IN 1945 OUR POSTMAN DELIVERED 560,861 PIECES OF MAIL TO THE WNAX MAIL ROOM

This gratifying audience mail response means...

LISTENERSHIP

LISTENERS' LOYALTY

SALES INFLUENCE

A MAJOR MARKET

Do you want ratings or listeners who really respond? Seven out of every ten letters received contained money or orders.

WNAX

A Cowles Station

SIOUX CITY • YANKTON

AFFILIATED WITH THE AMERICAN BROADCASTING CO.

WNAX IS AVAILABLE WITH KNT AND WMT AS THE MID-STATES GROUP. ASK THE RATE AGENCY FOR RATES.
FARMING makes millions for the NASHVILLE area

Fine horses, cattle and other products brought over 120 million dollars to farmers of the rich Nashville area during 1944 . . . Thus farm families are an important part of the more than one million people in this market area, and farm incomes add to the more than 350 million dollars spent annually in retail stores before the war years . . . The primary area of WSIX covers a large part of this sales territory with the top programs of American and Mutual . . . Get your share of this rich market with an advertising message broadcast economically over WSIX.

AMERICAN and MUTUAL

5,000 WATTS
980 K. C.

National Representative:
THE KATZ AGENCY, INC.
Broadcasting... at deadline

Closed Circuit

Broadening of ABC ownership base, possibly to include affiliate as well as general public offering currently understood to be under discussion by ABC chairman and principal stockholder, Edward J. Noble, and his board. When Mr. Noble acquired erstwhile Blue in 1943 he said officially he proposed to make public an affiliate offer. Reports were transaction might entail $10,000,000 issue with Dillon, Reed likely to handle.

Now that anti-Petrillo bill is law, both AFM and AFRA are being watched as new radio tactics. AFRA privately is threatening discontinuance of recordings by its members because of prospect of loss of additional performance fees on multiple presentation of same recording and more than hints it will ask doubled fees for live presentations to offset losses. Petrillo’s first move may readily be another suit against record companies that not even Uncle Sam can force musicians to work.

Formation of new national representation firm, to be known as Universal Radio Sales, being created by Wesley L. Dumm, West Coast interests, with offices to be established in New York, Chicago, to supplement those on West Coast. Station list and personnel shortly to be announced.

Executives of Encyclopedia Britannica, Chicago, reported to be conferring with Harold McClinton, radio director, N. W. Ayer & Son, New York, on possible development of national radio program for its Junior Britannica. Program sought must appeal to junior readers and repackage into something that children themselves will provide talent if deal goes through.

ABC trying to wrap up joint sponsorship with Wilson Bros. Sporting goods of both Esquire Annual All-American Boys Baseball contest and professional East and West championship football games from Chicago this fall. Ed Borroff, ABC vice president for Chicago Division, conferred with Ed Smith and Lowry Grites of General Mills in Minneapolis, Friday. Mr. Borroff also hopes to return with signed contract from General Mills for sponsorship of 8-8:15 a.m. (CST) portion of ABC Breakfast Club, completing full-hour sponsorship. Swift Packing Co. and Philco Radio Corp. now have remainders of show.

One result of FCC’s Blue Book portending regulation of program content may be several far-reaching basic research projects looking toward overall program analysis as distinguished from ordinary types of rating surveys.

With staff constantly growing, NAB is popping out at seams in present row-house quarters in Washington but has orbs focused on larger premises not far from St. headquar ters. NAB lost out on deal for former FBI.

(Continued on page 108)

Business Briefly

Kitchen Arts Appoints G Kitchen Arts Food Co., Chicago (Py-O-My crust, Rice Feast, etc.) appoints Schrimmer & Scott, Chicago, to handle advertising, with radio expected to get considerable portion of budget.

‘Coronet’ Cancels Coronet Magazine, through Schrimmer & Scott, Chicago, canceling all spot advertising on 139 stations. Reason: “Temporary emergency.”


KMA Appoints Avery Earl E. May, president, May Broadcasting Co., announced appointment Friday of Lewis A. Avery Inc., exclusive national representatives of KMA Shenandoah, Iowa, effective, June 16.


LOUIS-CONN Bout Sponsor Putting an end to speculation about broadcasting of Joe Louis-Billy Conn championship fight June 19, J. P. Spang Jr., president of Gillette Safety Razor Co., announced last week that Gillette would sponsor broadcast on full ABC Network in United States plus the Dominion Network of CBC, with supplementary stations bringing total outlets to more than 250. In addition report will be shortwaved. Gillette regularly sponsors Friday night bouts from Madison Square Garden on ABC. Account handled by Maxon Inc., New York. Gillette also sponsors telecasts of bouts on WNBT New York, but as yet the sale of the television rights to Louis-Conn match has not been announced.

FM Policy ‘Misunderstood’ Declares FCC Claiming “misunderstanding” of its April 10 reply to Senate Small Business Committee’s report on FM (Broadcasting, April 15) FCC late Friday issued public notice that “one to a customer” policy is “procedural policy affecting the order in which FM applications are being processed. It is not substantive policy affecting the number of stations which ultimately may be granted to a single applicant.” FCC quotes multiple ownership rule, limiting FM stations to six per one owner, repeats April 10 release, and adds:

“the one to a customer policy applies only to applications which do not go to hearing. It has no impact on cases where it is necessary or believed desirable to hold a hearing—for example, cases where the number of applications for a particular community exceeds or is approximately equal to the number of available channels. In all hearings cases the Commission will, as soon as possible after the hearing is held, render a decision upon the basis of the record.”

Citing April 10 release, Commission said after it had made (1) one grant to each qualified applicant before considering the question of making additional grants to those applicants who are seeking two or more stations, and (2) it has reached the point “where it has acted upon everything except applications from people who have already received an FM grant,” FCC “will then make a thorough study of the situation to determine how it should proceed with the consideration of further applications.”

Bulletins

Second week of clear channel hearings before FCC was concluded late Friday afternoon with testimony by Frank P. Schreiber, manager of WGN Chicago, and Hal Totten, WGN farm director. Mr. Schreiber told the Commission that “at no time has any advertiser ever attempted to interfere in any manner with news content or news slant of any program.” Sessions were adjourned until today (Monday) to meet at Archives Bldg., 7th & Pennsylvania Ave. N.W., Washington.

Withdrawal of United Bcstg. Co., Cleveland, television application, announced Friday by FCC, brings total dropping out to 32. Commission same time granted dismissal requests of Knight Radio Corp. and the Akron Radio Corp., both applicants for FM in Akron.

Closed Circuit


April 22-23: NAB Small Market Executive Committee, Statler Hotel, Washington.


April 24: Peabody Awards Dinner, 7 p.m., Hotel Roosevelt, New York.


April 29-30: NAB 5th District Meeting, San Carlos Hotel, Pensacola, Fla.


April 30-May 1: City College of New York Conference on Radio and Business, Hotel McAlpin, New York.

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(FCC Hearings Schedule page 93.)
Here is the man whose sure, deft touch is building ever-larger audiences for WIBC live talent shows... Brad DeMarcus, Production Manager.

To Indianapolis' fastest-growing station, Brad has brought an experience in radio that began 25 years ago... his career having seen him first in the role of musician, making his initial broadcast in 1921 from New York's WEAF... then, in Chicago and Hollywood, as script writer for many prominent radio personalities and producer of network shows... and, during the war, as radar and communications officer, in which capacity he taught combat control of aircraft.

Brad DeMarcus is a busy man at WIBC these days... building new live talent shows and planning still others which will soon be before the microphones. For all of this is part of the WIBC plan to provide each and every sponsor with a program tailored to his own particular need... a program created by live talent—alive to the commercial objective. Your John Blair man will fill you in on details—will show you just what we have to offer. How about seeing him today?

JOHN BLAIR & COMPANY • National Representatives
Wood Pulp Industries... Highest Production In United States

Washington State—the nation’s Number One producer of wood pulp—turns out more than one-tenth of all the pulp produced in the entire United States! It produces more than 1,250,000 tons of pulp annually! First in pulp and twelfth in paper products, the annual payroll in the state’s pulp and paper industry has climbed from $4,800,000 in 1927 to an estimated $30,000,000 in 1946.

Washington’s 20 pulp and paper plants make a wide variety of products—from tissue for wrapping fruit to sulphite pulp used in the manufacture of industrial alcohol. Modern reforestation methods guarantee the continued growth of the pulp and paper industry.

Most of the annual payroll of this industry—about $30,000,000—flows through the rich Seattle-Tacoma market.

KIRO is the only 50,000 watt station in this rich market... It brings Columbia programs to Seattle, Tacoma and the rich surrounding country.

Seattle, Washington State—the nation’s Number One producer of wood pulp—turns out more than one-tenth of all the pulp produced in the entire United States! It produces more than 1,250,000 tons of pulp annually! First in pulp and twelfth in paper products, the annual payroll in the state’s pulp and paper industry has climbed from $4,800,000 in 1927 to an estimated $30,000,000 in 1946.

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KIRO is the only 50,000 watt station in this rich market... It brings Columbia programs to Seattle, Tacoma and the rich surrounding country.
Back again after five years . . .

**Major League Baseball**
Every Weekday Afternoon

featuring

**Gene SHUMATE**
Veteran KSO Sports Announcer

Sports-hungry Central Iowans are again enjoying major league baseball broadcasts for the first time in five years. Out here where batting averages vie with the grain futures for top interest, Gene Shumate's weekday afternoon broadcasts on KSO capture a large, responsive audience. For the best in sports, folks in Central Iowa tune to . . .

**KSO**

DES MOINES, IOWA • 5000 WATTS
Basic CBS Outlet in Central Iowa

Kingsley H. Murphy, Owner    George J. Higgins, General Manager
Represented by Headley-Reed Co.

Iowa's TOP Sports Station
Godfrey's croppin'
up at a new time...

To say hello to lots of new folks. Particularly, farm and rural folks.

April 22 is the day... 6:00 A.M. is the time.

Yes, Godfrey’s adding a half-hour to his WABC show... a new thirty minutes geared to meet the need and taste of hundreds of thousands of rural and farm families.

There’ll be farm news... odd and interesting local items... expanded weather reports... and special “old time” tunes.

All this—in the inimitable Godfrey manner.

You’ve heard Godfrey. You know the crazy, cozy, comfortable way he reaches across the mike to shake hands with his audience (6:30-7:45 A.M. Monday thru Saturday). Now... he’ll be making more friends, inducing more people to listen, to laugh... and to buy more than ever before.

If your calendar is handy, circle April 22 and be on hand at 6:00 A.M.—when Arthur Godfrey extends his program, for town and country alike.

Represented by Radio Sales, the SPOT Broadcasting Division of CBS
Feature of the Week

"MUSH" may have meant trouble with arc transmission to early broadcasters, but to KFAR Fairbanks, Alaska, it signals the opening of the annual Fairbanks Dog Derby and Ice Carnival.

The Western Hemisphere's northernmost commercial station this year gave its most complete coverage of the unique dog team competition, handling 16 remote broadcasts during the four days it was held. Competition took place in March.

With temperatures averaging ten degrees above zero, KFAR covered the event through two and a half hours of continuous broadcasts. The Chena River, where the races were held, was frozen to a thickness of two and a half feet.

Center of interest was the 26½-mile dog racing competition, with ten teams of malamutes entered.

Chief Engineer August Hibbert mapped out the complicated pickup strategy. Announcer Ed Stevens was at both the starting and finishing points along the ice-bound Chena River.* At check point number one, the rurally located KFAR transmitter, were Bob Reidel and Jack Walden, announcer and engineer, respectively.

Announcer Allen Walker and Engineer Jay Bielck were at the Chena Pump Station, nine miles from Fairbanks. Manager Al Bramstedt with Engineer Hirschel Frickey covered from a plane.

Plans are underway to relay next year's Dog Derby and Ice Carnival broadcasts to a major network.

*Editor's Note—We don't know how he made it, but if he beat the malamutes, our money is on Stevens for next year's races.

MAL GLASCOCK would rather sell an idea than time. But as the time sale usually follows the idea—the painless way—everyone goes away happy, the client, the station, and especially Mal Frickey.

The sales manager of such a closely integrated operation as exists at WRC-NBC Washington has to know programming, publicity, showmanship and public service in addition to the rate card. "Even the client gets into the act," says Mal.

So much a Washingtonian that his old swimming hole was the Tidal Basin—before it became fancy—the 39-year-old salesman became interested in radio young in life.

His brother tinkered with radio with Mal on the sidelines. "That memorable day when we got KDKA probably decided my fate," he says.

A Yale man, class of '30, he won the intercollegiate diving championship in 1928 and placed third in the National AAU's diving championship. When he returned to Washington after graduation, he wrote "dozens" of letters of application and got three answers. One of them was from Washington's R. D. Wyler agency where he worked for two years before joining Robert N. Taylor Inc. Advertising.

From '33 to '42 he was with Lewis Ed- win Ryan Agency, also in Washington, serving as account executive, radio director and copy chief. Then in 1942 as sales manager, he sold himself so completely on his "Gardening for Victory" show idea—that he canned 79 quarts of his home-grown string beans last year. Of course, his wife, the former Jean Shibley, probably had at least a finger in the project, too, along with six-year-old "Duke" and four-year-old "Duchess."

Finding that business often mixes with pleasure, Mal has clinched many a program over a short beer at Washington's Touchdown Club, where he is a member. Other clubs are Washington Sales Representatives and the Advertising Club.

Mal GLASCOCK

Surt of Sales

Engineer Frickey, Manager Bramstedt, and Pilot Herb Hager (l to r).

WAZL

NBC

HAZLETON, PA.

MUTUAL

Represented By Radio Advertising Co.

to reach two
Pennsylvania sales-rich markets

BUY...

Feature of the Week

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Mal GLASCOCK

Surt of Sales

Engineer Frickey, Manager Bramstedt, and Pilot Herb Hager (l to r).
don't do it the hard way...

USE ALLEN

. THE WIFE SAVER*

to get results in your market(s)!

*NBC Produced . . for better programming
      NBC Syndicated . . for low cost

Here is the same Allen Prescott who set the
nation giggling via the nation-wide network of
NBC . . . the same light-hearted, sharp-witted
personality who created that fabulous char-
acter, THE WIFE SAVER . . . the same show that
has brought fan mail by the carload to a score
of nationally known advertisers.

Allen Prescott . . . THE WIFE SAVER is now
NBC Recorded and available to do just as
big a job of building audience response for local,
regional and national spot advertisers . . at a
low cost made possible only through nation-
wide NBC syndication.

