is already sponsored—by Miles Laboratories and Procter & Gamble. But the QUEEN is just one member of a royal family of Mutual shows featuring the same ahead-of-the-times radio finesse... and currently available. So, if you’re seeking top-flight entertainment at cellar costs, you’ll get more for your money on Mutual.*

*MUTUAL BROADCASTING SYSTEM
WHERE SHOWMANSHIP MEANS BUSINESS

*Mutual time alone costs at least 24% less than Network X
47% less than Network Y and 64% less than Network Z
A LITTLE EXTRA EFFORT
OFTEN GETS A BIG RESULT!

So far as we've ever been able to discover, there's hardly a
difficult situation in radio that won't yield to strenuous, intelli-
gent, aggressive attack. Usually, it's just a case of effort... 

We of F&P think we put more effort into spot-broadcasting
sales and service—and yes, more brain-work, too—than any-
body else in the business. We've got the men, the equip-
ment and the will to do it. So that's it.

What's worrying you, today? How about letting us into the cage
with it—and seeing what happens?

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

EXCLUSIVE REPRESENTATIVES:
ALBUQUERQUE KOB
Baltimore WCBM
BROWNSVILLE KVAL
BUFFALO WGR-WKBW
CHARLESTON, S. C. WQSC
CINCINNATI WCKY
COLUMBIA, S. C. WIS
CORPS CHRISTI KRIS
DAVENPORT WOC
DES MOINES WHO
DULUTH KDAL
FARGO WDAY
HOUSTON KXYZ
INDIANAPOLIS WISH
KANSAS CITY KMBC
LOUISVILLE WAVE
MINNEAPOLIS-ST. PAUL WTCN
OKLAHOMA CITY KOMA
PEORIA-TUSCOLA WMBD-WDZ
PORTLAND Koin
RALEIGH WPTF
ROANOKE WDBJ
ST. LOUIS KSD
SEATTLE KIRO
SHEANDOAH KMA
SYRACUSE WFB\nTULSA

and WRIGHT-SONOVOX, Inc.
President's Signature to S-63

Anti-Petrillo Bill
May Be Law
This Week

By BILL BAILEY

THE LEA BILL is expected to become law this week.

In view of the overwhelming vote by which it passed both Houses of Congress, President Truman is expected to sign the measure (S-63) when it reaches his desk. When legislation passes Congress, it goes to the White House, is rerouted to Budget Bureau for checking, then returned for the President's signature.

Meanwhile, James Caesar Petrillo, president of the American Federation of Musicians, rebuffed the President's signature, and that he would, among other things, forbid the release of films of musicians for television. Petrillo's tactics. On Capitol Hill last week sources close to the Administration expressed confidence that the President would sign.

Even if President Truman should fail to sign the legislation, it automatically becomes law 10 days after it reaches the White House from Congress, providing Congress is in session. The bill was sent to the White House last Monday afternoon. Since Congress has no plans to adjourn, it was pointed out that only a veto by the President could prevent the bill from becoming a new section of the Federal Communications Act.

Inasmuch as Mr. Truman has attempted to get through labor legislation, without avail, it was felt in some quarters that the so-called Petrillo bill, hailed as a step in the "right direction," might be a step forward to broaden overall legislation that will help solve the nation's labor-management ills.

In a Saturday session (April 6) the Senate passed the bill 47-3 after nearly four hours debate. The House previously had passed it 186-16.

Sen. Glen H. Taylor (D - Idaho) led opposition on the grounds that it would adversely affect entertainers. He said he held no brief for Mr. Petrillo, that the bill, which he termed "vicious anti-labor legislation," actually would not affect the music czar, but would deprive performers of income.

Sen. Edwin C. Johnson (D - Colo.), chairman of the Senate conferences who agreed unanimously on the bill, led debate in favor of the measure. He was assisted by Sen. Warren R. Austin (R - Vt.), Sen. James M. Tunnell (D - Del.), who read excerpts from hearings at which Mr. Petrillo testified; and by Sen. Wal- lace H. Witbeck Jr. (R - Me.), Minority Leader.

Proponents Speak

Sen. Robert M. LaFollette (P. - Wis.) delved into the various aspects of the bill, wanted to know if it would make strikes illegal, as charged by opponents. At one point Senate debate reached a heated stage, but throughout all argument nobody defended James Caesar Petrillo. Opponents wanted to be sure that the bill would not affect other radio employees adversely.

Following debate the President Pro Temp called for a voice vote. Sen. Joseph Ball (R - Minn.), who has attempted to get through labor legislation, demanded the "aye" and "nay." He was joined by Sen. Charles Gurney (R - S. D.), former head of WNAX Yankton and former member of the Senate Interstate Commerce Committee.

Following is the vote as recorded in the Senate:

FOR

Democrats (23) - Barkley, Ky.; Blint, Miss.; Carville, Nev.; Connally, Tex.; Downey, Calif.; Bender, La.; Pulitzer, Ark.; Cerry, R. I.; Geppert, Idaho; Green, R. I.; Hatke, N. M.; Hayden, Ariz.; Hoey, N. G.; Johnson, Colo.; Johnston, B. C.; McClellan, Ark.; McFarland, Ark.; McKeel, Quebec, Idaho; Mr. O'Daniel, Tex.; O'Mahoney, Wyo.; Stewart, Tenn.; Tunnell, Del.


Progressive (1) - LaFollette, Wis.

AGAINST

Democrats (2) - Mitchell, Wash.; Taylor, Idaho.

Republican (1) - Atken, Vt.

Hundreds of telegrams from members of the American Federation of Radio Artists, Radio Writers Guild of the Authors League of America, Radio Directors Guild, (Continued on page 101)

Hyde Confirmed; Jorgensen Leads Field For Counsel Post

WITH SENATE confirmation Friday of Rosel H. Hyde to be a member of the FCC, appointment of his successor as general counsel was expected momentarily as BROADCASTING went to press.

Leading the field of candidates for the general counselship was Norman E. Jorgensen, who returned to the Senate March 21 after two years' Navy service in the Pacific [BROADCASTING, April 1]. Although there was much speculation as to Mr. Hyde's successor, Mr. Jorgensen was understood to hold the inside track with a majority of the Commission supporting him for the post. He was named assistant to the general counsel March 21 to fill the vacancy created last January by the resignation of Leonard H. Marks, who entered private law practice.

Among other mentioned for the counsel post were Harry M. Pletkin, assistant general counsel in charge of litigation; Vernon L. Wilkinson, assistant general counsel in charge of broadcasting; Benedict P. Cotton, assistant general counsel in charge of the common carriers, and James Alfred Guest, senior field attorney in the New York office. Mr. Guest's name entered the speculation late last week.

Mr. Hyde's nomination was reported by the Senate Interstate Commerce Committee late Thursday soon after the Committee interviewed him briefly in executive session. The Senate confirmed the nomination Friday without dissent.

In one of the shortest sessions in which a nominee is questioned, the Committee inquired as to his length of service with the Commission and his qualifications.

(Continued on page 101)
Miller Proposes AFM-Radio Group

Subcommittee to Meet Today; Petrillo Assails NAB

By BRUCE ROBERTSON

A COMMITTEE of six—three from the American Federation of Musicians and three broadcasters—were to meet at 3 p.m. today in New York to consider a proposal by Justin Miller, NAB president, that a joint advisory committee be created to help solve problems existing between broadcasters and the AFM.

Mr. Miller's proposal was made last Monday at the first meeting of the special industrywide music committee with the AFM board at the Belmont Plaza Hotel, New York. James Caesar Petrillo, AFM president, neither accepted nor rejected the proposal, but suggested it might be discussed at a future meeting of three representatives from each side. The conference will be held at AFM headquarters, 570 Lexington Ave., New York.

Feels 'Unhealthy'

Meeting less than 48 hours after the Senate passed the Lea-Vandenbergh bill (S-63) to throttle Pettrillo, broadcasters and the AFM board spent an hour last Monday listening to discussions by Messrs. Miller and Petrillo. During the talks the Lea-Vandenbergh bill was mentioned by Mr. Petrillo who quipped: "With the Lea bill passed, we don't feel so healthy."

Mr. Miller proposed the joint advisory committee for the purpose of discussing common problems on a national basis and arriving at conclusions which could then be applied in local negotiations.

Broadcasters' committee, in addition to Mr. Miller, who will act as chairman, will include Frank R. White, CBS vice president and treasurer, representing the networks; Paul W. Morency, general manager, WHTC Hartford, representing network affiliates; and Marshall Pengra, general manager, KRNR Roseburg, Ore., chairman of NAB Small Market Stations, representing the smaller station group.

Last Monday's general meeting, attended by about 30 broadcasters and a like number of AFM representatives, opened with a brief statement by Mr. Petrillo, who presided. The meeting had been arranged, he said, in the interest of achieving a better relationship between musicians and broadcasters.

He said the AFM makes no contracts on a national level, that all contracts are made by local unions, with the national body coming into the picture only when it is asked to help a local which is unable to work out a satisfactory arrangement with a network affiliate in its community.

Stating that the AFM had "nothing in mind," Mr. Miller asked Mr. Petrillo what the broadcasters proposed. Mr. Miller pointed out that he and his group did not negotiate contracts either, but could only make recommendations to the broadcasters who are required by law to make their own contracts. He then suggested the joint advisory committee.

Television Mentioned

Development of television was mentioned by Mr. Miller as one subject on which such a joint advisory committee might consider. Television broadcasters will need music, he said, and will furnish employment for musicians. Therefore the field is one of mutual interest to both groups. He did not mention the present AFM order prohibiting any member from appearing on a television program.

Mr. Miller also pointed out that while many stations have made mutually satisfactory contracts with AFM locals, others have not, and suggested that a study by the committee of the way in which the successful contracts had been achieved might prove helpful to

(Continued on page 90)

No Gun Jimmy

RADIO WON a momentous victory with the final approval of the Lea Act. It isn't a victory for management alone, as some are led to believe, but for all who live by the microphone.

The bill was written by Rep. Clarence F. Lea of California, to take away Jimmy Petrillo's gun. It does just that. It brings an end to AFM pillaging of radio. It stops the untenable practice of featherbedding.

The top-level officials of organized labor would have no part of the opposition to the Lea Act. They recognized that Petrillo couldn't be defended. Only AFRA, an AFL affiliate, took up the cudgels. The featherbedding campaign was carried from the Senate side of the Capitol to the White House itself. From AFRA headquarters came instructions which found such personalities as Crosby, Hope, Dinah Shore, etc., exhorting Senators to kill the Lea bill.

They were misled. Those names are in the higher income brackets. They were in those brackets before AFRA. They were not there before they were introduced to radio.

AFRA has fared well in its dealing with radio management. New contract negotiations come up this fall. Certainly, if AFRA has no designs on the sort of demands that brought about AFM's Waterloo it has no valid basis upon which to oppose the Lea legislation.

Radio has become an important, useful and profitable medium because all in it have worked together. That has been in the face of heavy competition from other media and the pressure groups. Radio pays a higher average wage than any pursuit other than the motion picture industry.

Every time a labor union succeeds in nicking management for tribute for unperformed work it means that much less opportunity for the thousands of men and women in other radio pursuits. Musicians have demanded—and received—for unperformed work far in excess of their contribution to the over-all service of radio.

There are technicians, news men, writers, production men, salesmen, promotion men, secretaries, stenographers, receptionists, and others who are essential to the conduct of station operation. Entertainers, announcers, musicians and other professionals who constitute the talent segment always have been the most articulate.

Radio needs talent and music. It should pay equitably for services performed. It should not be called upon to pay for service not performed.
Restrict FM Ownership To Single Grant Per License

ONLY ONE FM station to a customer is the new policy adopted by the FCC in granting FM construction permits.

The policy was enunciated in a Commission reply to recommendations of the Senate Small Business Committee last week that the FCC might well change its regulating policy in FM broadcasting. The committee stressed the necessity of safeguarding freedom of speech, and called upon the Commission to insure that “freedom.” The Committee has made known its policy for future expansion and attached to its reply a release dated April 9, in which that policy is more fully explained.

FCC is restricting FM grants to “one to a customer,” it advised Senate Small Business Committee last week. The FCC has issued simultaneous reports with Senate group urging reservation of FM channels for “newcomers” and changing FCC licensing policy to avoid “monopolistic tendencies” of AM owners and newspapers in FM broadcasting field.

One to Customer

In the first place,” the statement continued, “in making FM grants the Commission is presently proceeding on the basis of one to a customer.” . . In processing FM applications the Commission decided at the outset that it would go through the list of applicants and make one grant to each qualified applicant before considering the question of making additional grants to those applicants who are seeking more than one station. The FCC added that when it reaches the point where it has “acted upon everything” except applications from those who have already received a grant, it plans to “consider applications from cities in which there is no other application pending except the one from a multiple applicant.” That was interpreted to mean that the chances for a single licensee to obtain more than one grant, even at widely separated places, are remote for some time to come.

One of the new plans is a “Small Business Opportunities in FM Broadcasting,” the Senate Committee urged the FCC to reserve some FM channels for newcomers and relax regulations to permit those of limited means to enter the FM field. The report expressed fears that Commission licensing policy might give AM licensees an advantage over “newcomers” and thus create “monopolistic trends.”

Simultaneously the FCC issued a “reply” expressing agreement with recommendations by the Committee. Both documents were given to the press in advance for release Wednesday morning. In some quarters the Senate committee report was considered another chapter in the FCC’s March 7 report on “The Public Service Responsibility of Broadcast Licensees.”

Murray Echoes Siepmann

In a prefatory note, Chairman James E. Murray (D-Mont.) echoed Charles A. Siepmann’s book, Radio Broadcasting, “acted upon everything” a week before [BROADCASTING, April 8]. Said Sen. Murray: “FM, in short, is radio’s second chance.” Murray observed the study was conducted under the direction of Sen. Glen H. Taylor (D-Idaho), “who has initiated and conducted the Commission’s studies in the field of radio broadcasting.” Sen. Taylor, a former radio cowboy singer, was assisted by Lt. Commr. Jerome H. Spingarn, USNR, loaned by the Navy to the committee as its consultant on radio broadcasting.

Suggest Rule Change

The Committee suggested the FCC might well change its regulation to help small businesses get started in FM. It proposed two sets of specifications be filed by applicants—one setting forth limited applicants—one setting forth limited

New Esso Schedule

STANDARD OIL OF NEW JERSEY, New York (Esso Marketers), has started a new one-minute spot announcement campaign which will include latest weather prediction and brief commercial. Spots will be broadcast two or three times daily, six times weekly, for 28 weeks starting April 9 on the following stations: WCAX WTAG WELI WNLC WNBF WFPG WERC WSWA WMFD KOTN KTHS KFWF. Campaign will be supported by Esso newspapers newscasts on 39 stations and television broadcasts twice weekly on WNBT New York.

Join” Says St. Louis AFRA To Officials on VA Program

GOVERNMENT officials who go on the air in St. Louis in public service broadcasting must join the American Federation of Radio Artists or they cannot broadcast more than once, the St. Louis AFRA local has notified the Veterans Administration.

George Heller, New York, acting executive secretary of AFRA following the resignation a fortnight ago of Emily Holt, told Broadcasting that he was investigating reports that the St. Louis local could not comment until he had heard from the St. Louis local.

Latest demands of the St. Louis local came last week when national VA headquarters asked for a report from its St. Louis regional office to get “permission” from AFRA for VA officials to continue public service broadcasting. The St. Louis regional office had asked national headquarters to request of AFRA “blanket permission for repeated performance by VA spokesmen on the same station.” spokesmen for the St. Louis VA office said.

Weekly Programs

The VA has weekly programs on KMOX KWK KXOK and WIL, with another schedule to begin this week on KSD. On those programs a station announcer interviews VA officials on problems affecting former servicemen, according to VA headquarters. The ser-

Freedom of Speech Stresscd

Throughout its report the Committee expressed necessity of safeguarding freedom of speech, and called upon the Commission to insure that “freedom.” The Committee, said the report, “is interested in the development of a demand-

(Continued on page 101)
Miller Calls for United Radio Front

Warns NAB Group of Elements Combatting Air Freedom

CALL to broadcasters to unite in a "common front" against those who would undermine a free radio, as exemplified by the FCC's program rules, was made by Justin Miller, NAB president, at the keynote address last Thursday at the NAB Fourth District meeting (N. C., S. C., Va., D. C.) at the Cavalier Hotel, Virginia Beach.

Some 150 broadcasters attended the two-day meeting, largest of any held this year.

Defining the FCC report as "an indictment of radio," Judge Miller said the FCC proposed to assert power over programs despite specific denial of that right in the Communications Act and under the Bill of Rights.

He branded talk about "the people owning the air" as a "lot of hooey and nonsense," Congress, he said, had abolished the Communications Act to control interstate commerce across State lines and specifically denied the FCC the right to censor or to regulate free speech. He urged broadcasters not to "acquiesce" in the FCC's arrogation of program control but to combat it down the line. "We must challenge the FCC," he said, describing the Commission as a body made up of sincere, honest people who think they are doing a good job, but who are steeped in the public utility philosophy.

Under prevailing trends in regulation, with three-month temporary renewals, auction sales of stations, and the newly-sought program control, Mr. Miller said radio is heading toward operation "on a receivership basis."

Right to Give Views

The right of radio to speak editorially over its own facilities and in its own defense was received by Mr. Miller for the first time in a discussion of development of program policy under the NAB's aegis.

The FCC, he said, opposes any move by stations to express editorial matter at once, he suggested that the question be given move by stations to express editorial matter at once, he suggested that the question be given

A. D. Willard Jr., NAB executive vice president, outlined to the meeting the functioning of the AFM committee which resolves this week. He warned that new demands may be made and he admonished broadcasters to avoid any rash or summary actions in dealing with that problem.

Not 'Easy Sailing'

Recounting the AFM situation, Mr. Miller said it isn't going to be "easy sailing" in the conversations with the AFM committee which resolves this week. He warned that new demands may be made and he admonished broadcasters to avoid any rash or summary actions in dealing with that problem.

Braun Guest Speaker

At an engineering discussion C. H. Braun, acting chief of the FM Division of the FCC's Engineering Department, was guest speaker and conducted a question-answer period.

Mr. Miller said it would be "easy sailing" in the conversations with the AFM committee which resolves this week. He warned that new demands may be made and he admonished broadcasters to avoid any rash or summary actions in dealing with that problem.

To the fears and complaints it receives, CPA has a stock answer: "Have you applied to your district CPA office on form CPA-4423 for authority to go ahead with your project?"

John D. Small, CPA administrator, said last week that essential and nondefearable construction jobs for industry and commerce are going ahead side by side with veterans' Washington construction.

Project Cited

Citing one project approved by CPA, Mr. Small said the applicant, a building material concern, furnished full information on plans and agreed to substitute monolithic concrete, which is plentiful, for steel in its current program.

The 71 CPA regional offices are being set up and handled by a separate organization in line with recommendations of Dr. Arthur W. Macmahon, professor of political science and consultant on administration of the State Dept. [BROADCASTING, Dec. 31].

Other Resources Suggested

Dr. Macmahon suggested, as alternative A, that the resolution to the international broadcasting problem would lie in a private, limited dividend corporation in which the licensees might appoint a full-time director. This proposed corporation would be open to other investors and the government would lease its equipment for a "nominal consideration."

The proposed entity would conduct both engineering and programming.

Government financial support for international shortwave broadcasting would be required, either by putting a percentage of time by the government or by buying direct from private grants by Congress. All programming would be under control of the private corporation. In case of emergency the shortwave facilities could be made available to the government.

A second alternative suggested by Dr. Macmahon would be outright government ownership and operation of industry and commerce are going ahead side by side with veterans' Washington construction.
Iowans who "listen most" to WHO smoke 5 times more CIGARETTES than those who "listen most" to any other station! . . . . there's 5 times as many of 'em!

If your goal is reaching lots of listeners, WHO is your medium in Iowa.

Iowa has 633,168 radio families. Of these, approximately 354,000 “listen most” to WHO—whereas only about 70,000 listen most to the next most popular station. And Iowa families spend six hours tuned to their “listened-to-most” station for every one hour listening to any “heard regularly” station! Source: the 1945 Iowa Radio Audience Survey, in which 55.4% of the families interviewed named WHO as “listened-to-most”, giving Station B 10.7%.

WHO is outstanding in Iowa broadcasting—can therefore do an outstanding job of selling merchandise for you. Write us—call Free & Peters—or ask anybody in Iowa!

WHO

for Iowa PLUS

Des Moines . . . 50,000 Watts


FREE & PETERS, Inc., National Representatives
Clears to Ask More Power to Serve Farms

Hearing's Second Round Begins Today

ROUND TWO of the clear channel hearings begins today (Monday) with the proponents of the exclusive frequencies expected to make their final arguments on behalf of the 50 kw stations and for higher power to increase service to the rural areas. Placed on the defensive by testimony of farm organizations and the regional broadcasters at the initial hearings, Jan. 15-19 [BROADCASTING, Jan. 21], the clear channel group was preparing last week to answer the attacks with testimony from local farm groups and agricultural enterprises as to the services performed by the clear stations.

The same farm organizations will be preceded, Jett, that the service of the clear channel stations at the January hearings were preparing to enter the fray when the proceedings resume. Although they plan no formal presentations, they will be on hand to do battle if circumstances warrant.

NARBA Agreement Link

Linked with the clear channel issues is the recent international agreement permitting the use by Cuba of 640 kc, the I-A channel of KFI. He contended that be interference with the secondary services by Comr. Jett that the U. S. Government would see that the National Cooperative Milk Producers Federation, which was also attended by representatives of the Grange, the American Farm Bureau Federation, and the National Cooperative Milk Producers Federation.

Caldwell Takes Issue

Mr. Caldwell also pointed out that Cuba has violated previous agreements, "causing disastrous interference on one frequency after another.

With respect to high power for clear channel stations, Mr. Caldwell stated that "the only way in which the farmer's signal can be improved is the reason for putting a program on the air," Joseph A. Moran, Young & Rubicam, New York associate director of radio, told the farm broadcasters at the following session of the AAAA board; John C. Cornelius, vice president of Young & Rubicam, New York, secretary-treasurer, Frederic R. Gamble was re-elected president for a two year term.

"Some sponsors," Mr. Moran said in his address, "are paying from $10,000 to $13,000 a minute for their commercials..." We've come a long way in radio commercials. When you compare their age... and their effectiveness... with that of publication copy... a loud cheer is in order for their rapid growth...

During the war, they took second place to no other media in the sale of products. The enlistment of blood donors... in the dramatization and dissemination of facts and news about the more than 100 home front activities.

Words Must Sell

"But the war is over. And the words that sold ideas... and ideals... must once again sell merchandise in ever-increasing quantities," Mr. Moran concluded.

Thomas D. A. Brophy, president of Kenyon & Eckhardt, New York, told the group that "agency people are maintaining a position of observing trends rather than, formulating policies" but are very carefully watching possibilities of television as a medium.

Television Challenge

He pointed out that "despite the difficulties this new medium offers in its development period," television represents a real challenge to advertising agencies.

On the other hand, agency men are of the opinion that they should have an "active part in the development of television as an advertising medium," he explained.

Mr. Brophy maintained that "agencies will be equipped to make use of the facilities of television as soon as they become available."

Mr. Brophy is the chairman of a special committee recently formed on television to determine AAAA television policies.

Don Belding, chairman of the board of Foote, Cone & Belding, suggested that American business should "tithe" 10% of its advertising appropriation for selling the American system of private enterprise.

Citing the campaign conducted by Union Oil Co. on the West Coast, he suggested that "each company should do its campaign in its own way through its own agency, using facts which cannot be challenged." He maintained that the campaigns should be continued for a minimum of five years or long enough

Value of Commercial Time Stress

Y & R Executive Tells AAAA Radio Must Still Expand

"EVERY MOMENT of commercial time is a golden one—those three minutes of sales messages in a half hour are the reason for putting a program on the air," Joseph A. Moran, Young & Rubicam, New York associate director of radio, told the farm broadcasters at the following session of the AAAA board; John C. Cornelius, vice president of Young & Rubicam, New York, secretary-treasurer, Frederic R. Gamble was re-elected president for a two year term.

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FLOOD CONTROL . . . at the flick of a switch!

Like a rising flood, desire for merchandise has been growing... growing... growing!
Production, though still a trickle, also rises. Slowly, often deviously. But weather-men of industry predict a sudden cloudburst. From factory to distributor to store to home... like a flash-flood... radios and refrigerators, automobiles and automatic laundries, typewriters and tin cans will gush in ever-growing numbers.

How to direct the torrent of production into the ready channels of demand?

Broadcasting!

Broadcast advertising spreads your message far and wide... instantaneously! At the flick of a spot announcement. At the twist of a readied program.


Be prepared for the flood. Arrange today for the programs and spots you'll want tomorrow... on Westinghouse stations. NBC Spot Sales is national representative for KDKA, KYW, WOWO, WBZ, and WBZA; Paul H. Raymer Co. represents KEX.
It has progressed from cat's whiskers to pentagrid converter tubes; carbon to cardoid mikes; head-sets to permanent magnet speakers; multiple tuning to push-button selection. It elected Presidents, served in disaster and today is a voice in the consciousness of millions of people. American Radio has accomplished all this in the short span of 25 years! WSPD was an early pioneer of American Radio. April 15, 1921 found WSPD (then WTAL) a swaddling, infant 10 watt station experiencing the usual growing pains of a new and promising industry. And, in true pioneer fashion, WSPD blazed the trail by constantly expanding its facilities and increasing the efficiency of its broadcasting services. Today WSPD's leadership in the broadcasting field is assured for throughout the past 25 years its programs have become an integral part, an impelling force in the daily lives of more than two million residents of Northwestern Ohio and Southern Michigan.

JUST ASK KATZ

1370 K.C. 5000 WATTS

WSPD

TOLEDO - OHIO
Do Listeners Lament Commercials?

60% Unannoyed by Any Radio Advertisement, When Check Shows

SIXTY PERCENT of the radio listeners are unannoyed by any commercials.

In public service programs specifically, it is the position or number of commercials, rather than the commercial credit itself, to which the principal objection is directed. The middle commercial is preponderantly more objectionable than the others.

These conclusions are drawn from a survey of homes in the "Peoriarea," the 10 counties surrounding the county of Peoria, Ill., which was conducted by Dr. Forest L. Whan of the U. of Wichita, Kan., under an educational grant from WMBD Peoria.*

Highlights of Study

Centering on listener attitudes toward commercials, the survey included deliberately "leading" questions to elicit "the maximum amount of criticism" of commercial announcements. It brought replies from 1,830 families in the 10 counties, or better than one out of every 1,830 families in the 10 counties in the area.

An advisory board of 20 leading Minnesota newspapermen approve ballot questions for the poll, which is claimed to reflect accurately the views of the 1,800,000 adults in the State.

Care is used to get a typical cross-section, covering age, sex, place of residence, income level and political affiliation. Personal interviews are conducted by 65 field reporters.

Results of this poll did not include or "poor" job. How about your local government? How are the churches, the radio stations? The newspapers?"

Results of the Minnesota poll are similar to findings of a nationwide survey conducted by the National Opinion Research Center, U. of Chicago. This survey [BROADCASTING, Feb. 18] showed that 82% of listeners believe radio is doing an excellent or good job, with churches, schools and local government ranking next in that order.

Results of this poll did not include newspapers.

Justin Miller, NAB president, commented on the poll as follows: "It is gratifying to observe the similarity between the results of the NORC and the Minnesota surveys. They show graphically that the current efforts of a few people to destroy our free American radio, because of so-called failure to serve the public interest, are not supported by any substantial percentage of the public.

Such polls as these supply valuable information to radio management in guiding our industry. Stations throughout the country can render a service to themselves and to their industry by encouraging similar broad surveys of public opinion in their service areas.

This information will be of value, not only in station and network operations, but to the entire industry in presenting an objective, documented picture to the critics of radio."

How well are they doing their jobs?

**THE CHURCHES**

- Excellent: 14%
- Good: 52%
- Fair: 27%
- Poor: 10%

**THE SCHOOLS**

- Excellent: 16%
- Good: 52%
- Fair: 18%
- Poor: 8%

**THE RADIO**

- Excellent: 12%
- Good: 58%
- Fair: 25%
- Poor: 5%

**NEWSPAPERS**

- Excellent: 10%
- Good: 55%
- Fair: 26%
- Poor: 9%

**LOCAL GOVERNMENT**

- Excellent: 8%
- Good: 49%
- Fair: 29%
- Poor: 5%
This lively merchandising magazine is delivered every month to 4,000 top grocers, druggists, markets, variety and department stores in Metropolitan Boston.

The WCOP SALES SPOTLIGHT, in its handy 7"x 10" format, assures a regular monthly "interview" with merchants selling WCOP-advertised products. They read it. If you're not seeing it regularly, just drop us a line and we'll add your name to an ever-growing list.

In addition to this monthly good-will builder, WCOP has a staff of ace merchandising men calling constantly on wholesalers, jobbers, brokers and retailers within its coverage area. When a client purchases time on WCOP, these men see that the retailers hear about it. They get cooperation in store tie-ins with the radio advertising.

WCOP adds to these merchandising aids a steady fanfare of courtesy announcements, outdoor advertising, window displays and publicity releases — to promote WCOP-advertised products.

When you buy WCOP, you put Boston's smoothest merchandising machinery to work for you.

Rates and availabilities from any Katz office.
THANKS to KFRU Columbia, Mo., and the Missouri Farmers Assn., farm listeners in Central Missouri are getting listening they really want. And the program they demanded backafter temporarily losing it was the popular MFA Neighbors, comprising interviews with farmers as they transacted their business at the local Boone County MFA Exchange. MFA Neighbors had proven extremely popular with KFRU's rural audiences who not only liked to hear neighbor farmers on the air, but also cited the advantages of hearing these interviewed farmers describe the status of business at the market, often saving unnecessary lost time and trips into town.

However, last winter during the coldest days there was a period when interviewees became hard to find by Harold Douglas, m.c. of the program. State authorities and MFA officials then decided that maybe the farmers were tired of the program. State authorities and MFA officials then decided that maybe the farmers were tired of hearing themselves talk. They decided to substitute a news commentary on KFRU.

Announcement of the change was made at the annual meeting of the members of the Boone County MFA Exchange—and objections came fast and heavy from the members of the organization. "Don't take it off, even if Harold occasionally has no Neighbors and has to do all the talking himself," was the plea of the farmers. As a result, KFRU is starting its second year of MFA Neighbors, pleased with the way the farmers protested to keep their broadcast.

Letter to the Editor:

Rebuttal to Mr. Noble

Editor, Broadcasting:

I am writing in regard to your item on page 101 of the issue of March 25th. As a preface, I want to say that Ed Noble is one of my favorite men in the business of purveying ideas. Friends of mine, however, tell me that there is libel in the article in so far as you say that: "Mr. Ernst did not seek to issue a rebuttal. In brief, however, tell me that there is libel in the article in so far as you say that: "Mr. Ernst did not seek to issue a rebuttal to Mr. Noble's remarks." I don't think it is libelous at all but with some immodesty I suggest that even Ed would admit that it is not in keeping for me not to seek to issue a rebuttal. In brief, when Mr. Noble made his point as reported by you, I put in a rebuttal for what it is worth, as follows:

"Ed Noble is certainly the last man in the country to deny the value of diversity of ownership of networks. Surely he and the nation are better off with Noble dominating one of our four networks than they were under the old regime when two of our four networks were owned by the same company. The only plea I make in the FIRST FREEDOM is for diversity of thought and greater potential conflict of ideas. Only out of matching wits in the market place of thought can truth win out. We in the United States have staked our all on this thesis rather than the theory of life carried on by totalitarian governments."

I would appreciate it if you would run this letter if you think it fits in with your magazine.

(signed) Morris L. Ernst
Greenbaum, Wolff, & Ernst
New York, N. Y.

March 28

(EDITOR'S NOTE: we are glad to print Mr. Ernst's letter, but willing to argue even with the distinguished lawyer and writer the meaning of "rebuttal!" Let Broadcasting readers decide: Did Mr. Ernst rebut Mr. Noble?)

ABC Ad Reprint

RePRINT advertisement from the Saturday Evening Post is being distributed by ABC as example of the extensive promotion given network programs. Folder cover bears reprint of recent Saturday post cover.

This Huge Prosperous Iowa FARM Market is served daily by WMT Farm Programs!

WMT's hard-hitting Farm Division has successfully carried out projects ranging in scope from "speeding acceptance of the all-pullet flock" by poultrymen to stimulating "the use of rotenone dust in combating costly cattle grubs".

To our Farm audience our interest in these Farm problems is VITAL—

TO YOU — it means the widest, most prosperous, receptive Farm market in the U. S. delivered to you only, by WMT.

*Within its half-millivolt contour (5,000 Watts at 600 KC)

Represented by KATZ AGENCY

MEMBER OF THE MID-STATES GROUP
Lighting Experiments For Video Scheduled

ABC, in collaboration with the West Coast Sound Studios in New York, will soon start a series of lighting experiments employing the use of still pictures on film, designed to improve the quality of video pictures. Project will be under the supervision of Alfred Cheney Johnston, lighting and photography technician, recently named lighting consultant of ABC.

A newly developed chemical emulsion with the same sensitivity characteristics as an iconoscope will be used in the tests. With this emulsion, ABC technicians report, it will be possible for the first time to record accurately each step of lighting experimentation on a 35-mm. negative, which, put on the television system and reversed electronically, can be viewed on a monitor screen. The conditions under which the experimental shots are taken can be reproduced in the studio and the live picture viewed on an adjacent monitor for comparison.

ABC hopes that advances in light modeling, heretofore believed impossible, will be achieved through the experiments, eventually eliminating the flatness so often observed in video images.

FOLLOWING FIRST broadcast of CBS Academy Award program March 30, sponsor E. R. Squibb & Sons, New York, played host to participants and industry figures at a reception and cocktail party. Gathered for the occasion: (1 to r) C. M. Van Kirk and W. L. Arscott, vice-president and field sales administrator respectively of Squibb; Lowell P. Weicker, president of Squibb; Jean Hersholt, president, Motion Picture Academy of Arts & Sciences; Caleb Coffin, Squibb advertising manager; Harry W. Witt, assistant general manager, CBS Western Division.

Saluting KTBC, Austin, Texas

Look at your Texas Market Map. Spot Austin, the Capitol City. Check its rich, populous trading area of over one million persons—the Fifth Greatest in the state! KTBC, with its CBS affiliation and strong programming set-up, plus its enviable 590 kc. position on the dial and 5,000 watts daytime strength, IS the voice of the heart of Texas. For coverage ... for cost ... for results you can't beat it!

T.H.S. is mighty proud to offer you the service and the great loyal audience of this fine station!

T-H-S SALES OFFICES
New York Hollywood
Chicago San Francisco
Dallas Portland
General Offices—Amarillo

WLS to Receive Fire Board Award

KEX, WHO, WOWO, WPAR
Also Cited in Radio

WLS Chicago and the Burlington (Ia.) Hawk-Eye Gazette are 1945 national winners of the gold medal awards given annually for outstanding public service in fire prevention by the National Board of Fire Underwriters. For each, it is the second award, WLS having won the award in 1944, the Gazette in 1943.

"The presentation of this station (WLS)," the Board reported, "shows a well rounded program of public service in the interest of fire prevention and protection. Frequent messages were given on the Dinner Bell Time broadcast throughout the year, as well as special programs and demonstrations.

"Extra activities took place during Fire Prevention Week. Subjects included were; importance of fire prevention in the daily lives of listeners, rural water supply through the construction of cisterns, preventing brooder house fires, explaining danger of hot hay, summary of Fire Prevention Week activities, and announcements of fires with suggested remedies and general information on fire prevention."

Honorable Mention

Honorable mentions were awarded to KEX Portland, Ore.—for its Keep Oregon Green program to conserve the state's timber resources, and for general fire prevention; WHO Des Moines—for its educational campaign to help eliminate farm fire hazards and for sponsoring a contest in which high school children made inspections to find fire hazards; WOWO Fort Wayne, Ind.—for its special Fire Prevention Week effort and assistance to the local fire department; WPAR Parkersburg, W. Va., for cooperation in the OWI wartime forest fire prevention campaign and for broadcasts on general fire prevention.


Drene Replacement

EFFECTIVE in June, The Drene Show with Rudy Vallée, Thurs. 10:30-11 p.m. on NBC, will be replaced with a new variety program featuring Don Ameche. Not a package program like the Rudy Vallée show, program will be produced under direction of agency, Kastor, Farrell, Chealey & Clift- ford, New York. Sponsor is Procter & Gamble Co., Cincinnati.
The South’s Blooming

In the South where Spring is bursting out all over, WAGA is blooming with new ideas and even greater results for its advertisers in the responsive Atlanta market.

WAGA’s 5000 watts on 590 kilocycles assures dependable coverage of a market which accounts for half of Georgia’s retail sales and radio homes. Add to this power, timely programming and aggressive audience-building promotion and you have the reason why WAGA has made more progress, during the past three years, than any other Atlanta station.
BS in Radio Offered by Temple-WFIL

'AM, FM, Television
In Training Course
Of Four Years

By ROGER W. CLIPP
Gen. Mgr. WFIL Philadelphia

HIGHER EDUCATION in radio thus far has been limited mainly to its technical side. Writers, actors, announcers, directors, producers, musicians, newsmen salesmen and even the station manager—all have trained for radio elsewhere, for there has been no preliminary proving ground for radio people. They have come to radio from the outside, to learn by doing and to grow up with the radio industry itself.

Now, however, a trend is under way by which radio and education combine their efforts to furnish personnel with a complete groundwork in radio training. Latest of these undertakings is the Temple U. School of Radio, founded on a cooperative basis by the University and WFIL Philadelphia. A four-year course here will lead to a Bachelor of Science degree with a major in radio.

The new school, scheduled to open in the fall of 1946, brings together the vision of progressive education instilled in Temple by its president, Dr. Robert L. Johnson, and the facilities and experience of WFIL.

The school was born of a feeling of joint responsibility by the two organizations to provide an answer to three basic needs in connection with the industry. Those needs are social, economic, and technical in nature. The Temple-WFIL undertaking provides the answer in part, but a concerted effort by educational institutions and radio stations throughout the country is needed to complete the picture.

Recognizing radio as a force that must serve in the public interest, and as the only medium of advertising working under the license of a government bureau, Temple and WFIL are aiming to train personnel with an emphasis on the needs of public interest broadcasting.

Another social advantage in the school will lie in the work produced in its laboratories. Programs of sufficiently high standards will find an outlet through WFIL. Likewise, the Temple School of Radio will be a place to which charitable, educational, and other non-commercial agencies can turn.

Radio education has a vital economic aspect when we consider that as an advertising medium, radio stands on a par with its newspaper and magazine competitors and its rate of gain indicates it may surge to the front momentarily. From 1940 to 1945 radio's volume of advertising shot forward from $203,000,000 to $400,000,000—a 97% increase. Magazines climbed 88% to reach $330,000,000, and newspapers increased their advertising 82.2% to $660,000,000 during the same period. The economic significance of radio cannot be overlooked in the face of this.

Temple and WFIL plan to keep the school in step with telecasting progress in order that graduates will be able to enter the radio or television field. Likewise, specialized instruction in FM will be a part of the program.

The School of Radio will be a separate administrative unit responsible to the president. It will be headed by a dean—a recognized authority on radio and a leader in education. To aid him, a board of advisors will be appointed consisting of industry and business leaders with established ability in radio, television, and education. Many of the instructors will come from the industry itself.

Architects are now planning the studio laboratory for the school. The learn-by-doing or workshop technique of instruction will be utilized to the maximum, for the studio will be completely equipped and adjacent laboratories will turn that portion of the Temple campus into a virtual radio station.

Students will receive the normal background of instruction in basic subjects during the first two years along with survey courses in radio. The last two years of the four-year course will be devoted chiefly to specialized instruction in all phases of radio.

General courses stressing social, political, economic, cultural and international influences of radio will be open to the entire student body as elective courses; special classes will be offered to night school students.

(Continued on page 76)
The Seattle-Puget Sound Country is famous for big, fighting king salmon... and for big, easy-to-get sales.

According to Sales Management, 65.39% of the State's effective buying income is concentrated in a pool of 50 miles radius, where the effective buying income per family is $4,789, 104% more than the national average. More than one million people are in this area! KOMO covers the region intensively!

This KOMO market is one of the "hottest" spots in America!

National Representative: EDWARD PETRY & CO., INC.
NEW YORK CHICAGO SAN FRANCISCO LOS ANGELES DETROIT ST. LOUIS

KOMO
for
SEATTLE
AND THE PUGET SOUNb COUNTRY

65% of Washington State's dollars is spent in this pool within 50 miles of the KOMO Transmitter
DON'T DISAPPOINT THE FOLKS OUTSIDE

on the Pacific Coast, either!

*Approximately half the retail sales on the Pacific Coast are made outside the counties in which Los Angeles, San Francisco, Oakland, San Diego, Portland, Seattle and Spokane are located—only Don Lee covers the OUTSIDE as well as the INSIDE half...a C. E. Hooper 276,019 coincidental telephone survey proves it.

Let those Pacific Coast outsiders in on your radio show—they spend 4 of the total 8 billions in Pacific Coast retail sales each year. Put your radio message on Don Lee, the only network that can bring it to them.

All networks cover the inside 50% population, but only Don Lee has enough stations to cover the outside 50% also, which accounts for half of the money spent. For geographic reasons, it takes a great many on-the-spot stations to cover all the important Pacific Coast markets. Don Lee has 35 stations—the other three networks have only 28 stations combined. What's more, Don Lee stations are so strategically located that more than 9 out of every 10 radio families on the Pacific Coast live within 25 miles of a Don Lee station.

To sell the big and prosperous Pacific Coast by radio, use Don Lee, the only network big enough to cover both money-spending halves, the inside and outside, completely.

The Nation's Greatest Regional Network
WMT OFFICIAL HITS FCC REPORT

Public Interest Yardstick Oversimplified,
Dolph Claims in Renewal Application

FCC has so simplified its public interest yardstick—sustaining or commercial—that it cannot gauge the value of a station to the community, in the opinion of William B. Dolph, executive vice president of WMT Cedar Rapids.
The bare figures of the FCC's chart cannot reflect a station's public service activities, Mr. Dolph contends, and in his renewal application he submitted a detailed analysis of WMT's programs, departments and personnel. He centers his criticism of the FCC formula on the fact that it merely asks whether a program is commercial or not the instant station is operating in the public interest, Mr. Dolph wrote in attaching the program log analysis in the FCC's form letter of March 13. "We think the Commission has overly simplified the yardstick for determining whether a radio station is being operated in the public interest. We also think that the vast majority of sponsored programs are in the public interest and many of them are distinctly public service programs. The vast majority of sustaining programs are in the same category.

"The fact that a program is a commercial program does not mean that it is not in the public interest or that it is not a public service program. By the same token, all sustaining programs are not necessarily in the public interest and are not necessarily public service programs. We do not believe that pasting the label of 'commercial' on a sponsored program detracts from the character of the program, and the pasting of the label of 'sustaining' adds to the character of the program. We have been engaged in operating a radio station for more than 20 years and it has been our experience that local organizations specifically request that their sustaining public service announcements be carried on a commercial program or immediately before or immediately after a commercial program. Frequently they even specify the program and give as their reason the fact that a larger listening audience is available and therefore, more people will hear the sustaining public service announcement. Upon information and belief, we believe the same situation exists in other areas as other broadcasters have related similar incidents with respect to organizations in their respective communities..."

"We assume that you are not only interested in what the station has done but what it is actually doing and what it plans to do. In the course of this letter, we will set forth an analysis of our most recent week and will give you the necessary facts upon which to arrive at a conclusion—facts which cannot be obtained from a reading of barren statistics set up in tabular form with nothing more than a few figures and a percentage sign."

To prove these points Mr. Dolph submits a 11-page study of WMT's operation, as a regional station. After describing the area served, Mr. Dolph lists executive personnel and describes their radio experience. Farm department activities are reviewed in detail, with comment that sponsorship has made possible expanded service which could not otherwise have been undertaken. This sponsorship has never interfered with program policy or actual value of the broadcast to the audience, he states.

Similar analyses are presented on behalf of the news, public interest and continuity departments. The letter closes with a review of talent activities.

Local 802 Urges Veto of Lea Bill

LABOR LEADERS last week were urged by William Feinberg, executive secretary of the AFM's most powerful local—802 of New York—to call upon President Truman to veto the Lea bill.

Speaking at a forum of the music division of the Independent Citizens' Committee of the Arts, Sciences and Professions in New York, Mr. Feinberg said the President "must be convinced" by protests of labor that the Lea bill should not become law.

He characterized the bill as one which would affect all labor, although he admitted it was specifically aimed at James C. Petrillo, international president of AFM. He described the singling-out of Mr. Petrillo for special legislation as a result of a long propaganda campaign, to which he alleged the NAB had contributed more than a million dollars, which sought to discredit the musicians' chief.

"The AFM must expose the phoniness of the anti-Petrillo propaganda," said Mr. Feinberg. The assistance of all labor leaders was solicited in the counter-propaganda campaign. Mr. Feinberg especially asked that William Green, president of the American Federation of Labor, who has not been quoted on the Lea bill, raise his voice in protest to it.

Ashland, Ky.—Huntington, W. Va.
Along the Inland California Beeline

RENO

SACRAMENTO

STOCKTON

FRESNO

BAKERSFIELD

...grows an annual PEACH CROP worth $50,000,000

including 90% of the nation's canning peaches!

PRACTICALLY all the luscious peaches your family eats from cans (clings) come from Beeline orchards... along with 80% of California grown fresh shipping peaches (freestones), 92% of the plums, 96% of the figs, 62% of the pears, almost half the cherries.

Great fruit country? You bet!... yet this is just ONE reason why Beeline residents have spendable income close to TWO BILLION DOLLARS YEARLY.

The Beeline includes California's fertile central valley, plus rich Reno and environs. And inside-the-market radio stations... BEELINE STATIONS... are needed for thorough local coverage. Because mountain ranges 6,000 to 8,000 feet high "wall in" this close-knit area.

You can use one Beeline station or all five... choose best availabilities on each station (at low combination rate if desired) without cost of lines or clearance problems. Let the Beeline sell for YOU in Inland California.

McClatchy Broadcasting Company
Sacramento, California

Remember these
5 BEELINE Stations

KOH
Reno (NBC)
Established 1928

KFBK
Sacramento (ABC)
Established 1922

KMJ
Fresno (NBC)
Established 1922

KERN
Bakersfield (CBS)
Estab. 1932

Stockton, American Broadcasting Company, Established 1921. Primary coverage of San Joaquin and Stanislaus Counties where live 52,000 families. 250 watts—1230 kilocycles. High average program rating.

KWG

Paul H. Raymer Co., National Representative
Fulton Lewis, jr. sells hot rolls in Hagers-Town,

AND HE'LL SELL YOUR PRODUCT, TOO!

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

COOPERATIVE PROGRAM DEPARTMENT
MUTUAL BROADCASTING SYSTEM

1440 BROADWAY, NEW YORK 18, N. Y.
TRIBUNE TOWER, CHICAGO 11, ILL.

Upcoming Engineering, Educational Meetings Plan Agendas for Sessions

The FCC report on programming, the impact of the new AM, FM and television stations on the overall broadcasting situation, the opportunity radio offers the veteran, and the effectiveness of television advertising are topics that will be discussed by panels of experts during the Second Annual Radio and Business College, sponsored by the City College of New York School of Business, which will be held at the MeAlpin Hotel, New York, April 30-May 1.

Speakers already accepting invitations to speak at the various sessions include: Leonard L. Asch, WBCT Schenectady; Kenneth G. Bartlett, Syracuse U; Charles Batson, NAB; Hugh Beville NBC; Ted Cott, WNEW New York; Ernest de la Ossa, NBC; Elsie Dick, MBS; H. L. Fishel, MBS; Leon Goldstein, WMCA New York; Jack Gould, New York Times; Ira M. Herbert, WNEW New York; Herman Hettig, Columbia Collier Publishing Co.; Dorothy Kemble, MBS; Ivan Reno, ABC; John H. Laux, WTVY Steubenville; Sidney C. Math, Al Paul Lefton Agency; Marjorie Morrow, CBS; Linnea Nelson, J. Walter Thompson Co.; Robert Novak, MBS; Jo Rason, WHN New York; Herbert Rice, MBS; Adrian Samish, ABC.

On May 1 the annual national radio awards for programs and program promotion will be presented at a dinner session. Dr. Robert A. Love, dean of the school's evening session, is conference chairman. Dr. John Gray Peatman, associate dean of the college, is chairman of the awards committee.

American Institute of Electrical Engineers June 24-28 will hold its 1946 summer convention at the Statler Hotel, Detroit, according to A. J. Koetsier, chairman of the publicity committee for the convention.

Program is to include papers and discussions on electrical subjects, encompassing electronic tubes and applications, communications, basic science, and related subjects. In addition, inspection trips to local industries and a social program is planned.

Hotel reservations and other information may be had through AIEEE Summer Convention Hotels Committee, 1005 Stroh Bldg., Detroit 26.

Two-way transatlantic broadcast between British and American high school students will be one of the highlights of the Ohio State University 16th annual Institute for Education by Radio in Columbus, May 3-6. Broadcast, sponsored by Junior Town Meeting League Inc., will take place May 3, 2 p.m., in DeShler-Wallick Hotel ballroom, presided over by Allen Y. King, league president, with C. W. Pegrew, national moderator for league, in moderator capacity.

Panel of judges to deliver critique on demonstration will include: I. Keith Tyler, head of radio education at OSU and general chairman of the Institute; William J. Adams, program director of WHEC Rochester; William Bearup of London, overseas representative of Australian Broadcasting Commission; George Creemans, director of public service and special events, KRT Des Moines; Stephen Fry, manager of program operations, BBC; George Hammersmith, Macomber Vocational High School, Philadelphia; R. S. Lambert, supervisor of educational broadcasts, CBC; Watt Long, assistant superintendent of schools, Portland, Ore.; J. Carey Taylor, assistant superintendent of schools, Baltimore.

Television and related radio subjects will be covered weekly in seminars of the 15 papers being prepared for the 59th semi-annual technical conference of the Society of Motion Picture Engineers. Event is scheduled May 6-10 in Hotel Pennsylvania, New York.

Bernard Erde, technician, of CBS will outline the system of color video developed by that network with detailed discussion of the various inter-dependent function therein. Albert Rose of RCA Laboratories is scheduled to deliver a paper on a unified approach to the performance of photographic film, television pickup tubes and the human eye.

E. Meschter, Photo Product Dept. of E. I. duPont de Nemours & Co., is to speak on television reproduction from negatives.

ABC Querying Ad Men on News Commentators

Inspiried by a listener's letter ranking ABC news commentators and reporters in order of their "ability to make me think," the network last week began a poll among advertising men to establish a similar ranking of commentators.

After publication of an ABC advertisement in the Saturday Evening Post for Feb. 16, including a layout of pictures of the 16 commentators, a woman listener in Stamford, Conn., suggested rearrangement of the pictures in order of the ability of the news broadcasters.

Last week ABC mailed to advertising men a brochure explaining that the network would like to know how they would rate the commentators. A post card was included for the advertisers' votes.

AFM Meet

American Federation of Musicians will hold its annual convention the week of June 3 in St. Petersburg, Fla.
It's no mystery, really, why so many folks stay in the house to tune in WGN each Sunday evening at 9:30. The obvious answer is Mystery House, Chicago's top-rated "whodunit." Written and produced locally, this grand half-hour's entertainment earns a consistently higher Hooperating than any competitive local show.

Expressed in terms of audience, the rating of Mystery House proves beyond question it is a most effective means of reaching the nation's second richest market at the lowest possible cost.

It is a typical example of the values that WGN offers advertisers—values that show why WGN consistently carries more national and local spot business than any other Chicago station.]
THOMAS JEFFERSON said...

"Equal and exact justice to all men—freedom of religion, FREEDOM OF THE PRESS, freedom of the person.... These principles form the bright constellation of democracy."

AS TRUE TODAY AS IT WAS THEN!

GUARDIAN OF AMERICAN FREEDOM

THE GOODWILL STATION, INC., DETROIT

"MICHIGAN'S GREATEST ADVERTISING MEDIUM"

Columbia Broadcasting System Basic Station • Fisher Building, Detroit
Placing of News in Station and Commercial Activities is stressed in NAB news clinics, such as that held last week at Utica, N. Y. Arthur C. Stringer, secretary of NAB News Committee, has been hopping all over country, as far west as Texas, conducting well-attended news meetings. At clinic conducted in Houston were: (seated, 1 to r): Joe Trum, KRKC; Bill Laurie, KNET; Dave Russell, KFDM; M. D. Stewart, KNET; Harry Grier, KTRH; Arthur C. Stringer, NAB, Standing, J. C. Rothwell, KSAM; W. C. Nunn, U. of Houston; Guy Conley, WTAW; Hal Coley, Ray Miller, KFRC; N. S. Patterson, U. of Houston; Larry Morell, KTEM; Ed Henry, KRIC; Ted Hollis, KHTH; Burton Bishop, KTEM; Harry Lindsay, AP; Jack Neil, KRIC; Francis Gilbert, KTHI; Jack McGrew, KPRC.

AT NEWS CLINIC in Fort Worth were (seated, 1 to r): Meador Lowrey, KRLD; Lilliard Hill, WBAP-KGKO; Harold Gage, KBWU; Jack E. Nunnery, Hugo Speck, WFAA; James A. Byron, WBAP-KGKO, chairman; Arthur C. Stringer, NAB. Second row, D. H. Rankin; Pete Teddle, WRR; Boyd Kelly, KPLT; Jim Vinson, WBAP-KGKO; Elyer Owens, WFAA; Ray Baumgardner, INS; Justin R. Anderson, PA; James G. Ulmer, KGKB; Taylor Branch, WRR. Back row, Porter Randall, Russ Lamb, KFJZ; Herman Cecil, KMC; Duane Ramsey, KRBC; John W. Buchman, KWBU; Wes Izzard, KGNC; Jack McGrew, KPRC; Larry DuPont, WBAP-KGKO; James Alderman, WRR; W. E. Wilcox, KRRV; Charles Jordan, WRR.

Stewart-Warner's 1945 Net Sales $78,430,384

NET SALES of $78,430,384 for 1945, third highest in the firm's 40-year history, were shown last week in the annual report of Stewart-Warner Corp., Chicago.

Firm's 1945 income from sales amounted to 27.2% less than its 1944 income. This was due, according to James S. Knowlson, president and board chairman, to "abrupt end of war production."

Discussing reconversion plans, Mr. Knowlson said "recent government pronouncements and labor union policies do much to confuse good relations, encourage misunderstanding and what in many cases are exorbitant demands. These demands often do not take into consideration increases granted since 1941, rates paid by other companies and other factors which are pertinent to such discussions."

The company, Mr. Knowlson declared, is in excellent financial condition, but relief from OPA restrictions will be necessary before the firm can "operate profitably under capacity production."

WOCY IS PRIZE

Wildroot to Give Away Band

To Contest Winner

Radio's post-war frenzy for contests has lately had many a high-salaried idea man sitting up nights to devise unusual prizes; last week it looked as though the Wildroot Co. and ABC were beginning to show the strain.

To the winner of a letter-writing contest the hair oil concern will give away the Woody Herman band, including Mr. Herman and his singers, who are featured on the Friday (8:30 p.m.) Wildroot show over ABC.

Band will fly to winner's home town to be at his disposal for an evening. Total of 300 prizes, mostly albums of Mr. Herman's music, will be awarded. Grand prize includes a radio-phonograph set in addition to the band. Contest will run from April 12 through May 17.

WOCY New York, CBS video station, has again postponed date of return to the air after channel shifting. Originally set for March 25, then April 4, resumption now indefinitely scheduled for late April.

'BEDSIDE NETWORK' NOW UNDER AFRS

To Inform and Entertain Patients Confined in Approximately 40 Military Hospitals

For more than a year continental military hospitals have been receiving AFRS specially-produced transcriptions. Complete jurisdiction of station personnel and programming is being assigned to AFRS. Each station will include a station manager, chief engineer, assistant engineer and three announcer-writers.

Lt. James W. Chadwick has charge of newly created hospital section. Each listener has choice of four channels by means of three-inch speaker on the pillow. Hospital services are supplied with 17 hours of specially produced programs and approximately 24 sides of basic music and special information programs weekly.

This week on KFI

High among America's chief hobbies is photography which keeps many millions of people peering through view-finders at everything from turtle tracks to voluptuous blondes. With a sizable number of these enthusiasts residing in KFI's listening area, this station is inaugurating a "Camera Clinic" on their behalf. Commencing April 18th, photography bugs are invited to gather at KFI's Studio A every Thursday at 7:00 p.m. to compare notes on the art and have a couple of hours of innocent fun. A portion of each Thursday's meeting will be recorded for broadcast on Saturday at 1:30 p.m. John Hiested who announces the Kay Kyser program, is official host for the "Camera Clinic" and if he doesn't miss his guess something like a thousand photographers will show for the initial conclave. When the "Camera Clinic" really gets rolling KFI's Program Manager, George Whitney, is likely to offer the Saturday broadcast for sale on a participating basis. For further details call our Sales Department or Edward Petry.

In the Radio Editors of America Poll conducted by Billboard Magazine last month, Station KFI's "Young Artists Competition" and "Hollywood Bowl Auditions" were dubbed as exceptional programs broadcast in the public interest by editors voting in this vicinity.

Another Citation

April 15, 1946 • Page 37
Upper-Air Gases Cause Interference

Carnegie Findings May Provide Warnings Of Disturbance

CLOUDS of electrically charged gases, traveling at a speed of a mile a second at a height of 500 to 600 miles above the earth, were revealed last week as identified with a major cause of interference to long-distance broadcasting. The discovery, reported by Carnegie Institution of Washington, may prove beneficial to radio communications, shortwave broadcasting, and possibly standard stations with large secondary coverage. J. M. Watts, a member of Carnegie’s Department of Terrestrial Magnetism, said it may be possible to give advance warnings of magnetic disturbances, permitting adjustments in transmission to avoid fading or disappearance of radio signals.

The Carnegie findings were made during the magnetic-ionospheric storms which occurred March 25-26, causing drop-outs in North Atlantic radio communication circuits. Three Carnegie scientists—H. W. Wells, D. E. George and Mr. Watts—used for the first time a new technique they developed with the aid of the U. S. Signal Corps for recording phenomena in the upper layers of the earth’s atmosphere.

New Technique

With the device, termed a “panoramic-ionospheric recorder,” the Carnegie observers found that during magnetic storms “rapidly moving clouds of charged, or ionized, matter rush to the ionosphere, moving in from long to short range and out again in intervals of a few minutes. Coming into the range of the detecting instruments at heights of 500 to 600 miles above the earth, the clouds travel at a speed of about a mile per second until they fuse with the layer of ionized air about 180 to 250 miles up. Occasionally they appear to break away from that layer and move out again at about the same rate.”

The clouds, a Carnegie statement explained, result from bombardment of the earth’s atmosphere by bursts of electrically charged corpuscles, likened to streams of “dust” from the sun. These streams “probably originate in or near sunspots, whose significance as evidence of solar activity affecting radio conditions is well-known.

“The chief effects of the rushing in of the clouds are sudden changes in the ionization of the so-called F-layer, the layer of electrically charged air which normally is steady enough in its charge and in its height above the earth to bounce radio waves downward toward the earth and thus make long-distance broadcasting possible. The clouds also cause rapid changes in the height of the F-layer, seeming to pull it away from the earth and then to push it back, an effect which of course makes a difference to radio users since it changes the distances over which broadcast waves must be reflected for transmission from station to station. As the clouds progress to lower levels in the ionosphere, the consequent additional ionization causes absorption and loss rather than reflection of radio waves.”

More Study Needed

The Institution said the discovery indicates that ultra-violet light from the sun is not the only cause of skywave interference to radio. “Corpuscular bombardment of the earth’s upper atmosphere,” it said, “must be regarded as contributing to the total ionization.”

Dr. Lynde P. Wheeler, chief of the Technical Information Division, FCC Engineering Dept., regarded the Carnegie findings as “perfectly sound technically” and thought its greatest value would be in the field of communications. Declaring it might result in developing a warning service, he felt it would require several years of continuous study before any practical benefits would result.

ABC Board Reelected

BOARD of directors of ABC, including Chairman Edward J. Noble, was reelected at the annual meeting of the network’s stockholders in New York last week. Members are Earl E. Anderson, Justin W. Dart, Robert H. Hinckley, Harold V. Hough, Robert E. Kintner, C. Nicholas Priaulix, Franklin S. Wood and Mark Woods.
"More than 1 million people live in KGW's primary area. The KGW advertiser is within reach of 270,000 prosperous homes."

"Chemical and metallurgical plants, and other industries are attracted to the Northwest by plentiful low-cost power. Industrial power rates are the nation's lowest."

"Portland's stockyards handle more livestock than any other yards on the Pacific Coast. Meat-packing's big business here... it makes plenty of jobs."

"The Northwest is big in space to expand, in power potentialities and resources. Let KGW carry your message to this rich area."

"KGW is in the heart of the Northwest's industrial, economic transportation & trade area!"
"RIGHT" Down the Alley!

The chart above, based on computations by competent engineers, shows how much MORE power is needed to lay down a 2½ millivolt signal 100 miles from Omaha at frequencies higher than 590. WOW's ½ millivolt contour has been established at nearly 200 miles from Omaha.

WOW, using 5000 watts on a frequency of 590, is in an area where ground conductivity is nearly perfect. It can be heard at a distance of nearly 200 miles from Omaha, in any direction.

Because WOW carries basic NBC and the best local programs it is listened to by most people most of the time.

* These frequencies are approximately those of other full-time stations in the Omaha area.
TALL CORN Network representatives meeting with executives of Ralston Purina Co. and Gardner Adv. Co., St. Louis, to discuss Tom Mix show promotion, included: (Standing, 1 to r) F. W. Moyer, assistant to manager, Tall Corn Net; J. J. Conroy, KBIZ Ottumwa; J. E. Donahue, assistant to Ralston district sales manager; Ed Breen, president, KVF D Fort Dodge; H. R. Hurd, KFJB Marshalltown; Don Pickard, Ralston district sales manager; George W. Webber, network manager. (Seated, 1 to r): Ken Gordon, KDTH Dubuque; Charles E. Claggett, Gardner district sales manager; George W. Webber, network manager. (Seated, 1 to r): Ken Gordon, KDTH Dubuque; Charles E. Claggett, Gardner district sales manager; George W. Webber, network manager. (Seated, 1 to r): Ken Gordon, KDTH Dubuque; Charles E. Claggett, Gardner district sales manager; George W. Webber, network manager. (Seated, 1 to r): Ken Gordon, KDTH Dubuque; Charles E. Claggett, Gardner district sales manager; George W. Webber, network manager. (Seated, 1 to r): Ken Gordon, KDTH Dubuque; Charles E. Claggett, Gardner district sales manager; George W. Webber, network manager. (Seated, 1 to r): Ken Gordon, KDTH Dubuque; Charles E. Claggett, Gardner district sales manager; George W. Webber, network manager. (Seated, 1 to r): Ken Gordon, KDTH Dubuque; Charles E. Claggett, Gardner district sales manager; George W. Webber, network manager. (Seated, 1 to r): Ken Gordon, KDTH Dubuque; Charles E. Claggett, Gardner district sales manager; George W. Webber, network manager. (Seated, 1 to r): Ken Gordon, KDTH Dubuque; Charles E. Claggett, Gardner district sales manager; George W. Webber, network manager. (Seated, 1 to r): Ken Gordon, KDTH Dubuque; Charles E. Claggett, Gardner district sales manager; George W. Webber, network manager. (Seated, 1 to r): Ken Gordon, KDTH Dubuque; Charles E. Claggett, Gardner district sales manager; George W. Webber, network manager. (Seated, 1 to r): Ken Gordon, KDTH Dubuque; Charles E. Claggett, Gardner district sales manager; George W. Webber, network manager. (Seated, 1 to r): Ken Gordon, KDTH Dubuque; Charles E. Claggett, Gardner district sales manager; George W. Webber, network manager. (Seated, 1 to r): Ken Gordon, KDTH Dubuque; Charles E. Claggett, Gardner district sales manager; George W. Webber, network manager. (Seated, 1 to r): Ken Gordon, KDTH Dubuque; Charles E. Claggett, Gardner district sales manager; George W. Webber, network manager. (Seated, 1 to r): Ken Gordon, KDTH Dubuque; Charles E. Claggett, Gardner district sales manager; George W. Webber, network manager. (Seated, 1 to r): Ken Gordon, KDTH Dubuque; Charles E. Claggett, Gardner district sales manager; George W. Webber, network manager. (Seated, 1 to r): Ken Gordon, KDTH Dubuque; Charles E. Claggett, Gardner district sales manager; George W. Webber, network manager. (Seated, 1 to r): Ken Gordon, KDTH Dubuque; Charles E. Claggett, Gardner district sales manager; George W. Webber, network manager. (Seated, 1 to r): Ken Gordon, KDTH Dubuque; Charles E. Claggett, Gardner district sales manager; George W. Webber, network manager. (Seated, 1 to r): Ken Gordon, KDTH Dubuque; Charles E. Claggett, Gardner district sales manager; George W. Webber, network manager.

Press Lauds Lea Bill Action But Holds Measure Is Narrow

EDITORIAL opinion on Congressional passage of the Lea-Vanden-berg bill (S-63) generally was that Congress did right in telling James Caesar Petrillo what he could and could not do legitimately but that Congress didn't go far enough while Mr. Petrillo has been brought into line, other labor unions are permitted to run rampant.

The Washington Star, owner of WMAL saw in the overwhelming vote against Petrillo more than a curb on one labor leader. "The debate in the Senate prior to passage of the bill designed to curb the more extreme activities of James C. Petrillo warrants the inference that this action has a greater significance than appears on the face of this particular legislation," commented the Star. "As shown by the debate, Congress recognized that the conduct of Mr. Petrillo, as a union leader, was of such character as to be contrary to public policy.... This is a long step for Congress which has been singularly unwilling to restrain anti-social activities of union leaders, and it can prove to be a first step in a general overhaul of our labor laws with a view of providing adequate protection for what the President calls the 'national public interest.'"

Not Broad Enough

Said the Washington Post, whose publisher is Eugene Meyer, licensee of WINX: "While the ends the bill seeks to accomplish are desirable, the measure is weakened by the fact that it is directed at a specific union. It is true that Mr. Petrillo and his cohorts have been phenomenally successful in compelling broadcasters—and others using musical talent—to knuckle under the union demands. The fact remains, however, that Mr. Petrillo and his union are not alone in unsavory labor practices."

The New York Times, owner of WQXR and WQXQ, commented that the Congressional action "shows that Congress has the courage to curb at least a few union practices when they become intolerable. But the bill reflects just about the minimum: courage to do anything at all. It is so ridiculously narrow in its scope as to be in effect discriminatory. Yet the Lea bill is courage itself when compared with the broader labor bill recently framed by the Senate Labor Committee. If, instead of merely trying to curb a few of Mr. Petrillo's specific abuses of power, Congress asked itself how he came to have so much irresponsible power to abuse, and what it had itself done to contribute to that result, it might be on the track of a sound general program of labor legislation."

The New York World-Telegram, a Scripps-Howard publication and identified in ownership with the Scripps-Howard stations, said: "Our opinion of the way Mr. Petrillo has been acting ought to be pretty well known. We hold no brief for him. What he is about to receive is what he has been asking for. Restrictive practices against the broadcasting industry by the musicians' union are wrong and should be prohibited. But similar practices against other industries by other unions are just as wrong. Congress will be cowardly if, having cracked down on Mr. Petrillo, it does nothing about other unions' abuse of power."