Full of uproarious informality, THE WIFE SAVER
features the unforgettable Allen Prescott . .
with Brad Reynolds as his naïve stooge and
songster . . with fresh new scripts that are
full of laughs and information . . all under the
experienced direction of NBC.

It's a women's show . . because it's packed with
valuable information (from washing walls to
boiling okra) for Mrs. Housewife. It's a family
show . . because it's brimming over with laughs
for everyone. It's a rare package of entertain-
ment . . any way you look at it.

Any product or service that commands a
woman's attention . . any advertiser who is
seeking feminine buying power . . will make a
resounding splash in the local population pool
with the laughable, lovable, hilarious antics of
ALLEN PRESCOTT . . THE WIFE SAVER.

Program length: 15 minutes
Schedule: 3-a-week for 52 weeks

Write today for complete brochure and audition records

* NBC Produced . . for better programming
      NBC Syndicated . . for low cost

April 22, 1946 • Page 11
A television facility is made when the working units required to produce a television show are manned by specialists who know the techniques of television broadcasting.

For example, NBC's four-set, 21-character visual adaptation of DuPont's Cavalcade of America production, CHILDREN OF OLD MAN RIVER, recently presented from the "vest pocket" stage of NBC's live-talent studio 3H, prompted Billboard's reviewer to rave:

"Once again the first network in video proved why it's first... The production was top drawer. The camera handling was tight and the lighting was nothing short of a miracle..."

What makes a television facility is not equipment alone, but a combination of fine equipment and its employment by men with imagination, skill and experience. Such a combination is one reason why NBC offers the finest broadcasting facilities in television.

What makes WNBT the best media buy in Television today?

At WNBT the finest television studio, field and transmitting equipment in the business, is operated by specialists who are also experts in showmanship, stagecraft and television technique. NBC producers, writers, technicians and engineers are backed by the longest, continuous practical experience in television.

Whatever your requirements—whether you produce your own shows with NBC experts... whether your ideas
are developed and produced by NBC... or whether you sponsor programs built and broadcast by NBC—WNBT offers short-cuts and economies made possible by its planning and long production experience.
Sometimes the best way to attack a merchandising problem is just to gnaw patiently away at it—but sometimes a little extra dynamite will knock off a lot bigger results, at lower ultimate costs.

If you've been gnawing away with patience, fortitude (and perhaps a few 100-word announcements) let us tell you about some of the really hot locally-produced shows that are now available here and there in your choicest markets. Many of these shows have ratings as high as popular network offerings—and can be obtained at circulation costs you simply wouldn't believe. Want the facts?

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

EXCLUSIVE REPRESENTATIVES:
ALBUQUERQUE  KOB
BALTimore  WCBS
BROWNSVILLE  KVAL
BUFFALO  WGR-WKBW
CHARLESTON, S. C.  WGR
CINCINNATI  WCKY
COLUMBIA, S. C.  WIS
CORPORUS 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  WMDO-WDZ
PORTLAND  KOIN
RALEIGH  WPFT
ROANOKE  WDBJ
ST. LOUIS  KSD
SEATTLE  KIRO
SHENANDOAH  KMA
SYRACUSE  WFL
TULSA  KTUL

and WRIGHT-SONOVOX, Inc.

CHICAGO: 83 N. Michigan
NEW YORK: 444 Madison Ave.
DETROIT: 635 Griswold St.
SAN FRANCISCO: 38 Sutter St.
HOLLYWOOD: 6351 Hollywood Blvd.
ATLANTA: 322 Palmer Bldg.

Franklin 6373
Plaza 5-4130
Cadillac 1088
Sutter 4353
Hollywood 2151
Main 5667

Page 14 • April 22, 1946
Improved Facsimile Is Unveiled For Press

Hogan, Finch See Future Daily Service

FACSIMILE, the transmission of written, printed and illustrated matter by broadcast or wireline, will show this week to newspaper executives attending the AP and ANPA meetings at the Waldorf-Astoria, New York. Previously, on April 12, both companies held private showings for the FCC [Broadcasting, April 15].

Finch apparatus will be displayed in a suite taken by that company from the hotel. On Wednesday at 2:30 p.m. RI will repeat last week's demonstration in which material was sent from the transmitting unit by wire to WBAM, FM affiliate of WOR New York, and to W2XR, experimental facsimile station of WQXQ, FM affiliate of WQXR, and received back from those stations on recorders.

Finch at ASNE
Capt. W. G. H. Finch, USNR, head of the firm bearing his name, was scheduled to appear before the American Society of Newspaper Editors, meeting at the Statler Hotel, Washington, Saturday, to participate in a discussion of facsimile and to demonstrate his equipment.

Equipment of the two companies differs in many details, but both use the same general method of transmission and reception and the quality of the copy received on the recorders of both organizations is much the same. Copy is scanned at the transmitting end by a photoelectric cell which changes the blacks and greys into electrical signals. At the receiving end the signals are recorded on electro-chemical paper which reproduces the transmitted material with approximately the fidelity of a 100-screen half-tone.

Both systems reproduce copy approximately 8½ inches wide, permitting reproduction of four standard newspaper columns of type with ample margins. In both systems the copy is recorded across the page, starting at the top, the receiving unit as it moves up in the receiver. The RI system demonstrated handled copy at the rate of 28 square inches a minute, roughly 280 words of typed copy. Finch also demonstrated a slower unit handling about 15 square inches of copy a minute.

John V. L. Hogan, president of Radio Inventions, and Capt. Finch both pointed out that higher speeds are obtainable if they are desired. Mr. Hogan said the speed of his system had been set arbitrarily somewhat above the average reading speed to enable the transmission of illustrated text without the reader having to wait for the next line to come up, as he had to do in pre-war days.

Duplex Demonstrated
Machines demonstrated by Finch were duplex models, with both transmitting and receiving units housed in a single cabinet, approximately 16x16x12 inches in size and weighing about 75 pounds. Unit holds a 100-foot roll of paper good for about 4000 square inches of copy. Capt. Finch said the paper would cost about 40 cents for the 100-foot roll, which would deliver something over 100 pages of 8½x11-inch copy.

RI transmitting equipment repeats (Continued on page 85)

INS Lodges Protest Against FCC Blue Book Definitions

PROTEST against terms and definitions in the FCC's Blue Book report of March 7 was filed Thursday by International News Service, which claims it has been damaged and asks clarification to redress this injury.

Filed by Robert W. Brown, INS executive news editor, the protest shows how FCC's conceptions of news programming put both INS and stations in an unfair position not justified by the facts of actual broadcast operation.

Mr. Brown was asked by Commissioner Denny, with whom he discussed the INS petition, to submit revised language, establishing a new definition of a "local live program" as against a "wire service program." Mr. Brown said he would submit such an amendment after consulting with INS clients.

INS claims that the Commission's definition of a "wire program" in contrast to a "local live program," as any program "the text of which is distributed to a number of stations by telegraph, teletype, or similar means, and read in whole or in part by a local announcer." 

The news association also objects to the FCC's classification as "wire" any news program based partly on teletype and partly on local news if 50% or less of the news volume is local, and "local live" if more than half the volume pertains to local happenings. FCC's report states that programs based on teletyped material resemble network and transmitted programs in that they are syndicated to scores or hundreds of stations.

Mr. Brown's protest asks for a "friend of the court." INS asks if licensees "actually or theoretically lose full and proper credit for many hours devoted to the dissemination of news in the public interest" merely because most of that news was transmitted by teletype?

A stipulation that more than half the program be devoted to local news to be classified as "local live" might lead to poor coverage, INS asks, since unbalanced news presentation with padding of local news so programs based on teletyped material resemble network and transmitted programs in that they are syndicated to scores or hundreds of stations.

A stipulation that more than half the program be devoted to local news to be classified as "local live" might lead to poor coverage, route of the FCC report, according to the INS brief.

INS points out that many times foreign or domestic news out- (Continued on page 85)
ABS Liquidation Begun by Versluis

Assets of $15,000 Against Liabilities of $279,000

STEPS toward liquidation of Associated Broadcasting System, proposed fifth network which discontinued period line operations last February after a five-month tenure, were undertaken last week by Leonard A. Versluis, president, and owner of WLAV Grand Rapids. He advised creditors that total liabilities are $279,000 while total assets are about $15,000. This would represent roughly 12 cents on the dollar.

Mr. Versluis has advised stations affiliated with the network that immediately after operations were discontinued in February, personnel was cut to a minimum and offices and utilities were relinquished. It was agreed by the stockholders that Associated be liquidated "with as little expense to the creditors as possible."

While the $15,000 asset figure, which included cash on hand, collectible accounts receivable and estimated proceeds from sale of equipment, is not final or exact, Mr. Versluis held former affiliates that this estimate was the best possible if Associated settled directly with creditors without the intervention of a receiver or bankruptcy action which Associated will take will depend upon response from the receivers, Mr. Versluis declared. Settlement out of bankruptcy would be possible only if all creditors agree, he pointed out.

Expressing regret over the outcome of the venture, Mr. Versluis said those in control of the corporation did everything possible to make the network a success but that the outcome "is due largely to circumstances beyond our control." Creditors were asked to advise whether they were interested in buying any of Associated's properties.

Over 3,000,000 Transmitter Tubes to Be Released by Navy, Signal Corps

Over 3,000,000 transmitter tubes, of which some types are suitable for broadcast use, have just been declared surplus or are about to be released by the Signal Corps and Navy, according to the War Assets Administration. They are being screened before decision is reached on their disposal, according to W. S. McCachen, chief of Technical Section, Capital & Producers Goods Division of the WAA Electronics Branch.

Meeting of WAA electronics officials and representatives of tube, transmitter and set manufacturers is slated within a fortnight to discuss best methods of using tube surplus, now totaling over 12,000,000 items of transmitter and receiver types. Preliminary discussions have been held.

The total includes 400,000 cathode tubes of all types and over 7,000,000 rectifier, x-ray and special purpose types.

Value of transmitter tubes ranges from cost to the government of $1.50 to over $1,000, the

Seattle Contracts

WITH CONTRACTS retroactive to Jan. 1, 1946, and following nine months of negotiations, four major Seattle network affiliates have signed wage agreements for announcers and other talent with new-organized Seattle Local of AFRA. Minimum announcer wages were set as follows: $65.00 weekly at KOL (MBS), KJR (ABC) and KOMO (NBC); $67.50 per week at KIRO (CBS). Fees for programs are $5.50 minimum plus $2.20 per hour. Specified announcers get fee when off shift. Local independent also will be organized, with negotiations to start shortly, according to Bill Corcoran, acting president of Seattle Local of AFRA, who stated that membership now totals 150 announcers, actors and singers.

K-C Campaign

JACQUES MANUFACTURING Co., Chicago (K-C baking powder), April 21 started extensive campaign on 30 stations in the South and Southwest. Handled by MacFarland, Aveyard & Co., Chicago, plans call for transcribed spots, news and locally produced programs. List of stations is not complete.

Signs CBS Pacific

AMERICAN HOME PRODUCTS Corp., Jersey City, for undislosed product, July 1 starts sponsoring five-week 30-minute man-in-the-street type of audience participation program on CBS Pacific stations, Mon.-Fri. 11:11-11:30 a.m. (PST). Contract is for 26 weeks. Agency is Ruthrauff & Ryan, New York.

Casite Spots

CA S I T E Manufacturing Corp., Hastings, Mich., is currently using transcribed and live chain and one-minute announcements on 222 stations to build up farm audience. Placed through Keeling & Co., Indianapolis, campaign is scheduled for at least six weeks.

AP IS CONSIDERING RADIO MEMBERSHIP

ELIGIBILITY of radio broadcasters for associate memberships in AP will be considered at a membership meeting of the press association today in New York at the Waldorf-Astoria Hotel.

AP's board of directors has recommended that broadcasters be accorded associate memberships, and the move will be voted on by AP's present members today. Two other major items of business will occupy the attention of the membership: Election of six directors and the consideration of applications for membership.

Opening sessions of ANPA will be devoted to round-table discussions of matters of interest to newspapers under 50,000 circulation. General session is scheduled for 10 a.m. April 24 with ANPA president, W. H. Chandler, presiding. At 11 a.m. April 24, a session of the ANPA's bureau of advertising will be held. Another general session is set for April 25. A dinner of the bureau of advertising will conclude the convention the evening of April 25 in the hotel's grand ballroom. General Dwight D. Eisenhower will be principal speaker at the dinner.

Eastman Doubles


Light Cos. Replace

ROBERT SHANLEY, baritone recently discharged from Army, and Anne Jamison, soprano, will be teamed as summer replacement for CBS Nelson Eddy Show, starting June 16 for 13 weeks. Sponsors are 170 electric light and power companies. Robert Armbruster continues as director, with Frank Graham announcer. Charles Herbert remains Hollywood producer of N. W. Ayer & Son, agency servicing account.
Networks Prepare for Time Shifts

Greatest Trouble Found With Affiliates Still

On Standard

APPROACH OF daylight saving time, effective in many urban areas at 2 a.m. April 28, finds networks ready for the shift and stations clearing up last-minute schedule changes.

The long-dreaded spring juggling, first since 1941, is being accomplished with considerable agony by network programmers and affiliates in cities remaining on standard time. Sponsors and agencies in a large share of cases have submitted in good spirit to the new schedules.

One of the first to meet the time dilemma is that adopted by ABC for some of its affiliates in standard time cities. ABC has worked out a recording system in Chicago where it will fill delayed programs over a special hookup to some of its stations [BROADCASTING, April 1].

Programs Switched

Other networks will operate about as usual; but many affiliates not on daylight time will switch programs and do their own recording of specific network shows.

Prediction of an audience decline in many cases.

Meanwhile, attending Monday's meeting as representatives of AFM were: Oscar Hild, Cincinnati; Richard Harkness will be recorded, appearing on WOL at 7 p.m. as usual.

Network key stations in Washington, which stays on standard time, have completely revamped their schedules. WMAL, ABC affiliate, will carry most programs at regular hours, taking advantage of the ABC recording setup. Local sponsors have been protected in most cases.

WTOP, CBS-owned station, is keeping its schedule close to standard time despite the network shift. Community service programs retain present hours and many programs will be transcribed. CBS morning and afternoon news roundups are to be transcribed for presentation at the accustomed local time, requiring a standby newsmen to check for late breaks. Big evening CBS shows will be carried on daylight time on WTOP, in most cases.

Most schedules of WRC, NBC-owned Washington outlet, will come on an hour earlier, with new affiliates not on daylight time shifting their advertising agencies; but some of the largest advertisers, many of which maintain their own radio departments, went down the line for uniform time.