"The ridiculously narrow scope of this legislation is now being high-lighted by Petrillo himself with his demand that the motion picture producers increase the number of musicians regularly employed in their film studios," commented the New York Herald Tribune. "It follows plainly that any legislation of the sort, to avoid egregious discrimination, should be comprehensive. Not only should it forbid Petrillo to intimidate or coerce radio licensees in the matter of excess employment and other practices in restraint of trade but it should extend the prohibition to cover all such activities of Petrillo and of any other labor leader or union whatever the industry or occupation concerned."
Domestic Service Test Plan Outlined in PW Application

Programs as well as the facilities for carrying them to broadcasters would be provided by Press Wireless in its proposed tests of a domestic addressed program service, for which it is seeking special experimental authorization from the FCC [Broadcasting, April 8].

Programs would be shortwaved to U. S. stations, many from the United Nations Security Council meeting in New York. They would consist of news reports, commentaries, analytical reports, interviews, debates, forums, and running accounts of events. Press Wireless said it would absorb all costs during the tests, and listed 12 population centers to which it is prepared to direct program material during the experiment. It asked that rebroadcast of the material be permitted stations picking up service.

Although programs and announcers would be supplied during the tests period, which would last about a week, Press Wireless said it "will not provide programs for broadcasters as a part of its regular service" if the plan is put on a commercial basis. In that case, it was pointed out, stations using the service would provide their own representatives, giving local-angle treatment of national events.

Test Formats

Test programs, "timed to be of greatest service to the stations," will be built in 5, 10, 15 and 30-minute periods. Announcements would be made prior to each transmission establishing whether it is available for rebroadcast. Contents of each transmission would be described in advance to guide the station in deciding whether to carry it. Stations "will be queried in advance of broadcast test periods and will be invited to provide the angles of coverage best suited to serve their local audiences." Afterward they would be queried not only on technical aspects but on their reaction to production technique and program content.

The low cost for shortwave facilities as compared with existing methods of program distribution will remove the greatest limiting factor, the number of good public interest broadcasts performed by independent stations, regional networks, and those stations who have expressed their desire to improve and increase the side of their schedules," PW said.

PW's original application to provide the service from the UN Security Council meeting on a commercial basis was denied by the FCC, which said it wished to encourage development of services permitting wider dissemination of public interest programs to stations economically unable to receive such programs by wire lines, but that the quality and feasibility of the service should be tested before being offered commercially [Broadcasting, March 25].

Service Need Cited

The second application carried copies of letters and telegrams from broadcasters "stating their interest and need for this proposed low-cost shortwave program service facility." It was pointed out that certain frequencies normally used for transmission to Europe are available, during specified parts of the day, for domestic transmission. PW transmitters at Hicksville, N. Y., would be used. Studio equipment has been installed at UNO.

Announcements to which the company is prepared to send test program material at intervals during specified hours were listed as: Miami 1-6 a.m.; Raleigh 9 a.m.-3 p.m.; Atlanta, Louisville, and Indianapolis 9 a.m.-1 p.m.; Pittsburgh 10 a.m.-6 p.m.; Phoenix 1-3 p.m.; Chicago 9 a.m.-1 p.m.; Omaha 10 a.m.-noon; Los Angeles 1-3 p.m.; Detroit 9 a.m.-3 p.m.; Washington-Baltimore 9 a.m.-6 p.m. (Hours are Eastern Standard Time.)

Crime Wave

VALUE of the walkie-talkie in burglaries has been demonstrated to Peoria, Ill. police. Walter L. Rhodes, a war veteran, said he and a partner installed a set in a truck; one man remained in the truck and gave advice—and warning—to the other, while burgling buildings. The device enabled them to make a temporary getaway when they were spotted, but truck was seen, traced, and confiscated, walkie-talkie and all.

GUEST AUTHORITY with Dr. D. F. Fleming (1), historian covering UNO Conference for WSM Nashville, is NBC's Robert St. John. Dr. Fleming broadcasts nightly from New York's Radio City to WSM, and on Sunday afternoons presents a special show with guest expert on world affairs.

PICTURES of the NBC Symphony Orchestra are featured in "Listening to the Orchestra," a new book by Kitty Boskoff (Bobbs-Merrill Co., New York, $2.75).

* WTAG's 22-piece orchestra under the direction of Roy Hendrickson
* Eileen McGorty, WTAG
* Isabel Whitaker, WTAG
* Bob Adams, WTAG
* Julie Chase, WTAG

THE CAST
* Julie Chase, WTAG . . . . . . . Fashion Commentator
* Bob Adams, WTAG . . . . . . . Master of Ceremonies
* Isabel Whitaker, WTAG . . . . . Assistant Commentator
* Ellen McGority, WTAG . . . . . Assistant Commentator

(Master of Ceremonies)
* WTAG's 22-piece orchestra under the direction of Roy Hendrickson

AND - 62 MODELS

On April 1st and 2nd, 1946, women came from everywhere in Central New England, 10,000 of them, to the City's Auditorium to see the three performances of Worcester's Spring Fashion Show — jointly sponsored by WTAG and the Merchants Committee representing Worcester's 86 leading stores. Again WTAG steps to the front, with its complete facilities, to produce an outstanding community success.

SPRING FASHION SHOW

WORCESTER AUDITORIUM
April 1st and 2nd, 1946

Sponsored By WTAG and Worcester Merchants Trade Promotion Committee of the Chamber of Commerce.

Worcester Telegram-Gazette
WIBG follows through with sponsor cooperation, too—this 24-sheet poster, in full color, will appear the length and breadth of Philadelphia and the suburbs. Car-cards and newspapers as well as direct mail also build WIBG audience and promote advertiser's campaigns.

WIBG is Philadelphia's Number One Sports Station. 990 on the dial means Big-League Baseball, Collegiate and Pro Football, High School Basketball and Big-Time Boxing the year 'round.

The Atlantic Refining Company is in its 5th straight year of sponsorship of A's and Phillies games on WIBG—joined this year by General Mills.
Lea-Vandenbergen Act Text
(See story in this issue)

TEXT of the Lea-Vandenbergen Act as passed by Congress follows:

AN ACT
To amend the Communications Act of 1934, as amended, so as to prohibit certain coercive practices affecting radio broadcasting

Be it enacted by the Senate and House of Representatives of the United States of America in Congress assembled,

That title V of the Communications Act of 1934, as amended, so as to prohibit certain coercive practices affecting broadcasting business of such licensee, in excess of the number of employees needed by such licensee to perform actual services; or

(3) To pay or agree to pay more than once for services performed in connection with the conduct of the broadcasting business of such licensee; or

(4) To pay or give or agree to pay or give any money or other thing of value for the privilege of, or on account of, the broadcasting of such program nor receives any money or other thing of value on account of the broadcasting of such program; or

(5) To refrain, or agree to refrain, from broadcasting or permitting the broadcasting of any radio communication originating outside the United States.

(b) It shall be unlawful, by the use or express or implied threat of the use of force, violence, intimidation or duress, or by the use or express or implied threat of the use of any other means, to coerce, compel or constrain or attempt to coerce, compel or constrain a licensee or any person or persons, in connection with the conduct of the broadcasting business of such licensee, in excess of the number of employees needed by such licensee to perform actual services; or

(1) To pay or agree to pay more than once for services performed in connection with the conduct of the broadcasting business of such licensee; or

(2) To pay or give or agree to pay or give any money or other thing of value for the privilege of, or on account of, the broadcasting of any radio communication originating outside the United States.

(c) The provisions of subsection (a) or (b) of this section shall not be used to enforce, or attempted enforcement, by means lawfully employed, of any contract right heretofore or hereafter existing or of any legal obligation heretofore or hereafter incurred or assumed.

(d) Whoever willfully violates any provision of subsection (a) or (b) of this section shall be punished by imprisonment for not more than six months or by fine of not more than $1,000, or both.

"McGee' Still Leads
WEST COAST Hooper

Jack Benny In Second Ahead Of Bob Hope Program

WEST COAST listeners tuned in Fibber McGee & Molly in greater numbers than any other program in March, according to the March Pacific network Hooperatings report, which rated this program 30.7. Jack Benny was second on the coast with 29.7; Bob Hope third with 28.5.

Average evening audience rating was up 11.4, an increase of 0.1 from February, a decrease of 0.6 from March 1945. Average evening sets-in-use was 33.9, up 0.7 from the last report, down 1.3 from a year ago. Average evening available audience was 78.4, up 0.2 from the last report, down 0.3 from a year ago.

Slight Daytime Decline

Average daytime audience rating was 3.7, down 0.1 from the last report, down 0.5 from a year ago. Average daytime sets-in-use was 19.7, down 0.1 from the last report, down 0.2 from a year ago. Average daytime available audience was 69.5, down 0.5 from the last report, up 1.9 from a year ago.

First 15 ranking evening programs, in addition to the three leaders, were Red Skelton, 27.9; Fred Allen, 25.4; Walter Winchell (moving average), 25.0; Screen Guild Players, 23.5; Charlie McCarthy Show, 21.6; The Whistler, 21.3; Great Gildersleeve, 19.1; Cen You Top This?, 18.5; Blondie, 18.1; Fannie Brice, 17.7; Bob Burns, 17.6; Mr. District Attorney, 16.5.

Canadian Ratings

CANADIAN DAYTIME programs led in popularity in March according to national daytime ratings reported by raynes Ltd., Toronto. George's Wife (formerly Soldier's Wife) led the poll with 17.4 program rating, followed by Happy Gang with 17 and highest sets-in-use. Other top Canadian daytime programs were in order Big Sister 14.7, Stars To Be (Canadian origination) 12.9, Ma Perkins 12.8, Coire Wallace (Canadian origination) 12.6, Road of Life 12.2, Lewis and Dixon (Canadian origination) 11.4, Pepper Young's Family 10.8, and Woman of America 8.9. Leading French language daytime shows in March were Quebec 29.2, program rating and 43.7 sets-in-use rating; Jeunesse Doree 29, La Rue Principale 25.2, La Metairie Rance 25.1, and Grande Soeur 25.
BROADCASTERS TO BUY

GENERAL ELECTRIC FM Transmitters
—the transmitters with the Phasitron Circuit

WMOH
Hamilton, Ohio
WDOD
Chattanooga, Tenn.
KFI
Los Angeles, Calif.
KMAC
San Antonio, Texas
WATL
Atlanta, Ga.
WRLC
Toccoa, Ga.
KVSO
Ardmore, Okla.
GORE PUBLISHING CO.
Ft. Lauderdale, Fla.
ADVOCATE PRINTING CO.
Newark, Ohio
HIGH POINT ENTERPRISE, INC.
High Point, N. C.
EXPRESS PUBLISHING CO.
San Antonio, Texas
WRBL
Columbus, Ga.
WSPA
Spartanburg, S. C.
WBBB
Burlington, N. C.
MGM, INC.
New York, N. Y.
WMLT
Dublin, Ga.
WTHT
Hartford, Conn.
WSIX
Nashville, Tenn.
DAILY REPORT
Ontario, Calif.
COLONIAL BROADCASTING CO.
Putnam, Conn.
MIDWEST BROADCASTING CO.
Milwaukee, Wisc.
ENTERPRISE PUBLISHING CO.
Brockton, Mass.
CONTRA-COSTA BROADCASTERS, INC.
Richmond, Calif.
MACOMB PUBLISHING CO.
Mt. Clemens, Mich.
SCRANTON, WILKES-BARRE, PITTSSTON BROADCASTING CO., INC.
Wilkes-Barre, Pa.

*For the FIRST 25, see BROADCASTING, April 8.

Have you placed your order yet?

Electronics Department

GENERAL ELECTRIC
Syracuse 1, N. Y.

BROADCASTING • Telecasting

April 15, 1946 • Page 45
GET ALL THREE!

**GET STARS!**

The nation's most popular orchestras, vocalists and novelty groups...to send up your ratings, boost your time sales...yours in the World Library.

Thanks to World's affiliation with Decca Records, Inc., the World Library brings you the pick of the entertainment world, especially arranged and transcribed for broadcasting. You get the stars of today in the hits of the moment—you bring your listeners the big names they want to hear—just the way they want to hear them.

**GET PROGRAMS!**

The World Continuity Service helps you present this wealth of talent in a sparkling professional manner...78 complete continuities are sent to you each week. These scripts—prepared by World's staff of skilled radio writers—come to you ready for the air as first class sustaining or sponsored programs.

It's a simple way to make profitable use of the tremendous variety and quality of the World Library.

Write or wire World Broadcasting System, Inc., 711 Fifth Ave., New York 22, N.Y.

**GET REALISM!**

You'll get the best possible recording for FM broadcasting and added quality for AM broadcasting on World Transcriptions. World's expert engineers add new dimensions to sound reproduction through Western Electric Vertical Wide Range recording equipment...give scrupulous attention to every detail of recording, processing and pressing. World's greater "know-how" and painstaking craftsmanship add up to the clarity, brilliance and lifelike reproduction that are yours on the vinylite discs of World Library.

More stations subscribe to the World Library than to any other similar service.

WORLD LIBRARY

WORLD BROADCASTING SYSTEM, INC.

A subsidiary of Decca Records, Inc.

NEW YORK • CHICAGO • HOLLYWOOD • WASHINGTON
AND now the television "ham." And probably the facsimile "ham" too.

With a wide range of spectrum space provided under the new Rules Governing Amateur Radio Service, issued last week by the FCC, amateur activities are likely to graduate to the new broadcast services. The higher frequencies, first opened up by the addicts of the kilocycle, may find the postwar radio hobbyists seeing as well as hearing each other.

George E. Sterling, FCC assistant chief engineer in charge of the Field and Research Branch said he definitely expects amateurs will engage in television and facsimile. He pointed out that there was some video activity by "hams" before the war, that many of the amateurs acquired knowledge of television and facsimile in the service, and that instruction guides for television transmitters before the war, representing the largest number of emission authorized for amateur transmitters, on any frequencies above 30,000 mc. It is also provided that amateurs may operate, subject to further order of the Commission, with any type of license for amateur stations, on any frequencies above 30,000 mc.

Radio Hobbyists Expected to 'See' As Well as 'Hear' Each Other Soon

The expansion of the spectrum, the inevitable increase in amateur stations, the stimulus provided by war training, and the development of new broadcast services, Mr. Sterling believes, should bring an important contribution in the future from amateurs as have been made in the past.

Biggest obstacle to amateur television is cost of equipment, but if the ingenuity shown by many "hams" in the early days of radio is a criterion the problem will be surmounted. Mr. Sterling pointed out that RCA and Du Mont were offering essential parts for television transmitters before the war and that instruction guides on building television cameras have been published.

For the more affluent amateurs—and many wealthy people are licensed amateur operators—there will probably be transmitters and receivers available for operation in the non-commercial bands.

Amateur stations totaled approximately 60,000 at the beginning of the year, representing the largest single class of licensees. The American Radio Relay League has estimated that this number will be quadrupled in the next four years. Under the new rules, frequencies allocated to amateurs begin at 1750 kc and extend to 22,000 mc. On several of the bands assigned, amateurs may use FM, television or facsimile transmission. It is also provided that amateurs may operate, subject to further order of the Commission, with any type of license for amateur stations, on any frequencies above 30,000 mc.

Radio Glossary

FROM "AAAA" and "Able" to "Zampa" and "Zilch," terms that make up the special language of radio and radio men are defined in a new glossary prepared by CBS, Radio Alphabet (Hastings House, N. Y., 85 pp., $1.50), While not intended to be all-inclusive, it explains the principal radio terms and identifies them with the branch of broadcasting in which they usually are used. Radio sign language also is explained. The book was edited by CBS executives including Paul Kesten, vice chairman of the board; Douglas Coulter, vice president; William B. Lodge, director of general engineering; William C. Gittinger, vice president in charge of sales; William C. Ackerman, director of reference department; Elmo C. Wilson, director of research; Howard A. Chinn, chief audio engineer.

Radio in Press Column

Radio is included in "Knickerbacks and Nosegays" column of Arthur Cook, public relations counsel and former radio editor of the Cleveland Press, which is to appear in approximately 400 newspapers.

BROADCASTING • Telecasting
RADIO PLANES OVER BIKINI

Four Pilotless Craft Each to Carry Television Transmitters Above Atom-Bombed Atoll

FOUR crewless airplanes, controlled by special automatic pilots, will be flown at four levels into the turbulent air storms created by the blast of the atom bomb off Bikini Atoll this summer.

The planes will carry devices to capture samples of the gases created by the blast and to record radio activity and other characteristics of the churning air mass.

They will be guided by electronic automatic pilots developed by the Minneapolis-Honeywell Regulator Co., which has assigned Theo J. Wilson as technical representative to the Crossroads Project. The automatic pilots have been specially modified for the atom tests to fly the drone aircraft without human aid on a level course. This provision was made so that in the event of disruption of radio communication between the "mother" planes and the drones while the latter are within the atom blast zone, they will fly straight through the air storm with the mother planes re-establishing radio contact with the drones on the other side of the blast.

Wholesale Destruction Possible

W. J. McGoldrick, vice president in charge of engineering for the company, said it was possible that the radio-activity of atom-engendered clouds might cut off the drone planes' ignition systems in which event, of course, none would emerge from the test.

The guide planes, bearing live crews, will fly 12 to 30 miles from the atom blast, thus be outside the danger area.

Mr. McGoldrick said each drone would be equipped with two television transmitters which will transmit pictures to a mother plane, one television set photographing the area in front of and below the drone and the other focused on the drone's instrument panel.

FOUR BROTHERS and Kentucky broadcasters attending reception during NAB Seventh District meeting in Cincinnati are (1 to r): F. E. Lackey Jr., owner of WHOP Henderson and Mayor of that town; Hecht S. Lackey, owner of WSON Henderson; W. Prewitt Lackey, commercial manager, WPAD Paducah; Pierce E. Lackey, WPAD owner.

INTERIM EQUIPMENT FOR FM AUTHORIZED

TO STIMULATE early operation of FM the FCC last week issued a news release emphasizing a policy already in effect whereby FM grantees may use temporary equipment "in order to provide an FM program service as rapidly as possible."

The release, attached to a copy of a reply to recommendations of the Senate Small Business Committee (see story this issue), said the Commission will approve interim operation of FM by issuing temporary authorizations for operation with low power units and temporary antenna systems, pending the availability of full equipment and completion of construction. It is provided, however, that the low-power units be either part of the final equipment or installations previously authorized for experimental operations, and that a "reasonable and satisfactory FM service will be furnished."

Authorizations normally will be issued for 60 days or less upon requests of grantees, describing equipment and operation proposed, together with a statement concerning progress of regular construction. Applications for extension of time of the construction permit must include "a showing of diligence in construction and that failure to complete was due to causes beyond control of the permittee."

The FCC emphasized that its policy set forth in Section 3.204(b) of its FM Rules & Regulations will not be affected by the interim plan of operation. "Applicants should understand the temporary character of the interim plan and that the Commission will expect full compliance with its Rules & Regulations at the earliest possible date," said the release.

Section 3.204(b) governs metropolitan stations in Area II, in which the FCC designates service areas.
For top entertainment Saturday nights

Listen to ABC
AMERICAN BROADCASTING COMPANY

Gangbusters
A crime is committed in the U.S. every 40 seconds! Lewis J. Valentine, former Commissioner of the world's largest police department, joins forces with this famous program to help prove that "Crime Doesn’t Pay." Saturdays at 9 p.m. (EST).

Boston Symphony
Great music played to the hilt! Hear this world-famous orchestra, under the direction of Dr. Serge Koussevitzky. Saturday nights from 9:30 to 10:30 (EST). Starting May 4, the Boston Symphony will be replaced by the ever-popular Boston "Pops" with Arthur Fiedler conducting. (All-Chalmers)

Famous Jury Trials
Authentic reenactments of famous jury trials throughout the world, keep you wide awake. See if you can guess what verdict the jury will hand down this Saturday, 8:30 p.m. (EST).

The Green Hornet
Follow the breath-taking adventures of newspaper publisher Britt Reid, who tracks down characters at the underworld. Saturdays at 7:30 p.m. (EST).

Dick Tracy
Dick Tracy in your ABC station. Tune in at 6:15 (EST) to hear this week’s exciting adventures of Dick Tracy. (NBC-Relay)

American Broadcasting
A NETWORK OF 202 RADIO STATIONS SERVING AMERICA

Why more leading companies are advertising on ABC today
Advertisers who want a nation-wide audience during good time periods at low cost are buying time on ABC today. One network costs 43.7% more per evening half-hour than ABC; another costs 28.7% more. Yet ABC’s 202 stations reach all the people who live in 22 million radio homes located in practically every major market in the United States. If you are an advertiser, remember that a good ABC time period bought today means a valuable franchise for years to come.
ANOTHER southern pioneer, WBT Charlotte, N. C., announced its twenty-fifth anniversary April 10 by distributing to the trade an over-size simulated-engraved card, the lower left-hand corner of which bore phrase, “At home in the New Carolinas.” ... Remembering early days as WGU with Chicago Daily News and The Fair Store as joint owners, WMAQ Chicago, now NBC-owned outlet, observed its twenty-fourth birthday April 13. ... Also in quarter-century listing, Yankee Network April 11 began twenty-fifth year of baseball broadcasting with Sportscaster Don Briti covering Boston Braves-Red Sox intra-city exhibition. ... SESAC New York (spelled out it reads Society of European Songwriters, Authors and Composers) took note of its fifteenth birthday in organization's March service bulletin.

RIGHT IN THE MIDDLE OF BIG THINGS

A TIME BUYER'S PARADISE! When you buy time on KFYO, situated right in the geographical, trading, financial, industrial, commercial, and educational center of the rich South Plains of Texas area—your buying time in a $167,892,000 market! KFYO’s the station—the ONLY station dominating this area with a consistent clear signal!

Milestones in Broadcasting

... Milestones currently are cluttering up KYW Philadelphia studios as staff fetes General Manager Leslie Joy at luncheon with passing of his twenty-third radio year; Night Program Supervisor Alwyn Back marks his twenty-fourth year and receives Westinghouse 16-Year Service Pin, and KYW 1619 Club (employees group) begins fifth year by electing Daniel C. Park president; Pamela Davis vice president-treasurer and Regina Bell secretary. ... Some 1,900 fans jammed a Dallas, Tex., downtown theatre to hear WFAA Dallas Early Birds claim title as oldest breakfast program with 5,000th broadcast. ... Concerning sponsors, Alexander Smith & Sons Carpet Co., Yonkers, N. Y., April 17 starts third year as sponsor of The Magic Carpet series on WABD, New York television station of Du Mont, with presentation of that day’s program from new Wnamaker studios (see story this issue ... May 1 Jack Miller, orchestra leader, Kate Smith, CBS singing star, and Ted Collins, Kate's manager, celebrate 15 years of friendship, business association and network broadcasting ... John J. Anthony, counselor on human relations heard Monday through Friday 1:45-2 p.m. on Mutual, April 10 celebrated his seventeenth year on the air. ... Max Zides and Tom Currier, conductors of early morning Commuter's Special on WCOP Boston, swing into Broadcast Year 23. ... Dorothy and Dick Kollmar April 12 observed first anniversary of their Breakfast With Dorothy and Dick show on WOR New York by enjoying private morning meal as Milton Berle & Wife (Joyce Mathews) took over for the day. ... April 2 was third-year milestone for Jack Weaver, WMAL Washington staff announcer, as m.c. of regular entertainment program for servicemen at Walter Reed Hospital, presented under auspices of Washington Rotary Club and featuring local radio, night club and theatre talent. ... Esther Hamilton on April 5 marked her twenty-fifth year as Scripps-Howard and Youngstown (Ohio) Vindicator columnist, by beginning air version of her “Around Town” column on WFMJ Youngstown.

CONGRATULATING John J. Gil- lin Jr. (r), president and general manager of WOW Omaha, on occasion of station's twenty-third anniversary are (1 to r) Lyle DeMoss, program manager; Bill Wiseman, promotion manager, and Tom Chase, transcription manager. All Earner Hummel of H. V. Koltermann’s Twenty Year Club. WOW’s fifth 20-year veteran, Chief Engineer Bill Koterak, was out of city.

Figures on Vets

GRAPHICALLY illustrating the importance of veterans' programs, the Veterans Administration has prepared a chart on “Veterans vs. U. S. Population.” Bar graphs illustrate the fact that veterans and families, as of March 1, 1946, equal 58,400,000. Veterans and families by July 1 are estimated to hit 64,000,000, and by July 1946, 80,000,000. Figures are shown together with the 140,000,000 total U. S. population. Charts have been distributed to stations throughout the country.
In the mind of every program director, every script writer, every player on WSM, whether Bing Crosby or Red Foley, is a picture of this little farm home, isolated in the mountains somewhere in our great listening area. We know there are many thousands living in pretentious homes, but we set out twenty years ago to serve the isolated families that need radio most. And we have done it, consistently.

The response has been heart-warming from all segments of our audience. It has proven how great a service Radio can render when it can reach out and serve constructively where other media cannot go.

HARRY STONE, Gen. Mgr.
WINSTON S. DUSTIN, Comm. Mgr.
EDWARD PETRY & CO., National Representatives

Dedicated to the task for more than twenty years, WSM is relieving the isolation of the rural families in its great listening area.

JAPANESE listeners are now getting a balanced program of information, education and entertainment, according to report released last week by the Supreme Commander for the Allied Powers, Gen. Douglas MacArthur. Under Brig. Gen. Ken Dyke, NBC executive, now Director of Information and Education for Japan, the broadcast day is divided into 15-minute segments or longer, following the U. S. system.

Predominant programs are music, which occupy 35.3% of the day, news 17.6%, education 11%, discussions 11%, special programs 7.7%, children 4.4%, weather 4.4%, exercises 2.9%, variety 2.2%, drama 2.2%, religion 1.3%.

As a result of the series, True History of the War, 300 questions a day for at least a month were received by those in charge of the program. Answers to these questions were given on a special weekly man-on-the-street series.

Encouraged Discussions

Broadcasting Corp. of Japan and an advisory committee, both under supervision of the Information and Education Section, have encouraged discussions and commentaries on social, political and economic problems. Agriculture, labor, education politics, and black market problems have been featured in regularly scheduled programs.

Using forums, speeches and dramatizations, a tri-weekly program, Citizens of Tomorrow, is endeavoring to make the youth of Japan more aware of their responsibilities in the new Japan.

Children's choruses from religious, educational and cultural institutions have a morning program, singing the songs of all nations. A narrator tells brief background stories as she introduces the songs.

Production of radio receivers is being greatly encouraged, according to the report, with an official production goal of 3,100,000. Emphasis is on small, practical receiving sets rather than on large all wave band sets or radio-phono-graph combinations. There are 48 companies making receivers. An estimated 20,000,000 tubes will be made in 1946, with production lagging in transmitter tubes.

Orthicon on the Job

RCA last week announced its intention to continue indefinitely the closed circuit television of proceedings of the United Nations Security Council from the council chamber to the overflow press room at Hunter College, New York. The RCA Image Orthicon camera, used to televise the council from the ordinarily-lighted chambers, was removed temporarily a week ago to be used at the RCA laboratories. It has since been replaced at Hunter College.

PLANS for promotion of Northwest Network, regional net composed of NBC outlets with KSTP Minneapolis-St. Paul as key station, are discussed by (l to r) Stanley E. Hubbard, president and general manager of KSTP and the network; H. E. Raymond and Walter C. Bridges, both of WERB Duluth, Minn.

RDG Names Nominees For Elections May 13

NOMINATIONS for next year's officers of Radio Directors Guild, New York local, were made April 8. Election will be held on May 13. Nominated were: Edward A. Byron, for president; George Joseph Zachery, for vice president; Ted Corday, for secretary; Frank Papp, for treasurer. Council members nominated (three to be elected) were Carl Eastman, Earle McGill, Theodore Gannon, Joseph Bell, Mitchell Grayson, Chick Vincent, Lester Vail, Carlo De Angelo, Frederick Bethel.

Guild unanimously passed a proposal of the RDG committee which had met with the AFRA committee to solve the AFRA veterans problem. Proposal was for each Guild member to call and interview the 120 AFRA veterans on a list which will be compiled and distributed to each RDG member by AFRA.

Guild also decided to hold a ball on Oct. 18.

More people listen to WAKR than to any other station heard in Akron*

* E. HOOPER SUMMER 1945 INDEX 8 A. M. TO 6 P. M.
YOU MAY BE ABLE TO BEAT THEIR 100-YARD TIME*—

BUT—YOU CAN'T RACE INTO WESTERN MICHIGAN ON AN "OUTSIDE" BROADCAST!

Even the strongest runners in the world can't crash through a stone wall—and it's a veritable stone wall of fading that isolates Western Michigan—even from the biggest stations in Chicago and Detroit.

To be heard consistently in Grand Rapids, Kalamazoo and Western Michigan, you must broadcast from within that mysterious barrier.

WKZO in Kalamazoo, plus WJEF in Grand Rapids, offer complete coverage of all Western Michigan, with CBS audience-appeal, with skilled local programming for the separate markets involved, and with one low combination rate to pay. We would be happy to send you all the facts—or just ask Lewis H. Avery, Inc.

* Record for three-legged race set in Brooklyn, in 1909, by H. L. Hillman, Jr., and Lawson Robertson: 100 yards in 11 seconds!
STEEL CITY STEAL!

KQV stole the show in Pittsburgh by signing Jones & Laughlin Steel Corporation for a full hour program six days a week. Proof continues to pile up that KQV has what advertisers want!

(Basic Mutual—1410 KC—1000 W)

ALLEGHENY BROADCASTING CORP.

National Representatives: WEED & CO.

BRISTOL-MYERS CO. ISSUES '45 REPORT

IMPORTANCE of advertising as a means of maintaining the interest of the buying public in packaged goods was stressed by Bristol-Myers Co., New York, in an annual report for 1945 released last week.

Describing the company as "a pioneer in broadcast advertising," the report pointed out that in 1945 it sponsored four major network shows—the Ed Sullivan Show, the Allen Show, Mr. District Attorney and Duffy's Tavern—on behalf of various products. The company has used radio advertising for 21 years.

In 1945, the company reported total sales of $57,136,522.25, an increase of 8% over sales of $34,455,624.89 for 1944. Net earnings before the taxes and renegotiation in 1945 were $7,102,017.69, down 15 percent from $8,391,608.58 for 1944. But net earnings after taxes and renegotiation for 1945 were $2,497,730.82 in 1945, up 2 percent from $2,429,546.01 in 1944.

Annual Decca Report Shows Net Sale Increase

NET profit of $839,692 after all taxes and charges, for 1945 as compared with $1,000,905 for 1944, were reported by Decca Records Inc. last week in its annual financial report.

The company showed net sales for 1945 as $15,570,530 an increase of $2,158,997 over the 1944 figure. The decrease in profits, according to Jack Kapp, Decca president, was created by increased manufacturing costs.

Addition of two factories, Mr. Kapp said, one purchased in Los Angeles in 1944 and soon to be operating at full capacity, and the other leased in Chicago and expected to be in operation by the middle of 1946, will "contribute substantially to the volume expected in 1946."

News From Abroad

At the end of 1945 AP services were received by 2604 newspapers and radio stations "throughout the world," he said, more than double the number of clients in 1920.

"The exchange of news thus afforded greatly expanded coverage in many countries," said Mr. Cooper. "And local staff resources were immeasurably strengthened, with the result there was an unprecedented flow of news between all countries and the United States."

AP found 1945 "the year of the great, and turbulent, transition from war to peace," said Mr. Cooper. "Reorganization and redeployment of the staff to cope with the complex problems of reconversion and peace-making were well under way by the end of 1945," he said. "Using the AAA or main general news wire alone as a yardstick, home front news comprised approximately three-fourths of the wordage, at year's end, as compared with less than half at the close of 1944."

Mr. Cooper's annual report was sent to AP members in advance of the annual membership meeting, to be held in the Waldorf-Astoria Hotel, New York, April 22.

Among other matters upon which the membership will be called to vote is a recommendation of AP's Board of Directors that owners of radio stations be accorded associate membership in AP.

ACR Annual Report

AMERICAN Cable & Radio Corp. and subsidiaries earned a consolidated net income of $1,615,584 in 1945 as compared with $2,197,476 in 1944, according to the company's annual report to stockholders last week. Gross operating revenues of ACR were $19,342,461 in 1945, compared with $20,098,680 the preceding year. Operating expenses in 1945 increased to $17,680,777 from $15,666,195 in 1944 as a result of higher wage rates and the operation of new radio circuits, the report states.
Engineered to Meet Modern Demands

The Schematic Diagram at the right shows the fundamental circuits of this Unit—straightforward—properly applied—to obtain the best operation. Added is the distinguishing feature of MOTOR TUNING for the tuning adjustments of the final stage and loading to the antenna—another EXCLUSIVE for the GATES 250 C. Also, there are but TWO controls for the entire tuning procedure, for simplicity. These are only a few of its outstanding superiorities in engineering design.

WRITE FOR COMPLETE SPECIFICATIONS

NEW YORK OFFICE:
9th Floor * 40 Exchange Place

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

EXCLUSIVE MANUFACTURERS OF RADIO TRANSMITTING EQUIPMENT ... SINCE 1922

GATES
RADIO CO.
QUINCY, ILLINOIS

Broadcasting Stations Everywhere
Applaud Its Stellar Dependability

The test was the crucial years just past when sheer dependability was paramount—when even normal maintenance and spare parts were in direct ratio to prevailing shortages. This Unit won the applause of Stations everywhere for dogged, trouble-free service, and we are proud to offer it now with added improvements that further distinguish its superb performance and GATES superior engineering.

THE Gates
250-C TRANSMITTER—250 WATTS

gives your Station a new efficiency in broadcasting technique. Its proved design assures that it is superior for its INTEGRATED DESIGN embodied in the new, structural layout rendering visibility and accessibility an easy procedure. Engineers will like this GATES achievement. The Front Panel is also designed to contribute a maximum effect to “showmanship”—another must for broadcasting stations.

PROVE BY THE YEARS
N O W B E T T E R T H A N E V E R

* INTEGRATED DESIGN
* IMPROVED CIRCUIT
* MOTOR TUNING
* SHOWMANSHIP

Radio Co.
Quincy, Illinois

9th Floor 40 Exchange Place

Canadian Marconi Co., Ltd., Montreal

EXCLUSIVE MANUFACTURERS OF RADIO TRANSMITTING EQUIPMENT ... SINCE 1922

April 15, 1946  •  Page 5!
Personal Contact
That Inspires Confidence

Here is an example of the powerful influence of person to person contact. This young man is inspired with an infinite faith that whatever is done is right.