Networking, for the shift, includes deals struck between broadcasters and musicians and to formulate policy under which both groups might negotiate.

A proposal by NAB President Justin Miller to form such a joint group on a permanent basis [BROADCASTING, April 15], was received favorably at the Monday meeting attended by Messrs. Petullo and Miller and representatives of the AMF and industry. President Truman on Tuesday signed the Lea bill (S-63) without comment right now.}(Continued on page 90)

Petrillo Plans Court Test of Lea Act

Permanent AMF-Radio Group to Advise On Policy

CONSTITUTIONALITY of Public Law No. 344 (Lea Act) will be tested in court by James Caesar Petrillo, president of the American Federation of Musicians, Joseph A. Salerno, president of the American Federation of Labor, announced in Washington Thursday.

Meanwhile, an AFM-Industry subcommittee agreed in New York Monday to set up a permanent joint committee to deal with future between broadcasters and musicians and to formulate policy under which both groups might negotiate.

what he described as "friendly" atmosphere. The representatives agreed to meet in the near future to work out the general pattern of a permanent joint committee.

It was pointed out that the committee would have no status, except in an advisory capacity, but it could draw up policy by which local unions and individual stations might be governed in negotiations.

Such problems as duplicating AM programs on FM stations, music on television, standby fees, make-work and international advertising might be resolved by the joint committee.

Attending Monday's meeting as committee members representing the industry were Mr. Miller; Frank W. Schubert, vice president and treasurer, representing the networks; Paul W. Morency, general manager, WTIC Hartford, representing network affiliates; and Marshall Padway, regional advertising manager, KRNR Roseburg, Ore., representing small market stations.

Representatives of AFM were Mr. Petrillo, and three members of the union's International Executive Board, Herman Kenin, Portland, Ore.; Walter Murdoch, Toronto, and Oscar Hild, Cincinnati.

Mr. Petrillo had no comment on (Continued on page 97)

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Clear Channel Decision Seen by Fall

U. S. Plan to be Given Other Nations Under NARBA Agreement

By JACK LEVY

WHETHER clear channel stations will be retained as part of the future pattern of broadcasting and whether they will be given higher than 50 kw power to penetrate deeper into rural America will be decided by early autumn.

Convening the clear channel hearings last Monday for 16 days of testimony, Acting Chairman Dell of the FCC expressed his intention of deciding the issues by late August or early September so the United States can submit to other nations its plans for the use of standard frequencies by Sept. 1 in accordance with the recent NARBA Interim Agreement.

Resume in July

Following the current proceedings, which will last through May 7, the Commission will recess until July 1 and continue until the record is closed. It is expected that engineering testimony regarding the question of higher power will be taken at the summer sessions.

Outstanding in the four days of hearings last week was the persistent effort of Paul D. P. Spearman, counsel for the Regional Broadcasters Committee, to tear down the testimony of witnesses speaking on behalf of the clear channels. On one occasion, when Edward A. O'Neal of the American Farm Bureau Federation pleaded the cause of the clears, Mr. Spearman referred disparagingly to the witness' "prepared statement." Several exchanges between the two were accompanied by heated remarks.

Louis G. Caldwell, counsel for the Clear Channel Broadcasting Service, aimed his arrows at Government witnesses testifying on findings of the Census Bureau survey on adequacy of radio reception in rural areas. There were no witnesses from the regional stations last week for Mr. Caldwell to cross-examine.

Although the clear channel interests have scarcely begun their case, it was evident after the hearings last week that the burden of proof still rests with the clears. Questioning from the bench was centered largely upon the desirability of duplicating Class I-A channels, only 24 of which exist today, as against 40 under the original 1928 broadcast allocations.

The decisive question seemed to be whether they will all be duplicated and, if so, whether some may be permitted higher power.

While the weight of the evidence, according to observers, appeared to be in the direction of duplication, several clear channel proponents contended that the situation might well change with the introduction of engineering testimony following the recess next month.

Several witnesses suggested that clear channel stations could provide better service to the rural areas if they were permitted more than 50 kw power. Mr. Caldwell mentioned the possibility of 50 kw power for KFI Los Angeles and when he assumed such power would close the door to duplication Commission Jett offered to argue the question on the basis of the use of directional antenna.

Commissioner Jett drew from Walter Evans, Westinghouse vice president in charge of broadcasting, an opinion that the sound allocation plan would involve a combination of I-B and high-powered stations. Mr. Evans indicated, incidentally, that stratovision might be applied to standard broadcasting and that investigations being made may have a bearing on clear channel issues.

The hearings were marked by the presence of five Commission members. Commissioner Hyde, former FCC general counsel, who took the oath Wednesday. It was also the first time that Commissioner Denny participated in formal deliberations as acting chairman.

Proceedings Open

The proceedings began with introduction of testimony by Harry M. Plotkin, FCC assistant general counsel, bearing on the Census Bureau survey for the Commission on the adequacy of radio reception in rural areas. Twenty-three exhibits, containing approximately 100 volumes of tabulations, were offered for the record.

Dr. A. Ross Eckler, Chief Social Scientist, for the Census Bureau, as first witness, described the scope of the survey. He said that a mail phase of the study covered 1,040 sparsely populated counties and an interview phase covered 81 sparsely populated areas. Declaring that the data tabulated comprised some 40,000 tables, he said he would select only a few for presentation. In addition to the general findings from the interview phase previously reported [BROADCASTING, March 25], Dr. Eckler testified:

That 77% of the farm households and 30% of the non-farm households covered by the interview survey reported listening to farm service programs.

Farm households usually turn on the radio at 7:18 a.m. (median time for five regions of the U. S.) and non-farm households in secondary areas turn on at radios at 7:54 a.m. Median time for which turn off radios for the night is 9:48 p.m.; for non-farm households, 10:18 p.m.

Householders in secondary areas usually preferred a particular station because its reception was better. Asked why they listened to a particular station most during the day, as the reason while 10% said they like the station's programs in general and 7% liked a specific program. The figures were slightly different for nights.

Seventy-one per cent of all households reported they could get a particular station or stations day or night, summer or winter. Eighty-three per cent of all households said they could get a station at all times.

Morris H. Hansen, Statistical Assistant to the Director, Census Bureau, testified that the interview phase of the survey was taken to

(Continued on page 88)
SPEAKING OF WHO'S SERVICE—

This is a story of one of the biggest merchandising jobs ever done, we believe, by any radio station.

It's really a story of clear channel service—and though in this case the cause was patriotic and the merchandise was War Bonds, we ask you to view the facts exclusively in the light of WHO listener response.

WHO began the steady, daily solicitation of War Bond orders in July, 1942, and continued through December, 1945. WHO plugged War Bonds just as you would plug your merchandise. We used no movie stars or special stunts, or promotional ballyhoo. We just talked about the values of War Bonds—and asked our listeners to buy Bonds, through WHO.

So what happened? Orders poured in from Iowa and Florida—from every State in the Union except South Carolina and Vermont, and from four U. S. Territories as well. Thousands upon thousands of listeners (who could more easily have bought Bonds at their own stores, banks, movies, etc.) took the trouble to write checks or to buy money orders, then wrote their letters, addressed their envelopes, bought their stamps, and mailed their orders to WHO—

—over 25,000 different people, many of them frequent “repeaters”. People from over 4,000 different cities, towns and farms, in 46 States, and 4 Territories! (Actually 55% of the total purchasers live outside of Iowa!)

What do you think this proves? We think it proves wide public interest, and a high degree of listener-loyalty as well . . . the same things you'll get, when you advertise on WHO!

WHO

†for Iowa PLUS †

Des Moines . . . 50,000 Watts

FREE & PETERS, Inc., National Representatives
FCC May Seek Price Control Legislation

ACTING CHAIRMAN SERVES NOTICE

By RUFUS CRATER

NOTICE that control of prices at which radio stations are sold will be sought by the FCC if the Avco "auction" plan is adopted was renewed last week by Acting Chairman Denny Jr.

Presiding over the hearing of argument against the open-bidding proposal, which would require public advertisement for competitive bids when controlling interests of corporate licensees are being sold, Chairman Denny declared Wednesday that if the plan is formally adopted it will be followed by a request for Congressional authority to control sales prices.

He asserted that the bidding plan, if adopted, probably would reduce the prices at which minority station purchasers by which minority stockholders inherit other minority interests even when control may thereby be acquired. Advisability of such an exception has been seen during operation of the trial basis since last October. Before the plan was explained, Mr. Cottone Acting FCC General Counsel

Was Senior Assistant;

Commissioner Hyde Takes Oath

BENEDICT P. COTTONE, senior assistant general counsel of the FCC, was sworn in Wednesday as general counsel just 10 days short of his 38th birthday. His appointment was made shortly after Rosel H. Hyde, former general counsel, was sworn in as a member of the FCC.

Mr. Cottone has been with the FCC since 1936 and has been assistant general counsel in charge of the Common Carrier Division since June 1941. In the designation of the senior assistant general counsel as acting general counsel, speculation arose that the Commission might be holding open the post for Col. Telford Taylor, who has been on military leave since Oct. 8, 1942.

Col. Taylor, who was nominated Wednesday by President Truman to be brigadier general, will leave shortly for Nuremberg to relieve Associate Justice Robert H. Jackson as chief of the prosecution. It is not presently anticipated that he will return to the FCC, according to Acting Chairman Charles R. Denny Jr., although he added that Col. Taylor is still on the rolls of general counsel on leave.

Candidates Considered

Several candidates for the post to succeed Mr. Hyde were under consideration, but the Commissioners were understood to have agreed on elevating the senior assistant general counsel to the post on a temporary basis.

Although Mr. Cottone has headed the Common Carrier Division, he is experienced, also, in broadcast matters. During the Washington FM hearings the Commission designated him as hearing examiner.

Born in New York April 27, 1908, Mr. Cottone was graduated from Yale Law School in 1933. He served first as assistant to William O. Douglas, now Associate Justice of the Supreme Court, in a study of corporate matters which now is in regulatory laws now administered by the Securities & Exchange Commission.

In 1938 he was a member of the FCC special telephone investigation staff and participated in hearings and preparation of the preliminary telephone report. During 1937-38 he took part in important utility regulation and litigation as a member of the Federal Power Commission legal staff.

Mr. Cottone next joined the Antitrust Division of the Department of Justice doing investigative work in connection with the TNEC monopoly inquiry during 1938. In 1939 he assisted in setting up procedure for Civil Aeronautics Authority.

Returning to the FCC in 1941 as chief of the Litigation Section, Mr. Cottone for the next 19 months assisted in the preparation of all cases pending in the Supreme Court and U. S. Circuit Courts for the District of Columbia. On June 25, 1941, he became assistant (Continued on page 87)
Rocket—old style

You may remember that news story back in 1936. An all-metal propellerless rocket took off from a catapult at Greenwood Lake in Jersey and travelled 2,000 feet. Incidentally, it bounced on the ice and then took off again.

That's a far cry from the kind of rockets the boys are talking about just ten years later.

And that's our point. No matter what you invent . . . build . . . or sell, you've got to stay on the ball or competition will outstrip you in no time.

If you use radio in Baltimore . . . we know one sure safe way to keep ahead of your competition. Put W-I-T-H, the successful independent, on your list. W-I-T-H delivers more listeners-per-dollar-spent than any other station in town. W-I-T-H belongs on the list!

Tom Tinsley, President

and the FM Station W3XMB
BALTIMORE, MD.

Represented Nationally by Headley-Reed
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EVERY SPOKEN word at the UN sessions is being transcribed on both disc and film recorders. Equipment has been provided by the War Dept. in cooperation with the State Dept. Maj. Robert Vincent, the sound and recording officer of the UN in charge of this work at the Hunter College meetings, is on loan from the U. S. Signal Corps. He supervised installations for sound and recording equipment at UNCIO at San Francisco last summer and at the Nuremberg war crimes trials.

Film equipment, made by Frederick Hart & Co., Poughkeepsie, records one entire session of the Security Council of the UN in charge of this work at the Hunter College meetings, is on loan from the U. S. Signal Corps. He supervised installations for sound and recording equipment for UNCIO at San Francisco last summer and at the Nuremberg war crimes trials.

Films were projected in the UN Library. The United Nations also has a small dictionary of words and expressions, in many languages, to be used in connection with interpreting work.

Engineer at the central control panel passes the voices into the PA system, to the radio network control rooms, to the movie and television booths and to the recording room.

**I Say, Stuart**

STARTLED British listeners at the beginning of the 9 o'clock news program last week, heard the exclamation, "What the hell?!" from BBC's chief announcer, Stuart Hibberd. BBC later issued a statement explaining that Mr. Hibberd's ejaculation had been caused by a signal light flickering an indication that the studio was going off the air. It was all a "misunderstanding," said BBC, and Mr. Hibberd's remarks were "involuntary."

**Chrysler Spots**

CHRYSLER Corp., Detroit (De Soto cars), April 15 started a spot campaign on 75 stations. Contract for 18 weeks, placed by BBDO.

**WJJD Facsimile Plans Announced**

Field Station to Transmit News, Photos, Ads in Chicago

FACSIMILE broadcasts, discontinued during the war, soon will be made available to the Chicago area as a result of plans announced last week by WJJD.

Art Harre, general manager of the Marshall Field station, said plans for "developmental research" on facsimile as a medium for broadcasts of news, photographs and advertising were in the final stage in cooperation with the Chicago Sun, also owned by Mr. Field.

The Sun will supply news and art and will supervise make-up of the facsimile service now operating experimentally on 44.7 and 99.1 mc. Tests Successful

An FM facsimile transmitter has been installed on the 34th floor of the Carbide Bldg. which houses WJJD studios and tests of transmission have proven "completely successful," according to Mr. Harre.

Facsimile recorders will be placed in Chicago homes and strategic business locations as soon as delivery can be made by Finch Telecommunications Inc., Mr. Harre said. More than 100 sets will be purchased by the station to introduce the service. James Middlebrook, chief engineer for Field Enterprises, who is in charge of the experiment, said Capt. W. H. G. Finch, president of the facsimile manufacturing company, had promised delivery of receivers "within six weeks."

While Mr. Middlebrook warned that no prediction can be made when facsimile service will be available, WJJD was inaugurating the service in the "future prospect that facsimile would be part of every home."

"We believe facsimile will soon complement both newspaper and radio news coverage to give the public 24 hour service," he said. Mr. Middlebrook said WJJD facsimile service is capable of covering approximately 10,000 square miles, operating on three kw power.

**Pleased with Program**

IN HIS ANNUAL report to stockholders, Irving S. Olds, chairman of the board of United States Steel Corp., New York, indicated satisfying results of the company's sponsorship of Theatre Guild of the Air, ABC, Sun. 10-11 p.m. Program, which started in September 1945, was cited by Mr. Olds as being "acclaimed by critics in many parts of the country, with a steadily growing audience."

REPUBLIC PRODUCTIONS Inc. has bought film rights to script and special music of "Transcontinental" produced by C. P. MacGregor Co. on transcribed "Skippy Theatre of the Air." Joel Malone wrote script and Mahlon Merrick the background music.
COMPACT, 90% urban. New England is adept at selling the products of precision manufacture, and promoting vacationland scenery.

But in the essentials of everyday living, New England is buyer rather than seller. From outside sources comes 75% of New England’s supply of fruit and cereal, flour and butter, meat and cheese, and other staples. The percentage runs even higher in respect to sugar and spices, cotton and iron and automobiles.

What customers, these six New England States!

And what a salesman you have in WBZ! Its 50,000 watts blanket New England and command armies of loyal listeners from Martha’s Vineyard to the Canadian border and, of course, NBC programs make it Metropolitan Boston’s top station! With WBZ and WBZA (Springfield) on your schedule, your product gets a favored place in New England’s bulging market basket.

For availabilities, consult NBC Spot Sales.
During the last 12 months, much honor and recognition have come to this station.

In friendly competition with all the radio stations across the nation, KRNT has been judged in many ways. The initiative that characterizes the American system of broadcasting has made this competition keen. To have earned distinction in such company is, of course, a source of great pride to us.

No greater incentive for future progress could have been given us.

Embosed on a plaque in the building which houses our station are the words, "Things don't just happen—somebody makes them happen." The members of the KRNT staff have demonstrated the truth of this.

They are the ones to whom the honors belong.

Phil Hayman
Vice President and General Manager
cherished

AWARDS

Variety Show Management Award
For outstanding spot news coverage by wire recorder of a Des Moines courtroom hearing, in which KRNT championed the news prerogatives of the radio industry.

George Foster Peabody Radio Award
A special citation for news handling—"for . . . forethought and enterprise in sending a newscaster to New Mexico, there to record the only on-the-scene broadcast" from the site of the first atomic bomb test.

Billboard Award
"For outstanding achievement in radio promotion." (Regional channel, network affiliate, 1945).
NAB Fourth District Reelects Arnoux; Would Ban Employes From Ownership

KEYNOTERS AT NAB Fourth District meeting were: Seated (1 to r) S. D. Gregory, radio director, Schenley Affiliates, and former Westinghouse and NBC sales official; NAB President Justin Miller; Campbell Arnoux, president WTAR Norfolk, who was reelected to another two-year term as district director. Standing (1 to r) Hugh Feltsia, president BMI; Carlos Franco, manager, radio department Young and Rubicam, representing AAAA; A. D. Willard, NAB executive vice president.

NAB'S FOURTH District representation on its board of directors will remain unchanged during the ensuing two years by virtue of the reelection of Campbell Arnoux, president and general manager of WTAR Norfolk at the district meeting at Virginia Beach April 12. Mr. Arnoux, a member of President Justin Miller's Advisory Committee, said this would be his final term as district director, representing the Carolinas, Virginia, West Virginia and the District of Columbia.

Consistent with actions at previous district meetings, the 4th District unanimously adopted resolutions supporting steps by NAB to determine FCC authority in regulation of program content; urging prompt efforts for enactment of national legislation for uniform time in all zones; aggressive support of BMI through greater performance of its music; immediate subscription by district stations to Broadcast Measurement Bureau and pledging to President Miller the wholehearted support.

Resolution proposed from the floor, adopted by a divided vote, expressed it as sense of the district that permanent employes of NAB after Jan. 1, 1947, shall not make application or own an interest in radio 'Big Business'...
Individuality... is as evident in radio stations as in humans.

In Detroit, the distinguishing characteristics of WWJ imbue it with a positive personality. WWJ has emphasized its individuality through policies designed to increase enjoyment for its audience... and make WWJ time more productive for its advertisers.

WWJ is consistently foremost in public service.

This speaks well for WWJ... and speaks forcefully for the products advertised on it.

Your sales message on WWJ is enhanced by the prestige achieved through 25 years of progressive broadcasting service.
Civilians Filling AFRS Jobs in Far East Net

TO COPE with the critical personnel situation of the Far Eastern Network, Western Pacific branch of AFRS has converted a number of positions from military to civil status. Net headquarters and key station, WVTM Manila, is headed by Wesley H. Wallace, former officer-in-charge, now director of radio. He was at one time production manager of WPTF Raleigh, N. C.

James N. Tull has been appointed transcription supervisor, a job he held while in the Army. He was formerly with WWL New Orleans and news editor for KHBG Okmulgee, Okla. George F. Moore is now chief writer. He has been Army radio correspondent with the 38th Division, and before that time was with WALA Mobile, Ala. AFRS is still looking for qualified personnel to fill other well-paying jobs still open. Jobs are on one-year contract basis, with transportation furnished.

Sustaining House Committee Cut Would Probably End State Dept. Shortwave

SHOULD Congress sustain the House Appropriations Committee's 1947 fiscal-year budget, the State Dept. probably will discontinue all shortwave broadcasting activities, it was learned authoritatively last week.

Of a budget request totaling $19,284,778 for the International Information & Cultural Relations Dept., $7,500,000 was earmarked for shortwave broadcasting. The House committee cut the overall figure to $10,000,000, which would reduce shortwave broadcasting to virtually nothing if the overall amount were prorated, it was pointed out. Rather than do a minor job State Dept. officials will recommend discontinuance of shortwave broadcasting activities in that branch of Government, it was learned.

In lieu of shortwave broadcasting in State Dept., it is expected that Secretary of State Byrnes will recommend to President Truman that a separate corporation be set up to operate shortwave broadcasting. Such a corporation would be formed by a merger of the seven licensee firms now owning shortwave facilities. A board of advisers would be named by the President—some from Government and some from industry—to program the station or stations.

Would Require Legislation

Before such a corporation could be set up, however, legislation would be required, according to Congressional sources. President Truman is expected to make recommendations to Congress after receiving Secretary Byrnes' views. Meanwhile Rep. Noah H. Mason (R-111.) served notice on the floor of the House last Monday that he intends to fight any move to create an Office of Peace Information within the State Dept. He declared that the State Dept. could not do the proper kind of job in broadcasting news of America, saying, "The task, if it is to be done at all—truthfully and impartially—must be left to the American press."

Rep. Mason cited Order No. 24, issued by the Board of War Communications on Nov. 5, 1942, taking over WRUL, WRUS and WRUX Boston for Government operation and said: "These stations are the only privately owned international broadcasting facilities in the United States today that are subject to this seizure order and are now under Government control."

He inserted into his remarks editorials from the Boston Herald and the Christian Science Monitor, demanding that the State Dept. return the World Wide stations to private ownership. "I echo the sentiments of the Boston Herald, and therefore shall oppose the establishment of this OPI in the State Dept.,” said Rep. Mason.

World Wide Broadcasting Foundation, owners of the Boston outlets, has petitioned the State Dept. to return the stations that the Foundation might continue its educational broadcasts.

The House has postponed vote on the State Dept. appropriations bill until late this month.

Westinghouse Raises

WESTINGHOUSE Electric Corp. last Monday announced salary increases for approximately 200 salaried workers in local plants. Increases, effective to April 1, 1946, go to about 150 supervisory salaried employees. Raises amount to $9.25 weekly or 10% of weekly salary. There is an increase for about 50 salaried employees, amounting to $7 per 40-hour week for weekly-paid employees and $30.50 per month for those paid on monthly basis, effective last Monday.

Sink Your Sales Teeth In These 3 Markets!

Here's one of the LIVELIEST stations in America… KFDM… the only major network station covering the three key cities of the Rich Sabine Area… Beaumont, Port Arthur, and Orange… where PERMANENT INDUSTRIES create a $84 million dollar effective buying income! Place your programming on KFDM for guaranteed results!
The WINNING Combination!

KFAB is the exclusive CBS outlet in all four markets of this “winning combination”! Thousands of people you want to reach live in these rich markets. They are the prospects that only KFAB’s “winning combination” can sell effectively.

The “ace” that helps make this “winning combination” an unbeatable hand will soon be added. So when you are ready to have us “deal you in” on this vast, profitable area, contact a Paul H. Raymer man or General Manager Harry Burke.

50,000 WATTS
NOW UNDER CONSTRUCTION
The ONLY Basic CBS Station in Nebraska

HARRY BURKE, General Manager

KFAB
THE BIG FARMER STATION
OMAHA 1110 KC - 10,000 WATTS LINCOLN

Represented by PAUL H. RAYMER CO.
North Carolina’s rural prosperity is a significant factor in her total buying power. North Carolina alone produces 28.9% of the total value of all principal crops raised in all nine other Southern states, combined. According to the Sales Management Estimate for 1945, gross farm receipts here exceed those in the next-ranking Southern state by more than 250 million dollars. The North Carolina figure is more than double the average for the nine other Southern States. Isn’t that proof of North Carolina’s buying power?

Detroit Gets Two Television Grants

FCC Delays Other Hearings As Applicants Withdraw

First television stations for Detroit were authorized by the FCC last Monday with grants to the Evening News Assn. (WWJ) and King-Trendle Broadcasting Corp. (WXYZ). The grants were the first to be processed without hearing and brought to six the total issued since the resumption of licensing last Fall.

Oral arguments on the proposed channel assignments for the four stations authorized in Washington were held by the Commission Wednesday. Following determination of frequencies, construction permits will be issued to the grantees: NBC, Bamberger Broadcasting Co., Evening Star Broadcasting Co. (WMAL), and Allen B. Du Mont Labs. Inc. (See other story in this issue.)

Two Withdrawals

Action on the Detroit grants resulted from the withdrawal of two of the original six applicants for the five available channels, eliminating necessity for hearings scheduled for April 24 [Broadcasting, April 1]. The commission vacated its order of Feb. 1 which designated the applications for consolidated hearing.

The two grants were made subject to frequency assignments and other engineering details to be determined. The actions, it was explained, are more than conditional grants, which will not be issued on television applications as announced under new Commission procedure [Broadcasting, April 15].

Two other applications are pending for television stations in Detroit—The Jam Handy Organization Inc. and United Detroit Theatres Corp. Action on these cases will be taken later.

The Commission postponed until further order television hearings scheduled for May 13 in Cleveland where there are five applications for five channels. One of the original six applicants withdrew from the proceedings. Hearings scheduled for Pittsburgh on April 25 were expected to be called off as there remain but two applicants for four channels.

Next television hearings are to be held May 20 in Los Angeles where 12 applicants are competing for seven channels.

KDKA Video Site

Approval of the contemplated site for television transmitter of KDKA Pittsburgh was given last Monday by the city's zoning board. According to J. E. Baudino, station manager, site is near University of Pittsburgh Stadium and bids have been asked for the 500-foot, self-supporting, steel tower. Ground breaking ceremonies are planned for early May.

Heads Radio Department

Rikki Englander, formerly a radio supervisor for the American Red Cross and the war fund campaigns, heads a new radio department formed to coordinate broadcasting for the 1946 $35,000,000 drive of the United Jewish Appeal of Greater New York.
There's real meaning in a totem pole, if you know how to find it. These grotesque wood-carvings symbolize the family history of various Alaskan Indian tribes. Each tribe believes that it is descended from a certain animal or bird. Intermarriage or tribal treaties are shown by adding the appropriate symbol.

In Baltimore there's a symbol more easily understood than the totem pole. The meaning of the letters W-C-B-M is extremely clear to radio timebuyers. They'll tell you that WCBM adds up to an economical and effective method of getting business in the Baltimore Market. All of which simply means that there's wampum waiting for the trader who uses WCBM.
This team is a leader in VHF

1. First voice circuits were single iron wires with ground return. Frequency limitations, noise and high losses soon ruled them out.

2. Big improvement was the all wire circuit—a pair of wires to a message. Later came carrier which stepped up frequency and permitted several messages per circuit.

3. Lead covered cable compressed many wire circuits into small space—tied wires off city streets. But losses are prohibitive at very high frequencies.

4. Coaxial cable—a single wire strung in a pencil size tube—extended the usable frequency band up to millions of cycles per second and today carries hundreds of messages per circuit, or the wide bands needed for television.
transmission

5. Wave guides, fundamentally different in transmission principle, channel energy as radio waves through pipes; vary in size from several inches to under 1 cm.; become smaller as frequency rises.

6. Late model radar wave guides, similar to that used to feed the antenna above, can carry 3½ cm. waves at more than eight billion cps. Experimental guides for still shorter waves are being tested.

Back in 1933, Bell scientists established an historic first when they transmitted very high frequency radio waves for hundreds of feet along hollow pipes called wave guides. For them it was another forward step in their long research to make communication circuits carry higher frequencies, broader bands and more messages per circuit.

Continuing Research showed the way

From the days of the single open wire line—through all-metallic circuits, phantoming, cable, carrier systems and coaxials—up to today's wave guides, every improvement has been the result of continuous fundamental study.

When Bell Laboratories started work on wave guides, there was no immediate application for the microwaves they guided. But the scientists foresaw that some day wave guides would be needed—so they kept on working until they had developed the wave guide into a practical device.

With the war came radar—and the problem of conducting microwave frequencies. Bell Laboratories had the answer—wave guides—without which radar at the higher frequencies would have been impractical.

What this means to YOU

Year after year, Bell Laboratories have continued to develop methods for handling higher and higher frequencies. Year after year Western Electric has provided equipment putting these scientific advances to work. This team has become the natural leader in the field.

When your requirement dictates the use of VHF—in mobile communications, broadcasting, or point-to-point radio telephony—depend on Western Electric to supply the latest and best equipment for your needs.
Taft Returns to WKRC In New Executive Post

HULBERT TAFT Jr. has returned to WKRC Cincinnati as managing director of radio for the Cincinnati Times-Star Co. after three and a half years with the AAF. He will direct all radio interests of WKRC and development of television and FM facilities already in progress. H. E. Fast continues as station manager.

Mr. Taft entered the service in September 1942 and spent 25 months overseas as fighter controller with a night fighter squadron. He was discharged as captain. Prior to the war he was general manager of WKRC.

Mr. Taft

Taf Returns to WKRC.

In September 1942, Mr. Taft, returned to WKRC after three and a half years with the AAF. He will continue as managing director of radio for the Cincinnati Times-Star Co. and will be responsible for all radio interests of WKRC.