We are not doctors in this representative business, but we recognize the advantages of person to person contact in salesmanship. Telephones, letters, promotion are all good selling aids; so are research, Hooperatings and market data. But the man who brings home the orders is the man who combines with these tools the best person to person contact. That is good selling.
There is further evidence now, as there appears to be with each passing week, of the cold calculation with which the FCC planned the issuance of its Blue Book—the Public Service Responsibility of Broadcast Licensees.

1. The report was issued on March 7. On March 8, before most licensees knew exactly what had happened, it was put into effect.

2. On April 3, Little Brown & Co. published a book called *Radio's Second Chance*. Its author is Charles A. Siepmann, also the editor of the FCC Blue Book (Broadcasting, April 8).

3. And now the latest developments in the campaign: last Wednesday the Senate Small Business Committee released its report on Small Business Opportunities in FM Broadcasting.

4. With neat timing, the FCC issued a news release containing its statement approving the Small Business Committee proposals.

5. Last week an illusive character referred to as “FCC spokesman” began releasing direct quotations allegedly taken from letters addressed to the Commission by listeners. A check at the FCC yielded no confirmation of these letters, which for the most part damned radio—yet liberal quotations were carried on news wires.

The FCC had served notice on the broadcasters, gone to the Congress and now, in the third phase, were introducing the listening audience into the campaign. Is all this planned strategy? Judge for yourself.

If one is so ingenuous as to see nothing more than coincidence in the chronology of these events, then he can find incontrovertible evidence in the language of these publications.

"FM broadcasting is radio's second chance", said Senator James E. Murray, chairman of the Senate Small Business Committee, in commenting upon the Committee's Report. . . . "That's from the Senate Committee's news release.

Are we to assume that both the good Senator and Mr. Siepmann hit upon this fetching phrase, “radio's second chance,” through independent conjuring? Or is it not more reasonable to suspect that Jerome Spingarn, counsel for the Committee, might have worked rather harmoniously with the FCC—where he had been employed in the War Problems Division which was abolished by command of Congress?

But the neatest legerdemain was evident in the FCC's April 10 news release commending the Senate Committee's recommendations. This, one easily deduces, was not hastily contrived. For within its context is enunciated the Commission's "one to a customer" policy in the matter of FM.

"In processing applications," notes the release, "the Commission decided at the outset that it would go through the list of applicants and make one grant to each qualified applicant before considering the question of making additional grants to those applicants who are seeking two or more stations."

This means, in effect, that many pioneer broadcasters now heavily invested in AM finally will go out of business in any save one market.

The Senate Committee urges investment of small capital in FM. There are those in broadcasting today—and some casualties who no longer have licenses—who can attest to the Committee that radio does not offer the Midas opportunities so colorfully described by the Commission and confirmed by the FCC. The risk is considerable, and remarkably so when a man in Burning Stump has to satisfy not only his listeners but seven men in Washington seven hundred miles away in order to retain a license.

To such as these, with small capital to invest, we suggest that there are others eminently more qualified to estimate the risk involved than the inexperienced pamphleteers of the Commission.

There will be opportunity in FM—as there is in any investor-undertaking. But the profit should be counterbalanced against the risk.

And the risk is growing greater every hour, as the FCC marshals its forces in support of the Blue Book's objectives. The risk is such that the new chairman of the Republican National Committee, Rep. B. Carroll Reece of Tennessee, was moved to state: "Radio today is half slave, half free. It cannot thus survive in a democracy." It's strange paradox, in view of the manipulations now being undertaken, that the leader of the opposition party has said that radio should be "as free as the press".

One can take heart, however, in the example provided by another Federal agency that wandered far afield from its prescribed duties.

The Federal Trade Commission did just that. And President Truman named Lowell B. Mason to that body last October, telling him to clean it up. Mr. Mason has succeeded. He has made the FTC a businessman's court, which it was intended to be. He has eliminated the FTC practice to gather authority as the bee gathers honey, and the charter of this new and sensible administration is written, as if to demonstrate its great common sense, on a beer label.

Mr. Mason wrote the majority opinion supporting the right of a beer manufacturer to employ the label "Canadian Ace: Made in U. S. A."

The FTC had charged that this was not Canadian beer, and consequently could not bear the label "Canadian Ace". In a statement which should make rhetorical history in wordly-wise Washington, Mr. Mason concludes: "It is hard to tell exactly what this label does to me. The infinity of different impressions I receive when reading this beer label are too subtle to be reported. It depends on what o'clock it is when I look at it; it depends on whether I am hungry, thirsty, sleepy, cross or happy. Every time I stare at it I get a different emotion but so far I have not had the feeling that I was 'being put upon'."

Mr. Mason, by the priceless virtue of being a reasonable man, has placed a checkrein on the Commission that was becoming voracious in its hunger for power.

America's broadcasters can look longingly toward Mr. Mason; and perhaps hopefully. Another such winged seraph might someday descend upon the FCC and stand as nobly against the insolence of office.

JONAS WEILAND, owner of WFTC Kinston, N. C., part owner and vice president of WSSV Petersburg, Va., and in charge of the operations of both stations, has been associated with radio in one phase or another for at least half of his 33 years.

When he received a construction permit for his Kinston station in 1936, at the age of 23, he was reported to be the youngest man ever awarded such a grant. He had started young in the business, and picked up experience as a ham, performer, and radio sales and maintenance man before embarking upon station management.

In Brooklyn on Jan. 15, 1913, the son of George and Minnie Weiland, he attended Brooklyn Technical High School and took night courses at Bro Hall Academy. In school days, nimble fingers with a saxophone and clarinet, plus a flair for management, led him into an orchestra as member-manager which in turn led him before New York microphones as the orchestra broadcast over a number of stations along with its hotel and club engagements.

At the age of 14 he got a job with a New York printing firm, engaged in monotype work, but left after a year and a half to take over as manager of the radio maintenance section of the Hecht Co. department store in New York.

In 1930, just after the stock market crash of 1929, he opened a retail radio store in Brooklyn, the Certified Radio Co., mixing public address work, radio sales and maintenance. Away from work he was especially active in Boy Scout affairs. Having won his Eagle Scout badge with Palm, he was scoutmaster of Troop 40, Brooklyn, and taught radio to the youngsters in Boy Scout camps.

Jonas sold his radio business in 1934 and started looking around for a likely place to establish his own broadcasting station. He settled upon Kinston, where in 1935 he installed a police radio station (one of the first 20-meter stations). That same year he applied for a CP for a commercial outlet. A hearing was held in June 1936, the grant was made in December, and WFTC went on the air the following March.

Built under his supervision, the station, Mr. Weiland points out, used one of the first completely wooden towers. Assigned to 1230 kc with 250 w fulltime, the station is now seeking a transfer to 590 kc and increase in power to 5 kw with directional antenna to be installed for night use.
Teague, Texas

From Texas Almanac... Teague, principal market and shipping point of Freestone County, has a population of 3,157. Its leading industries include railroad shops, cotton gins and compress, mattress factory and chick hatchery... Surrounding rich farm lands produce a variety of timber, cotton, corn, oats, sweet and Irish Potatoes, sorgo syrup, peanuts, grain sorghums and hay. Oil production exceeds 600,000 barrels.

Teague is typical of thousands of Texas communities who have made the "Early Birds" their morning listening habit since the program first went on the air, 16 years ago. April 4th marked the 5,000th broadcast of radio's oldest breakfast program—using the same popular format, featuring Jimmie Jeffries (Round Man of Radio) as M.C., with the staff orchestra, star vocalists, ad lib foolishness and occasional serious thoughts and civic reminders. Yes, the "Early Birds" has become more than a program; it has grown into a Southwestern institution!
Mr. Weiland, who got his pilot's license in 1940, volunteered for the CAP's anti-submarine patrol and entered service Sept. 2, 1942. With the rank of first lieutenant, he was stationed first as a pilot at Charleston, S. C., where his activities included a part in the "kill" of a German submarine. He was assigned next to Manteo, where he aided in the installation of a radio system, and then moved to Beaufort, N. C., for a similar assignment. Then he became a pilot again, flying with the patrol at Beaufort until he was discharged March 2, 1943.

He now has approximately 1,000 hours flying time and mixes flying with radio to good advantage. WFTC bought its first plane in 1940. During the war it was used to broadcast descriptions of test blackouts. On V-J Day, circulars informing the Kinston citizenry that the war was over (and advising them to dial WFTC for complete coverage) were being dropped over the city within five minutes after war's end was announced.

WSSV was established last year, under a wartime grant. Between the opening of WPTC and WSSV, Mr. Weiland had been associated with two other stations—WGDR Goldsboro and WMVA Martinsville, Va.—as stockholder, but has disposed of both interests. He owns 48% of stock in the Petersburg outlet, with Louis S. Peterson, president and general manager, owning a similar interest.

While Mr. Weiland is in over-all charge of both stations, Mr. Peterson and manager Charles P. Newman handle active management of WSSV and Manager Bob Bingham and Commercial Manager Baldwin Harper serve under him at Kinston.

He married Lenore Davis, of Brooklyn, on Christmas Day, 1936. They have three children: Meredith, 7; Jonas, 4; and Fern, 3.

For several years he has been active in Kinston community affairs. He is a member of the Elks Club, Rotary Club, Junior Chamber and Chamber of Commerce, and served as chairman of the special events committee for most of the war loan campaigns.

His hobbies, besides flying, are boating (he has a 28-foot boat), fishing and photography. When business permits, he pursues these pastimes at Kinston or at his winter home at Two Star Island, Miami Beach.

N. M. OUTLETS PLAN SCOTUS TAX APPEAL

DIRECT appeal to the Supreme Court of the United States is planned by four New Mexico stations from a Federal court ruling involving constitutionality of the State's 2% gross sales tax. A State court ruling upholding the tax has complicated the New Mexico situation. Stations claim exemption as interstate businesses.

The appeal will be taken by KGFL Roswell, KKWE Hobbs, KSUN Las Vegas and KTNM Tucumcari, with NAB participating as friend of the court. The four stations lost an injunction plea heard by a special three-Judge U. S. District Court, which held it lacked jurisdiction because a remedy could be obtained in State courts.

Although Albuquerque lost a State court decision in suit to prevent enforcement of State tax. Judge William J. Barker, of the First Judicial District Court, held that the State could enforce the tax as of Oct. 1, 1946, but that taxes paid under protest by KOB prior to that date must be refunded. The State levy had been on the books over a decade but had been applied to broadcasting by revenue officials until last year.

Judge Barker has resigned his seat on the bench to become a candidate for the governorship in the Democratic primaries. His successor is Harry L. Bigbee, Assistant Attorney General, who tried the tax cases before U. S. and State courts.

In his ruling, Judge Barker held the State tax applicable to all New Mexico stations, conceding they are interstate operations but holding they also are intrastate operations and must pay their way to do business in the State. KOB has not indicated whether it will appeal the ruling by Judge Barker.

PAT ON THE MIKE is given by homecomers Jim McMurray (left) and Jim O'Brien back at WPTF Raleigh after long service stretches and happy over resumption of microphone careers.

ASNE MEET PANEL TO HEAR RUSSIANS

Three Russian editors will fly to Washington this week to participate in a panel on "Freedom of Information" at the first postwar convention of the American Society of Newspaper Editors, scheduled April 18-20 at the Statler Hotel, Washington. William B. Benton, Assistant Secretary of State in Charge of Public Affairs, will participate [BROADCASTING, April 8].

Although not on the agenda, the editors are expected to discuss the FCC's proposed program controls, probing the question from the viewpoint that if a government agency attempts to control one medium of communication it might be used as a stepping stone to control of the press. Also slated for airing is passage of the Lea-Vandenberg bill to curb Petrilloism in radio, and the need for over-all labor legislation.

John S. Knight, publisher of newspapers in Detroit, Miami, Akron and Chicago and holder of interests in WQAM Miami, WIND Chicago, and WAKR Akron, is ASNE president. A. F. (Casey) Jones, managing editor of the Washington Post, owner of WINX is in charge of arrangements. More than 400 editors, largest attendance since before the war, are expected.

WSBT GOES UP, TOO — TO 5000 WATTS!

WSBT steps up its power—soon*—to 5000 watts for more intensive coverage of the South Bend Market...second largest in Indiana...where they're earning more, spending more, and listening most to WSBT.

* Construction permit granted February, 1946

WSBT COLUMBIA SOUTH BEND

960 KC

1000 WATTS

Paul H. Raymer Co., National Representatives
KGU
HAWAII'S FIRST STATION

FIRST IN YEARS
FIRST IN SERVICE

Begins its 25th YEAR IN RADIO
May 11, 1946

N.B.C IN THE PACIFIC SINCE 1931

Affiliated with
THE HONOLULU ADVERTISER
Represented by
THE KATZ AGENCY, INC.
Siepmann Joins N.Y. U. Faculty

CHARLES A. SIEPMANN, author of Radio's Second Chance and former FCC aide who was the principal author of the FCC program report issued March 7, will take up his new duties in New York U. in September, it is expected [BROADCASTING, April 18]. Mr. Siepmann will hold a full professorship at the University and will be chairman of a new department in the School of Education upon confirmation by the University's Governing Council.

He was recommended for the job by Dean Ernest O. Melby, who explained that the professor will study problems of communication in the field of education and teacher education. He will evolve a program of teaching and research to promote a better understanding among teachers of the use of radio, films, recordings and other audio-visual aids to education, Dean Melby added.

BELMONT TO MAKE LOW - PRICED VIDEO

BELMONT RADIO Corp., Chicago, hopes to be the first set manufacturer on the market with a television receiver retailing at $150, according to company executives.

Product line and the first sets are due to be released to the public by July 1, J. W. Sickinger, advertising director, stated. Belmont television receivers will be radically different both in engineering improvements and design, Mr. Sickinger said.

Designed for table use, the receiver has a 7-inch picture tube which projects a black-and-white image 4 1/2 x 5 1/2 inches. The cabinet, which will probably be plastic, is 14 1/2 inches high, 21 inches wide and 16 inches deep. It has 13-channel band with one operation tuning device.

Flamm Buys Club

DONALD FLAMM, former owner of WMCA New York and currently president of the board of directors of WPAT-Paterson, has purchased the Aldercress Country Golf Club at Alpine, N. J. Club was founded in 1928 by a group of financiers who reportedly paid $200,000 for the 200 acres and spent over a million dollars laying out the golf course. Mr. Flamm announced plans to build a new club house, swimming pool and tennis courts, among other improvements. Aldercress will continue as a private club, he said.

Tube Plant Leased

ELECTRONIC tube plant operated by Tung-Sol Lamp Works at Newark, N. J., will be leased to that company for 11 months with 90-day option to purchase, according to War Assets Administration. Sale price is set at $255,000. Plant will employ 150 to 200 persons.

WOR Language Discs

FIRST IN a new series of WOR New York language records albums, "A Queer Spanish Course," will be on sale in retail shops throughout the country. First in the series, a 10-inch recording of a 45-page text book, course was written by Frank Henius, who during World War II wrote and supervised language dictionaries for American troops overseas. Records and textbooks will retail for $3.75.

Storer Nuptials Held

April 6 in Miami, Fla.

GEORGE B. STORER, president of the Fort Industry Co. (WSYR, WCNY, WCON, WPTC, WFXE), has been elected president of the Boise Music Week board, Boise, Idaho.

ARTHUR L. BRIGHT, president and general manager of KXLY Spokane, Wash., is recuperating at a Spokane hospital from recurrence of a cardiac ailment. Doctor says he is expected to return to his home in Spokane soon.

WALTER W. WAGSTAFF, general manager of KIDG Boise, Idaho, has been named to the committee of managers attending the convention of KHQ.

Mr. McGrath

has been named to the committee of managers attending the convention of WHDH Boston.

ANNA P. SUGG, WKY manager, presents her husband in Wisconsin Broadcasting System.

Mr. McGrath

Mr. McGrath, former sales manager of WNEW New York, has been appointed managing director of WHDH Boston.

Before joining WNEW 10 years ago, Mr. McGrath was with WFLY and WOR, New York City, and WBBM, Chicago.

ROGER W. CLIPP, general manager of WFLY Philadelphia, has been named to the committee of managers attending the convention of WHDH Boston.

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Mr. McGrath, former sales manager of WNEW New York, has been appointed managing director of WHDH Boston.

Before joining WNEW 10 years ago, Mr. McGrath was with WFLY and WOR, New York City, and WBBM, Chicago.
over whose stations the Lum and Abner program is brought to millions of NEW LISTENERS in BEYOND - METROPOLITAN AMERICA.

A Salute . . .
- To Lum and Abner, two great radio personalities!
- To Miles Laboratories, a distinguished company, makers of Alka-Seltzer, One-A-Day Vitamins, and Nervine.
- To Wade Advertising Agency in charge of advertising for these products.

Greetings from a team-mate:

KBS
The Keystone Network

over whose stations the Lum and Abner program is brought to millions of NEW LISTENERS in BEYOND - METROPOLITAN AMERICA.

Greetings from a team-mate:

ALLIED RECORD MFG. COMPANY

whose fine transcriptions reproduce the Lum and Abner programs with "in-person" fidelity . . . treating "Beyond-Metropolitan" listeners to the full enjoyment of ALL their comedy.

CONGRATULATIONS, LUM AND ABNER! Make it another thousand!
WAVE WON'T GIVE YOU A GRIN (Ky.)!

Naw, we ain't at the Hole in the wall, but we got a chance to reach 'em, and we really don't think they are as high in income as they apparently are in spirits. So why attempt to give you a grin, when we can make you smile happily over the low cost of covering the Louisville Trading Area—where people earn and spend more money than you'll find in the rest of the State, combined? If you want to show your pearly bicuspids, pal, you gotta do more than grin. Shall we tell you our newest story?

DONALD A. BREYER, who resigns effective May 1 as general manager and president in charge of radio of Hillman-Shane Broadcasting Co., Los Angeles, same date joins Mississauga-Northern Staff, Los Angeles, as account executive. Mr. Breyer, for 16 years has been executive of McCann-Erickson, advertising agencies of petroleum, food and apparel accounts.

L. C. FLYNN, former WGN Chicago station producer, has been assigned to radio department of Dancer-Pitagliano, New York, for which he will be program planning for Playfair Broadcasting, New York.

ROGER DANAHER, released from the Army, is now with Frank Bitt & Co., New York, has joined the contact staff of Julius J. Rowe Co., New York.

TOM LEWIS, vice president and radio consultant of Young & Rubicam, Hollywood, has received a special citation from Secretary of the Treasury Fred Vinton for distinguished services rendered in behalf of war finance work.

ALBERT KASSEL, released from the armed services, has rejoined Blajeniecki & Co., New York, as advertising manager and member of agency's planning board.

PUTNAM PATTerson, Cleveland, is now a new agency opened by Putnam after ten years with Public Square, by A. C. PALM, president, and R. J. MURPHY, president, Production director. Promotion is with THEO GORBY, New York.

STIRLING R. WHEELER, associate media director at Young & Rubicam, Hollywood, has been assigned as media director of Henry H. Sterling Adv., Los Angeles.

HENRY R. SKEERING, formerly of B. Rosenberg Adv., located in Chamber of Commerce Bldg., has been named to the staff of J. R. Whelan, Seattle.

W. P. SMITH, advertising manager of Goodyear Tire & Rubber Co., Los Angeles, has been named national advertising manager of The Goodyear Tire & Rubber Co., New York.

E. P. MOORE, former advertising manager of Dancer-Pitagliano, is now advertising manager of Standard Oil Co. of New Jersey.

G. F. SUTTON, former advertising director of L. F. Dusharm, Inc., is now advertising manager of SCM Corp., New York.

R. H. KUEGEL, former advertising director of Ben E. Keith Stores, has rejoined Lockwood-Shackelford Co., Los Angeles.

J. P. SHEPPARD, former advertising manager of C. J. Gatzlaff Co., has joined the staff of Midas Motors, Inc., Los Angeles.


KEN DOLAN, radio show packager, will appear in forthcoming meeting of Canadian Association of Broadcasters at Chateau Frontenac, Quebec, May 27-30, as near completion [BROADCASTING, Jan. 21]. Manufacturers have been asked to exhibit different AM and FM transmitters and control room equipment with no duplication. Golf tournament, with CAB providing trophy, will be held this year for first time. Speakers at meeting will include Hugh Feltis of Broadcast Measurement Bureau and W. C. Whittemore Jr., formerly with Radio 71 in New York, to be presently is head of the company's research department, and John R. Shaw, former president of RCA in western and central states areas, who has joined Young & Rubicam, New York, as copy director. WINTON R. SMITH, who was formerly a vice president of agency's New York media department, has been named executive vice officer as media director.

EDWARD J. DONOHUE, Jr., discharged from Army Air Forces after three years and prior to service in merchandising department of the Donahue & Coe, New York, has joined J. D. Johnson & Johnson, New York, as account executive. He succeeds FORD SHAW, Jr., as account executive.

SWEETSER, BYRNE & HARRINGTON, New York, has been appointed under presidency of GEORGE Z. (Ted) SWEET- seer, at 1473 Broadway, Mr. Sweetser for two years has been executive vice president and director of Abbott Kimball Adv. Agency. Other principals: E. AUSTIN BYRNE, executive vice president, discharged from Army and with Lord & Thomas for 10 years, RUTH KIMBALL, resigned on April 15 from Abbott Kimball Co., as a vice president and member of board of directors.

WILLIAM M. SHIPLEY, formerly vice president of Thomas W. Berger Inc., Cincinnati, has joined J. M. Korn & Co., Philadelphia.

MORRISON Adv. is name of new Philadelphia agency organized by HERMAN B. TIBURON, former executive with local advertising agencies.

STIRLING CORNELL & NEWELL has expanded its Hollywood production offices to 6605 Wilshire Blvd. in Los Angeles, GIHANTE 9141. EDWARD ALESHIRE, formerly of H. W. Rastor & Sons, Chicago, is now executive vice president of BROADCASTING, April 1.] JACK HASSON has been named branch manager for Lockwood-Shackelford Co., Los Angeles, as assistant to Mr. Aleshire.

MALING, formerly of Partick Sales Inc., Chicago, (cosmetics), and prior to service in merchandising department of the University of Chicago. SEALD Adv., New York, today (April 16), has taken additional office in Times Bldg.

GEORGE F. FEINS, former advertising manager, American Turner Co., New York, has been transferred to B. J. Mott & Co., Los Angeles.

A. R. BEVERLY-GIDDINGS, vice president and copy director of Federal Adv., New York, has reported to president and creative director of Morse International, New York.

MILTON R. ROSENBERG, former advertising manager of Sears Department Stores, New York, is now with Rosenberg Adv., located in Chamber of Commerce Bldg., Paris, N. Y.

PATRICK DOLAN, former major in the Army and previous to that director of advertising, sales promotion and publicity for Columbia Records, has been appointed managing director of the London office of Fonex, Coone & Belding.

EDWARD F. CAULEY, former assistant executive with Colgate-Palmolive-Peet Co., New York, has joined Cecil & Presbrey, New York, in similar capacity.

SUMNER S. WILSON, former captain and public relations officer with 30th Infantry Division, has rejoined publicity department of Kudner Agency, New York.

FORREST OWENS, Chicago producer of radio show, "On Air with Quiz Kids," has been transferred to Hollywood and is now assigned to "Lum and Abner" series on network. He replaces J. W. Mcinerney, who resigned for service in the U. S. Naval Reserve.

W. C. WHITTEMORE Jr., formerly with Radio 71 in New York, New York, station representative, and prior to service in merchandising, with the Coca-Cola Co., has joined the mar- keting staff of D. V. L. Shelly, Inc., BIBD New York.

JAMES C. SHERIDAN, former advertising and sales promotion manager of RCA in western and central states areas, has been appointed Young & Rubicam, New York, as account executive.

In this Major Market

USE WMBG NBC IN RICHMOND, VA.

5000 WATTS

National Representatives

Page 64 • April 15, 1946
PROMOTION… on WHEELS!

Throughout the year, taxis, streetcars and busses display colorful posters to attract more and more listeners to KSD so that more and more people will hear the sales messages of KSD advertisers.

This is one of many KSD promotion activities designed to increase the “yield” of advertising dollars invested in KSD.

KSD is the NBC basic station for St. Louis; it is 225 miles to the nearest other NBC basic outlet. KSD is the only broadcasting station in St. Louis with the full service of the Associated Press—the AP news wires plus the PA radio wire. KSD is recognized throughout its listening area for its high standard of programming and advertising acceptance. To sell the great St. Louis Market, use "The Combination that Clicks"—KSD-NBC-AP.
Radio Data From V-2

WHEN the Army fires its German V-2 rocket for the first time in New Mexico, May 8, the projectile will be a flying electronics laboratory. Instead of explosives in the warhead, there will be intricate scientific instruments, including the VT—or radio proximity fuse, which will provide data for study by academic, industrial and military scientists. Information will be radioed to the scientists even while the rocket is whirling through space at 3,600 miles per hour on its 80-mile remote-controlled trip.

Address IRE Meet

REGULAR meeting of the Washington section of Institute of Radio Engineers, April 8 was attended by Capt. Rawson Bennett, Navy Bureau of Ships, Radio Division, who discussed "Sonar and Other Naval Problems," and by Dr. Cledo Brunetti, chief, Pilot Engineering Section, Ordnance Development Division, National Bureau of Standards, who spoke on "Printed Radio Circuits."

NEW THREE-ELECTRODE transmitting tube, General Electric Co. Type 7C29, has been announced by firm's tube division. Tube is designed for application as C of amplifier and modulator to use in open-circuit line. Maximum gain on new tube approaches 110 db. Abode is forced-air-cooled and capable of dissipating 500 w.

Signal Corps Change

SIGNAL CORPS field installations at or near Fort Monmouth, N.J., have been expanded to include administrative functions for the Eastern Signal Corps Training Center, Signal Corps Engineering Labs. and Army Electronic Standards Agency. War Dept. also announced that the Signal Corps Contract Settlement Agency and the Signal Corps Inspection Agency, both in Philadelphia, will be discontinued in April, and their functions taken over by the Philadelphia Signal Corps Procurement District.

Reception Analysis

COMPLEMENTARY diversity reception is necessary over all microwave relay paths over smooth land and water reflecting surfaces, and at times over rugged terrain, according to a report on tests of relay equipment by the Army Signal Corps. The tests were conducted in California last summer as an outgrowth of experience with AN-TRC-6 equipment (4300-4900 mc). Report was published by the Office of the Publication Board, Department of Commerce, and is available for 25 cents as photostat and 50 cents for microfilm.

ATS Speakers

H. G. CHRISTENSEN, Caravel Films Inc., New York, and R. G. Evans, General Screen Advertisers, New York. April 17 are to address luncheon meeting of American Television Society, Hotel Sheraton, New York, on commercial motion picture and television films, showing one-minute commercial films along with their discussions.

INTER - AMERICAN CONGRESS DELAYED

POSTPONEMENT of the First Inter-American Broadcasting Congress, scheduled for May 10-19 in Havana, until fall was announced last week by Goar Mestre, Havana, chairman of the organization committee, in letters to U.S. industry members who had planned to attend. Mr. Mestre gave no reason for the postponement, the second this year.

The congress was proposed last summer at the Rio Third Inter-American Radio Conference by a group from Uruguay. At the organization meeting Mr. Mestre and Dr. Luis Machado were named to the organization committee, with Dr. Luis de la Rosa and Jose Luis Fernandez of Mexico appointed joint publicity chairmen. Reports were that about 100 U.S. broadcasters had accepted invitations to the May session. RCA, General Electric and Federal Telephone & Radio Corp. had planned to send representatives and present exhibits.

According to information reaching Washington purpose of the proposed organization is to strengthen privately-owned radio in Central and South America and oppose governmen t encroachment.

Television Course

GRADUATE course in television will be set up by the department of dramatic arts, Western Reserve U., and the United Broadcasting Co. Television Workshops, WHK Cleveland, at beginning of winter sessions next October. Arrangements have been completed between H. K. Carpenter, vice president of United Broadcasting, and Prof. Barclay S. Leatham, head of the Reserve department of dramatics. Classes, chiefly for those who major in dramatic arts, will be held weekly at WHK. Western Reserve U. recently applied to the FCC for a television station in Cleveland.

WOW New York is using new station-break slogan ... "WOW New York, fills your nights with music." Slogan is keyed to station's programming theme of virtually all music from 6 p.m. to 12 midnight.
Western Electric
New 25B Speech Input Console
really rates the spotlight!

IT FEATURES:
★ Finest Transmission Performance
★ 7 Channel Mixer-Input
★ 2 Main Amplifiers—Plus Monitor-Cue Amplifier
★ Maximum Operating Flexibility
★ Exceptional Accessibility
★ Complete Unit Design—including Table and NEW Plug-in Cables
★ Sparkling Style and Beauty

The new 25B is a honey! Designed by Bell Telephone Laboratories and made by Western Electric, it handles two programs simultaneously. It's compact—easy to install—provides great flexibility at moderate cost. Whether your station is large or small, AM or FM, the 25B will give you the highest quality studio control. Ask your nearest Graybar Broadcast Equipment Representative to tell you what a top number the 25B really is!

NEW Plug-in Cables carry external leads to wall boxes—further facilitate installation and maintenance.

April 15, 1946 • Page 67
FAMOUS INDUSTRIAL AREA HAS MOST FARMS IN OHIO

Canton is renowned as the City of Diversified Industries, but the facts show that this area is also Ohio's most heavily populated rural region.

WHBC directs three programs to experimental stations and other California stations to list. Contracts are for 13 weeks. Agency is Bauer & Bolles, Los Angeles.

GENDRON CHEMICAL Co., Los Angeles (Dol's soapless suds), in an introductory campaign is using schedule of spot announcements weekly on KMJ EBBERTS WOR. Contract is for 13 weeks. Agency is Galley, San Francisco.

UNITED AIRLINES, San Francisco, to promote newly-started hourly Mainliner service between San Francisco and Los Angeles, is using a schedule of spot announcements on KMJ EBBERTS WOR. Contract is for 13 weeks. Agency is Galley-Cooey, San Francisco.

BU-TAY PRODUCTS, Los Angeles (Rain Drops, detergent), augmenting current national radio campaign, has started schedule of weekly transcribed announcements on KOMO EBBERTS WOR. Contract is for 13 weeks. Agency is Bauer & Bolles, Los Angeles.

PAPERBACK PRODUCTS, Los Angeles, has started using from six weeks of weekly spot announcements on KMJ EBBERTS WOR. Contract is for 13 weeks. Agency is Galley, San Francisco.

Eddie munroe, former account executive with Duane Jones Co., New York, has been appointed general sales manager of Maxson Foods Systems, New York.

PEARSON PHARMACAL Co., New York (Eye-Gene and Dew), has appointed Donahue & Coe, New York, to handle its advertising. Radio is considered.


DEBUT MIRTH resulted when this four-man gathered following recent initial broadcast of CBS's "Callaloo Jane." Lewis-Howe Co., St. Louis, (Tuna), is sponsor. Meaning after broadcast are (1 to 2) Jim Doane, Hollywood packager; (3) Jon Moorehead, program star; Harold Kemp, New York director of Boston, WJMC & WCN, agency servicing account; Paul Franklin, producer.

THE BOSTON WOVEN HOSE AND RUBBER Co., Boston, plans national campaign which includes radio for promotion of Good Luck brand jar rings. Schedule started five days weekly on a number of Canadian stations.

TUCKETT'S LTD., Hamilton, Ont., (cigarettal, has started sportscast five weekdays within a number of Canadian stations. Agency is Whitehall Broadcasting, Montreal.

WATERS PRICES AND TRADE BOARD, Ottawa (Canada's OPA), spends $4,341.78 weekly on its daytime program "Soldier's Wife" on 22 Canadian stations, according to returns made in Parliament this week.

Affiliates Provide Two For Mutual in Chicago
TWO additions from personnel of Mutual stations to the network's midwestern office were announced last week.

Robert A. White, of the WOR Chicago office, joins Mutual's Chicago sales staff May 6, succeeding Dan Orth, who resigns May 1 to enter private business.

Charles Wiley, of WGN public relations department, moves to Mutual publicity staff in Chicago as assistant to George Herro, publicity director.

BBC Video to Return June 7, Says Feldman
WARTIME casualty, British television will resume operations June 7. Arthur Feldman, A&B correspondent in London, reported last week. BBC's television went off the air Sept. 1, 1939, the day the Germans marched into Poland.

Mr. Feldman reported that BBC's daily television transmission schedule would be 3:30-4:30 p.m., and 8:30-9:30 p.m. On weekdays, 11 a.m., demonstration film for use of manufacturers and dealers will be transmitted. London's Victory Parade on June 8 will be telecast.

As before the war, television will be transmitted from Alexandra Palace, using the prewar standard of 406 lines.

Hyde Park Coverage
ARMED Forces Radio Service last week was added to the large list of American and foreign stations and networks which carried the April 19 presentation of the Roosevelt Estate, Hyde Park, N. Y., to the Dept. of Interior [BROADCASTING, April 8]. Coverage included the four major networks, shortwave in Spanish and Portuguese to Latin America, pickups for BBC and English-speaking countries, translations into 28 other languages for European and Asiatic programming.

Small Market Meet

WE WORK TODAY FOR THE NORTHWEST'S LIMITLESS TOMORROW

PORTLAND, OREGON

CBS Affiliate

That's Kansas City!

—Business-minded but giving high place to education and culture.

—Home of the magnificent William Rockhill Nelson Art Gallery, University of Kansas City, Rockhurst College, Kansas City Conservatory of Music, Kansas City Philharmonic Orchestra and Kansas City Art Institute.

—Possessor of 145 public schools, 67 parochial schools, 50 private schools, 300 churches and a famous public library system.

Missouri-born-and-bred THOMAS HART BENTON, former instructor at K. C. Art Institute and leader of the Mid-Western school which produced Grant Wood and John Steuart Curry, studies his newest, "Custer's Last Stand."

Radio - Responsive TO WDAF

The Kansas City Star Station

More than 5 million persons live within WDAF's half-milivolt area — and they listen to WDAF because of programming dominance.