**Extra**

**NORTH DAKOTA**

**Extra**

NORTH DAKOTA Hits the Half Billion Mark to Third Year

BISMARCK — April — G.N.D.A. — North Dakota reached an all-time high in agricultural production during 1945, with a gross revenue of $550,306,580. This was the third successive year that the state’s gross production exceeded the half-billion dollar mark.

North Dakota produced 90% of the nation’s durum, 50% of the spring wheat, 20% of the total barley crop. First in max with 36%, fourth in potatoes, sixth in oats.

North Dakota retail sales amounted to $300,000,000 in 1945.

— 30 —

There’s Plenty of “Buying Power” in North Dakota

WHY NOT LET US CUT YOU IN?

For further information, write or ask any John Blair Man today.

**Film on Distribution**

STORY of the distribution of goods from farm or factory to consumers with a basic explanation of why distribution now accounts for 60 cents of the consumer dollar, is presented in a 10-minute 16-mm sound film, “Distributing America’s Goods,” produced by Encyclopedia Britannica. For Twentieth Century Fund. Film is based on Fund’s four-year survey report, a 50-page volume titled “Does Distribution Cost Too Much?”

NBC Executives Back

AFTER a five-week swing around the country for NBC’s annual station meetings, five NBC executives returned last week to their New York headquarters. They were Niles Trammell, president; Noran E. Kerst, manager of NBC’s television department; Robert Shelby, director of technical development; Easton C. Woolley, director of the stations department, and Sheldon B. Hickox Jr., stations relations manager. Three other executives were on the tour have not yet returned from the West Coast. They are Roy C. Witmer, vice president; Clarence Menser, vice president in charge of programs, and Charles P. Hammond, director of advertising and promotion.

DeWitt Millhauser

DE WITT MILLHAUSER, chairman of the finance committee of RCA, director of NBC and of RCA Communications Inc., died April 14 at Doctor’s Hospital, New York, at the age of 61. Mr. Millhauser, who spent a life time in banking and finance, recently had undergone an operation. Born in New York Aug. 7, 1888, he joined the banking firm of Speyer & Co. in 1899 after attending elementary and secondary schools. He retired from the firm in 1937 after serving as a partner for 17 years. His association with RCA began in 1929 when he was elected a director. He is survived by a widow, the former Margaret Schaffner, whom he married in 1930, and by a daughter of a previous marriage, Mrs. Margaret W. Cahn.

*For broadcast purposes, please use this text as a reference.*
DEAR WSM:

Dear WSM:

All our kids grew up by WSM—got music, fun and lots of serious facts from it—even a lot of their religion, when the rains kept the roads shoe-top deep in mud. We don't know what we'd do without WSM—it's the only station our set will bring in all the time.

Yours truly.

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.

This is a composite letter typical of mail received from our listening area.
**Why I Disagree With the AFRA Lobby**

**A Protest Against Lea Bill Veto Campaign**

Name Withheld by Request

(It's Hard Enough to Make a Living)

AFTER the Senate passed the Lea-Vandenbarg bill I was called by AFRA. They wanted to know if they could sign my name to a telegram to President Truman urging the veto of the measure. I answered, emphatically, "No!"

Am I some strange kind of animal, an AFRA member, an announcer and actor, that I will thus fail to string along with what my union, judiciously maintains is to the best interest of all radio entertainers?

**Effect on AFRA**

No, I am not, but I have some definite opinions about what AFRA is doing that it shouldn't be doing and some even more definite ones about what AFRA is not doing that it should be doing.

In the first place, the only possible effect upon AFRA artists of the Lea-Vandenbarg bill, which is designed as a curb on the wanton activities of Petrillo and his musician's union, is to cut down on the extra fees paid to artists when the programs on which they appear are transcribed for rebroadcast.

This, it can be easily seen, merely prevents those members of these professions who are regularly working and sufficiently established to obtain such work, from fattening their bankrolls still further by extra compensation for the same amount of work.

This is what AFRA is fighting for, and spending money and energy on in lobbying so powerfully against this bill.

Somehow, I—a veteran who returned eight weeks ago from 3½ years in the Army—can find no sympathy for these poor people who are working on the air for fat pay-checks based on $25 for a fifteen-minute program, or for the union that makes such an outcry over the fact that legislation may prevent its obtaining double that fee if the program is transcribed.

It's the old, old story of "them what has gets," and here we find the tireless efforts of AFRA concentrated on adding to the incomes of this minority, the members of which are already making very good, if not fabulous money.

**Majority Underpaid**

I seem to think AFRA could much better occupy itself in worrying about the majority of radio artists in the United States, who are starving or making negligibly wages and getting absolutely nothing for it.

Here in New York there are many, many artists who cannot crack the hundred-dollar circle—who aren't known to the demigods who hand out the work, and who have no satisfactory method of becoming known. These artists are many times as good or better than those who are in the select working circle to which all the money is flowing, but does AFRA do anything to make it possible for them to get their share of the work?

As I said before, I am a veteran, and I've been back eight weeks. I wrote to every network and agency director in town—well over a hundred people. I've had a half-dozen auditions in eight weeks. I have a few more tentatively scheduled for May, and a few vague promises of "in two or three months." And I have mostly unanswered letters.

The auditions I have received have all resulted in favorable reports, and nice chats with directors who charmingly told me I was very good, but that there were so many artists around, and "naturally, I have my friends..." 

**Experienced Artist**

Let me hastily enter the fact that I am not a neophyte or a GI radio artist; I have eleven years on the air, and was an AFRA member before the war, in fact, since 1929.

I have read of various "committees for veterans" and "lists of AFRA veterans" being circulated to try to combat this situation, but I have seen no results. Maybe if AFRA would take time off from sending telegrams to the President, it could do something for its veterans—and not only its veterans, but all of its qualified people who are roped outside the charmed circle. Maybe it could spread some of that work and money around; there's plenty of it here!

Now for my biggest beef of all, out-of-town radio. The people who work outside of New York, Chicago, and Hollywood, and the other places where AFRA has established locals. There is

**OPEN LETTER TO BING CROSBY**

WJAG Asks Him Why He Telegraphed Senators

—On Behalf of AFM President

When Bing Crosby and other AFRA members wired Senators in opposition to S-63, the anti-Petrillo bill, WJAG Norfolk, Neb., took up the matter on its Voice of the People and read open letters to the performers. Letters resembling the following, which went to Bing Crosby, were sent to Bob Hope, Frank Sinatra, Eddie Cantor and others.

Dear Mr. Crosby:

Will you please explain why you telegraphed the Senate of the United States in support of James Caesar Petrillo?

No one has done more to build the radio and screen, take advantage of your public when you allow your name to be used publicly to oppose legislation so widely acceptable as S-63, which has an outcome of muscles and a gun.

When the Senate of the United States votes 47 to 3 for a bill and the House votes 222 to 45, it makes you look foolish to oppose it. Inasmuch as you read this as an open letter over WJAG, we will be glad to read your reply.

WJAG NORFOLK, NEB.
WRITE, WIRE OR PHONE FOR AVAILABILITIES

FREDERIC W. ZIV COMPANY

1529 MADISON ROAD, CINCINNATI 6, O
NEW YORK • CHICAGO • HOLLYWOOD

A new high in transcribed entertainment!

"Sincerely Kenne Baker"

DONNA DAE
Little Miss Rhythm Herself!

BUDDY COLE
And his men of Music

JIMMY WALLINGTON
Your Favorite Master of Ceremonies

THE GRANDEST VARIETY SHOW EVER PRODUCED!

"YOUR PLEASURE PARADE"

A galaxy of stars in the most lavish quarter hour series ever recorded for regional and local sponsorship!

Vincent Lopez
Dick Brown
Paula Kelly
Lillian Connell
Bob Kennedy
Milton Cross
Jimmy Wallington

THE MODERNAIRES

THE GREAT PLEASURE PARADE ORCHESTRA

OTHER CURRENT ZIV SHOWS

- BOSTON BLACKIE
- SONGS OF GOOD CHEER
- MANHUNT
- THE KORN KOBBLERS
- CALLING ALL GIRLS
- EASY ACES
- OLD CORRAL
- WASHINGTON VIEWS AND INTERVIEWS
Durr to Debate Blue Book at Institute

Ohio State May 3-6 Plans Tentatively Announced

FCC COMR. Clifford J. Durr will take part in discussion of the Commission’s Blue Book at the annual dinner May 5 of the Sixteenth Institute for Education and Radio. The dinner and its debate on the “Public Service Responsibility of Broadcast Licensees” report is one of many events scheduled for the May 3-6 sessions of IER at Columbus, sponsored by Ohio State University.

According to the advance program issued by Dr. Keith Tyler, head of the radio education division at OSU and chairman of the Institute, the dinner-debate will be held in the Ballroom of the Deisher-Wallick Hotel with Comr. Durr and a yet-unnamed representative of the radio industry participating. In addition, Roger Baldwin, director of programs; H. B. McCarty, director of WHA, University of Wisconsin station; and Nathan Strauss, president of WMCA New York, have been invited to join the debate.

At General Session

Comr. Durr is also slated to speak on a general session symposium Friday evening, May 5 on radio's reversion and assumption of postwar obligation. Other speakers on this panel will be NAB President Justin Miller; Davidson Taylor, CBS vice president and director of programs; H. B. McCarty, director of WHA, University of Wisconsin station; and Nathan Strauss, president of WMCA New York.

A special session arranged for Sunday, May 5, will deal with “The Implications for Radio of Atomic Energy” as part of University of Chicago program on NBC, 12:30-1 p.m. Panel of scientists to speak includes Reuben Gustavson, vice-president, University of Chicago; Harold Urey, Nobel prize winner and distinguished service professor of chemistry, University of Chicago. Invitation has also been tendered Irving Langmuir of General Electric Research Laboratories.

IER’s advance program lists as invited participants on the atomic subject: Comr. Durr, William Benton, Assistant Secretary of State; William Ernest Hocking, department of philosophy, Harvard University; Karl Koerper, vice-president of KMBC Kansas City; Charles Siepmann, New York University and formerly a special assistant at Ray-Cine-Swing, ABC news analyst; Karl Wyler, manager of KTSW El Paso.

Criticism Panel

On a panel scheduled for 9 a.m. Monday, May 6, under the title of “Radio Criticism” will appear Elizabeth Forsling, radio editor, Newsweek Magazine; Robert Stephan, radio editor, Cleveland Plain Dealer; Thomas McCray, national program director, NBC; William Cline, assistant manager, WZEN. Chairman of the panel is Robert K. Richards, Editorial Director of Broadcasting Magazine.

Agenda for the four-day meeting also includes awards in 14 categories for best entries in the Tenth Annual American Exhibition of Educational Radio Programs, held in conjunction with the Institute. Preliminary judging of some 400 public-service type programs is currently being completed with final judgments to take place just in advance of the Institute.

Registration Rooms

IER headquarters and registration rooms have been set up in the Deisher-Wallick and Neil House Hotels for an anticipated attendance of 1,500.

The advance program, to be supplemented by a final schedule released the very day of the session, lists four general sessions; two special sessions; 12 work-study groups; eight section meetings; eight round table discussions; and meetings of 16 committees, associations and other organizations.

Other personalities to speak at the Institute in addition to afore-mentioned, are: Arno Huth, author, General Electric, Switzerland; Dr. D. H. Frederick Chao, professor of education, National College of Rural Reconstruction, Chungking; Edgar Kobak, MBS president; William Broughton, overseas representative in London, Australian Broadcasting Commission; Benjamin Cohen, assistant secretary-general in charge of information, UNO; D. B. White, CBS director of news and special services; Francis Russell, director, office of public affairs, State Dept.; Christopher Cross, liaison officer, American Broadcasters and Radio Press, Information Department, UNO; William T. Stone, director, office of international information, State Dept.; Alma Kitchell, president of the Assn. of Women Directors and director of women's programs for ABC; John C. Baker, chief of radio service, Dept. of Agriculture; Josette Frank, chairman of the radio committee of the Child Study Assn. of America; Elaine Carrington, writer; R. S. Lambert, supervisor of educational broadcasts, CBC; Rabbi Moše Davids, Jewish Theological Seminary of America; Emory Ellis, director of information, Netherlands Information Bureau; Johnny Johnstone, radio director, National Assn. of Manufacturers; A. A. Schechter, MBS vice president in charge of special events and publicity; Noran E. Kersta, manager, NBC television department.

Topic Schedule

Schedule of topics in the advance program includes:

General Sessions: Origination of “Our Radio Reconverted”, Radio and the International Scene; The Implications for Radio of Atomic Energy; Radio and Inter-Group Understanding; A Progress Report.

Special Sessions: Originals-A Debate on the FCC Report; “Our Foreign Policy”; Television and Education.


Work-Study Groups: College Radio, Community Broadcasts; Children’s Programs; Radio Journalism; The Junior Town Meeting; Music Broadcasts; Broadcasting by National Organizations; Radio and the Negro; Problems of Radio Production; Professional Training for Radio; FM Radio and Education; Religious Broadcasts.

Section Meetings: College Public Relations Broadcasting; The High School Radio Workshop; Broadcasting by Local Youth Organizations; Radio and the Negro; Problems of Radio Production; Public Health Broadcasts; Radio and Veterans Rehabilitation; Women’s Programs.

Round-Table Discussions: Problems of Students, Urban Stations; Crisis in Radio; What Services Can Foreign Information Centers Bring to American Radio?, Radio and Adult Education; Social Responsibility of Radio; Religious Broadcasts; Television Programs and Production; Student Publications; The Social Responsibility of Radio Writers.

Nielsen to Offer Radio Index

If CAB Drops Its Own Service

ARTHUR C. NIELSEN Co. Chicago, has offered the Nielsen Radio Index to all CAB subscribers, if CAB’s service is discontinued [see CAB Committee story, this issue]. The offer, contained in a letter to B. C. Duffy, chairman of the Co-operative Analysis of Broadcasting, from Arthur C. Nielsen stipulated that the offer would be contingent upon CAB providing, or the President or Governor of the Nielsen index. Mr. Nielsen offered to “substantially accelerate” the “normal development” of the Nielsen index, if CAB would agree to his proposals.

Would Improve Service

This would include: (a) expansion to full national coverage of the Nielsen index; (b) increased sample, possibly by thousands of audimeters (device used to test listening habits of families in various wage and social levels); faster deliveries, and expansion to 52 weeks per year of the current 5-week reports, “if desired by the industry”.

Discontinuance of CAB, and the endorsement of NRI, Mr. Nielsen declared, “would give the industry the ‘ideal’ radio research service and achieve this with the cost limits suggested by your committee.”

CAB is unable to provide “adequate measurements” of FM and television, “which will soon be needed very badly,” according to Mr. Nielsen. He criticized “wasteful duplication” of services.

Favor

Surveys

prove Durham prefers one station over all others combined. Naturally that’s the station advertisers . . .

for moving merchandise quicker at least cost. The station that blends the local touch with the best from CBS.

DURHAM


Favor

Owned By
Durham Herald-Sun

Papers

Represented by Howard H. Wilson Co.

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Mr. Buckendahl last week by the Field interests were Arthur W. Kirkham as vice president and director of public events; and Clyde Phillips as assistant secretary-treasurer.

**WDSC GOES ON AIR MAY 1, ON 800 KC**

WDSC Dillon, S. C., now under construction as a 1,000 w daytime station on 800 kc, will begin operations from temporary studios about May 1, according to Henry Sullivan, general manager. Approximately 60 days later he said, station hopes to occupy a new building now under construction on U. S. Highway 501, about 3 1/2 miles south of Dillon.

In addition to Mr. Sullivan, recently released from the Navy and formerly commercial representative of WGTM Wilson, N. C., and program director, WBIG Greensboro, N. C., WDSC personnel will include: Jack Ikner, chief engineer, who left WGTM before Navy service; H. W. Severance, commercial manager, recently discharged from Army. WDSC will be a Mutual affiliate. It will subscribe to UP radio news wire and to Standard Radio’s transcription library service.

**GOSH.. I’m a College Prof**

... or what happens when KTSM teaches in a college .......

Back in 1944, KTSM had an idea. There was, we’ll admit, some head shaking, a few doubts. We decided to teach school. It seemed, then, to be in the public interest to offer students of TCM (a branch of the University of Texas) a course of study in radio. The college liked the idea—asked us to go ahead. We did and directed the construction of a studio on the campus; put our staff members in the classroom as instructors. Today this progressive college is one of the two to offer a complete radio course—a major in radio—8 separate classes—carrying full college credit. This effort—in the public interest—is a part of KTSM’s active and long-range program of service both to radio and the people of this community. This we believe, is real public service.

Geo. P. Hollingbery Co.
National Representative

**KTSM**

**EL PASO, TEXAS**

**HOOPER AFTER HOOPER PROVES KTSM THE LEADER IN EL PASO**

**Broader Coverage By Elliott-Haynes**

Canadian Ratings Now Include Larger Number of Cities

FIRST RATINGS to be released under the reports from a larger number of cities by Elliott-Haynes, Toronto, issued at Toronto, April 16, cover daytime and evening national sponsored program ratings for March in both French and English. The new ratings are based on reports from 1668 telephone calls for English language programs in Canadian cities, instead of the former four cities.

English language programs are obtained by the coincidental telephone method in Halifax, Sydney, Moncton, Montreal, Ottawa, Kingston, Toronto, Hamilton, London, Winnipeg, Regina, Saskatoon, Calgary, Vancouver and Victoria. For French language program calls are now made in Montreal, Quebec, Three Rivers and Sherbrooke. While only sponsored programs are now being rated, it is planned later this year to include national sustaining programs.

Rating reports are to be issued once a month nationally, about the 10th of the month following that in which ratings were taken. Twice monthly regional ratings will also be issued for Montreal, Toronto, Winnipeg and Vancouver.

For March evening national rating Fibber McGee and Molly led in popularity with program rating of 41.2, followed by Radio Theatre 35.1, Charlie McCarthy 35, Music Hall 36.4, Album of Familiar Music 24, Adventures of Ozzie and Harriet 23.3, NHL Hockey (Canadian program) 22.3, Bob Hope 19.8, Green Hornet 19.8, and John and Judy (Canadian program) 19.7.

March daytime national ratings for English language programs gave the lead to George’s Wife (Canadian program) with 22.9, followed by Happy Gang (Canadian program) 21.8, Big Sister 19.4, Lucy Linton (Canadian program) 18.8, and Stars to Be (Canadian program) 17.


**Change of Date**

VISIT of Maj. Gen. William Livessy in a recruiting drive to WOOO Minneapolis was indicative of the sharp contrast in the mode of living today. Approximately a year ago a Bob Woodbury, WCOO commercial editor, was a telephone operator attached to the General’s Dan Powder River Division and conversed with him at an advance outpost deep into German territory in the Po Valley campaign in Italy. Now, General Livessy’s original assignment during his Minneapolis campaign, was the WCCO studios, where Woodbury is continued to a continuity typewriter rather than a teletype machine.
self-synchronizing

finch facsimile

World's Fastest and Most Accurate
Communications Equipment

POINT TO POINT (Mobile or Stationary)

With Finch Facsimile equipment ("Telefax"), illustrated and written messages called Faxograms can be sent at great speed between any two points that can be connected by radio or wire. These points may be stationary (as between factory and office) or mobile (as between ship to airplane or station to patrol car). Anything or everything that can be printed, drawn or written on a sheet 8½" x 11" can be transmitted or received by radio in two minutes or by wire at slightly slower speeds depending upon type of circuit used.

For Full Information write to:
FINCH TELECOMMUNICATIONS, Inc.
Passaic, N. J., U. S. A.  (N. Y. Office, 10 East 40 St.)
BBC May Consider Going Commercial

British Listeners Want Programs On Par With U. S. Radio

By EDWIN H. JAMES

A NY a British radio listener who developed a taste for the slick, quick-witted performances of U. S. radio stars heard in England during World War II has found the heavier BBC programming dull fare since U. S. radio shows, after war's end, left British airwaves to the British. Last week, in New York, a British entertainment expert reported that a growing revolt of listeners and artists in England might well lead to commercial broadcasting soon. John Harding, famed British boxing promoter and general manager of the Mutual of Queensberry's All-Services Club, London, which produced 2,500 broadcasts for Allied troops during the war, spoke his mind on present British radio.

He said his BBC is a pauper by comparison with the well-heeled U. S. radio system. Its only income derived from license fees paid by British radio receiver owners, BBC cannot afford to, for the quality of talent which lavish spenders like U. S. radio advertisers can hire.

Everyone in Britain is hasty to admit that the BBC in wartime did a "superb broadcasting job," said Mr. Harding. Performers, caught up in the patriotic mood, were eager to donate their services to programs which in less critical times for the nation would cost small fortunes. To Britain, with war's end, less critical times have come.

"The artist simply cannot afford to work for radio now," he reported.

Proposed Solution

Solution to Britain's radio dilemma proposed by Mr. Harding, and by many figures in Britain's entertainment business is to devote a portion of each broadcast day to commercially sponsored shows.

"I should say four hours a day of commercial broadcasting would be adequate," he said. Proponents of commercial radio in England estimate that such a schedule would produce 12 million pounds in yearly revenue, enough income to improve the quality of British programs, and also to provide the government with a tidy annual left-over that could be applied against general government expense.

Commercialism Gains

Commercial radio has gained added support among the tax-exempt British people, Mr. Harding said. BBC's government charter expires at the end of this year and its expiration date is regarded by many as the tactical D-Day, when Britain must move to the hitherto ad-free British BBC.

Chief opposition to commercializing British broadcasting comes from the British press, said Mr. Harding, although Prime Minister Attlee has expressed himself against advertising on the air.

All in all, said Mr. Harding, it is likely that Britain's radio listeners next year will be tuning to commercial programs. "What is the alternative?" he asked. He provided his own answer: "The restoration of commercial stations in Europe capable of reaching England with their broadcasts will mean that those stations will be getting advertising money which would be denied to them if commercial radio were in operation."

Mr. Harding thinks that alternative is one which Britain can ill afford to choose.

Obliging Soul

PUBLIC SERVICE must be come ingrained in some station people, like Trafton Roberson, executive. The C. of the WMAL Washington Music Box, was driving to the studio the other morning when he noticed a fire. Driving madly to the suburban Silver Spring fire station, he reported the fire, and quickly stopped the boys from leaping to their engines. "Don't go away boys," he pleaded, "I brought the fire with me. It's here in my car." And the volunteers saved a trip.
When Rex

King of Carnival

in New Orleans

Addressed His Loyal Subjects
MARDI GRAS
The Biggest Show in the Nation Was On WWL

The majestic voice of Rex himself was carried over WWL — and the CBS Network
The Mardi Gras parade — first since 1941 — was described brilliantly by the WWL special events staff and Larry LeSueur and Bill Downs of CBS.

Listeners were transported to one of the fabulous Carnival Balls by WWL.

The WWL “float” carrying WWL's Dixieland Jazz Band held a prominent place in Carnival parade.

Listeners turn to WWL for complete reports on Big Events.

WWL used short-wave pick-up to follow the New Orleans Open Golf Tournament.

Typically — WWL was first on the scene at the February 19th explosion.
HOW WWL ADVERTISES ITS ADVERTISERS

The only New Orleans station using all of these media continuously:

- 24-Sheet Posters
- Street Car Dash Signs
- Newspaper Advertisements
- Point-of-Sale Displays

Folks turn first to....

WWL
NEW ORLEANS
A DEPARTMENT OF LOYOLA UNIVERSITY

The Greatest SELLING Power in the South's Greatest City

50,000 Watts • Clear Channel • CBS Affiliate

REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.
**D.C. Television Set Allocation Cited**

**FCC Rides Again**

THE Federal Communications Commission is up to its old tricks again, trying to interfere with the content of radio programs.

In a current 140-page report on the public responsibility of broadcasters, the FCC takes it on itself to warn radio people that renewal of station licenses and granting of new ones will depend henceforth on what is vaguely described as a station's service to its audience. Elements of this service, it then appears, include the amount of commercials put on the air by a station, the amount of time given to discussions of public affairs, and the actual character of some of the entertainment features. A solemn curse is put on soap operas and excessive commercials. Then the FCC piously disclaims a desire to regulate radio programs, and calls for “forces outside the broadcasting industry” to do the regulating via criticisms and objections.

Holding no brief at all for the bad taste of certain soap operas and commercials, we think nevertheless that the FCC still suffers from its long-time itch to control radio broadcasting; to censor programs; to tell radio what it may and may not put on the air. The FCC has been slapped down on this score by an angry public on previous occasions, but it is in the nature of bureaucrats never to stop trying to expand their powers.

This is the same Commission that recently, and against the advice of various outstanding scientists in radio, booted frequency modulation (FM) radio off its long-occupied 50-megacycle wave band. If this ruling sticks, more than 400,000 existing FM receiving sets in this country will be made obsolete from the standpoint of FM reception; FM service will be prettymuch confined to city areas; and truly effective broadcasting will stay largely in the hands of four big networks.

Radio's tens of millions of U.S. listeners had better get up on their hind feet and fight these latest FCC moves to arrogate radio-program control to itself and to destroy the brilliant promise of FM radio. One way to fight is to clip this Collier's editorial and send it to your congressman or one of your senators with any remarks you feel like adding.

If the public doesn't fight, as it has done in the past, the FCC encroachments will go forward, and a time can come when the FCC will be admonishing Mortimer Snerd to smarten up, or gagging Walter Winchell or Raymond Swing, or kicking some immensely popular comedian off the air because the FCC doesn't consider him an elevating influence. The upshot can be U.S. radio programs as dreary and depressing as most of those of the British Broadcasting Corporation, a government-controlled concern than whose offerings there are notoriously none duller on this earth.

Congress should long ago have taken away from the FCC its life-and-death licensing power over radio, and confined it strictly to the duties of an umpire among stations in the matter of assigning wave bands. The only proper censor for radio, as for the press, is the public. To set up any other control is to violate the Constitution's guarantee of freedom of speech.

There may have been some excuse during the war, though we doubt it, for postponing drastic reform of the FCC till after the war. The war is over now, and reform is overdue.

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**An Editorial Reprinted From Collier's**

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**BROADCASTING • Telecasting**
Government, Video Celebrities At DuMont Wannamaker Debut

FORMAL opening of the world's largest television studio, Studio A of the John Wannamaker studios of WABD, New York video station of Allen B. Du Mont Labs., was held last Monday evening, with appropriate ceremonies and a guest list of 400 video celebrities.

Program, originating in part at WABD and in part at W3XWT, Du Mont experimental video station in Washington, also inaugurated the first permanent commercial hookup between two video stations, linked by the coaxial cable recently installed between New York and Washington by AT&T. A third station, WP3T, Philco's video transmitter in Philadelphia, also broadcast the two-hour program, but received it by radio relay from New York.

O'Dwyer Prediction

Ceremonies were in keeping with the video milestone marked by the opening of the studios, on which more than half a million dollars had been spent in converting the auditorium of the department store into the most modern of present television studios. Grover Whalen was master of ceremonies. Mayor William O'Dwyer of New York hailed the opening as a sign of the city's destiny to become the television capital of the nation.

Dr. Que Tai-Chi, former acting president of the United Nations Security Council, saw the occasion as the beginning of a development which "will materially help bind together peoples of the world into a single family," Gov. Walter E. Edge of New Jersey expressed the pride of that state in Dr. Allen B. Du Mont, whose video inventions were developed in his laboratories in Passaic, N. J.

Dr. Du Mont said that "in a few months television receivers will be available in substantial quantities so we may safely say that this year, 1946, will see the start of commercial television. Next year, 1947, should see the extension of networks moving across the country, the installation of numerous television transmitters in other cities and a further increase in television receiver manufacturing," he declared.

Better Understanding

Leonard F. Cramer, Du Mont vice president and director of the company's television broadcasting division, pointed out that the new studios are functional as well as beautiful and said: "Their magnitude and extreme flexibility is an opportunity and a challenge to the television program producing fraternity."

Speaking from Washington, Senators James M. Mead (D-N.Y.), Albert W. Hawkes (R-N.J.) and Brien McMahon (D-Conn.) viewed the advent of the Washington-New York video hookup as the forerunner of networks that soon will enable the citizens of the country to check up on their elected representatives by watching them in action and that eventually will permit an actual exchange of views between peoples of the world, leading to a better understanding of each other and therefore to a friendlier international feeling on all sides.

Following the addresses, the opening night audience witnessed a dramatic fantasy Experience and a new quiz show Let's Have Fun. The latter was sponsored by C. F. Mueller Co. and featured a dramatic commercial in which the sponsor's macaroni was cooked, served and eaten while the audience watched.

From Monday on, new studios are being used for the presentation of nightly telecasts, Monday through Friday, 8-9:30 p.m., for ticket-holding spectators. During the daytime, visitors to the department store can visit the studios to watch rehearsals or examine studios and equipment. Balcony surrounding three sides of Studio A has seats for 400, standing room for 300 more. Casts and crews can be watched on the studio floor, with picture being telecast observable on large receiving screens hung in front of the balcony, adjacent to speakers bringing the audience the sound as well.