WDAF coverage of the Kansas City market surpasses that of any other Kansas City station.

Represented Nationally by EDWARD PETRY & CO., Inc.

Owned and operated by THE KANSAS CITY STAR COMPANY.
Thanks to the cooperation and encouragement of America's industrial executives, 85 million bond holders have bought U.S. Bonds in the greatest savings program in history. Employees who have purchased billions of dollars of these bonds during the war now want to continue monthly purchases of savings bonds. Specific evidence of this desire to continue saving for personal security and prosperity through the Payroll Savings Plan was recently revealed by a survey which disclosed that 90% wanted the Plan continued.

Every employer can write in his own set of reasons why the Payroll Savings Plan should be continued as a part of his personnel relations program, but the principal advantages are obvious:

* A large reservoir of national savings; a strong and stable bulwark against inflation.
* An "automatic" thrift habit for the worker; to increase contentment and satisfaction in his job.
* An opportunity for the employee to maintain his "share in America" with the safest, easiest, most profitable investment he can make.
* An opportunity for the returned veteran to share in the Payroll Plan's varied benefits.

Your employees will require little "selling" on the idea—they are accustomed to their monthly saving habit. With the Treasury Department's savings bond program now in peacetime operation, your partnership is again invited to continue this systematic, convenient means of contribution to a prosperous peace-time future.

The Treasury Department acknowledges with appreciation the publication of this message by

**BROADCASTING**

The Weekly News magazine of Radio TELECASTING

*This is an official U.S. Treasury advertisement prepared under the auspices of the Treasury Department and Advertising Council*
Miss Kmetty has been added to WSSV continuity staff.

FRANKLYN BINGMAN, Army veteran and current member of the U. S. Treasury Dept. for services on behalf of war bond campaigns. He succeeded MAGGE ROEMER, radio as well as short story writer. At Mutual, he has been awarded the U. S. Treasury Dept. Silver Medal for his efforts in behalf of the war bond drive.

GLYN ELLIS, formerly with WISR Buffalo, has joined the announcing staff of WSSV Petersburg, Va. JAY JENSEN, new to radio and recently returned from the Army, has been added to WSSV continuity staff.

VIOLET KMETY has returned to WWRL New York as program director. ROSALIE GRANT, formerly heard in a musical series on Radio Luxembourg and several Vienna stations, on April 5 for 13 weeks will be heard on WWRL "The Backyard Hour." Fri., 7:30-8 p.m.

HAL CUNNINGHAM, continuity writer at KALL Salt Lake City, is the father of a girl.

FRANKLYN MccMARR, narrator on General Mills "Rhythms of All Churches" series on ABC, will be added to the announcing staff of WSSV.

DAVID WICKETT, has been appointed continuity supervisor for WGL Fort Wayne, Ind. In the Army since 1945, he formerly had been in commercial radio as well as in the Army Air Forces. At WOL he succeeds MADGE ROEMER, who switches to sales promotion department as assistant to NORMAN C. WIDENFORD, sales promotion manager.

FRED BARR, following almost three years in the armed forces, has returned to WWRV New York as program director. ROSALIE GRANT, former announcer, has joined a musical series on Radio Luxembourg.

JANNE MACGREGOR has been appointed librarian of CKGB Timmins, Ont. She was formerly station traffic manager.

MAGGI McNELLS, woman commentator and script writer, was formerly with advertising agencies in Chicago, has been added to the announcing staff of WYXU.

TODD GRAHAM, formerly with CHML Hamilton, Ont., has been added to the radio and television staffs of CJAD Montreal, Que.

JOHN HOYLAND, released after five years in RCAAP and CKOY Kelowna and CJAT Trail, B. C., has joined the announcing staff of WFXK Vancouver, B. C.

JACK HILLINGSWORTH, new to radio, has been named program director of CKWS Kingston, Ont., for certain remaining break in a Des Moines street that was a hazard to motorists. As a result, the local superintendent of public safety had remedied the danger the night before. Bennett pointed out the situation. Everyone seemed happy again.

However, in the next few days KRNT's mails became swollen with complaints from listeners, ranging from problems about street cleaning to flood hazards. All demanded that Mr. Bennett do something about it.

Finally, the KRNT m. c. sent out a distress call to the city safety superintendent and the streets commissioner. The city officials made a date with Mr. Bennett to visit each of the areas mentioned, filled with complaints. Details and plans for repairing were noted on the letter and Mr. Bennett later delivered a complete report to his listeners.

SUN Wision, service veteran and formerly with WBEN Buffalo, is another addition to the announcing staff of WWRL New York, has been appointed the morning man of WTOP Washington, D. C. on October 1.

ED KING, former American Forces Network announcer, has returned to WWRL New York as program director. Miss Orr is chairman of the programs of the Missoula Women's Club.

TACOMA

MRS. J. B. O'BRIEN has been named manager of the new women's program of KGVO Missoula, Mont. Mrs. Orr is chairman of the Missoula Women's Club.

AUTHER, agency executive and producer got together for a post mortem of the April 7 broadcast "Exploring the Unknown" which dealt with psychoanalysis. Left to right are: Norman H. Dryer, producer of this Sunday afternoon series on Mutual; Lute Shoen, writer of the psychoanalysis script; Tom Bellamy, star of CBS' "Broadcasting with Stanley J. Keyes, jr., vice president and general manager of E&P Inc., the new agency in charge of the program for Revere Copper & Brass Inc., sponsor of the series.

Each of the April 7 broadcast "Exploring the Unknown" was performed before a live audience at the ABC Television studios in New York City, and a closed circuit television camera transmitted the show to the studio audience where it was seen on the screen.

Said Keyes, jr., "It is a rare opportunity to have a live audience hear the broadcast and to be able to see the reaction to the program on the audience's face. This is a most effective form of testing for a new idea or concept."
Serving

The Third Largest Market
in the

Fourth Richest State

WCOL
COLUMBUS

The Listening Habit of Central Ohio

Represented by

THE HEADLEY-REED CO.
A radio station is known by the Companies it keeps

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

FUN FOR KIDS

on the New WJJD

★ Saturday morning on the New WJJD belongs to the youngsters. 9:30 is Story-Time. Bob Wright's cue to haul down his well-thumbed album of children's stories, polish up his characterizations (as many as seven different ones per story) and roll out the verbal magic carpet for a flight to the land of Make-Believe.

Thousands of Chicago children owe their mounting interest in the world of literature to this popular feature of the New WJJD. They get a lot more than just fun out of it, too. Bob's stories have a habit of being pointed... and in the right direction. No blood... no thunder—just good story! Many a good habit of the future will owe its birth to lessons learned fast and well at the listening end of the New WJJD's wavelength.

Here's another thing that makes us proud: a special analysis shows just about half the audience is adult. Guess everybody loves a good story.

20,000 WATTS OF SELLING POWER

THE NEW WJJD

1160 ON YOUR DIAL

CHICAGO
WILLIAM S. FOULIS, night news editor of KFEL, Denver, has been awarded the UIL Model of Honor City award by the Order of Orange-Nassau by Queen Wilhelmina of the Netherlands. Award was for publishing in Holland what was described as the first unbiased and free-thinking newspaper since the Nazi invasion of that country. Serving over 20 months, Mr. Foulis had been Army correspondent and technical sergeant, publishing his paper at The Hague.

LOUIS AIKEN, newscaster of WINX Washington, has been signed by the Veterans Administration to narrate a series of GI training films to be distributed to Army camps throughout the country.

JOE HASEL, ABC sportscaster, has received a commendation from Lt. Gen. J. Lawton Collins, director of the Army Information and Education Division, for his contributions to the operations of that division while in the armed forces.

SIDNEY WISE, Madrid correspondent for CBS and the Overseas News Agency, last week was charged by the French Government with "persistent hostility" toward the regime and was ordered to surrender credentials. Mr. Wise's primary affiliation was with Overseas News Agency; he was retained by CBS on a stronger basis.

AL WARDEN, sportscaster of KALL Salt Lake City and KLO Ogden, Utah, presently is in Honolulu with the Ringling Bros. and Barnum & Bailey Globetrotters. He is recording his twice-weekly sportscasts for airmail to KALL and KLO during April and May. Reports highlight interviews with Hawaiian sports personalities.

JON HACKETT, sports director of KZON Des Moines, is acting as host for the fourth annual Iowa Sports and Vacation Show at the Coliseum, Des Moines, April 9-17.

PAUL DANIELSON, news editor of KWIL Albany, Ore., is the father of a girl.

WILLIAM WINTER, after war service which included OWI shortwave broadcasts to the Orient and later correspondent in the Pacific for Overseas News Agency, has resumed duties as news analyst and commentator of KEPE, Portland, Ore.

KEITH HEATHERINGTON has shifted from KMPC Hollywood to Paramount television station WXYZ as special events director.

RALPH S. TURNER, released from the Army and former announcer of KOMO-Seattle, has joined KMPC Hollywood news staff.

MILT BERKOWITZ, news chief of WNEW New York, and in 1939 was correspondent in the Pacific for Overseas News Agency; he was retained by CBS on a stronger basis.

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PAUL H. RAYMER COMPANY
NATIONAL REPRESENTATIVES

PAUL H. RAYMER COMPANY
NATIONAL REPRESENTATIVES

GARY S. 1000 WATTS

Television

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Du Mont Announces
the opening of
The World's Greatest Television Studios

Now...Du Mont's WABD
goes on the air from the world's newest, biggest, most elaborately equipped television installation...Du Mont's John Wanamaker Studios

A central studio as large as a city lot and fifty feet high...a half million cubic feet of space...one of the largest concert organs in New York City...words can't begin to describe the splendor with which Du Mont's John Wanamaker Studios open this brilliant new era of television entertainment.

A WHOLE AMAZING NEW WORLD AWAITS YOUR DISCOVERY...

Spacious foyers...ramps that command the whole fascinating vista of Control Room and Stage...a vast Main Balcony holding more than 700 visitors! Here you may watch all backstage action of television...while at the same time the broadcast program appears before you on television viewing screens.

11 TELEVISION CAMERAS

There is a huge central studio with four new-type "live talent" television cameras. There are two other "live talent" studios equipped with two and three cameras respectively. And, in addition, there are special studios with cameras for motion picture projection and pickup...a grand total of 11 cameras, more than enough for any conceivable program. These are the world's largest and most completely equipped television studios...worthy of being the production center and originating station of the coming Du Mont Television Network.

NOW...SEE DU MONT TELEVISION from Broadcasting to Perfect Reception

Spectator tickets for the Main Balcony and viewing ramp will be required only at actual broadcast performances...now scheduled from 8 to 9:30 P.M., Monday through Friday. Please write Station WABD for reservations. For rehearsals and general inspection, Du Mont's John Wanamaker Studios will be open to visitors without tickets from 10 A.M. to 5:30 P.M. every week day.

Du Mont's John Wanamaker Studios...Entrance under the Wanamaker Bridge on Wanamaker Place just east of Broadway

Copyright 1946, Allen B. Du Mont Laboratories, Inc.
Columbia, S. C. Adopts Daylight Saving Time
COLUMBIA, S. C. has voted for city-wide observance of Eastern Daylight Saving Time from April 28 through Sept. 29. Move was backed by WIS Columbia, through G. Richard Shafto, general manager, and by the Columbia Merchants Assn. and the Chamber of Commerce.

Mr. Shafto and the WIS staff promoted the idea through brochures and poster-card displays. When the state legislature neglected to act upon a state-wide bill, the Columbia service organizations placed the bill before the City Council. It was approved unanimously.

Plenty of Room
HOUSING SHORTAGE is exactly what KVOX Moorhead, Minn., doesn't have. At present the North Central Broadcasting System station is the only tenant in the Comstock Hotel, recently ordered on the auction block by court action resulting from legal differences over management.

John Boer, KVOX owner, secured court permission to operate station "in the public necessity" and now station personnel are only persons permitted to enter premises.

National Aviation Show Sponsored for Television
AVIATOR'S POST 743 of the American Legion on April 5 sponsored telecasts of the National Aviation Show, being held in Grand Central Palace, New York, filmed by ABC. Telecasts were scheduled on WABD New York, April 8, WPITZ Philadelphia, April 10, and WRGB Schenectady, April 12, all at 8 p.m.

ABC starting April 18 for four weeks will also telecast Famous Jury Trials, program which has been featured on ABC. Originating from WABD New York, program will be on each Thursday, 8:30-9 p.m. Announcement was made by Paul Mowrey, chief of ABC video operations, who left April 2 for Detroit, Washington and Atlantic City for visits to representatives of General Motors, the Norge Co., and Washington U.

Temple-WFIL
(Continued from page 28)

SOW YOUR SALES MESSAGE
BROADCAST THROUGH WHIO

Cultivate the responsive WHIO audience and reap goodwill and a bumper crop of sales . . . in Dayton and the prosperous Miami valley.

WHIO offers listeners of all ages because of careful program planning. You are in good company at WHIO!

BASIC CBS • News: UP, INS, PA, Plus Complete Local Coverage

5000 WATTS
G. P. Hollingsbery Co.
Representative
Harry E. Cummings
Southeastern Representative

DAYTON, OHIO
11 YEARS SERVING THE DAYTON AREA

Auto Racing News
AUTO racing news is presented Monday through Friday 3:00-3:10 p.m. on WPAT Paterson, N. J., on new series conducted by Ted Webbe, program director.

KGW SCOOP
Thomlinson Gets Interview
— With Accused Spy

Mr. Thomlinson and Lt. Redin.

ON THE SCENE with his mike when Lt. Nicolai Redin of the Soviet Navy was given a preliminary hearing on charges of being a Russian spy, Bob Thomlinson, chief announcer and special events director of KGW Portland, Ore., scooped other Portland stations with an interview.

With the Russian officer's permission, Mr. Thomlinson also picked up the telephone conversation in Russian when the prisoner called a representative of the Soviet Purchasing Commission in Portland.

Radio Preferred
IN QUESTIONNAIRE answered by 19,000 airline travelers on diversion preferences while flying, United Airlines found 70% prefer listening to radio (through individual loud speakers), 55% want television, 52% movies. Survey was designed to aid United in plans for its half-million dollars postwar mainliner.
RADAR contact with the moon, broadcast over the nation-wide facilities of the Mutual Broadcasting System on Sunday, January 27th, emphasized once again the essential value of recording in radio broadcasting.

* * *

From their Belmar, New Jersey laboratories, engineers of the Army Signal Corps made this memorable contact early in the morning of January 27th, while in the studios of WOR-New York, the Special Features Division of MBS were recording the event on an AUDIODISC. A few hours later, at a more appropriate time, the recorded program was broadcast to the nation.

* * *

In this, as in countless other instances, AUDIODISCS have made it possible for radio listeners to hear a history-making event exactly as it occurred with all the true fidelity of a "live" broadcast.

AUDIO DEVICES, INC.,
444 Madison Avenue,
New York 22, N. Y.

Audiodiscs manufactured in U.S.A. under exclusive license from La Societe Des Vernis Pyrolac—France.
EVERYBODY’S TALKING ABOUT IT

Just like the weather, everyone of importance in the offices of national advertisers and their agencies talks about Retail Sales. They’re the lifeblood of advertised products.

One publication — Sales Management — does something about it.

Every single month in regular issues and once a year in its famous Survey of Buying Power, Sales Management measures the Retail Sales volume in local markets.

Which helps explain why 200 of the nation’s leading agency media buyers told representatives of the Market Research Company of America:

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

They were referring to presentations about both local and national markets, made either orally or in printed form. This survey conducted by M.R.C.A. contains many ideas for progressive media sellers; the SM representatives will be pleased to show it to you.

Back up your sales representatives with a consistent campaign in Sales Management — the only magazine with this unrivaled acceptance in the agency and national advertiser offices of the country. Remember this:

“IT’S 4 TO 1”

Say the Nation’s Leading Media Buyers

Sales MANAGEMENT

186 FOURTH AVE. NEW YORK 16, N. Y.

CHICAGO SANTA BARBARA

John Dodge, former assistant sales manager for NBC television, New York, has been appointed NBC spot sales representative serving New England and upper New York State areas effective April 15. He will headquartered in Boston.

Robert M. McCredy has been appointed to the sales staff of WTOP Washington. He is Navy veteran. John P. Hardesty has been promoted to administrative assistant to Sales Manager Maurice R. Mitchell. Before Navy service, Mr. Hardesty had been station music librarian and recently has been assistant to the director of sales promotion.

Frank McLaughlin, sales manager of KSL Salt Lake City, is in Hollywood for conferences with CBS and advertising agency executives. He returns to his desk in late April.

Frank Dougherty, West Coast sales manager of former ABS, has joined KLAC Hollywood as account executive. He joins the ABC Radio advertising executive staff.

Eugene Bernald, public relations specialist with AAF in China-Burma-India theatre, has resumed his former duties as vice president of Pan American Broadcasting Co., New York, as account executive.

Ray T. Murphy has resigned from the New York staff of Joseph Hershey Mogilwra Inc., advertising representative organization, with which he has been about a year.

VERSATILE is Roberta June Holliman of KDON Monterey, Calif. Besides being station traffic manager, she doubles as director of women’s activities, bookkeeper and secretary to Reed Pollock, general manager. In addition, as Betty Lee, she gives fashion tips on “In the Women’s World,” and conducts a home aides program for the Monterey station.

HeLEN Hallihan has been appointed traffic manager of CHEX Peterborough, Ont.

In the Public Service

every week WPFG Atlantic City presents The BLACAC Round Table participated in by what is perhaps the most specialized group of people in any air forum. BLACAC means Bilateral Leg Amputee Club of Atlantic City, an incorporated non-penicillin proft organization formed by 196 leg amputees. All are or have been patients at Thomas M. England General Hospital. Its purpose is to aid all wounded vets, particularly bilateral leg amputees and their families. BLACAC hopes to establish a research foundation and practical limb shop to develop improvements on artificial limbs, which will be made available to all amputees.

WKRC Appeals

APPEAL to employers and employees of the Cincinnati Gas and Electric Co. to avoid possible power strike scheduled for following day was broadcast April 7 by WKRC Cincinnati. Mayor James G. Stewart, Carl Viehauer and Elmer Langen of the Greater Cincinnati Meat Dealers Assn. told listeners that city was 99% dependent on electric and gas refrigeration and that spoilage would extend to lend-lease storages besides regular Cincinnati supplies. Strike was postponed and arbitrated the next day.

Aids YMCA Program

WKBZ Muskegon, Mich., provides facilities and instructors for radio writing and announcing classes of the YMCA adult education program. A county calendar program serving rural listeners is aired five times weekly, with weather report, transcribed message from county agent, farm organization news and music.

C. U.—WTOP Workshop

WTOP-CBS Washington will again cooperate with Catholic University Department of Speech and Drama in conducting a Radio Writers’ Workshop July 1-Aug. 10. Prizes will be drawn from the University staff and the WTOP production staff, under the direction of Hazel Kenyon Markle, WTOP’s director of community service and education. Rev. Gilbert Bartke is chairman of the C. U. drama department.

NOW
THE FIRST
MAJOR IMPROVEMENT
in radio facilities in years
FOR
MINNEAPOLIS·ST. PAUL

5000 WATT* DAY and NIGHT

WLOL
MUTUAL—BASIC

Located between NBC and CBS on the dial

NORM BOGGS
General Manager

*CP granted, in operation in May, 1946.
Time Buyers!

There's plenty of evidence that a time buy on any one or all of NBC Spot's 11 essential stations will score a direct hit in the sales target. And no wonder: 11 of America's richest and most productive markets are thoroughly dominated by these 11 key stations... stations which broadcast to more than 55% of the radio families with a buying power 34.2% higher than the average for the whole country.

Call on “Spot” today for a direct hit on one, some, or all of NBC Spot Sales' 11 key stations. Of course, “Spot” may not be able to produce just the buy you've been aiming at—NBC time is so overwhelmingly popular. But don’t forget he holds a spectacular record for hitting the target for scores of time buyers—and he can do the same for you.

NBC SPOT SALES

New York, Circle 7-8300... Chicago, Superior 8300... San Francisco, Graystone 8700
Washington, Republic 4000... Cleveland, Cherry 0942... Hollywood, Hollywood 6161
Denver, Maine 6211... Boston, Hancock 4239
JOHN S. KNIGHT BUYS 45% INTEREST IN WAKR

ACQUISITION of a 45% interest in WAKR Akron by the Akron Beacon Journal, headed by John S. Knight, prominent publisher, was announced last week by S. Bernard Berk, president of Summit Radio Corp. Mr. Berk and his wife, Viola G. Berk and family, continue their ownership of 56% of the stock. There will be no change in management policy or operation of the 5,000-w ABC outlet.

Since no control is involved, the sale and option require FCC approval. No price was given. The Commission, however, pursuant to requirements, is being notified of the transaction.

The transaction constitutes the third acquisition of station holdings by Mr. Knight. Previously he had purchased 50% of WQAM Miami, where he publishes the Herald, and last month acquired 42% of WIND Chicago, where he publishes the Daily News.

Mr. Knight also is publisher of the Detroit Free Press but has no station interest in that city.

Meet the Directors

TO HELP veterans renew acquaintances and meet the new faces in radio, Howard Nussbaum, production manager of ABC, has invited veterans interested in dramatic work to meet ABC’s dramatic directors. He suggests that vets contact Helen Hedeman at ABC who will arrange a schedule of appointments. Mr. Nussbaum was in production in NBC before entering the service when he was a lieutenant colonel and radio officer with the 12th Army Group in Europe.

 الدكتور ريتشارد كاوهير

to transfer his interest to Mr. Squier as surviving partner and general manager of the station, and to Ernest C. Perkins as executor of L. Ricker’s estate. The late Infantry officer owned approximately 49% in Vermont Radio Corp., licensee of WWSR, and this interest would be transferred to Executor Perkins. Applications were reported Wednesday by FCC.

NEW SURPLUS PLAN TO AID EDUCATORS

ALL WAR surplus electronic equipment will be screened to divert material desired for educational institutions under a new policy adopted by War Assets Administration. James J. Greene, of WAA, has been named U. S. Office of Education representative at WAA to work with educators in making items suitable for their broadcasting and other electronic activities.

Under WAA policy educational institutions get a 40% discount on surplus items. No FM transmitters suitable for the 88-92 mc band are foreseen in military surplus but large quantities of components, klystrons, tubes, dynamos, motors, test equipment and possibly some towers will become available. WAA last week froze 50 tape recording units of a type used during the war (AN-UNQ-1), with declared value of $984.20, for educational use. They were manufactured by Frederick Hart & Co. (formerly Amertype Recordgraph Corp.).

Lists of everything in surplus of interest to educational institutions will be forwarded to each of the 48 State representatives of the Office of Education, located in state capitals. Orders for equipment are to be placed through Francis Armstrong, Room 2105 Temporary M, WAA, Washington.

Though WAA will sell to them at 40% discount, it wants cash for the equipment.

TRUMAN’S HOOPER 14.1

PRESIDENT TRUMAN’s Army Day address from Soldier Field, Chicago, was heard by a radio audience of 6,860,000 adults, according to a CBS-Hooper Inc. survey made for CBS. President’s Hoover rating was 14.1; his share of the listening audience, 78.4.

Radio Patent Confusion

RECLASSIFYING of American patents is now being undertaken by the U. S. Patent Office. All types of radio sets from the early crystal types are in Sub-class 20, requiring intense study by any person desiring to isolate a single group. The sub-class contains 2,793 original patents and 1,916 cross-referenced patents. Sub-class 11, directive radio signaling, contains 1,176 original patents and 383 cross-references.

FCC Drops 56

A TOTAL of 1,252 persons were employed by the FCC in February this year, a decrease of 56 under the January total of 1,308, the Joint Committee on Reduction of Nonessential Federal Expenditures has reported to the Senate. Employed within the U. S. were 1,199, a decrease of 57 under January, while 53 on the Commission payroll were employed outside the continental limits. In January the figure was 52.

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FREE TIME for political broadcasts again will be pro-rated to national political parties according to reports from NBC. Under system started in 1944, certain number of half-hour periods each month is given parties according to their majorities in Parliament.

RIPPER STOCK INTERESTS

TO TRANSFER to Executors

INVOLUNTARY transfers of Lt. William G. Ricker’s stock interests in WDEV Waterbury and WSSR St. Albans, Vt., are sought in applications filed with FCC following War Dept’s announcement that Lt. Ricker must be presumed dead as a result of battle action. He was previously listed as missing in action.

Transfers in both instances were to executors. Lt. Ricker was an equal partner with Lloyd E. Squier in WDEV. Application seeks to transfer his interest to Mr. Squier as surviving partner and general manager of the station, and to Ernest C. Perkins as executor of L. Ricker’s estate. The late Infantry officer owned approximately 49% in Vermont Radio Corp., licensee of WWSR, and this interest would be transferred to Executor Perkins. Applications were reported Wednesday by FCC.

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Easily Controls Two Studios, Announcer's Booth
and Fourteen Permanently Wired Remote Lines

COMPLETE high-fidelity speech-input facilities for the modern station; this single compact unit contains all the control, amplifying and monitoring equipment. Any combination of studios, remote lines or turntables may be broadcast and auditioned simultaneously through the two high quality main amplifier channels. On-coming programs may be cued and the volume pre-set while on the air.

Its modern functional beauty in two-tone metallic tan will blend with other equipment and yet add a definite air of quality and distinction to your studio. Sloping front panel combines maximum visibility of controls with ease of operation. Sloping top panel gives operator an unobstructed view into the studio.

Engineered for dependability and built of finest quality components throughout. Telephone-type lever action, 3 position key switches assure trouble-free operation and eliminate nineteen controls. This simplified switching reduces operational errors. All controls are standard, simple and positive—easy to operate.

Inquire! The low price of this Raytheon Console will amaze you. The first orders are now being delivered. Write to:

RAYTHEON MANUFACTURING COMPANY
Broadcast Equipment Division
7517 N. Clark Street, Chicago 26, Illinois

Devoted to Research and Manufacture for the Broadcasting Industry

Compare THESE OUTSTANDING FEATURES WITH ANY OTHER CONSOLE

1. Seven built-in pre-amplifiers—more than any other console—making possible 5 microphones and 2 turntables, or 7 microphones, on the air simultaneously.
2. Nine mixer positions—more than any other console—leading to 5 microphones, 2 turntables, one remote line and one network line.
3. Fourteen remote lines—more than any other console—may be wired in permanently.
4. Telephone-Type lever-action key switches used throughout—most dependable, trouble-free switches available. No push buttons.
5. Frequency Response 2 DB from 30 to 15,000 cycles. Ideal speech input system for either AM or FM.
6. Distortion less than 1%, from 50 to 10,000 cycles.
7. Noise Level minus 65 DB's or better. Airplane-type four-way rubber shock mounting eliminates outside noise and operational "clicks."
8. All FCC Requirements for FM transmission are met.
9. Dual Power Supply provides standby circuit instantly available for emergency use.
10. Power Supply designed for mounting on desk, wall or relay rack.
11. Instant Access to all wiring and components. Top hinged panel opens at a touch. Entire cabinet tilts back on sturdy full-length rear hinge.
Hunt Meets Hunt

ROY HUNT, vice president of the Liberty Life Insurance Co., parent organization controlling WJS Columbia, S. C., dropped in to see G. Richard Shack, general manager. Roy Hunt, vice president, was introduced to Mrs. Hunt. Roy Hunt, Mr. Shafto's secretary. No relation, however.

Freer BBC Desired

"WE HOPE," says the Monthly Commentary in the April issue of Britain's Wireless World, "that the new BBC will emphasize the principle of freedom of expression for broadcasting." Commentary attributes much of the colorlessness of the BBC to "timidity... the fear of giving offense... the principle of freedom of expression for broadcasting.

Mid-Year Meeting

GROCEY MANUFACTURERS OF ADVERTISEMENTS are to hold mid-year meeting June 17-19 at Shawnee-on-the-Delaware, Pa.

The Largest Transcription Library of American Folk Music

M. M. COLE CO.
823 S. WABASH AVE.
CHICAGO 5, ILL.

BROADCASTING • Telecasting

Page 82 • April 15, 1946
SOUND EQUIPMENT—precisionized—mechanically and electronically—for finer performance

NEW!
UNIT 524 FAIRCHILD
TRANSCRIPTION TURNTABLE

Recorded Broadcasts become
"ALIVE"

From now on your station announcement must be relied upon to convince your listeners that your program is recorded—not alive.

Why? Because there will be no telltale rumble, noise or ‘wows’ from the turntable. Rumble-free performance is assured through the unique method of mounting the famed Fairchild drive. This drive with its synchronous motor is mounted in a heavy casting in the base of the cabinet. It is connected to the turntable by means of a hollow shaft equipped with mechanical filters. Vertical vibration is eliminated by mounting the turntable in a heavy cast aluminum panel on the top of the solidly constructed cabinet.

‘WOW’ is reduced to a minimum at either 33.3 or 78 rpm by the patented Fairchild direct-from-the-center two-speed drive. Evenness of speed is assured by a carefully calculated loading of the drive mechanism that keeps the motor pulling constantly, by precision control of all alignments that might cause intermittent grab and release.

In addition, all of the natural beauty of recorded music or speech can be reproduced with full naturalness on the new Unit 524 Fairchild Transcription Turntable when equipped with the Fairchild Unit 542 Dynamic Pickup described below. The ‘floating’ pickup arm practically eliminates record wear to add long life to your library of fine recordings.

Arrange to see the new desk-high Unit 524 Fairchild Transcription Turntable. Examine it closely. Listen to it critically. Then let it add ‘life’ to your recorded broadcasts. Address 88-06 Van Wyck Blvd., Jamaica 1, New York.

FAIRCHILD CAMER A AND INSTRUMENT CORPORATION

FOR IMPROVED PERFORMANCE

Earlier FAIRCHILD portable models and many other types of recorder-playbacks will give vastly improved performance if equipped with an adapter and improved pickup and cutterhead.

UNIT 542 LATERAL DYNAMIC PICKUP assures uniform frequency-response and distortion-free playback quality throughout a range of 30 to 10,000 cycles. The 3 ounce cartridge, mounted on a 2 point suspension in the pickup head, is the only vertically moving mass. This unusual mounting method affords a near-uniform ‘floating’ stylus pressure of 25 grams—even under unfavorable playing conditions. Adequate vertical compliance of the stylus—for accurately tracking lateral records—is provided for in the pliant nature of the material in which the stylus is suspended.

•

UNIT 541 MAGNETIC CUTTERHEAD offers a performance that exceeds its flat within ±2 db to 8,000 cycles specifications. Freedom from distortion is measured at less than 1% when a 400-cycle note is recorded at a level of +20 db (reference .006 watts) to produce a stylus velocity of 2.5 inches per second. This is due to the unusually long cushion blocks and exceptionally fine mechanical design.
Applicant in Atlanta Outlines Station Plan

TENTATIVE plans for installing Federal Tel. & Radio Corp., equipped studios in Atlanta's Piedmont Hotel have been announced by Fulton County Broadcasting Corp., which has obtained FCC approval of its new station application. Transmitter would be located at Adairsville, Ga., according to the applicant which is seeking a new operation on 1550 kc and with case set for FCC hearing next month.

Fulton County Broadcasting Corp., headed by Edward Bernhardt, Atlanta, and general manager of the Concord Radio Corp., Atlanta, as president and 50% stockholder. Other 50% is owned by Sam Rotheberg, Atlanta theatre owner and realtor, listed as secretary-treasurer. Vice president and holder of no stock in the station application is Deveraux McClure, Atlanta attorney, Attorney for Fulton County Broadcasting Corp. is Boyle, Feller, Stone & McGivern, Washington and New York. John Keel, Washington, is engineering counsel.

Arbitrators Selected In AFRA L. A. Fight

AFTER more than 18 months controversy over abolition of "junior" classification for announcers, arbitrators have been named to settle dispute between NBC Hollywood and AFRA. Although only one man falls into that category at NBC, settlement of the issue has become a matter of principle with both sides.

Jack Dales, executive secretary, Screen Actors Guild, has been named by AFRA as its arbitrator. Cecil Underwood, freelance producer and packager, represents NBC, with a third party named by the two. It was pointed out that when AFRA signed with local network stations in November 1944, all but NBC agreed to discontinue junior announcer classification. At present NBC has one man in that category at monthly salary of $165. Others, it was said, receive $208 per month. Union contends duties are identical.

New Cable Service

NEW overseas communications service providing direct, high-speed customer-to-customer telegraph service on a contract time basis, has been proposed by Commercial Cable Co., a subsidiary of American Cable & Radio Corp.

The new service, subject to FCC approval, will be called "Contract Timed Service," and will permit a customer in New York or Washington to communicate with a correspondent in London, over a direct teleprinter connection. Minimum charge will be $10.80 for three minutes and $5.40 for each additional minute when the speed of operations is 6 words per minute. Service at other transmission speeds will be available at proportionate rates. Press is ¾ commercial rate.

LONDON LETTER—By William Pingrey

British Promoters May 'Tax' BBC for Telecasts of Sports

FEARING effect of television on attendance, the sporting fraternity in Britain has formed an Assn. for the Protection of Copyright in Sports. If television of sport is to be kept as a purely home entertainment, then we shall not make heavy demands of the BBC. But if it is our intention toScreenshot from the image.

Meet the audience intensely interested in foods nearly two million New England listeners within WLAW's 5 m/m contour spend $325,017,100 yearly for food. Sales per family approximate $659.88—a substantial increase over the U. S. Average (Sales Management estimates.)

5000 WATTS 680 K.C.
Basic Station
American Broadcasting Co.

50,000 Watts . . . SOON!!

WLAW
LAWRENCE, MASS.
NATIONAL REPRESENTATIVES:
WEED & CO.

article in the Sunday Times. The charter expires at the end of 1946 and the government has announced that no investigation was necessary and that there will be an indefinite postponement of the decennial audit of the BBC monopoly.

When the BBC charter was renewed 10 years ago a committee investigated the last broadcasting year made was published in a White Paper. Maconachie wrote it would be unfair to both the BBC and listeners not to have an investigation to answer charges against the BBC. Both the left-wing parties and the far-right Conservative party, ousted in the last election, have accused the BBC of favoring the other.

Plays broadcast by the BBC are increasing in popularity while the audience for programs of dance bands is falling off, indicating a change in British taste since 1939. According to BBC polls, Saturday Night Theatre, an old program presenting popular plays, has an audience of 11 million. A new drama program World Theatre, broadcasting classic masterpieces, has increased its audience from three million in the start to six and one-half million.

The average audience for a program of dance music now is three and one-half million. One radio critic attributes the decline in popularity of dance bands to (a) the playing of "dirges," songs aired because the orchestra gets plug money from the publisher, and (b) the craze of bands to play too "hot."

BBC has a telecast at Broadcasting House to keep track of sunspots, which have interfered with broadcasts of Transatlantic Quiz and American Commentary from the U. S. It also gets a daily sunspot report from the Greenwich Observatory.

Monopoly?

PLEASED with results from NBC Teen Timers program on KWBW Hutchinson, Kan., the present sponsor, Wiley's department store, has contracted for two more NBC shows. Latest additions are Robert St. John, 8:45 a.m. (CST), and Richard Harkness, 10:15 p.m. CST. Teen Timers, 6 a.m. (CST) Saturday, has been sponsored by Wiley's since August 1945. KWBW officials say it is the only department store in the country sponsoring three NBC programs at the same time.
General Mills
5 STAR HOUR

GUIDING LIGHT
Betty Crocker Soup
(Knox Reeves Advertising, Inc.)
Scripts—Arch Farmer
Directed by Joe Ainley

TODAY'S CHILDREN
Bisquick
(Knox Reeves Advertising, Inc.)
Scripts by Art Gladd
Directed by Harry Bubeck

BETTY CROCKER
(Knox Reeves Advertising, Inc.)
Directed by Homer Heck

WOMAN IN WHITE
Wheaties
(Knox Reeves Advertising, Inc.)
Scripts and Direction—Herb Futran

MASQUERADE
Soft-A-Silk and Kix
(Dancer-Fitzgerald-Sample)
Scripts—Art Gladd
Directed by Norman Felton

AN HOUR OF GOOD LISTENING EMCEE-ED PRENTISS EMCEE SCRIPT—KAY BRENNAN

PRODUCED BY
CARL WESTER & CO.
360 N. MICHIGAN AVE. CHICAGO 1, ILLINOIS

BROADCASTING • Telecasting
April 15, 1946 • Page 85
Richfield Promotion

TWO-WEEK promotion campaign accompanied full-week origination of Richfield Retailers' Program from San Francisco, California, via KCRA. With announcement of local origination for Richfield Oil Corp. program, full-page two-color ads were run in local papers. "A" boards appeared in all Richfield service stations along with streamers announcing availability of tickets to program, quarter-cards were placed in downtown business windows and stations. Broadcast continuous schedule of exclusive inter-middle of Don Forbes, program reporter, Wayne Miller, Richfield's publicist, and former KABC, Los Angeles, assistant, were host guests at numerous luncheons and diners. Hale Brothers Department Store devoted part of its show to the program which was broadcast on window to United Press teletype and prints. O'Hara attending machine six hours daily typed up important information, while "A" boards showed program on window for passersby to read. Final broadcast concluded with letter from local high school along with 45-minute audience participatio show.

WWRL-Press Deal

IN PROMOTION move to bring its programs and station activities to readers of consumer's clubs as a means of expanding its coverage, WWRL New York has started a mutual promotion agreement with 100 Periodicals, publisher of a chain of city and long island newspapers, wherein WWRL program activity is used in display advertisements which underpin weekly in the Long Island newspapers. Periodicals will broadcast a 5-minute newscast over WWRL Mon-Thurs.

"Cavalcade" Letter Contest

APPROXIMATELY 51 stations carrying the du Pont program, "Cavalcade of America," Mondays on the NBC network, are participating in local promotion of April 15 in the form of writer's contest wherein a supply of National League Program Services, Inc., WRC Washington, and other New York Giants players are the prize for best letter writers on subject "What Rainbow Means to America." Listening to the program, writing and submitting a letter, winning a prize, and aiding in further promotion of the program are all part of the contest.

FT&G Brochures

FEDERAL Television Radio Corp. last week issued two brochures, one giving the official data on Federal FM and 1 and 3 kw transmitters, the other describing the company's "frogs and toads," a "freematic" modulation unit for FM transmitters. Both books are fully illustrated with photographs, graphs, charts and diagrams. The descriptions are in line with the latest technical developments, covering many subjects of special interest to the radio industry.

General Mills Offer

GENERAL MILLS, Minneapolis (Wheaties' sponsor of "Jack Armstrong, the All-American Boy," ABC Mon.-Fri., 5:30-5:45 p.m.), April 29 and May 10, will mail an aluminum "slide sad" toy to its program fans. Agency is Knox Rental, Minneapolis.

KYW Brochure

TITLED "Your Third Market and Your First Station," brochure is being mailed to all KYW Philadelphia to clinical associations and sales representatives. Booklet, 4 pages in length and size of KYW 5 by 7 card, includes profiles of stations and their program types with story of Philadelphia's market potential, present production and future potential, as a market.

New Agency Publication

PARKIS & PRART, New York agency, is publishing a three-service publication for clients and business affiliates titled the "P & P Digest." The magazine will cover articles, news and reviews of developments in the field of radio, TV, and newspaper, all held in one volume. The publication will be distributed to all homes in area a folder announcement.

promotion personnel

ROBERT F. ANTHONY, for two years director of promotion and advertising for NBC, Detroit, has been named director of promotion, NBC, Chicago. Anthony has been promoted to new post of public relations service manager. Acting in this capacity during February, Anthony was assistant audience promotion director for the NBC network. He joined NBC in 1944. He has been secretary of the Motion Picture Producers and Distributors of America, Inc.

JOHN P. COWDEN has been appointed director of promotion service for CBS, broadcasting from New York City.

Mr. Cowden

FRED A. BOUSON, vice president and promotion manager of WNBF Binghamton, N. Y., has become the sales promotion staff of MBS New York.

JERRY MILES, announcer at WDNZ, Newburgh, N. C., has been named head of the station's publicity department. MILES has been regular feature writer in "Radio Show," magazine of the WNBC advertising department. In Poland, Warsaw, in 1943, he was named director of publicity for the National Broadcasting Co. As writer for WNBC, New York, he has been in charge of sales promotion activity.

BARBARA T. BRUSH has been appointed advertising director of WPEA Manchester, N. H. In 1945, she has been advertising manager of WPEA Radio.

Mr. Cowden

ARE WE GOING TO THE MARKET?

April 15, 1946

MARKET?


.Widget 41, Winnipeg, Man., was mail- ed to 100 stations. Included in the bulletin were the following articles:

41.

1. "Islands in the News," on WRC. The April issue of American Magazine motion piece reprinting an article from WRC Washington has sent out a promotion piece in the form of a 20-page booklet, "In The Community of the Air," bound by royal blue ribbon. Illustrations on white pages, review 1945 public service activity.

2. WWRL-Press Deal

IN CONNECTION WITH ITS 1945-46 CAMPAIN IN NEW ENGLAND, A BOOKLET TITLED "A RECAPITULATION OF PROMOTION BY A NEW ENGLAND BROADCASTING COMPANY," HAS BEEN ISSUED. BOOKLET ENCLOSED IN PROMOTION BULLETIN FOR THOSE INTERESTED, ACCORDING TO CARD. 

3. WLAW Announcement

REPRINT advertisement from the Sat- urday Evening Post is being distributed by ABC as an example of the extensive promotion given network programs. Folder cover bears reprint of recent Sunday supplement.

4. WHEC Service Booklet

WHERE RHC Rochester, N. Y., has published a 28-page booklet, "The Community of the Air," that is, the Rochester market. The booklet includes a complete list of program's schedule with brief descriptions of programs that are daily rendering "a practical, or informative" service to its listeners.

5. WQAM Service Brochure

IN CONOCO's 19th year of celebration of its 25th anniversary, WQAM Miami has published a statistical yearbook a 20-page illustrated service brochure, bound by blue ribbon. Illustrations on white pages, review 1945 public service activity.

6. WWRL Car Cards

CARDS featuring the colored car cards are being displayed in business houses throughout 56 to 58 weeks to publicize programs of WWRL Woodlands, L. I., and slogan, "WWRL, The Highspot on Your Dial!".

7. KOH Agenda Booklet

AGENDA for KOH Reno, Nev., radio station, details the promotion campaign set up by McClatchy Broadcasting for "I Want To Be A Dealer" in the direction of nationwide car dealers in area. Introduction presents obituary of the late Mr. Wahl, who during the four-year school, is followed by announcement of faculty changes.

8. CAB Summary

SUMMARY of radio program popularity for 1945 by General H. Allen, manager and secretary of CAB, appears in the Broadcasting Yearbook for 1946 which was issued last week in booklet form to CAB subscribers.

9. BEN Renewals

CONTRACTS for space on 30 wall signs in the Buffalo area have been renewed by WBEN Buffalo. Multi-colored copy will emphasize WBEN—Radio's great programs," with NBC microphone outstanding.

10. PNB Success Story

SALES SUCCESS story of a consistent advertiser on KPFA Helema, Mont., presented in promotion folder prepared by Pacific Northwest Broadcasters in behalf of Z-Bar Network. Titled "IT Happened in Helema," folder includes coverage map and other information on the station.

11. Announce Program

PROMOTION piece in the form of a color poster is being mailed to school principals and teachers. The poster carries a letter from the University calling attention to a recent series of radio programs being held second quarter on WAAT Newark, Mon. and Wed. Also included is an announcement for next fall, University campus in New Brunswick, N. J.

12. WJAG Postcard

POSTCARD announcing highlight results of an independent survey of radio listening in Norfolk, Neb. This survey has been mailed by WWJAG Norfolk. Full report will be supplied on request of those interested, according to card.
High power output, long life, feature these transmitting tube stalwarts!

- **TYPE GL-892**
  - Water-cooled...
  - $170

- **TYPE GL-892-R**
  - Forced-air-cooled...
  - $345

Here is proved power, dependability, and long service life for the large AM transmitter owner or the manufacturer using electronic heating. General Electric Types GL-892 and GL-892-R have demonstrated their reliability in broadcasting and industrial sockets operating 24 hours a day, 7 days a week. With broad applications as high-power amplifiers, modulators, and oscillators, Types GL-892 and GL-892-R also are adaptable as to filament supply, their 2-unit filament permitting operation from 2-phase or single-phase a-c, as well as from d-c. For complete data to supplement the basic ratings at the right, see your nearest G-E Office or distributor, or write Electronics Department, General Electric Company, Schenectady, N. Y.

### CHARACTERISTICS

Three-electrode high-vacuum power tubes for use as amplifiers and modulators in broadcasting and communications equipment—also oscillators in industrial electronic heating. Besides Types GL-892 and GL-892-R shown above, Types GL-891 and GL-891-R also are available at the same prices, and are similar in design characteristics except for the amplification factor, as given below.

<table>
<thead>
<tr>
<th>Rating</th>
<th>GL-892</th>
<th>GL-892-R</th>
<th>GL-891</th>
<th>GL-891-R</th>
</tr>
</thead>
<tbody>
<tr>
<td>Filament voltage</td>
<td>11 v</td>
<td>11 v</td>
<td>11 v</td>
<td>11 v</td>
</tr>
<tr>
<td>Filament current</td>
<td>60 amp</td>
<td>60 amp</td>
<td>60 amp</td>
<td>60 amp</td>
</tr>
<tr>
<td>Max plate voltage</td>
<td>15,000 V</td>
<td>12,500 V</td>
<td>12,000 V</td>
<td>10,000 V</td>
</tr>
<tr>
<td>Max plate current</td>
<td>2 amp</td>
<td>2 amp</td>
<td>2 amp</td>
<td>2 amp</td>
</tr>
<tr>
<td>Max plate input</td>
<td>30 kw</td>
<td>18 kw</td>
<td>18 kw</td>
<td>15 kw</td>
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<tr>
<td>Max plate dissipation</td>
<td>10 kw</td>
<td>4 kw</td>
<td>6 kw</td>
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</tr>
<tr>
<td>Amplification factor</td>
<td>50</td>
<td>50</td>
<td>8</td>
<td>8</td>
</tr>
</tbody>
</table>

Notes: (1) Filament voltage and current given above, are per unit of 2-unit filament. (2) Maximum frequency for all four tube types is 1.6 megacycles at max plate input; up to 20 megacycles at reduced ratings.
New RCA Transmitter

NEW lightweight transmitter, the RCA Model AVT-49, has been designed and produced by the engineering products department of RCA, Camden, N. J. The new four-channel transmitter, weighing slightly more than 40 pounds, can supply 50 w of output power and has a fool-proof band-change mechanism for instant selection of any of the four pre-tuned frequencies by the turn of the switch. The AVT-49 is the first unit in a new RCA line of matched equipment designed for executive planes, aerial taxi operators, feeder air lines, and similar types of aviation.

Early Start

CUB COMMENTATOR Bill Rollins, 13, has realized his life-long ambition. A “sub-freshman” at Reynolds High School, Winston-Salem, N. C., Bill has his own program of commentaries every Saturday at 11:15 a.m. on WJSJ Winston-Salem. He talks about high school activities—even throwing in a bit of gossip, brought in by his three school reporters. He writes his own scripts, and usually includes a guest “star” on his program from one of the local schools.

RMB AND BBM PLAN RECIPROCAL TRADE

PLAN for the exchange of all station and network audience information developed by Broadcast Measurement Bureau in the United States and Bureau of Broadcast Measurement in Canada, so that BMB station reports will show Canadian audiences to U. S. stations and BBM reports will show U. S. audiences to Canadian stations, was agreed on, pending approval of BMB executive committee, at a two-day meeting of executives of both audience measurement organizations at BMB headquarters in New York.

Meeting culminated discussions held since last fall when foreseeing the possible need for such a reciprocal exchange, the BMB board authorized BMB President Hugh Feltis to negotiate with BBM. On first day the group discussed station audience data; on second day presentatives of the four major U. S. networks, which have Canadian affiliates, were invited to join in the discussions.

Attending the two-day session were, for BBM: L. E. Phenner, president; A. F. Head, vice president; H. N. Stovin, director; and W. E. Elliott, research director. For BMB: Hugh M. Feltis, president, and John K. Churchill, director of research. For the networks at Thursday’s meeting were Edward Evans, ABC; Harper Carraine, CBS; E. H. James and Richard Pfiff, MBS, and Barry Rumble, NBC.

On The Service Front

Major Tidwell Has Son

MAJ. E. L. TIDWELL, formerly in production department of Don Lee Broadcasting System and now executive officer of Armed Forces Radio Service, is the father of a boy.

Capt. Devilbiss Named

CAPT. ROBERT C. DEVILBISS has been named traffic administrator of Armed Forces Radio Service technical section, Los Angeles. Before entering service in March 1941 he was recording engineer of Radio News Reel Division of KLC Hollywood.

Lieu. Le Mond on Leave

LIEUT. ROBERT W. LE MOND, manager of AFRS station WVTR Tokyo, and prior to service CBS Hollywood announcer, is in Southern California on leave.

Kesten Returns

CAPT. BOB KESTEN, former program director of CKWS Kingston, Ont., has returned from three years overseas where he was with the Canadian Army field broadcasting unit in Holland and Germany and the Canadian Forces Radio Service.

RADIOTYPE, new high-speed communications device, is tested in INS New York newsroom as Seymour Berkson, general manager of INS (1), Walter S. Lemmon, vice president of Globe Wireless Ltd. (c) and Barry Faris, INS editor-in-chief, look on. New system, which transmits at speed of 120 words per minute, utilizes either wire or radio circuits, is currently being used by INS to transmit copy from reporters at UNO to the wire service’s newroom. Radiotype machines, like telephones, use perforated tape system to get high speed.

Sgt. Pierz Named

SGT. TED PIERZ, as civilian with Mason Dixon Radio Group, doing special events for Atlantic Refining Co., has been appointed sports editor for American Forces Network in Europe.

Jones Promoted

EDGAR M. JONES, former assistant director to the director of information of FCC, and now in the Radio Branch, War Department Bureau of Public Relations, has been promoted to first lieutenant.

Willing Released

CPL. BOB WILLING, writer and producer at AFN Paris, has been released from service and currently is in Washington, D. C. Previously with various information and public relations organizations, he had written programs for WWDC Washington.
timegment of four specific products, and seven objected to four program types (not commercials). This compares with 88 (14.9%) men who objected to 38 identifiable commercials; 39 to seven general types; 18 to advertisement of two certain products, and six who reported four program types objectionable.

Regarding advertising on public service programs, the survey found that "approximately four listeners have no objection to as many as three announcements in such programs for every one listener who objects to all advertising. No more than 7.8% of the combined listeners objected to all commercialization to research in the broad-casting field."

Urban Objectors

Urban homes offered the most people objecting to all advertising (9.1% of urban women and 9.5% of urban men), and the most who did not object at all to such advertising (34.5% of urban men and women). Both men and women objected most often to "only one of the three commercials" beginning, middle, and end—the middle plug was found objectionable by 46.3% of village women, 44.1% of farm women, and 40.2% of urban women, and to 47.9% of farm men, 45.2% of village men, and 39.9% of urban men. Next most objectionable single commercial was found to be the one at the start of the program, with annoyance reported by 2% to 9.9%. Most objectionable "combination" is that of the opening and middle com-mercials with objections ranging from 6.7% to 16.8%.

WMBD's survey was described by NAB as an important contribution to radio research. A. D. Willard Jr., executive vice president, said: "Studies of this type make it possible for radio stations to render maximum service to their listeners and give broadcasters a chance to keep ahead of public thinking. WMBD's survey is a valuable contri-bution to research in the broadcasting field."

Three commercial premises of the opening and middle commercials, with objections ranging from 6.7% to 16.8%.

"Radio Day' Clinic

EXECUTIVES of stations sponsoring exhibits in the "Radio Day' clinic of the Kansas City Advertising and Sales Executives Club on March 28 were shown with Lewis H. Avery, president of Lewis H. Avery, Inc., who made the main address [BROADCASTING, April 1]: (1 to r) John T. Schilling, general manager, WHB Kansas City; Ellis Atteberry, manager, KCKN Kansas City; Mr. Avery; Arthur Church, president, KMBC Kansas City; Glen G. Grieswold, national advertising manager, KFEO St. Joseph, Mo., and E. K. Hartenbower, who is station and sales man-ager of KCMO Kansas City.

Advertisers, Agencies in Chicago Area To Submit Entries for Annual Awards

ALL advertisers and agencies within a 50-mile radius of Chicago are invited to submit entries for the Chicago Federated Advertising Club's Fourth Annual Awards for the most distinguished advertising in all media produced in greater Chicago during 1945. Carl F. Kraatz, chairman of the CFAC's Fourth Annual Awards Committee, announced last week.

The 47 award classifications cover every phase of advertising and promotion. Main divisions are newspaper, radio, magazine, outdoor and direct mail advertising, and public relations campaigns. Special awards will also be made for outstanding examples of illustration premium and display.

All entries should be sent to the attention of Dan Collins, CFAC Headquarters, 139 N. Clark St., Chicago, and must be received by 5 p.m. April 22. Awards will be made May 9 at an open luncheon in the Grand Ballroom of the Continental Hotel.

A jury of 44 advertising and business executives will judge entries. Members are:


"Top O' the Dial" for

TOP DOLLAR VALUE IN DETROIT

-WHKB-

-JOHNSON BLAIR & COMPANY-

YOU KEEP CUSTOMERS
WHEN YOU KEEP SPOTS
BEFORE THEIR EARS!

ask a John Blair man

"Radio Day' Clinic

CKDO on Air in July

CKDO Oshawa, Ont., new 100 w station on 1240 kc, is to go on the air July 1. George Elliott, 22-year-old brother of owner, T. W. Eli-lott, has been appointed manager. Station will be equipped through-out with RCA units. J. L. Alexander Co., Toronto and Montreal, is exclusive representative.
other stations and local unions in solving their problems.

"If we can tackle problems before they become acute, before the heat rises, maybe we can solve them more easily," Mr. Miller said. Both broadcasters and musicians, he added, have proved themselves to have an ample supply of both "temper and temperament" which makes it wise for them both to study their problems in advance before trouble arises.

Network Affiliates

Asked by Mr. Miller to give the broadcasters his views, Mr. Petrillo stated that his union "has never had any trouble with the chain companies" but "just a few of the chain affiliates have caused all the trouble." He declared that the "407 radio stations which do not employ musicians but receive chain programs should employ musicians." [Editor's Note: Under the Lea-Vandenberg bill it would be unlawful to force a broadcaster to employ personnel in excess of the number he needed.]

Mr. Petrillo touched on the part musicians played in building radio to its present eminence by playing gratis in its early days. He commented that the AFM failed to protest the Lea-Vandenberg bill, said "maybe we aren't up to date enough. Maybe we should have, but we didn't pressure anyone." Mr. Miller commented that failure of the AFM to act against the measure had some Senators worried.

The AFM chieftain told about his first trumpet, given him by Jane Addams of Hull House, Chicago, when he was a boy of nine. He declared that he and his musicians are good Americans who live up to their contracts, and added: "You can find an employer who won't say that my word isn't my bond."

"We've never had the trouble with any industry that we've had with yours," said Mr. Petrillo. Mr. Miller stated that his union "has never had any trouble with the AFM..."

Mr. Petrillo declared that he and his musicians played in building radio "...and we only give credit to the NAB for $20,000,000 a year from radio—$6,000,000 a year from the chain affiliates—they brought us business. With this we have established a great amount of publicity, bills in Congress and controversy...

"We think there's a knife in our back—getting bigger all along," the union president exclaimed. Declaring the confidence he and his board have in Mr. Miller, he continued, "We didn't come here to fight but we are getting pushed around. In our business we never got pushed around until we met the NAB."

NAB 'Publicity'

Mr. Petrillo spoke at some length about the NAB publicity campaign based on his middle name which, he said, had resulted in a great amount of anti-AFM newspaper articles and editorials and in hundreds of cartoons against him. "In all our history," he asserted, "we never tangled with the press, with cartoons, until we tangled with the NAB. We had an argument with the NAB..."

NAB Sr. has just been released after 2½ years in a Japanese prison camp. $25,000,000 from symphony orchestras "and still no controversy." Mr. Petrillo said that "while we get $20,000,000 a year from radio—and we only give credit to the NAB for $6,000,000 a year from the chain affiliates—they brought us only publicity, bills in Congress and controversy..."

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This is the second in a series of advertisements, revealing startling information about radio coverage in Ontario.

Here are the facts

Of the 212,344 radio homes in Toronto and York County, CFRB has a night time coverage penetration of 99%.

Of 336,953 radio homes in the rest of Ontario, CFRB has a night time coverage penetration of better than 50%.

In its primary listening area, which covers three-quarters of the Province, CFRB reaches 489,212 radio homes 89% of the total number. In all Ontario, CFRB reaches 515,683 radio homes 81% of the total number.

These figures are drawn from the current report of the Bureau of Broadcast Measurement. Coverage penetration is defined in this report as "the percentage of radio homes which potentially can be reached effectively by a given radio broadcasting station." Primary coverage is defined in this report as "those counties or census divisions wherein a given radio broadcasting station obtains an average coverage penetration of 50% or better."

CFRB
860 kc.
TORONTO

Representatives
Adam J. Young Jr., Incorporated
New York • Los Angeles • Chicago
All-Canada Radio Facilities Ltd., Montreal

FIRST FOR INFORMATION! FIRST FOR ENTERTAINMENT! FIRST FOR INSPIRATION!
What the Course Offers

Office of Special Industry - NAB Washington, D.C., has put all her experience into this intensely practical, compact home instruction course.

What Others Say

George J. Croceher, Jr., Chief Announcer, KPAC, Port Arthur, Texas—"The training received from the National Academy of Broadcasting was my only preparation for radio and although I have been in the game less than a year, I am now chief announcer at this 100,000-watt Mutual station which employs a staff of seven announcers."

Betty Watson, former War Correspondent for CBS—"Miss Keith's course is a provocative beginning for the novice in radio, and an excellent brush-up for those who want to acquire a smoother technique while taking inventory of long-used assets."

William E. Hardy, WFMJ, Frederick, Md.—"This station has had the opportunity to choose several staff members from the graduating groups of the National Academy of Broadcasting. We have found that the practical training received at Alice Keith's school prepared them for immediate work here."

Rush Coupon — Send No Money

National Academy of Broadcasting
1356 Irving Street, N.W., (Dept. B)
Washington 19, D. C.

Please send me further information about your home-study course. I'm interested in getting a job as an announcer.

I'm interested in getting a job as a radio writer.

I'm interested in public speaking.

I'm interested in civic and club work.

Name

Street

City State

W.R. Ennell

Says...

Performance Counts...

Some people pick horses by name, some by superstition, but those "in the know" bet on performance.

Performance is the most important factor in radio advertising.

W.R.N.L. has held the majority of daytime listeners for many years in the Richmond area. You can count on W.R.N.L. for top performance — and results.

The AFM president stated that he and his board "are unanimously agreed that you, Judge Miller, are the kind of person we can do business with." He quoted Joseph A. Padway, AFM Washington counsel, as giving Mr. Miller "high commendation for going fair to labor when on the bench." In discussing the adverse publicity the newspapers have given the AFM, Mr. Petrillo told Mr. Miller, "We have confidence in you but you can't control the press. They're buying into radio every day and you can't control that.

The AFM registrants at the meeting included:

James C. Petrillo, AFM president; Joseph A. Padway, AFM counsel; Charles L. Bagley, vice president; Thomas Carlin, AFM treasurer; Leo C. Cluesmann, secretary; Oscar F. Hild, president, Cincinnati Musicians Assn. (AFM), member of international executive board; Herman Keinu, J. W. Park, AFM, members of the board; Joseph A. Padway, international counsel; Harry A. Friedman, general counsel; Harry J. Spietz, Paul W. Moore, AFM counsel; Edward Canavan, International Presidnet, and Paul A. McLean, assistant to the president; J. E. Wallace, president of the Eire of Los Angeles; Morris Paul, Ray Mershon, Henry Roth, Phil Flescher, members of the committee, Local 47; Jacob Rosenberg, president, Local 800, New York; John C. Mullen, Local 802, Charles Iucci, Henry Macqueen, members of the committee, Local 802; Edward Benkert, secretary, Local 10, Chicago; and Joe Mackey, studio manager, 19 years, headed list.

On the subject of station contracts with musicians, Mr. Petrillo said that the majority of stations are all right but that some want only "Paul Whiteman and Toscanini out of New York without hiring anyone locally." He cited "a 50,000 watt station in Georgia" as complaining about engaging three men at a scale of $20 a week.

The training received from the National Academy of Broadcasting was my only preparation for radio and although I have been in the game less than a year, I am now chief announcer at this 100,000-watt Mutual station which employs a staff of seven announcers."
HEART of the Midwest....

on its 25th Anniversary

KMBC

WGY - the Voice of the Great Northeast, salutes KMBC for outstanding service to the farmers of the Midwest... the "KMBC Service Farms", a 1000-acre project to develop and test modern agricultural methods which farm listeners may copy, a meeting place for rural groups, and a fully equipped broadcasting studio... the KMBC daily market reports direct from the world's largest livestock building in Kansas City.

And farmers of the Great Northeast have turned to WGY for answers to their agricultural problems for 24 years... to the weekly Farm Forum and the daily Farm Paper of the Air since 1925... to daily market reports since 1922.

SCHENECTADY, N. Y.

24 years of service-NBC-50,000 watts Represented Nationally by NBC Spot Sales

April 15, 1946 • Page 93
NO TIME HAS BEEN LOST. CJOR received the first post-war transmitter from Northern Electric, and CJOR is FIRST on the air with full time, authorized increased power. On Canada's rich Pacific Coast, you'll find CJOR FIRST in more than engineering, for CJOR's leadership in programming, coverage and Listener Service is undisputed.

Represented by: H. N. Stevin (Canada)
Adrian Young Jr. (U.S.A.)

OUR 20TH YEAR
5000 Watts, 600 K.C.

NOW 5000 WATTS

PAGE 94 • APRIL 15, 1946

BROADCASTING • Telecasting
FM Unassigned

Elías I. Godofsky, Hempstead, N. Y.—CP new FM broadcast station to be operated with combined power of about 8,500 square miles—AMENDED; to change station locations and daytime frequencies in antenna system, specify transmitter type to be used, and authorize station to be operated with 1 kw power, daytime and night, with population of 3,000,000, for a period ending no later than July 15, 1946.

AM—880 kc

The Eagle-Gazette Co., Lancaster, Ohio—Denied petition and grant its application for a new license to operate on 880 kc (Class A) with 1 kw power, daytime only, and change application designated for consolidated hearing with that of Peoples Broadcasting, Inc., Worthington, O., to operate on 880 kc by daytime.

Sun Country Bestg. Co., Phoenix, Ariz.—Granted CP new station to operate on 880 kc, daytime only.

Commission announced issuance of 12 conditional FM permits, including those of six holders previously given tentative approval. (See story and listing, page 108.)

WASHINGTON, D. C.

April 16

Further Hearing


WASHINGTON, D. C.

April 17

Washington, D. C.


Washington, D. C.

Capital Bestg. Co., Annapolis, Md.—CP new station 1420 kc 100 w unlimited; WRGB, Schenectady, N. Y.—CP new station 1400 kc 5 kw.

Washington, D. C.

Oral Argument

Washington television applications.

FM Unassigned

Wichita Beacon Bestg. Co., Wichita; KTSW Emporia, Ks.—CP new station 1560 kc 1 kw unlimited; KTVF Fairbanks, Alaska—CP new station 1560 kc 1 kw unlimited.

FM Unassigned

Alaskan Bestg. Co., San Antonio, Tex.—CP new metropolitan FM station to be operated on frequency to be determined by the FCC and coverage of 15,625 sq. mi.

FM—975 kc

L. J. Duncan, Dulce and Josephine A. Rawls, 6/8 as Valley Bestg. Co., Lanett, Ala.—CP new metropolitan FM station to be operated between Channel 248, and coverage of 651.75 sq. mi.

FM

Regents of the University System of Georgia, for and on behalf of Georgia School of Technology, Atlanta—CP new metropolitan FM station to be operated on frequency to be determined by the FCC and coverage of 12,450 sq. mi.

FM—1250 kc

San Fernando Valley Bestg. Co., San Fernando, Calif.—CP new station 1250 kc, directional antenna and unlimited hours.

Application received:

FM—Unassigned

Northwestern Theological Seminary and Bible Training School, Minneapolis—CP new FM station to be operated on frequency to be determined by the FCC and coverage of 11,625 sq. mi.

Application received:

FM—Unassigned

Dalworth Bestg. Co., Grand Prairie, Tex.—CP new station 950 kc, directional antenna and unlimited hours.

Applications Dismissed

FM—42.5 mc

Western Michigan College of Education.

WASHINGTON, D. C.

Oral Argument

WPRP Porto Rico—CP, renewal of license of CP, assignment of license; Consolidated Bestg. Corp.—CP new station 1420 kc 250 w unlimited.

WASHINGTON, D. C.

Oral Argument

Matter of consolidation of rules and regulations concerning procedure in passing on assignments of licenses and transfers of control of corporation licenses.

WASHINGTON, D. C.

April 18

Further Hearing

Drohle Bros., Flint, Mich.—CP new station 840 kc 1 kw unlimited, directional antenna night and daytime; WBC Radio Stations Inc., Grand Rapids, Mich.—CP new station 1560 kc, directional antenna night and day.

WASHINGTON, D. C.

April 19

Further Hearing


WASHINGTON, D. C.

April 15, 16, 18, 19

Hearings on 1370 kc, channel broadcasting, April 15-16 in Departmental Auditorium; April 18-19 in Archives Auditorium.
WDGY Sold for $301,000; WGBM Goes To Numus; KELD Control Transferred

SALES of WDGY Minneapolis, pioneer U. S. independent outlet, and of WMOW Mobile, Ala., and others in control of controlling interests in KELD El Dorado, Ark., were approved by the FCC on bane last Wednesday.

All three stations were offered on the public market under the Avco plan, but no competitive bids were received.

WDGY, founded by Dr. George W. Young as KFTM Dallas, was by Dr. Young’s widow, Mae C. Young, to $300,000 to Twin Cities Broadcasting Corp., primarily owned by Charles T. and Capt. James Stuart, brothers, who also own KFOR Lincoln and KOIL Minneapolis.

The new ownership of WDGY will be Mr. Young’s personal staff, Lee L. Whiting is the present general manager. WDGY, now a limited-time station, operating on 1130 kc with 5 kw day and 500 w night, remains as assigned by chief engineer of FCC.

In the KELD transfer, T. H. Barton, also principal owner of KARK Little Rock, sells his 55% interest in the El Dorado outlet for $55,000 to Wilfred N. McKinney, who is an announce and program director of KELD before he joined the Army. Mr. McKinney served overseas as a captain in the signal corps. Not affected by the transactions owned by R. E. Meinert (15%), and of six other stockholders whose combined interests total 30%. KELD operates fulltime on 1400 kc with 250 w power.

Field Sees Mass Selling Job Ahead

LESSONS learned by members of the advertising profession during World War II will enable American industry to maintain the momentum needed for the mass selling job that must be done to expand economy, Marshall Field, owner of the Chicago Sun and KOIN Portland, Ore., WJJD Chicago and WSAI Cincinnati, was told at the Chicago Field Advertising Club on Thursday.

Mr. Field said advertising used a new approach to sell the American people on the sacrifices and efforts required by World War II. This approach was public service, enabling industry in countless ways to achieve spectacular success in both its war effort and its customer relations, Mr. Field declared.

Wesson Oil Adds

WESSON OIL & SNOWDRIFT SALES Co., New Orleans, has started a spot campaign using chainbreaks, one-minute spots and Corrals. WJBS New Orleans, WBBM WLS WJJD WJZ WNEW FM-Unassigned.

ABC to Pick Promotion Award Winners April 15

SELECTIONS will be made today of three stations doing the best promotion job on the ABC Network. This year’s award will be given by a board of judges from the network, and Kenyon & Eckhardt, agency for Wesson Oil and Snowdrift, sponsors of the show which started on WJBS New Orleans.