GOP Chief Hits Federal 'Control'

Press Club Hears Reece Speak On Radio, Press Freedom

FREEDOM of the air will be dead if any governmental agency is ever permitted to control radio programs, in the opinion of Rep. B. Carroll Reece (R-Tenn.), chairman of the Republican National Committee.

Firing the opening gun in the GOP campaign to win control of the House next fall, Mr. Reece, in an address before the National Press Club, warned against any government infringements on freedom. He made it plain that the Republican Party will campaign on the issue of freedom of radio and the press, among other things.

"Many of you have noted an increasing tendency on the part of the Administration to exercise more and more governmental control in fields where such control can be justified," said the GOP chairman. "Many of you, I assume, are interested particularly in the maintenance of freedom of the press. You have, in recent years, seen many infringements upon that freedom.

"I am sure many of you are familiar with similar attempted infringements upon the freedom of the air. If any governmental agency is ever permitted to control the radio programs, then freedom of the air will be dead."

He said that while "so far no serious damage has been done," the time to prevent the destruction of the edifice of freedom is before the foundation has been undermined." Mr. Reece said Republicans both in and out of Congress "have been vigilant in opposition to attempted infringement upon such basic rights as freedom of the press and of the air."

However

A Good Song

To Hum

... but in reality homes in the Amarillo area are tremendously hard to find due to the expansion this major Texas market is enjoying. As for the buffalo, his roaming stopped many years ago and the few deer and antelope left in this section are so busy dodging construction gangs they have little time to play.

Howe
d KFDA

... can give you access to thousands and thousands of homes where they will deliver your sales message to a receptive buying audience on a low cost per listener basis. For the latest data write us direct—or see a John E. Pearson man.

A Home—
Where The Buffalo Roam—
And The Deer And The Antelope Play—

Oh Give Me
A Home—
Where The Buffalo Roam—
And The Deer And The Antelope Play—

A Home—
Where The Buffalo Roam—
And The Deer And The Antelope Play—

A Home—
Where The Buffalo Roam—
And The Deer And The Antelope Play—

A Good Song
To Hum

Du MONT Wannamaker Studio A, of television station WABD New York, showing audience at opening telecast, April 15. Note viewing screens and speakers suspended above studio so audience in balcony can witness scene as it goes on air as well as watch pickup on studio floor.

MONT Wannamaker Studio A, of television station WABD New York, showing audience at opening telecast, April 15. Note viewing screens and speakers suspended above studio so audience in balcony can witness scene as it goes on air as well as watch pickup on studio floor.
Chiton-clad Spartans had no salesman as persuasive and far-reaching as WSPA's Farmer Gray. But the people in the 16-county WSPA Piedmont have...and persuasive Farmer Cliff Gray sold them 57 units of Ford-Ferguson tractors and Mercury and Ford cars within 60 days after the Pierce Motor Company took over sponsorship of Cliff's Monday through Saturday program, "The Piedmont Farm Hour". The average price of these 57 tractors and automobiles was $1500! The total sales: $85,500.

Farmer Gray's sales formula is simple: Monday through Saturday at 1:15 p.m. he talks to his affluent listeners in the WSPA Piedmont about the problems peculiar to Piedmont farmers. His talks are friendly and helpful to the farmer—and to the Pierce Motor Company's upjumping sales curve.

We've got other selling Spartans on WSPA, too. And the 151,458 families served by WSPA are the perfect audience for them...and for you. But then, the WSPA Piedmont is an advertiser's paradise. A paradise that is "one of the best-balanced sections in the entire country"

And WSPA swings the balance your way.

WSPA
SPARTANBURG,
SOUTH CAROLINA

Represented by Hollingbery
5000 watts day, 1000 watts night, 950 kilocycles
Walter J. Brown, Vice-Pres. and Gen'l Manager

CBS station for the Spartanburg-Greenville Market
HERALD NAMED HEAD OF JEWISH APPEAL

GEORGE HELLER, national executive secretary, American Federation of Radio Artists, has been named head of the Radio and Stage Artists Division of the United Jewish Appeal of Greater New York. Co-chairmen, cooperating with Mr. Heller in the drive, are: Harry Ackerman, vice president and radio director, Radio City, New York; Carter Blake, 20th Century-Fox Film Corp., New York; Walter Craig, vice president and radio director, Benton & Bowles, New York; Bert Lytell, Equity Corp., New York.

Executive committee includes: I. S. Becker, assistant director operations, CBS; Myron P. Kirk, radio director, Arthur Kudner Agency, New York; John MacDonald, vice president in charge of finance, NBC; Elliott Sanger, WQXR New York; Morris Schrier, Music Corp. of America; Charles Stark, general manager, WMCA New York; Mary Margaret McBride, Minerva Fious, James Reilly, League of New York Theatres; Jessica Dragone, Joan Edwards, Helen Hayes, John B. Kennedy, Tom Revenge, Quentin Reynolds, Kenneth Roberts, Gladys Swarthout and Earl Wrighton.

COL. SIMSON HEADS IRAC MEET MAY 2

Federal Assignments Above 100 mc Being Channeled

INTERDEPARTMENT Radio Advisory Committee, made up of representatives of government agencies identified with radio, on May 2 holds its first meeting, since election of its new officers, to consider accumulated government frequency problems which have developed in the transition from war to peacetime operations.

Col. A. G. Simson, former Army Signal Corps Reserve officer, representing the War Dept., is the new chairman, having been elected at the April 4 meeting of IRAC to succeed Commodore E. M. Webber, Communications Chief of the U. S. Coast Guard. New vice chairman is Dr. J. H. Dellingler, Chief, Radio Section, Bureau of Standards, Marvin A. Price, FCC allocations engineer, continues as IRAC Secretary.

Active Since 1939

Col. Simson, identified with IRAC activities since 1939, has represented the War Dept. on the Committee itself for more than three years. Prior to that he was a Dept. of Agriculture representative. He recently resumed civilian status after having served as Chief of the Communications Liaison Branch, Office of the Chief Signal Officer.

Commendments. M. Grider, USN, alternate Navy member, was elected chairman of the IRAC Technical Subcommittee for a two-year term, succeeding Lt. Commendor A. L. Budlong, USCGR, who remains a member of the committee.

IRAC functions as the Federal Government's frequency assignment organization, making its recommendations for allocations directly to the President. Its relationship to government radio allocations corresponds to that of the FCC in the nongovernmental sphere. It has a membership of 12 government agencies and holds monthly meetings. It is currently engaged in channeling government assignments above 100 mc.

ABC Leads in Daytime Sales, Ratings, Is Claim

LETTER from ABC's vice president in charge of sales, Fred M. Thrower Jr., to agencies and advertisers last week pointed to ABC's record as leading all other networks in time sold and ratings earned by daytime programs and advised that only one hour and 15 minutes of daytime segments were left open for sponsorship.

A schedule of ABC's daytime programs, showing those sponsored and those still for sale, accompanied the letter. To his correspondents, Mr. Thrower said: "Look over this new revised daytime schedule for the daytime periods still available. There's a valuable franchise here for you—if you act now, before the sun goes down."

GET FDR ALBUMS

NBC's COLLECTION of Roosevelt speeches and letters, "Rendezvous in 4th Destiny," was presented to Josephus Daniels (left), his lifelong friend, by Richard H. Mason, manager of WPTF Raleigh.

RECIPIENT of two-volume work was Mayor O'Dwyer (left) of New York, with James M. Gaines, manager of WEAF New York, making presentation.

DAILY DEVOTIONALS

APRIL 15 WSGN Birmingham, Ala., began series of Monday through Friday devotional programs in 6:45-7 a.m. Programs are conducted by representatives from every faith, each of whom is in charge of services for an entire week. Titled "Morning Devotions," series has been preceded by newspaper promotion features and follow-up biographical sketches of participating representatives. In addition postcards are mailed in advance to the congregation whose minister is conducting the program.
Newest Idea In Radio

THE MARKET BASKET is a new idea, custom-built both for advertiser and listener. It contains a host of free gifts (mostly products advertised on the show). It’s presented each weekday morning to a surprised and pleased housewife who is interviewed in her own home. During the interview, your product gets a very favorable mention, in addition to your regular commercial. All this is part of The Shoppers Special, biggest early morning show in Hartford, from 7 to 9 a.m., with live band, local color, comedy, recordings, weather and time reports, UP and AP news. Write for full details.

Send for Brochure
An 8-page brochure, describing all the features on The Shoppers Special. Copyright 1946, WDRC Inc.

Speaking of the “Market Basket”
Featured on The Shoppers Special

* * * * One feature of this show deserving accolade for its effective merchandising is the home interview bit tagged “The Market Basket.” To station manager Walter Haase goes commendation for originating it. On two different occasions during the show, a mobile unit with two announcers is sent out to different unscheduled neighborhoods. Announcers Jim Garrett and Jean Chesley give a running account of events leading to interview, and then of question and answer period. They climax their bit by giving away merchandise from a market basket, with commentary on each item. Merchandise is that of show’s sponsors. Originally this bit was given once each a.m. Overweight with sponsors and products, it was split into two slots each morning. It’s a double-edged merchandising bit and has strong potentialities for development into a net show. It’s an intimate homey bit, with refreshing audience appeal. Okay handling by Garrett and Chesley helps. Eck.

WDRC
HARTFORD & CONNECTICUT
WDRC-FM

April 22, 1946 • Page 49
**CHANGES SUGGESTED IN SURPLUS SALES**

IMPROVED advertising practices are needed if the confusion in sale of surplus war property is to be remedied, President Truman was informed Wednesday by Howard Bruce, Baltimore industrialist assigned to survey the whole surplus situation.

A manual with general rules for advertising is being prepared by War Assets Administration, agency charged with sale of surplus goods, the President was told. Mr. Bruce recommended that radio speeches be used to inform the public of the surplus situation and covering different phases of the entire program.

In a section of the report devoted to electronics items, Mr. Bruce said the anticipated $1,300,000,000 of electronics surplus expected to stem out of the surplus this year may be greatly increased. Explaining the agency method of electronics surplus disposal, he said:

"The principal channel for disposal is through a group of something over 100 manufacturers. The contract through which these manufacturers operate is unusual in the fact that it appears that we have sufficient incentive for sales nor does it involve a penalty for lack of sales.

"I have not dug into the subject deeply enough to know how this character of material should be put on the market but I strongly recommend that the contract be investigated by a group from the WAA as the operations under the contract up to date are certainly unimpressive in the amount of sales made and impressive due to the fact that out of the sales the Government receives only 53%."\(^1\)

**CBS-BBC Exchange**

NEW CBS-BBC international exchange series, *Yours Sincerely,* will start April 29, CBS, 12:30-1 p.m., featuring Charles Collingwood, chief CBS correspondent at the UN Council sessions in New York and Wilson Midgley, BBC, London. Program, replacing *Transatlantic Call,* which terminates its series on April 21, will present letters on any subject of mutual interest from volunteer correspondents in each country, to be delivered to the other nation by acting mailmen, Collingwood and Midgley. As series develops, CBS and BBC hope to personalize the program by switching from the New York and London studios to stations near the homes of the letterwriters, who may read their own missives to Britain or America. Robert Heller, who has conducted *Transatlantic Call* on CBS, is producer of new series with Albert Ward as director and Godfrey James, BBC producer.

**FTC Charges**

CHARGES of misrepresentation in radio and other advertisements have been issued by Federal Trade Commission against David M. Lorens and Bernhard W. Allen, a co-partnership trading as Arbis Food Products Co., Kansas City. FTC announced the charges last Thursday, alleging that in advertisements of *Spark-O-Life,* a vitamin product, the firm falsely represented that it has a therapeutic effect in the treatment of rheumatism, arthritis, neuralgia and headache and certain other disorders which "would not be corrected, relieved or cured by a vitamin product such as the respondents'". The firm has 20 days to answer the complaint.

**WKRZ Brings MBS To 300 Affiliates**

Oil City Station Joins Net April 27 With Ceremonies

MBS which long has led other networks in the number of affiliated stations will welcome the 300th affiliate to the list April 27.

Mutual's newest acquisition is WKRZ Oil City, Pa., owned and operated by Kenneth E. Renne-kamp and managed by Russell E. Shetler. Current construction of WKRZ has been on the air since February on 1340 kc with 250 w power.

Edgar Kobak, Mutual president, disclosed that including WKRZ 55 stations had been added to the Mutual chain since Jan. 1, 1945, when he assumed direction of the network. Mutual's leased telephone lines linking its 300-station chain now total 20,697 miles.

The network planned an ambitious promotion campaign to welcome WKRZ and special floating network broadcast of capsule versions of its most popular shows from 8 to 9:30 p.m. April 27.

In announcing the addition, Carl Haverlin, vice president in charge of station relations, said the network had pursued a policy of "extending its service to Main Street, America."

"As a result," said Mr. Haverlin, "Mutual programs are carried on some 200 single station markets. These . . . markets are important individually but embracing, as they do, well over 5 million radio homes, they constitute collectively a selling force of incalculable power."

**INSIDE STORY**

MBS-Army Series Tells History

**Of Occupation in Japan**

SHOWING how radio can be and is being used to educate and to encourage the growth of democracy, the Army-produced *Inside Radio Tokyo* starts on Mutual, April 27, 12:30 p.m. It will tell a general story of the Japanese occupation, with special emphasis on radio's part in the job.

The series is done with the cooperation of Brig. Gen. Ken Dyke, chief of the Civil Information and Education Division, and former vice president and former director. The series is done with the cooperation of Brig. Gen. Ken Dyke, chief of the Civil Information and Education Division, and former vice president and former director.

**Diamond Voices**

**BASEBALL SPONSORS**

baseball back again as major and minor leagues get under way. New contract, for 26 weeks, was discussed with WEET by Jimmy Fox (right), ex-big leaguer. Taking part are Ed Tarler (left), of Tarler & Skinner, agency, and Sidney Govener, president of T. Noonan Sons, Boston.

**MORE NOTES ON PERSONNEL**

With the resignation of J. G. Patridge effective April 15th, Jimmy Vandiveer has been appointed Public Service Director, and Dean Molxley, Promotion and Publicity Director for the Station. These departments were all under Mr. Patridge prior to his resignation.

**CBS-BBC International Exchange Series, "Yours Sincerely,"**

*Yours Sincerely,* the new CBS-BBC international exchange series, will begin on April 29, broadcasting from New York and London studios.