Promotion was pulled by 29 stations of the 77-station regional network with less than a week’s notice. Mac C. Johnson, head of WJBS New Orleans, several hundred one-minute spots and a score of special programs were aired. Idea was to find mystery men who carried jars of Wesson Oil and Snowdrift to six pairs of nylons which were given to persons recognizing them.

Eliot Named VP

DOUGLAS F. G. ELIOT, general purchasing agent for Western Electric Co., last Thursday named, Mr. Eliot joined Western Electric in 1911. He was appointed the general purchasing agent in 1939. In 1942 he assumed additional duties of director of company’s traffic department.

ALABYON Zion District and the Albany Chapter Senior Hadassah have presented to Max Wallach, president of the Albany Zionist District, and Mrs. Edward A. Kobents, president of Hadassah, paid tribute to Mr. Smith, for his cooperation in furthering the cause of a home in Palestine for the Jewish people.

Page 97
FCC Actions (Continued from page 97)

Company, Rutland, Vt.—CP new FM station to be operated on frequency and coverage to be determined. AMENDED: specifying antenna system and class of station as community.

AM-910 kc
Paul F. Braden, Middletown, Ohio.—CP new station 1290 kc 1 kw and daytime hours.

AM-1290 kc

AM-860 kc

AM-900 kc
West Memphis Bestg. Corp., West Memphis, Ark.—CP new station 900 kc 1 kw and daytime hours—AMENDED: to change frequency from 960 to 990 kc.

AM-950 kc
WMGY Montgomery, Ala.—Modification of CP which authorized a new standard broadcast station to change type of transmitter and change transmitter and studio locations and extensions of commencement and completion dates.

AM-1400 kc
KQYL Greenville, Tex.—License to cover CP as modified which authorized a new standard broadcast station: authority to determine operating power by direct measurement of antenna power.

AM-1450 kc
KFLW Klamath Falls, Ore.—License to cover construction permit as modified which authorized a new standard broadcast station: authority to determine operating power by direct measurement of antenna power.

AM-600 kc
KFSD San Diego, Calif.—CP install new 5 kw transmitter and antenna to be determined, increase power from 5 kw to 5 kw, move transmitter—AMENDED: to change type of transmitter, install directional antenna for daytime and nighttime use, and change proposed transmitter location.

FM-104 me
Central Wisconsin Bestg. Co., Albany, Neb.—CP new community FM broadcast station to be operated on channel 282.

Applications Returned:

AM—Unassigned
James W. Gifford, Phoenix, Ariz.—CP new station frequency to be determined, power of 250 w and unlimited hours of operation.

AM—Dismissed
KFLW Klamath Falls, Ore.—AM—Unassigned.
Curtis F. Ritchie, Pueblo, Colo.—CP—new high frequency FM broadcast station to be operated on frequency to be assigned by chief engineer of the FCC and coverage of 2700 sq. mi. (request of applicant).

Applications Tendered for Filing:

AM—620 kc
WRJR Greenburg, Pa.—CP change from 250 w to 1 kw, change antenna from daytime to unlimited, install new transmitter and change transmitter location, install directional antenna for daytime and nighttime use.

AM—1340 kc

AM—1250 kc
W. C. Aldous and James W. Thain, partnership, d/b as Northwest Bestg. Co., Everett, Wash.—CP new station 1350 kc 250 w and unlimited hours.

Chicago Show Drops

ANOTHER Chicago originating network show, Club Matinee, leaves the air April 26 with no replacement contemplated. Program has been on NBC and, more recently, ABC for the past 10 years. Reason for dropping, says ABC, is that only about 30 of 200 network outlets are carrying the show, with but one of these located in major Hooper-rated cities. Program is aired 12-12:30 p.m. CST, Monday through Friday.

Ira Hirschmann Purchase WABF, W2XMT New York

IRA A. HIRSCHMANN, vice president of Metropolitan Television Inc., operator of WABF New York (FM station) and of W2XMT New York, experimental television, has purchased the company from its previous owners, Abraham & Strauss and Bloomingdale Bros., New York department stores, Mr. Hirschmann announced Wednesday.

Transfer of is course subject to FCC approval, but Mr. Hirschmann as a news conference said he has been told informally he need expect no trouble and that as soon as the commission is able to get to the application it will be approved. At that time Mr. Hirschmann will become president and managing director of the company.

Wechsler Treasurer

Mr. Hirschmann introduced Samuel Wechsler, a member of the New York Stock Exchange, as treasurer of the new organization.

Waring for Fibber

FRED WARING'S musical show already broadcast on NBC in the morning, has been signed as summer replacement for Fibber McGee & Molly on the same network, Tuesday nights, beginning June 18. Mr. Waring's morning show (Tues.-Thurs. 11-11:30 a.m. for American Meat Institute) will continue. S. C. Johnson & Co. (Johnson's Wax), sponsor of Fibber will sponsor the Waring replacement (Tues. 9:30-10 p.m.) Agency through which replacement was negotiated is Needham, Loui & Broby, Chicago.
DONOR SCROLL is presented to Norman Corwin (second from right), 38 writer-producer-director, in recognition of his winning first Wendell Willkie Unity Award. Presenting scroll are (1 to r) True Boardman, airman, radio division, Hollywood Independent Citizens Committee of Arts, Sciences and Professions; ex-Congressman Tom Ford, chairman, California Committee for Radio Freedom; and (far right) Peter Linnen & Mitchell, and Fletcher D. Richards, president of Campbell-Ewald Co., eastern division.

AAA (Continued from page 20)

be sure that our system is secure."
He also advised support of the advertising Council, Brand Names Search Foundation, and similar organizations.

Two Questions
Hugh Feltis, president of Broadcast Measurement Bureau, examined that BMB was organized to answer two fundamental questions which advertisers and agencies continually ask stations and networks: "What is the size of our audience? Where is it located?" Outlining the functions of BMB, he said that it "provides a yardstick, hereafter lacking, by which to measure an important factor in distribution in '46 or '47. In four, five or six years it may be a major advertising medium, but not before."

Gerald Carson, vice president and copy director, Benton & Bowles, New York, told the group that public relations advertising is here to stay. He predicted that public relations advertising will "build up into a substantial amount in terms of volume, that the range of public relations advertising of the future will be as broad as our economic problems."

Directors-at-large elected at the April 10 session were: James R. Adams, president of MacManus, John & Adams, Detroit; Theodore L. Bates, president of Ted Bates Inc., and F. B. Ryan Jr., president of Ruthrauff & Ryan.


The officers and the following directors-at-large were elected to form the operations committee: Melvin Brovary, president of Neeham, Haines & Brovary, Chicago; Philip W. Lennen, president of Lennen & Mitchell, and Fletcher D. Richards, president of Campbell-Ewald Co., eastern division.

Vaughan Leaves Gallery To Assume WKAY Post
WILLIAM W. VAUGHAN, superintendent of the House Periodical Press Gallery and veteran official of the Congressional Radio Galleries, resigned last week, effective April 20, to become manager of WKAY Glasgow, Ky., new 250 w station scheduled to begin operations in June.

Mr. Vaughan went to Washington in 1931 as a messenger and aide to former Senator Logan (D-Ky.). In 1939 he entered George Washington U. and in early 1940 when Congress provided the first radio gallery in the House, D. Harold McGrath, now superintendent of the Senate Radio Gallery, was named superintendent and Mr. Vaughan his assistant. A year later he transferred to the Senate gallery when it was opened.

In 1942 when Robert M. Menaugh, House Radio Gallery superintendent, entered the Army Mr. Vaughan was made acting superintendent. Under his guidance ground work for the new House Radio Gallery, opened late last year, was laid. Mr. Vaughan and Mr. McGrath operated the radio galleries at both national political conventions in 1944.

When Mr. Menaugh returned from Army service Mr. Vaughan was appointed superintendent of the Periodical Press Gallery.

Export Advertising Assn. Officers Are Nominated
THE NOMINATING committee of the Export Advertising Assn., New York, has submitted the following nominations for election of officers and directors to be held April 24 at the annual meeting at the Belmont Plaza Hotel, New York.


Philip S. Barrison
PHILIP S. BARRISON, 57, former dramatic director of WMCA New York who produced Five Star Final and other programs, died at his home in New York April 8 after a short illness.
Clears (Continued from page 20) the position of his organization as follows:

"On the basis of FCC assurances we are not alarmed over reports that service to rural areas will be jeopardized by the Cuban Agreement. However, the Grange would be concerned over any curtailment of present service, particularly in view of the fact that too many stations are not giving adequate consideration to programming for farmers."

"The Grange is not only interested in protecting present service to rural radio listeners but desires to further the broadcasting of agricultural information."

Meanwhile, the various committees assigned to prepare testimony for the hearings were completing their plans last week. Committee 4, concerned with surveys, will present voluminous data gathered by the Census Bureau survey on the adequacy of radio service in outlying areas, the first phase of which has been completed [Broadcasting, March 25].

The three technical committees assigned to engineering studies have been meeting with the Commission to correlate their findings for a report to be presented during the second week of the hearings.

Two-Way Car Radio Gets Authorization from FCC

TESTS in the Washington area looking to inauguration of a two-way radiotelephone service for doctors' and nurses' cars, taxicabs and buses, ambulances, public service trucks and other bona fide carriers were authorized by the FCC last week in an experimental grant to Frank C. Mallinson, trading as National Electronics Labs.

Mr. Mallinson, whose application for such tests was the first to be presented to the Commission by an applicant not already established in the business, said the service "would enable a user to communicate with his office, hospital, headquarters, or in turn to be called by same." He was authorized to construct a Class 2 experimental land station at 815 King Street, Alexandria, Va., and install 25 portable mobile units for the tests. He plans to offer 24-hour service in D.C., Virginia, and Maryland, and users may be charged a $25 installation fee.

Land station was temporarily assigned 30,500 mc with 250 w, special emission for FM, and the mobile station was assigned 39,540 mc with 30 w.

NEW electronic devices added to President Harry S. Truman's traveling equipment keep the radio-minded Chief Executive in quick and efficient touch with the world whenever he is aboard a plane, train or yacht. Moreover the President can broadcast at any time while traveling if he desires.

Used for the first time last week was a specially developed radio setup just installed on the Sacred Cow, White House plane in which the President flew to Hyde Park April 12 for ceremonies attending the presentation of the Roosevelt estate to the Dept. of Interior.

Just a week before, radio history had been made with first broadcast from a Presidential train in motion.

The big Cow, four-motored Douglas plane that has carried two Presidents and countless other dignitaries, is equipped with a 100-watt Collins transmitter handling voice, teletype or CW. A standard communications receiver designed by the Signal Corps is aboard the planelong with a Scott broadcast receiver in the Presidential state-room.

Col. Greer

Compact Teletype

Special teletypewriter on the Cow weighs only 20 pounds. It was developed jointly by the Signal Corps and Teletype Corp. Size is cut to 10 inches square. Security equipment for the teletypewriter, normally weighing 250 pounds, was reduced by the Office of the Chief Signal Officer and the Army Security Agency to a mere 25 pounds.

With this equipment the President is never out of touch with his staff, the teletypewriter equipment providing complete secrecy. Presidential Communications are in charge of Lt. Col. Dewitt Greer, Commanding Officer, White House Signal Detachment.

NBC made the historic broadcast from the Presidential train the evening of April 5 when Morgan Beatty did his portion of the Alka-Seltzer news round-up between 7:15-7:30 p.m. Speaking in a drawing room in a car adjoining the President's radio car [Broadcasting, Oct. 22], the signal was shortwaved to RCAC New York, 460 kc, with a 400-watt AM transmitter. At the time the train was rolling between York and Harrisburg, Pa.

Broadcast was picked up aboard the train and the signal was described as high-clarity. It was broadcast again at 8 the next morning as the train approached Chicago but the network signal was marred by a high noise level due to relay difficulties in Chicago.

The President expressed interest in the broadcasts and is destined to have at least one of his own.

Meanwhile, the various committees assigned to engineering studies have been meeting with the Commission to correlate their findings for a report to be presented during the second week of the hearings.

General Motors Cancel

GENERAL MOTORS CORP. of Detroit, is canceling sponsorship of General Motors Symphony of the Air, Sun., 5-6 p.m., on NBC, effective July 21. Program will continue on NBC sustaining. General Motors will continue to sponsor Henry Taylor, Mon. and Fri. 7:30-8:45 p.m. on Mutual. Agent is Arthur Kaufner Inc., New York City.

An All-Time Favorite

TICO TICO

Published by Peer International Corp.

Performance Rights Licensed Through BMI

Broadcast Music Inc., 500 Fifth Ave., New York 17, N.Y.

NBC MADE radio history in first broadcast from Presidential train in motion. Morgan Beatty (upper left) broadcasts from draw-room. With him were Don Fisch (upper right), NBC President announcer; William E. McAndrew (lower right), WRC Washing news and special events direct who arranged the broadcasts, and Sam Newman, NBC engineer.
DuMont-Wanamaker Dedicate Largest Video Studio Tonight

TELEVISION'S largest studio—Studio A of the new DuMont-Wanamaker set-up, which gives the Du Mont video station, WABD New York, three studios in the department (WABD Radio-more—will be dedicated tonight (Monday).

The program marks the resumption of live studio telecasts by the station. WABD began film broad-casting after returning to the air March 15 after several programless months while transmission apparatus was being converted to the new frequency.

Grove theater will act as master ceremonies for the program. Sen. Robert F. Wagner (D-N. Y.) and Sen. Albert W. Hawkes (R.-N. J.) will participate in a special pickup from A, lighting the program to receive the cos-o-mat of W3XWT, experimental Du Mont video station in that city. A representative of the FCC is also expected to appear. This portion of the program will be transmitted to New York over the recently installed AT&T coaxial cable.

Evening's Telecast

Program will include a dramatic feature, "Experience," written and directed by George Lowther. Tom Hutchinson will produce the evening's commercial program, Dick Hoag Janisse will be supervised by C. F. Mueller Co. for its macaroni products, placed through Doreen Jones Co. Patricia Collinge, Walter Abel and the six Goldwyn Girls will be featured.

Whole evening's telecast, which will also include film interludes, will be under the supervision of Tom Riley, "giving all directors for our opening night," one Du Mont executive said.

With the exception of the Washington pickup, programs will be transmitted from Studio A, remodeled from the old Wanamaker auditorium into a video studio with 50 feet by 60 feet of floor space and a 50-foot ceiling. An audience balcony is arranged in three sides, with seats for 400 and standing room for about 300 more. Fourth side provides storage space for scenery. Two kinescopes are equipped with five banks of overhead lights, 60 lights to a bank; five, 6,000-watt spotlights, and 12 banks of footlights, six to a bank, each mounted on wheels so it can be rolled wherever it is required. It is equipped with four cameras, three mobile units and one mounted on a boom which can be raised to 10 feet or lowered to within three feet of the floor. Video program on Monday, to be attended by 400 invited guests from government, industry and the press, opens a regular schedule of live talent telecasts by WABD. The opening week's schedule includes: On Tues-day, Here's How, sponsored by Colgate-Palmolive-Peet Co., through

Joins Don Lee

WITH CALL letters yet unsig-ned, Sierra Broadcasting Co., Reno, which starts operations June with 250 w on 1940 kHz, joins Don DuMont-Wanamaker Dedicate Largest Video Studio Tonight

views on general policy. No ob- tion had been raised, he having tention for the serious considera-

Judy's Alternate

T hat Mr. Jorgensen was being re-ويل serious consideration for the c al resident of Bannock County. on the Committee. Mr. Jorgensen was being al resident of Bannock County.

He returned to the university to -n Mountain, Mich. Mr. Jorgensen joined the Corn-

Commission's Support

Mr. Jorgen joined the Com- 902, graduated from 1943

Commission's Support

Mr. Jorgen joined the Com- 902, graduated from 1943

FCC Policy

(Continued from page 17)

licensing policies pursued by the FCC is also Expected to appear. This portion of the program will be transmitted to New York over the recently installed AT&T coaxial cable.

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Joins Don Lee

WITH CALL letters yet unsig-ned, Sierra Broadcasting Co., Reno, which starts operations June with 250 w on 1940 kHz, joins Don

FCC Approves Changes

In Frequency, Power

CHANGE in frequency and in crease in power for one station, increased power for a second, and new call letters for two others were approved by the FCC Wednesday.

WDEF Chattanooga, Tenn., was authorized to switch from 1400 to 1370 kc and increase power from 250 w fulltime to 5 kw and 1 kw night on the regional channel, using directional antenna at night.

WIJL Johnson City, Tenn., oper- ating with 1,000 w fulltime on 910 kc, will increase daytime power to 5 kw on the frequency. The station is directional at night.

New call letters were approved for WHTD Hartford, Conn., and WISP Fort Pierce, Fla. WHTD be comes WONS, and WISP will be known as WIRA.

Azerbaijan on Air

FOR THE FIRST time, last Tuesday night, over Tbilisi, voice of the self-proclaimed autonomous government of Azerbaijan province made itself known to the world. The fact that the government had radio equipment had not been reported.

April 15, 1946 • Page 101
4th District
(Continued from page 18)

vertising budgets.

Attending the meeting were:

Irving G. Abbeff, WRL; E. B. Adams, New York, Conn.; Philip Allen, WMCA;
Arnoux, WTAB; Mrs. Arnoux; T. W. Auff, WSP; Charles T. Baker,
WCHY; W. Travis Barnes, WTAB; Mel.
F. Barnett, WJZ; Mrs. Bishop, WGH; John F. Bison, Radio Broadcasting Labs; Mrs. C.
Charles F. Blakely, WTON; George E. Bleicken, WMGB; James F. Bray, World Broadcast-
ing System, Inc.; Sam Carey, WRVA; Ollie L. Carpenter, WFTP; Arthur J. Casey, WOL; How-
ald, R. Chenneville, WMCA; Charnoff; George H. Clinton, WPAB; Virginia N.
Cochran, WCMB; Charles W. Cooper, WBT; W. L. Denenberg, UP; Victor W. Dunn Jr., WPNC; Fred F. Eder, Paleier Co.; A. L. Drey, WCIT; R. A. Dube, WMFR; Edward F. Eulau, Blair Bubnaks, WTAB; Don S. Elias, WCRB, Mrs. R. E. Harold Essex, WJS; Mrs. E. J. F. Evans, Huntington
Broadcasting Co., Inc.; Hugh Felts, BMI; P. F. Flanagan, WHN; Floyd Fletcher, WTTK; Fred
Fletcher, WRRAL; Charles France, L.; Linn & Buchman; Harry A. Friedenberg, Mar-
time Corp.; Luther A. Gable, WMVF; WPCF; R. E. Gluck, WSGC; Charles Huggins, WBGZ;
S. P. Gregory, Shenley Distilling Co.; Joseph J. Greco, consulting engineers; Archie S. Gris-
a, ABC; Mrs. Grisnandel, S. Sanford Guyer, WBTM; James A. Hamman; Barbara Harding, WMVA;
R. B. Hogan, WMW; WCRC; Wilbur M. Havens, WMGB; A. T. Hawkins, WOBR; V. H. Hodges, WGBR; Hugh M. Higgins, NAB; B. S. House, Jr., WUTG; George H. Humphreys, WSWC; Louis N. Howard, WHIT; B. B. Huggins,
WTMA.

J. Frank Jarman, WDNC; E. Z. Jones, WJJK); Mrs. N. Jones, WMFD; Ray P. Jordan, WDBJ; S. F. Ketter, WMID; Cy Langston, John D. Langston; Lang-Worth; Kay Lee, BMI; Russell Long, WSGC; C. T. Lucy, WHE; Dick MacKenzie, Lake-
ard Mason, WFTP; Don Memering, NBC Research, Inc.; Bob Young, NAB; J. W. Hands; MOS; CLYDE MORGAN, WALT; R. H. Mower, Mrs. Morris; Paul Moyer, WSB; Wayne M. Mott, WEDG; Mrs. Nelson; John W. New, WTAB; Mrs. New; Cy New-
new, WPNW, W. J. Newton, Huntington Bosco.

R. C. O'Donnell, WINX, W. M. Park-
ner, WBT; T. H. Patterson, WHRV; Howard L. Pickard, WMW; M. K. Polk, PSN; John C. Peffer, WFD; Frank F. Pezzana, Hallicrafters, WMVF; H. Patterson, WSOV; Graham B. Pou-
nette, WPFF; H. L. Powell, WMFR; Louis P. Bandel, Marline Corp.; H. C. Price, WBL; Robert
D. Ray, WMVA; Burton Remick, RCA Victor; Louis F. Robin; WSP; Max Reister, WCB; W. R. Roberson, Jr., WRCP; Marshall Ross-
er, WRAE; H. B. Roper, J. D. Ross, WLOL; Charles A. Runyon, WVOH; Frank M. Russel, WBN; Mrs. Russell.

J. Dudley Stenning, WSJ; Dan Schade, NBC Recording; William A. Schaefer, Jr., CBS; Mrs.
Henry S. Sheps; Charles E. Seebach, WTEN; Harold B. Shaw, WADB; Alex Sherwood, Standard
Radio; Mrs. Sherwood; John W. Shults, WMVA; Mrs. Shults; Sanford Schmidt; M. M. Coke Trans-
scribers; Carlton D. Smith, WVO; Mrs. Cartoon D. Smith; George W. Smith, WTVV; Mrs. George W. Smith; Joe L. Smith, WLS; Leslie W. Smith, Leslie Smith Adv. Co.; Ben-
son Smith, WCMB; Erskine Stalker, AP; Ben Stross, WWDC; Sol Taishoff, BROADCASTING
magazine; Mrs. Taishoff; Harold H. Thomas, WAVA; Mrs. Thomas; Carl T. Thomas, WMCA; $2,000,000, or more for
transmitters, receivers and parts, for the next few years, was fore-
seen by the RMA amateur section in a speech to open the three-
day RMA session. Group, chair-
maned by W. J. Halligan, presi-
dent, Hallicrafters Co., agreed that the ranks of the newcomers would be swelled by returning veterans with military radio training. Con-
cern was expressed, however, over the possibility of "ham" radio among faddists who would clutter up the already crowded amateur channels without performing the true function of the amateur in pioneering. Group expressed hope that the newly converted would experiment in the newly opened higher frequencies.

On Wednesday the executive committee and section chairman of the RMA Amateur Section, under the
chairmanship of R. C. Sprague, president, Sprague Electric Co., to discuss the RMA report to the CPA on bottlenecks. J. J. Kahn of Stand-
ard Transformation Laboratories was seated to the RMA committee's visit to the CPA and recommended a prompt follow-up, which the board subsequently authorized.

It was agreed that all RMA members be polled on the pe-
ti petitioned to prefer an in-
dustry vacation week, so that smaller companies whose prak
is to close down to give all the employees a simultaneous vacati-
y may do so together, avoiding si-
ple. It was also agreed that one company's va-
tion time hold up production in another company using the pe-
ts of the first one.

Figures indicating production some 22,000,000 radio sets during 1946 released by the FCC the pe-
ceding week [BROADCASTING, AT
18], were not formally discussed the three-day meeting, but J.
Seecrest, RMA director of publi-
ations, said that the general feel-
ig of the group seemed to be that the total represents wishful think-
in the part of the companies as plying data to the FCC.

Mr. Seecrest pointed out that the total industry receiver produc-
tion in January was 550,000 sets a
700,000 in February, with May production estimated at 900,000, 1,000,000, 1,200,000, and a quarter million sets for a
first quarter of the year. "We
have to do almost that well in ea-
the rest of 1946 to the 22,000,000 goal," he said, stressing the opinion that that impossible, although a rate
2,000,000 sets a month may be reached by late summer if the ma-
erial, contract parts, labor and pricing difficulties can all be al-
thed and remain that way.

CPA
(Continued from page 18)

negligible quantities of new con-
struction materials. This ex-
pansion, NAB contends, will pro-
vide thousands of jobs for veter-
ans in direct station employment as well as with many jobs in satel-
ellite supply industries.

Open New Market

Building of FM stations is ne-
cessary for setting up a tremen-
dous new market for radio sets, NA
contains. This market will provide
more thousands of jobs for vete-
ans in factories, stores, parts ma-
ufacturers and other lines.

The $1,000 exemption CPA place-
ances on radio sets is hopefully ade-
quate, according to NAB, al-
would block the new station pro-
duction.

NAB claims broadcasting shou-
800,000,000,000 for veterans during the war. It feels the CE
high command should incorporate in its instructions and policy de-
larations to field offices statements that radio stations should be given special consideration because of their public service role, the large
amount of industry expansion that can be carried out with a minimum amount of building material at the im-putes this expansion work supply to employment and recon-
version.

RMA BOARD Moves to Brea

S

LAH MA STU Y U P E

Page 102 • April 15, 1946

BROADCASTING • Telecasting
AB Meet Stresses Local News Import

ABAL news coverage is the most portentous sustained piece of public interest work any station can form. It was agreed at the NBG’s Clinic for Upstate New York stations, which met Wednesday at the Hotel Utica, Utica. The smaller a community, the greater the opportunity for local news, the group felt.

Elliott Stewart, vice president of IBX Utica, was host to the clinic, which acted as general chairman. Sin Hager, NAB 2d District director, attended, and managers and news executives reciprocated. E. R. Vadeboncoeur, SYR Syracuse vice president and airman of the NAB Radio News committee, and Arthur Stringer, assistant secretary, conducted the nite.

Others who attended were: George Herber, N. Y. State Radio Bureau; Harold J. Frank, WSLR; Robert Chaney, WIBX; H. W. Cassel, WKBQ; C. F. Hendry, WHAM; Robert Paul Williams, PA; Sam Woodside, WHCU; W. W. Brown, INS; J. D. Lang, WSLR; W. T. Meenam, WGY; B. F. McKeon, WWTN; H. J. Cury, Transradio; Harold Keilmann, WYSB, New York; and Arthur Stringer, NYSAB publicity director; William J. Adams, WHBC; E. R. Gamble, WFA; Michael F. WITVX; O. F. Tuttle, H. D. Sanderson, Charles F. Lipp, WFRS; Dale Robertson, Mailer; WENT; W. T. Meenam, WGY; Kenneth R. McCall, SYR Syracuse; U. W. Cook, Bremnock H. K. Williams, John D goodwill, Elizabeth Sanderson, James Blaże, WIBX; Roy L. Alberson, WBNY; ae Hana, WHCU.

Electronic Time Application Designed for FCC Hearing

APPLICATION OF Electronic Time Inc. for a developmental station to demonstrate the feasibility of a receiver which would provide listeners continuous time and weather reports was designated for hearing last Thursday by the FCC. The applicant submitted a frequency between 25 mc and 30 mc, with 2,000 w power. Purpose of the hearing, it was learned, is to consider several “vigorous” protests which have been received by the Commission since the application was filed (BROADCASTING, Nov. 23) and to determine whether indirect commercial benefits would accrue from the developmental operation. Several of the protests are said to have challenged the applicant’s right to the invention.

The applicant proposes to broadcast continuously 24 hours a day within a radius of 30 miles from downtown New York, employing a wire recorder synchronized with Alington time signals. The reports would be sponsored by well known advertising agencies.

Pocket receivers, described as half the size of a package of cigarettes, would be made available for $5 retail, with sets for home and office available at a wider range of prices.

FCC Announces Applications Procedure for Filing Television

GHTENING its procedure on handling of television applications, the FCC served notice last Thurs- day that it will set conditional grants for video as has been practice with FM. Applications will have to be complete be- fore they can be considered, the commission ruled. Applications which have not been brought up to date within 30 days from the time of re- ceiving will be dismissed.

The Commission said it would consider as complete applications which do not supply information as yet available respecting equip- ment. Data on financial and other qualifications should be kept cur- rent, it added. In applications set for hearing, the Commission asked that data regarding antennas, transmitters and coverage be submitted at least 10 days in advance of the hearing.

Three more television applica- tions were dismissed without prejudice by the Commission last week, bringing total withdrawals to 80. Applications set for hearing were Metropolitan-Mayer Studios Inc., Los Angeles; Marcus Loew Booking agency, New York; and Westches- ter Broadcasting Corp. (WFAS), White Plains, N. Y.

Procedure announced by the FCC for filing commercial television allows:

1. Complete applications — Applications for which the Commission has not issued an order granting any conditional grant to the applicant or granting the applicant permission to go on the air which do not supply information as yet available respecting equipment. Data on capital and other qualifications should be kept current.

2. Incomplete applications — An application which the Commission has not issued an order granting any conditional grant to the applicant or granting the applicant permission to go on the air which do not supply information as yet available respecting equipment. Data on capital and other qualifications should be kept current.

3. Applications for which the applicant has not submitted complete data regarding the station's proposed operation, including information on the stations' financial condition and the qualifications of the applicant and its financial backers.

The sets would be produced by Belmont Radio Co., a subsidiary of Raytheon which would manufacture the transmitters. The proposal is to install the New York operation would be the forerunner of a national service.

President of Electronic Time Inc., Albert R. Mathias, consultant engineer with the RFC, who holds all of the stock. Others identified with the project are W. J. Burke, sales manager, Federal Telegraph & Radio Corp.; Walter L. Roe, communications director, Raytheon; and George W. Carpenter, of Jeeup & Lanmont, brokers. The application includes an endorsement from James A. Farley, former Postmaster General.

State Dept.

(Continued from page 18)

has been given some consideration at the State Dept., would be a mixed-governmental operation, with the government retaining certain transmitters and returning the others to private ownership. This probability is increased by the possibility of frequencies by government and private stations.

A fourth alternative would be for the government to get out of shortwave broadcasting and restore it to private operators.

Government Plan Assailed

State Dept.'s proposed international information and cultural program was criticized by several members of the House during debate on the appropriations bill. To the charges that the State Dept. planned to broadcast “propaganda commercials—were excluded from the air, for the radio would have to depend upon government support for its existence and government-supported radio would be the first step toward the socialization of all our information and communications industries.”

Robert E. Cox (D-Ga.), said he believed the “whole proposition” of international information merited serious consideration, but “the benefits that would inure from an activity of this character depend, of course, upon the type of people selected to do the job.” He charged that “it is known by many” that the purpose of the Bloom bill, to authorize the State Dept. to broadcast “was to revitalize, reactivate, to rejuvenate the old OWI which did a scandalous job in misrepresenting America.”

Scheduled to vote on the bill last Thursday, the House adjourned out of respect to the late Rep. W. O. Burgin (D-N. C.) who died Wednesday night.

There's no place like

WNOX

for your advertising dollar because

WNOX delivers

you the South's richest market—

seven days and

nights a week.

· YOU GET

KNOXVILLE

PLUS

WNOX

3 CBS 10000 WATTS

KNOXVILLE, TENN.
Advertising Deadlines

Serving the West's Greatest Market

K E E P S
GETTING
ECONOMICAL
G R E A T R E S U L T S

Los Angeles
plus
LONG BEACH

5000 WATTS
Day and Night

S-63

(Continued from page 15)

and Independent Citizens’ Committee of the Arts, Sciences & Professions (ICC) wired the White House last week, urging that President Truman veto the Lea bill. The same group the week before had carried on an intensive three-day lobby on Capitol Hill, calling Senators off the floor [BROADCASTING, April 8].

In New York last week William Feinberg, executive secretary of Local 802, largest AFM unit in the country, called on all labor leaders to appeal to President Truman to veto the bill. Addressing a forum of the music division of the ICC, Mr. Feinberg urged that William Green, president of the American Federation of Labor, intervene against the bill. AFL national headquarters has remained silent.

AFL Said Approached

During debate on the measure members of both Houses of Congress said no protests had been received from the AFM nor the AFL. Reliable sources in Washington reported that the AFL, approached by APRA, turned down an appeal to protest the measure with the comment that the AFL was “not interested.”

Reported attempts of opponents of the bill to call on President Truman personally to protest his signature to the measure could not be confirmed, but it was learned that the President’s schedule this week is full. Friday he was out of Washington.

President Truman’s telegrams and mail were not all opposed to the bill’s becoming law. Leonard L. Asch, president of WBNA Schenectady, N. Y., FM station, wired the Chief Executive last Monday urging his signature.

“This bill would in no way affect radio writers and singers since they would receive employment when required,” he said. “The excessive standby musician requirements for services not needed or rendered from racketeering demands for unearned sums. . . . Petrillo ruling prevents network from giving us needed or rendered is no different from Mr. Lea’s explanation point out that it shall be unlawful to: “Force a broadcaster into refusing to carry a noncommercial, educational broadcast. This was designed primarily to prevent Mr. Petrillo’s ban on the Interlochen, Mich. Music Camp broadcasts, but it applies, also, to local school or other amateur bands, service bands, etc. when performance is without pay and in the public interest. Force a broadcaster to refrain from carrying programs originating outside the U. S. "Force a broadcaster to pay "exaction" for the privilege of using transcriptions or records. No contracts presently in existence are affected by the bill. Neither are future contracts if broadcasters agree without duress to terms of any group, individual or organization. Strikes for legitimate purposes are not unlawful, but those to force broadcasters to meet terms specifically banned in the bill are deemed unlawful.

The bill protects workers as well as employers. It does not permit broadcasters to fire personnel merely to reduce staff unless such reductions are economically necessary. It, for instance, a station was obliged under a contract now in force to employ more persons than it actually needed, that contract still is binding.

S-C Stock Issue

NEW STOCK issue to supply capital for the construction of Rochester, N. Y. broadcasting studios and headquarters of Stromberg-Carlson Co. was offered last week. Stromberg-Carlson offered to its common stockholders a new issue of 67,731 shares of 4% convertible preferred stock, par value $50, at a subscription price of $50. Common stockholders of record April 8 may subscribe at the rate of one share of preferred stock to each four shares of common. Proceeds from the financing will be distributed as follows: $1,080,000 to the construction of “Rochester Radio City,” $319,000 to retirement of the outstanding $12,000 shares of 6% preferred held by Mr. James Caesar's estate, and $565,000 to erection of a radio cabinet shop, $1,250,000 to be added to the company's working capital.

What S-63 Means

EXPLANATION of the Lea bill (S-63) to limit the inroads of James Caesar Petrillo and his American Federation of Musicians into radio was given last week by Rep. Clarence F. Lea (D-Cal.), chairman of the House Interstate & Foreign Commerce Committee and author of the bill that passed Congress. Excerpts from Mr. Lea’s explanation point out that it shall be unlawful to: “Coerce” any or all of the more than 400 network affiliates, now without musicians, to hire musicians if such artists are not needed, or to force a broadcaster to employ, for instance, 12 musicians when he needs a lesser number.

Force broadcasters to pay for talent in excess of his needs. (This would make the AM-FM duplication ban illegal).

Require a broadcaster against his will to pay more than once for services performed. If a broadcaster agrees willingly to pay added fees for rebroadcasts of transcriptions, such agreement is not considered as "unlawful" under the bill.

Force a broadcaster to pay stand-by fees for services not performed.

"Coerce" a broadcaster into refusing to carry a noncommercial, educational broadcast. This was designed primarily to prevent Mr. Petrillo’s ban on the Interlochen, Mich. Music Camp broadcasts, but it applies, also, to local school or other amateur bands, service bands, etc. when performance is without pay and in the public interest.

Force a broadcaster to refrain from carrying programs originating outside the U. S.

"Force a broadcaster to pay "exaction” for the privilege of using transcriptions or records.

No contracts presently in existence are affected by the bill. Neither are future contracts if broadcasters agree without duress to terms of any group, individual or organization. Strikes for legitimate purposes are not unlawful, but those to force broadcasters to meet terms specifically banned in the bill are deemed unlawful.

The bill protects workers as well as employers. It does not permit broadcasters to fire personnel merely to reduce staff unless such reductions are economically necessary. If, for instance, a station was obliged under a contract now in force to employ more persons than it actually needed, that contract still is binding.

Boston Hearing

HEARINGS on applications for FM stations in Boston, including the first labor union application to be heard, were completed last week. Proceedings were held in the Federal court room of the Boston Post Office with Comr. Clifford J. Durr presiding. Philip Bergson was Commission counsel.

Sports on Video

SPORTS will comprise about 60% of the program load of television for many years to come, Bob Edge, sports director for WCBW New York, CBS video station, told a “sports and television” session of the American Television Society April 11 in New York. “Sports are a natural for television,” he said, “and television is a natural for sports.”

BROADCASTING • Telecastin
AFM Upping Recording Rates; Asks Film Ban to Television

MERICAN Federation of Musicians last week began mailing notices to recording and transcription companies notifying them that the union “contemplates increasing to recording and transcription companies the minimum working conditions” of its members, effective Oct. 20.

All notices, it was said at AFM headquarters last week, will be in the mail store, April 20, thus complying with the six-month notice clause in the union’s contract. Letter, signed by James C. Petrillo, AFM president, stated that details of the union’s proposals would be forthcoming “in the very near future” and that the AFM will “attempt to arrange” a mutually agreeable time to discuss the entire matter.

Meanwhile, no further information was given concerning which of the AFM will ask of recording companies was forthcoming last week from the union’s headquarters, where the AFM international executive board was negotiating with representatives of the Hollywood motion picture studios, whose AFM contracts had expired April 1.

To the motion picture companies, the AFM had submitted a list of 91 demands, calling for a 50% increase in scale and for a 100% increase in scale for each man, who, under the new proposal would receive a $10,400 annual wage for a work week of 40 hours.

AFM demands also included a requirement that the picture producer agree not to sell or lease script to any companies for hire musicians. The AFM members of any films pictures which the new system of picture production is developed, and last Friday to a delegation from the FCC.

Head of Radio Inventions is John V. L. Hogan, founder and president of WQXR New York and a noted pioneer in FM and facsimile broadcasting as well as of high fidelity AM broadcasting. Last week’s demonstrations were reported to have included facsimile transmission and reception of visual material, broadcast by WQXQ, FM station of WQXR, and W2XR, experimental FM-facsimile station.

WOKO Brief Denies Court Reversal Was Infringement on FCC Authority

DENYING that the U. S. Court of Appeals for the District of Columbia in its reversing the FCC decision which pointed out that the WOKO Albany, N. Y. license revocation case imposed a limitation on the Commission’s licensing authority, Dempsey & Koplovitz, counsel for WOKO, filed a reply brief in the Supreme Court last Wednesday to the Commission’s petition for writ of certiorari.

The Commission’s refusal to renew the WOKO license on the grounds that a 24% stock interest held by Sam Pickard, former Federal Radio Commissioner and former head of the FCC, was not consistent with past Commission and court decisions, the WOKO brief held.

In seeking a writ of certiorari the FCC held that the appeals court substituted its own findings for those of the Commission, imposed a new ground on the FCC, and not the Communications Act properly [BROADCASTING, March 25].

Dempsey & Koplovitz contended in their reply that the Commission’s allegations as to errors committed by the appeals court “stem from an erroneous interpretation of the opinion and judgment of that court.”

“In the Commission’s petition for writ of certiorari we are confronted with the incongruous spectacle of a licensing agency suggesting an interpretation of the statute under which it operates, which places the agency in a strait jacket and deprives it of any authority to exercise discretion in determining the seriousness of a misrepresentation, its bearing on the ability of a licensee to render a public service, or its relationship to the character of a person to become or to continue to be a licensee,” said the WOKO brief.

Alleging that the FCC is not consistent in its decisions, the brief pointed out that while the Commission denied the WOKO license on the grounds of concealment, it found in the Buffalo Broadcasting Corp. case that concealment was not “so serious as to require the applicant to be deprived of the value of the station which it has successfully operated for more than 15 years.”

The brief cited the appeals court decision which pointed out that the Commission ignored 15 years of public service by WOKO. The Commission held in the WOKO case that concealment was sufficient grounds to deny a renewal, although the appellate court ruled that such concealment must be weighed against other factors, such as public service and investments. Nothing in the Communications Act warrants such interpretation, the Commission brief had contended.

Facsimile Systems Get Public Showing April 17

POSTWAR facsimile systems developed by Radio Inventions Inc., New York, will receive their first public showing Wednesday (April 17) when they are demonstrated to the press at the company’s headquarters. Decision to reveal the company’s new facsimile transmitters and receivers to press and public followed off-the-record demonstrations last Wednesday to representatives of some 20 radio and newspaper organizations who worked with Radio Inventions during the experimental period in which the new system of picture and print transmission was developed, and last Friday to a delegation from the FCC.

Speer Appointed

Charles E. Speer, freelance radio writer, has joined the petry and BROADCASTING staffs of the Daily News. New York, as writer for Lockwood program, scheduled to begin in WABD New York late in April.

ABC Names Goggin

Richard Goggin, former lieutenant in the Navy last December to that senior producer at WABC New York, has joined ABC as writer-coordinator-production man for all television shows.
Radio Engineers Wanted for Immediate Employment

Salary will be most satisfactory to the men selected. Expe-ience in development and design important; college degree a plus, but not essential. Company displays 5-Star Management savoir-faire. Successful radio men are needed. Apply to

Radio-Engineering Co.

4521 Bridge, Los Angeles 6, Calif.

Salary $4000.00, 000.00 YEAR VOLUME

The Commercial Mgr. who did this, has experience on $5000 watt regional and major network stations. Has full control of all sales, administration, on air personal, and engineering programs. Contact Mr. Charles J. B. Smith, 1414 Broadway, New York 18, N. Y.


Radio Engineers Wanted for Immediate Employment

Paid in Advance—Checks and money orders only—Minimum $1.00. Situation Wanted 100.00 per word. All others, 15.00 per word. Box 10135.

Radio-Engineering Co.

4521 Bridge, Los Angeles 6, Calif.

Announcer—Experienced, newscasting, commercial, classical music commen-tator. Transmitter experience, available. Box 111, BROADCASTING.

Announcer—Experienced, news broadcasting, with experience as reporter and disc jockey. Available May 15. Box 139, BROADCASTING.

Situations Wanted (Cont’d)

Chief engineer, sixteen years experience up to fifty kilowatts, first class license, WATV, New Orleans, 300 watts. Box 95, BROADCASTING.

Signal Corps veteran, first class license in use. Now seeking steady work at same calling. Experiences 5 kw station, operating present. Excellent all phases. Box 96, BROADCASTING.

Expert engineer; seventeen years experience including network commercial news from Hollywood. Available immediately. Best references. Also able program director and general manager. Box 97, BROADCASTING.

Station executive—Over fourteen years continuous experience all phases broad-casting, including engineering, five years supervising. Excellent references. Also able to handle commercial and general manage-ment. Box 100, BROADCASTING.

Announcer—Experienced, newscasting, commercial, classical music commen-tator—Transmitter experience, available. Box 118, BROADCASTING.

Six years experience. Desires staff position with progressive AM station, preferably in western station. Box 186, BROADCASTING.

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Nineteen AM Grants May Set FCC Record

Five AM Daytime Grants For Clear Channels: 13 for Locals

EIGHTEEN GRANTS for new standard stations, probably the largest single group ever authorized by the FCC, were issued by the Commission last Wednesday. Announcement Monday of another grant, made 12 days before, pushed the total announced during the week to 19.

Four grants were for daytime use of clear channels. Thirteen were for local outlets, and one was for a regional outlet in Hawaii. S. Parker Gates, principal owner of WKID, Rockland, and director of radio equipment, is president of one of the grantee firms, authorized to build a new station at Quincy, Ill., where the manufacturing company is located.

Harold H. Thoms, previously denied full-time use of the Canadian I-A clear channel 1580 kc at Durham, N. C., because of conflict with WABD, New York, N. A. A. (see Broadcasting, March 4), was granted daytime use of the frequency with 1 kw, since no interference problems would thus result. Mr. Thoms owns WISE Asheville, N. C., 60% interest in WAYS Charlotte, N. C., and WKIX Columbus, S. C.

Paducah Grant

Daytime operation on the clear channel 800 kc with 1 kw at Paducah, Ky., was granted to Paducah Newspapers Inc., publishers of the Paducah Sun-Democrat. The company is headed by E. J. Paxton Sr., and is principally owned by members of the Paxton family. Station is expected to cost $20,300.

Lee Broadcasting Corp., was authorized to build a new station at Sanford, N. C., to operate on the 1000 kc clear channel with 1 kw, daytime only. Waldo C. Lee, district manager of the City of Rocky Mount, N. C., for two years, formerly with WEED there, is president and owns 25% interest. Waldo W. Gregory, in the furniture business at Rocky Mount, owns 50% and Gerald C. Prim, recently released from the Army, owns 25%. Cost was estimated at $21,550.

A fourth station for the Pierce E. Lackey Group in Kentucky was approved in the grant of Madisonville (Ky.) Broadcasting Co.’s application for a new channel on the Mexican I-A clear channel 730 kc at Madisonville. Pierce E. and F. E. Lackey are principal owners of the permittee firm.

The new station will broadcast on the translator WPAK Paducah, WIOPI Hopkinsville, and WSON Henderson. Cost of the new station was estimated at $11,100.

Chambersburg (Pa.) Broadcasting Co.’s petition to have its application for a new 1-kw daytime outlet at Chambersburg granted without a hearing was approved March 27, the FCC announced Monday. The station will operate on 800 kc.

Mr. M. G. Case, of Hamilton, Md., a voice teacher and director of choral groups including the Cumberland Valley Choristers, is president of the firm, and will be assisted by James J. Booth, a former Navy lieutenant with an advertising and radio background, is proposed manager of the outlet and will own 6% interest. Mrs. Booth has prominent in education and music circles in southern Pennsylvania, will be principal stockholder with 60%. Other subscribers to stock were listed as Marion O. Warrenfelsz, an accountant (20%); T. K. Cassel, former AAF lieutenant (12%). Cost: $15,952.

The renewal grant went to Island Broadcasting Co. for a 5-kw fulltime station on 630 kc at Honolulu. Partners are Elroy McCaw, owner of KELA Centralia, Wash., and 25% interest in Northwest stations (45%); John D. Keating, West Coast station manager and recorder (45%); Maj. Henry C. Putnam, public relations in charge of radio, Middle Pacific Theatre (10%). Maj. Putnam will be manager of the station, which is expected to cost $56,865.

Grants for local outlets went to: WSBG Inc., licensee of KGVO Missoula, Mont., for a new station at Anaconda, Mont., to operate fulltime on 1230 kc with 250 w, owned 30% and Hazel W. Lewis, attorney. Station cost: $11,100.

Mitchell C. Lackey, trading as North Country Broadcasting Co., at Malone, N. Y. on 1940 kc with 250 w fulltime. Mr. Lackey, formerly a major in army public relations in Africa, Italy, France and Germany, will manage the station. Cost: $20,000.

Middleboro (Ky.) Broadcasting Co., for a station at Middleboro on 1490 kc with 250 w fulltime. Equal owners are President K. N. Harris, associated with Harris Oil Co.; Al Brener, engaged in trade association and public relations work, and H. H. Hutcheson, city clerk of Middlesboro. Cost of station: $13,800.

Moline Broadcasting Co., for a fulltime station on 1230 kc with 250 w at Moline, Ill. Bruff W. Olin Jr., former manager of WKBK Rockford, Ill., now general manager of WNAB Bridgeport, Conn., owns 90% of stock, Howard P. Ecker man, attorney, of Davenport, Iowa, and Odeen French, president of Central Engineering Co., Davenport, owns 5% each. Cost of station: $9,800 excluding land and buildings.

Rules Governing FM Amended to Permit Joint Logs and AM, FM Identification

AMENDMENT of rules governing FM broadcasting to permit maintenance of joint operating logs and joint station identification for simultaneous AM and FM operations was adopted last Wednesday by the FCC.

The revisions were in line with recommendations by the NAB. However, the Commission denied the NAB request for greater flexibility in hours of operation but will consider a per-station petition upon a proper showing.


The Commission en banc on April 19 amended the opening paragraph of Section 3.281 and paragraphs (a) and (b) of Section 3.287 of Part 3 of the Rules governing the operation of FM broadcasting stations in order to permit the maintenance of joint program logs and the making of joint station identification announcements for periods of joint operation of such stations, provided the call letters of both such stations are included in the announcements identified thereby, except as otherwise provided herein.

In making the identification announcement, the call letters shall be given only on the channel of the station except as otherwise provided herein.

BROADCASTING  Telecasting
Mighty FCC Effort Fails to Reduce Backlog

By RUFUS CRATER

HARD as it tries, FCC is unable to keep pace with the desire of broadcasters and would-be broadcasters to engage in the construction business.

After six months of steady whittling on the backlog of applications that piled up during the winter "freeze," thanks to an equally steady stream of new applications, the pile before the Commission today is bigger than ever.

Since normal licensing was resumed last October, FCC has announced final or proposed grants for more than 500 new AM, FM or television stations, not counting scores of actions on changes in existing facilities.

More Than Six Months Ago

Despite this record of activity, the Commission went into its regular meeting last week with 1,210 applications for new stations still to be decided, according to FCC tabulations.

Six months ago, on Oct. 8, the total was 1,148.

Neither figure includes applications for increased power, frequency changes, etc. On Oct. 8 there were 188 for changes in facilities. The number is larger today, although no segregation is available.

The figures include "hearing cases"—applications either designated for hearing or already heard but not decided. As of last week there were 497 applications for new AM, FM and video stations in this category. Commission authorities regard this an encouraging sign in the business of getting the docket cleansed.

While the number of decisions and designations grows weekly, so does the number of new applications, particularly for AM and FM stations. The proportion of AM requests is large, but the number of applications for new FM outlets has become heavier in recent weeks.

Despite the workload imposed by old and new applications, it was pointed out the Commission has been able to bring those seeking new 250 w standard stations up to a "fairly current" basis, except for the ones complicated by interference problems and similar factors. Some filed as late as February have already been granted.

Priority of consideration is given those for towns without existing stations.

Hearing Dates Assigned

As another sign of progress, Commission spokesmen pointed out that hearing dates have been assigned, in the new April-July calendar, for all applications which had been designated by March 1.

Applications designated since that time will be fitted into the current calendar if they involve conflicts similar to applications already slated to be heard or if additional hearing dates become available. Others will be heard in a new calendar beginning in August.

In the FM field, 375 applications had been conditionally granted by last week of which 24 had received engineering approval, while eight FM construction permits had been issued. Over 50 FM stations are on the air. Commission sources predict that the number of FM grants issued between last Oct. 8 and the same date this year will reach or surpass 500. There are 516 FM applications pending and 118 designated for hearing.

In AM, the FCC boxscore showed 152 construction permits outstanding, with 100 grants since Jan. 1, plus 333 applications for new station licenses and 320 in hearing.

The report on television showed 64 applications pending, 59 set for hearing, and 27 others dismissed at request of the applicants. Four proposed grants had been announced and one application had been denied.

12 New Grants Bring FM Total To 387, Most Are AM Licensees

TOTAL conditional grants for new FM stations reached 387 last week with the issuance of 12 additional authorizations. All but two of the new grantees are standard licensees.

The Commission also approved basic engineering plans submitted by eight applicants which had previously received conditional grants. Six of the eight received authorization for rural stations and two for metropolitan. Construction permits will be issued these grantees when program intentions have been filed with the Commission under the new licensing procedure.

Six of the 32 conditional grantees which have thus far received basic engineering approval were given construction permits, bringing to 14 the number of final grants made since the resumption of FM licensing last October. The new permitees are WMZA Macon, Ga.; WMBL Macon, Ga.; KBUR Burlington, Iowa; KDKH Dubuque, Iowa; KSTP St. Paul-Minneapolis; and KOWH Omaha.

Of last week's conditional grantees, two have received program approval but must await power and antenna height assignments pending further engineering study. These are WSMB New Orleans and Fidelity Media Broadcasting Corp., Newark, N. J. The Newark company, which received a community grant, is owned by the Brunswick Lumber Co. (37.5%); Newsreel Theatres Inc. (37.5%); and A. Lewis King (25%), of the New York advertising agency bearing his name.

A conditional grant was also made to Elias T. Godofsky for a community station in Hemstead, N. Y. Mr. Godofsky, former owner of WLIB Brooklyn, is in the construction business.

Three FM applications recently filed were designated for hearing. Requests for metropolitan stations in Wilson, N. C., by Penn-Thomas Watson, licensee of WGTM, and the P. D. Gold Publishing Co. were consolidated. Application of the El- yria-Lorain Broadcasting Co., Elyria, Ohio, was consolidated for hearing with applications for stations in the Cleveland and Akron areas.

Conditional grants made last week follow:

<table>
<thead>
<tr>
<th>City</th>
<th>Grantee</th>
</tr>
</thead>
<tbody>
<tr>
<td>ORLANDO</td>
<td>Harswood, Inc. (WLOF)</td>
</tr>
<tr>
<td>TAMPA</td>
<td>Tampa Times Company (WDAB)</td>
</tr>
<tr>
<td>TOCCOA</td>
<td>R. G. LeTourneau (WRXL)</td>
</tr>
<tr>
<td>NEW ORLEANS</td>
<td>WSMB, Inc. (WSMB)</td>
</tr>
<tr>
<td>NEW JERSEY</td>
<td>Fidelity Media Broadcasting Corp.</td>
</tr>
<tr>
<td>NEW YORK</td>
<td></td>
</tr>
<tr>
<td>HEMSTEAD</td>
<td>Elias T. Godofsky</td>
</tr>
<tr>
<td>GOLDEN GATE</td>
<td>Eastern Carolina Broadcasting Co. Inc. (WGBB)</td>
</tr>
<tr>
<td>TENNESSEE</td>
<td></td>
</tr>
<tr>
<td>KINGSPORT</td>
<td>Kingsport Broadcasting Co. Inc. (WKPT)</td>
</tr>
<tr>
<td>MEMPHIS</td>
<td>WMPS, Inc. (WMPS)</td>
</tr>
<tr>
<td>TAMPA</td>
<td>Plains Radio Broadcasting Co. (KGNR)</td>
</tr>
<tr>
<td>DENTON</td>
<td>Harwell V. Shepard (KDST)</td>
</tr>
</tbody>
</table>

ENGINEERING APPROVAL OF CONDITIONAL GRANTS

Following is a list of applications for which approval of basic engineering plans were granted by the Commission. (Note: Power given is effective radiated power, antenna height given is height above average terrain):

<table>
<thead>
<tr>
<th>Station Type</th>
<th>Call Letters</th>
<th>Frequency (MHz)</th>
<th>City</th>
<th>Power</th>
<th>Height</th>
</tr>
</thead>
<tbody>
<tr>
<td>Radio Sales Corp.</td>
<td>KXZD</td>
<td>93.3</td>
<td>Houston</td>
<td>3,000</td>
<td>200</td>
</tr>
<tr>
<td>KJMN</td>
<td>107.7</td>
<td>San Antonio</td>
<td>2,500</td>
<td>150</td>
<td></td>
</tr>
<tr>
<td>KWWW</td>
<td>123.3</td>
<td>Corpus Christi</td>
<td>2,000</td>
<td>100</td>
<td></td>
</tr>
<tr>
<td>KJUR</td>
<td>137.9</td>
<td>McAllen</td>
<td>1,500</td>
<td>50</td>
<td></td>
</tr>
<tr>
<td>KTXL</td>
<td>149.5</td>
<td>Laredo</td>
<td>1,000</td>
<td>25</td>
<td></td>
</tr>
<tr>
<td>KFBE</td>
<td>160.3</td>
<td>Brownsville</td>
<td>500</td>
<td>10</td>
<td></td>
</tr>
</tbody>
</table>

Firestone Signs Singer

FIRESTONE TIRE & RUBBER Co., Akron, effective Oct. 14, will present Christopher Lynch, tenor protege of the late John McCormack, on its NBC program The Voice of Firestone, Mon. 8:30-9 p.m. Mr. Lynch's contract, the company calls for a minimum of 20 appearances on the series until May 15, 1947, with option on 1947-48 radio engagements of the singer.
Nick Keesey, formerly manager of program sales for CBS, who April 22 joins Mutual in a similar position, according to announcement by Phillips Carlin, MBS vice-president in charge of programs. Prior to joining CBS three years ago, Mr. Keesey was with N. W. Ayer & Son for 15 years.

Texas Separation Goes to Hearing

Oral argument on the FCC’s proposed decision to separate KGKO Fort Worth from WBAP-WFAA Forth Worth-Dallas, and on the assignment application filed to comply with that decision, was scheduled by the Commission last week. No date was set.

FCC issued its proposed findings in the case, one of the last of the duopoly proceedings, last November [Broadcasting, Nov. 19]. Licenses of all stations were then extended to May 14. The stations filed exceptions to the ruling and later were granted a postponement of oral argument until the assignment application could be considered by the Commission.

The application provides for liquidation of KGKO Broadcasting Co., which the Commission claims is controlled through interlocking directorates of Carter Publications Inc., licensee of WBAP, and A. H. Belo Corp., licensee of WFAA. Carter and Belo would hold the KGKO license, and WBAP and WFAA, which already share time on 820 kc and alternate in programming KGKO, would then divide time competitively on KGKO’s 570 kc frequency [Broadcasting, Jan. 26].

Mary T. McGrath

Mary T. McGrath, 77, mother of D. Harold McGrath, superintendent of the Senate Radio Gallery, died last Tuesday at her son’s home in Washington following a long illness. She will be buried Wednesday in Silverton, Ore., her former home.

Sharp Seeking Sale of KXO; KQD Withdraws Application

Transactions looking to the sale of KXO El Centro, Calif., transfers of minority stock interests in two other stations, and assignment of half ownership in a construction permit for a new outlet at Maryville, Tenn., were reported by the FCC last week.

Meanwhile, at applicant’s request, FCC dismissed the application for sale of KQFQ Anchorage, Alaska, which had elected not to follow the proposed Aveo open-bid plan put into effect on a “proposed” basis last fall. The application, involving proposed sale of the 1-kw outlet by William J. Wagner for $56,000 to Midnight Sun Broadcasting Co., li- censee of Fairbanks, was put into the Commission’s pending files last December for failure to follow the Aveo plan [Broadcasting, Dec. 17]. FCC authorities said Mr. Wagner put in the application not to sell, rather than offer the station on the public market. (Oral argument on the proposed Aveo rules will be held Wednesday.)

KQFQ, principally owned by Air- fan Radio Corp., licensee of KPFS San Diego, would be sold to active executives of the station and to Imperial Valley Publishing Co. for $65,000 before adjustments, under the application now before the Commission. Charles E. Sharp owns 39.75% of Airfan and 21% of Imperial Valley’s 77.66% interest in KXO. It was pointed out that Mr. Sharp originated the idea to sell his station, Don- ald, operate the El Centro station but MR. Sharp was killed in action over Germany.

Buyers Listed

Buyers and approximate interests each would have agreed as follows: Kenneth H. Thornton, KXO manager for the past five years, two-thir- teenth; Mrs. Belle Hovey, KXO advertising manager and half owner of Airfan; Hovey, two-thirteenths jointly; Paul A. Jenkins, president of Imperial Valley Publishing Co., publisher of two daily in El Centro and one at nearby Brawley, two-thirteenths; Edith J. Jenkins, secretary of the publishing firm, three-thirteenths; Imperial Valley Publishing Co., four-thirteenths. New owners operate with 250 w fulltime on 1230 kc.

George M. Stutt, attorney and businessman, proposes to sell his 30.2% interest in “Broadcasting,” to H. V. Levinson, half owner, president and general man-ager of the station since it went on the air in 1939. Price is $42,400, according to the application, which claims that Mr. Stutt desired to sell his interest, whether prior consent of the Commission is required. Other stock- holders—Attorney Thomas Chawke (8.4%), Attorney Morris Garvett (13.1%), Dr. J. C. Gill, 19%; Attorney Morris Garvett (8.4%)—may participate in the purchase in proportion to their present holdings. Mr. Stutt plans to devote full time to his law prac- tice and business interests. WCAG is a daytime station operating on 1150 kc with 1,000 w.

WCN Transac tion

Edd Harris, manager of WCNC Elizabeth City, N.C., proposes to sell his 24% interest for $11,000 to three stockholders who now own 10.13% interests each: Dr. J. A. Leary, Jr., physician; W. K. Leary, engi- neer; and S. L. Twiford, a partner in Twiford Funeral Home, Elizabeth City, and a son of a cemetary there. Since the buyers would control the transfer, the control being ad- vertised for competitive bids under the Aveo plan. Other stockholders are J. E. Aydlett (50%) and Mar- tha Scott Seymour (15.2%), who jointly own 55% interest in Tide- water Broadcasting Corp. which is seeking a new standard station at Norfolk, Va.; and Dorothy B. Aydlett (0.4%). WCN operates on 1400 kc with 250 w fulltime. Assignment of the Maryville construction permit to the use of restricted technical per- sonnel makes it necessary, and members of the NAB Small Market Stations Commi- ttee at their October 25-26 meeting expressed general approval of the order. Withdrawal would be un- favorable. The Federal Communications Com- mission has authorized application for competitive bids under the proposed Avco open-bid plan put forth in June. Sharp, the proposed buyer, attributed his desire for withdrawal of George Burne Smith from partnership with V. H. McLean in Gateway Broadcasting Co. and sale of his interest in the proposed station for $2,500 to George Roby Dempster, president of Dempster Brothers Inc., manufacturers of construction equipment, and city manager of Knoxville in 1944.

New Metal Lens to Be Installed in New York-Boston Microwave Relay

Bell Labs New Metal Lens to Be Installed—In New York-Boston Microwave Relay

New metal lens to focus radio waves will be of value in broadcasting and television as well as other types of electronic service, according to Bell Telephone Labs. It will be first used in the New York-Boston microwave relay sys- tem now under construction. It was developed by Dr. Winston E. Kock and associates of the Bell technical staff, the lens operates on a principle resembling that of a magnifying glass, which directs the advancing wavefront to the center of the lens. Main obstacle in working out this type of lens has been the greater wavelength of radio waves, ranging from one-eighth to a third of a mile in the case of commercial broadcasting. In such cases the lens would require a diameter at least several times the wavelengths. Taking the waveguides developed some years ago for micro- waves and used in radar, Dr. Kock devised an array of metal plates that focused radio waves. Design theory was worked out and sys- tems of plates were built to di- lute the action not only of one vex and concave lens but also other optical devices such as half and quarter-wave plates and prisms.

The “dish” antennas used for focusing, according to Bell, demanded extreme tolerances, were often hampered by shadow- ing effects, and required extremely accurate alignment which could easily be knocked out. The metal lens is said to be free from these disadvantages. It has been made in sizes vary- ing from 18-inch to 20-foot size. A 10-foot square lens will be used on the New York-Boston hookup. Energy is fed through a wave guide behind the lens and the waves are deflected, acting like a horn-like shield into the lens, which focuses them into a pencil-beam. A similar setup at the receiving end reverses the process.
LOS ANGELES AFRA LOCAL VOTES STRIKE

HARD on heels of AFRA protest against Lea bill, led by Los Angeles Local of union, and possibly in preparation for new-contract negotiations which come up in October, AFRA has voted strike against 12 independent Los Angeles stations. Thirty-day cooling off period, pursuant to provisions of Smith-Connolly Act, now in effect.

Dean Johnson, attorney representing Southern Calif. Broadcasters Assn., and Claude McCue, executive secretary, Los Angeles AFRA Local, have resolved all problems in contract but wage issue. Understood AFRA demanding 41% increase for 75 announcers affected, with stations offering 25% boost.

HELLER POST QUESTIONED

APPOINTMENT of George Heller as national executive secretary of AFRA, made by union's national board [BROADCASTING, April 8], now questioned by union Midwest and Pacific Coast regional boards who have registered opposition to Mr. Heller serving as chief executive for both national union and New York local. Mr. Heller expected to report his choice to meetings of the regional boards this week. National board meanwhile refuses his resignation as national treasurer of AFRA.

LA GUARDIA URGES FARM STATION AID FOR UNRRA

FIORELLA LA GUARDIA, turning to radio to solve one of the most critical problems facing him as director of UNRRA, Friday sent telegram to all stations in America's wheat-belt asking farm directors and station managers to convey to rural listeners his urgent plea that farmers overcome wheat shortage. Telegrams specified that Mr. LaGuardia was sending to each station in Minnesota, North Dakota, South Dakota, Oregon and Washington a 15-minute transcription, first in series which will describe LaGuardia-inspired wheat production plan.

Under plan, farmer who sells his wheat crop currently can hold receipts for it against a higher market later, cash them in at that time and be taxed against receipts for the period of the latter negotiation.

Details of the concentrated radio campaign are being handled by Morris Novik, general manager of WNYC New York during LaGuardia administration who is assisting UNRRA director as a special radio adviser.

FCC VIEWS FINCH FACSIMILE OPERATION

FCC Commissioners and engineers visited studios of Finch Telecommunications Inc., New York, late Friday afternoon, saw transmission and reception of messages at speeds up to 500 words a minute, including written matter, sketches, maps, pictures, drawings, etc., demonstrated by Capt. W. G. H. Finch, president of FTI and owner of WGH, FM-facsimile station. Commissioners saw new high-speed Finch "duplex" unit which sends and receives messages by radio at a speed of 30,000 words per hour. Another model duplex machine with speed of 9,600 words per hour is ready, Capt. Finch said, "to operate on any channel which will handle a sub-carrier frequency of 1.5 ke per second."

Capt. Finch also demonstrated how a newspaper eventually may be broadcast to homes by FM. A four-column page with overall measurement of 8 1/2 x 11 inches was run on two Tokyo UP news and picture copy, in two minutes, or 36 double sheets of 20 pages could be broadcast and received every 40 minutes, he said.

TRIBUNE TAKES NIELSEN

CHESSER M. CAMPBELL, in charge of Chicago Tribune Advertising department and radio interests (WGN), announced Friday newspaper has subscribed to Nielsen Radio Index. He said it is first newspaper to take service. Nielsen data will give Tribune chance to evaluate Finch in Greater Chicago market along same lines as newspaper and magazine coverage, he said.

EDUCATORS' VIDEO GROUP

SPECIAL committee to organize U. S. educators into group to promote use of television as educational medium appointed last week by Television Broadcasters Assn. Chairman is Wallace S. Moreland, assistant to president, Rutgers U. Members are Prof. Kenneth Bartlett, Macaulay University; Prof. Morris Levy, Rutgers University; Prof. Edward C. Cole, Yale; Nathan Rudich, new school, and E. H. Rietzke, Capitol Radio Engineering Institute.

WILLIAM L. DAY, formerly with Foote, Cone & Belding and Benton & Bowles, New York, and Florimond J. Duke, former advertising director of Time, now in Greece with UNRRA, forming Day & Duke agency, 270 Park Ave., New York, effective June 1.

COLOR IN FUTURE

"CLEVER propaganda . . . that there are two television camps, one for and one against color . . . is deliberate color representation," Dr. Allen B. DuMont declares in signed advertisement in the New York Times of April 12. "No one," he stated, "is opposed to color. For many years the majority of the industry has been deep in color research. But, after 15 years of concentrated effort in this field, to which I have dedicated my life, I must state reluctantly but unequivocally that practical color program for the home is, in my opinion, still in the far distant future. Black-and-white television is ready to serve the nation now!"

COLOR IN FUTURE (Continued from page 4)

At Deadline...

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Thanks...

For Your Recognition of Our Sincere Efforts
to Enlist the Support of WLW-land in

"CONTRIBUTING TO THE WORLD'S BREADBASKET"

In this most critical year, a VARIETY Award for service
in any field carries with it, if possible,
even more prestige and satisfaction than in the past.

Here at The Nation's Station we feel deeply our obligation
to serve to the best of our ability "in the public interest,
convenience and necessity". It is a matter of considerable pride,
therefore, that our efforts in behalf of our rural listeners—
who comprise nearly half of our total audience—
should gain national recognition.

We are most grateful if that effort may, in some tangible way,
help feed the starving people of the world.

For the award which you have made to WLW
we express our deepest appreciation and assure you
that as we proceed into the future, your consideration
of what we have tried to accomplish will prove
a continuing challenge to all of us.

THE NATION'S STATION
A warm glow permeates its entire staff as KLZ joins the select circle of stations which more than once have warranted recognition from the oracle of show business. KLZ's 1945 citation for "How to Run a Radio Station" is a sequel to its 1944 award for "Outstanding Program Origination". KLZ congratulates KMBC and its friendly competitor, KOA, with whom KLZ shared its most recent honor, a fact which Variety points out re-emphasizes the "American credo that open and free competition can only harvest happy boxoffice bonanzas."