** Charges of Misrepresentation in Advertising**

Variety's decision serves to confirm what we've been telling advertisers for a long time—

WE'RE PITTSBURGH'S AGGRESSIVE STATION

KQV 1410 KC—1000 W

Permit for 5,000 watts granted and transmitter construction under way.

NATIONAL REPRESENTATIVES

WEED & COMPANY • NEW YORK • CHICAGO • SAN FRANCISCO • HOLLYWOOD • DETROIT • BOSTON • ATLANTA
America's Front Line Defense

The security and destiny of Nations chiefly rest in their schoolhouses.

Intelligent liberty, which springs from the development of America’s citizenry through front-line fortifications of learning, offers National safety as a rich reward.

It is because we believe wholeheartedly in this doctrine of American education that Fort Industry stations are proud to cooperate with the institutions of learning in the communities we are privileged to serve.

THE FORT INDUSTRY COMPANY

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<tr>
<th>Station</th>
<th>Power</th>
<th>Network</th>
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<tr>
<td>WSFD</td>
<td>5,000 Watts and NBC</td>
<td>TOLEDO, OHIO</td>
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<td>WAGA</td>
<td>5,000 Watts and ABC</td>
<td>ATLANTA, GEORGIA</td>
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<td>WGBS</td>
<td>10,000 Watts and ABC</td>
<td>MIAMI, FLORIDA</td>
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<td>WWVA</td>
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<td>WHIZ</td>
<td>250 Watts and NBC</td>
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If it's a Fort Industry Station you can bank on it!
Program Report: VI

FOR FIVE years—during the war and since V-J day—there has been little news about facsimile, FM and television have been in the forefront. Facsimile often has been alluded to as the “sleeper.” It didn’t slumber during those war years.

The phenomenal strides of this mode of record transmission by radio are just becoming known. A few days ago the FCC witnessed modern “radio newspaper” transmission as developed by two well-known inventors. They have seen the John V. L. Hogan system and that produced by Capt. W. G. H. Finch. Experimentation has gone on separately and quietly. Others, yet to be heard from, are in the field.

What does the future hold? If tabloid size pages can be transmitted by radio facsimile, pictures and all, and laid down in the home at the rate of a page a minute or better, why not the electronic newspaper? Technical feasibility of such transmission has been demonstrated. There appear to be no insurmountable problems as to allocations, for facsimile uses a narrow band spectrum. Public acceptance hasn’t yet been proven. More will be known after the American Newspaper Publishers’ Assn. holds its convention in New York this week, where newspaper publishers can appraise the high-speed transmissions at first hand.

But there is more to ponder than this great technological advance. Here lies a fair investment in olutionized newspaper publication. Once news is transmitted by facsimile, the newspaper so produced immediately comes within the purview of governmental regulation—regulation by the FCC, if you please.

Now apply the FCC’s Blue Book to facsimile. The Blue Book relates to program content and balance. It was written presumably for an oral transmission—AM and FM. It obviously applies to eventual television. Can there be any doubt as to its ultimate applicability to facsimile?

The spoken word, we have often contended, is the equivalent of the printed word. We have described radio as “audible journalism.” With the advent of television and of facsimile, there will be visual and printed mass transmission of intelligence.

The FCC argues it isn’t interfering with freedom of speech or of the press in its latest excursion into program content. It abhors mere mention of censorship as even remotely involved. It contends it is not dealing in individual programs but in program types.

That argument, however contrived, goes out the window when news is transmitted visually or on the printed page. For the newspaper then must be licensed. Would Congress stand for control beyond the mere physical aspects of allocation and technical operation? Where would that vaunted Freedom of the press be if the terms of the Blue Book be thus made applicable, as they inevitably must if the Commission’s power is upheld, or if the procedure becomes effective by default because of failure to contest it in the courts or in Congress?

To date, the nation’s publishers have maintained an ominous silence on the FCC’s usurpation of censorship powers. The first real sign of recognition of the threat to the press comes this week in Collier’s. (See editorial and cartoon, page 45.)

If the power to control radio programs is yielded now, it will expose our democracy to grave dangers. Evidently there’s no broadcaster willing to lay his license on the line to test the FCC’s power to invoke the terms of the program report. NAB President Justin Miller calls it regulation by “acquiescence.”

The nation’s editors and publishers, when they contemplate the miracles of facsimile, and of FM and of television this week, would do well to consider also the questions posed here of licensing and regulation. It behooves them to study that Blue Book. Then let them determine whether freedom of radio and freedom of the press, in this age of electronics and atoms and, as Bill Paley once put it, “regulation by the lifted eyebrow,” are one and the same.

QUICK START FM proponents are finding things increasingly tough. Just when it appeared that allocation obstacles had been surmounted, the CPA construction ban was sprung. Then set manufacturers decided they would hit the ready AM market first, preferring only 9% of their 1936 production (1,800,000 receivers) for FM models. Now the FCC erupts with its “one to a customer” thesis, which will do anything but encourage those who pioneered AM to invest heavily in FM until the smoke clears. Everybody seems to be for FM, but too many folks seem to be dragging their feet.

Time Trouble

ALL OVER the nation, station and network programming departments are wrestling with the semi-annual time change. This will be the first onset of the old familiar chaos since the war. During the war, we were on national day-light saving time throughout the year by Act of Congress.

There is a period preceding each of these spring-fall tilts with the clock in which voices loudly and for relief-thought legislation, through Presidential decree, through any means that will stand up in law. Such was the case this year. (See story, this issue.)

This year we undertook a study among advertisers, agencies and broadcasters to determine what, if anything, could be done to alleviate the expensive and agonizing problem. We found a smattering of ignorance on the subject. Many of those with whom we talked did not understand the implications, and consequently could make no intelligent suggestions for improvement.

That there is nothing that can be done at this late date—six days before the appointed hour—to establish uniform time during 1946. But efforts should begin now, through the NAB and all other available channels, to bring home to listeners—as well as to those directly concerned in the medium—the gargantuan difficulties which beset radio when the clock changes. Perhaps then, in 1947, there will be sufficient understanding of the problem to impel its solution.

Railroads operate on uniform time the year-round. Why can’t radio?
We define "IN THE PUBLIC INTEREST" as the successful communication of local and national ideals (economic, social and cultural) according to the peculiar needs of each station's listening audience.

It is a democratic function, free from bias or selfish interest and inseparable from every phase of station operation.
Respects
(Continued from page 51)
U. of Minnesota as instructor. In the Twin Cities he got into consulting work with WCCO, at the time managed by Earl Gammons, now CBS Washington manager. Carl Burkland, WTOP Washington manager, was sales manager of WCCO.

By 1937 he had become an assistant professor and was teaching applied psychology, personnel, advertising, and similar courses. Ohio State U. persuaded him in 1940 as assistant professor in charge of 15 instructors. There he taught a course in advertising and attitude measurement, and maintained his interest in broadcasting research.

The most important call of all came in the summer of 1941—a call from Col. William J. Donovan, then Coordinator of Information. Col. Donovan wanted to set up a school to train espionage agents. First he had screened trainees; then Coordinator of Information. Col. Donovan wanted to set up a school to train espionage agents. First he had screened trainees; then

NATHAN W. BRANDON, after more than four years in the armed forces and released as captain, has returned to the Broadcasting Co., with its 50,000 watts, is being built outside of Las Vegas, Nev., by Frank Sinatra and part owner of the new station, for a vacation and business trip.

WILLIAM BANKS, president of WHAT Lincoln, has been placed on inactive duty. He was public relations officer, Middle Pacific Theatre, in charge of OSS activities. His father being a specialist in building new congregations and churches. At the Temple Emanu-El, New York, was presented to General Gordon Gray, vice president and general manager of WDGY, whose station. He has not announced future plans.

Mr. Brandon

Mr. Brandon

Sinatra Hotel
A MILLION DOLLAR resort hotel with broadcasting studios and facilities, is being built at Las Vegas, Nev., by Frank Sinatra and associates. Resort is already under construction and is expected to be completed within the next 12 months, according to Albert Pearlson, attorney for Mr. Sinatra, who also is associated with project. Stanley Barke is president of operating company. Hotel will be located ten miles outside of Las Vegas on Los Angeles highway. Leased wires will be maintained by major networks for the broadcasts, Mr. Pearlson said.
Whether it's finding the owner of a sum of money or locating a stolen truck, WGAN renders an effective community service to its many listeners in the State of Maine.

Late in the afternoon of March 7th, while crossing Federal Street in Portland, Maine, Police Inspector Flaherty found a key case containing $82.37. No identification was found in the case and no one reported the loss. Next morning it was still unclaimed!

Then Inspector Flaherty turned to WGAN for help in locating the owner. At 9:45 a.m. the first flash went out over WGAN.

At 9:57, just 11 minutes later, Mrs. E. Kenneth Fields arrived at Police Headquarters to identify her key case and money!
Advertising Heads Form N. Y. Agency

Ridgway, Ferry & Yocum Inc.

Plans Are Announced

FORMATION of a new advertising agency, Ridgway, Ferry & Yocum Inc., with offices located at 595 Madison Avenue, New York, was announced last week. Officers of the new firm are: Trel Yocum, formerly executive vice president and director, Compton Advertising, New York, chairman of the board; Thayer Ridgway, formerly vice president, Leonard & Mitchell, New York president; Robert R. Ferry, formerly assistant director, OWI, executive vice president.

Company is organized on a five-point platform:

1. Agency proposes to cost account its services. There will be a minimum fee and a maximum profit level. Net profit on all billing in excess of $500,000 will be divided on a 50-50 basis with the client, whose share of money will be retained by the agency as a reserve pool for extra services, such as market research, research, etc., to be applied to the account in question. "No part of this credit may be used for commissionable space, talent, etc., nor revert to the client," agency states.

2. After a 6% annual payment on the capital investment made by the three principals, all agency net profits are to be divided among all employees in proportion to the percentage of the payroll each employee's salary represents. The minimum of highly skilled people, the agency states, "is necessary to develop a sales organization which will be equipped to handle all accounts efficiently and well.

3. Agency staff, to be kept to a minimum of highly skilled people, will have freedom to purchase outside talent in all fields, and will be selected on the basis of their proper training, and of their skill in creative advertising.

4. Arrangements with outside specialists for work in accounting, merchandising, sales promotion, market, product and consumer research have been made by the agency which will act as the coordinator of these specialized services, bringing them into their proper place in the overall distribution and public relations program.

5. Company will limit number of accounts to those which can be serviced by its principals.

Plans for spot radio are being considered for Riggio Tobacco (Regent cigarettes), one of the accounts which the agency now services. Other accounts handled by the firm include Bacardi Imports, New York, and Fuller Houses, Wichita.

With Radio Branch

CAPT. LEONARD SCHMIDT, who has been in radio public relations in Manila and Tokyo with the Army, is now in the Radio Branch, Bureau of Public Relations, War Dept.

Commercial

Letter to Editor:

What Is Public Service?

EDITOR, BROADCASTING:

Have recently read March 25 copy of BROADCASTING, page 46, article re "What Is Public Service?", with picture showing Ralph Edwards from "This is Your Life" with a check signed "in the interest of the National Foundation for Infantile Paralysis."

You said it, Howard London... this IS pub service.

The Commission [FCC] stresses the importance of licensees fulfilling their obligation in the interest, convenience and necessity. In its latest filing against the broadcasters (139-page report and request) does it give the licensees any opportunity to mark down their virtues in the interest, convenience and necessity? You know darn well the Commission doesn't give you a leg to stand on—they're very lenient in allowing you to report the public service announcements which amount to a hill of beans against the excellent programs that are aired every day of the week in the interest, convenience and necessity.

Public interest programs may be network distributed or even syndicated; they may be used with transcriptions or recorded music; but how do you have to report them? Are not programs of this type in the public interest or do only announcements count?

Another thing... we do operate in the public interest and anything that is in the interest of the public is also a service to the public; however, radio not being a common carrier, we do not perform public service in the true sense of the word, but do perform in the interest of the public as a service.

I do not know—your guess is as good as mine.

Yours truly,

Joe Spring, Manager

WASK Lafayette, Ind.
Month after month and year after year, Hooper ratings have stamped WTAG as the unquestioned leader among radio stations in Central New England. The Index for January - February, 1946, proves the point as forcefully as ever. Total rated time periods give WTAG a rating higher than that for all other stations heard in the area combined.

### HOOPER STATION LISTENING INDEX

**Worcester, Mass.**

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PAUL H. RAYMER CO. National Sales Representatives

WTAG

AFFILIATED WITH THE WORCESTER TELEGRAM-GAZETTE

BROADCASTING • Telecasting

April 22, 1946 • Page 59
Fred Reinhardt, formerly WJFF El, program director has been named station public relations director for charge of all listener in- terest programming. In addition he will assist majority of local newscasts.

Douglas Hadley, sportscaster, succeeds him as program director.

David Kent Harris, former announcer and newscaster at WNHC New Haven, Conn., has been appointed program director of the station. William H. Graham has joined announcing staff.

Jim Foster, former chief announcer of WXWHO, is now program director of KQF Wenatchee, Wash.

Millie Price, formerly with WKBW Buffalo and WOR New York, has been added to continuity and program staff of KOA Colorado. Oklahoma City, Okla., has added new “Lazy Housewife’s Program.”

Charles F. Thorntin has joined announcing staff of KGO, Omaha. He transfers from WFTO Kinston, N. C., where he had been for five years in service Army Signal Corps.

J. Paul Reed, released from the Army Signal Corps, has been added to staff of KDFK Grand Junction, Colo., as writer, announcer and organist.

Dean Andrews, program director of WTTM Trenton, N. J., has started a weekly class in script writing and radio production for retention school teachers.

Richard Coughlan, formerly with WMEX and WOOP Boston and Army veterans, has joined announcing staff of WIS Columbia, S. C. The LOUIS LAND OF THE IWS program department, are stationed at University of South Carolina.

RAY A. FURR, WIS program director, is conducting a weekly series of radio classes in station studios for university students.

Carol Pauker has joined KQW San Francisco sales.

Betty Mears, KOMO Seattle script writer, May 1 joins NBC Hollywood as writer.

Ken Woods, formerly with KFPI Klamath Falls, Ore., has been assigned to announcing staff of KFMM Marion, Ohio.

Al R. Robb, NBC Hollywood assistant program director and package sales manager, is on his duties fol- lowing an illness that kept him at home for eight weeks.

Harry Krizman has been assigned producer of CBS “Forever, Ernest,” re- placed as producer for “Yor, Pimple, Pimple” April 28, Emerson Drug Co. (Bromo- Seltzer), is sponsor. Jack Ferrar will be writing and supporting the production, by ARTHUR Q. BRYAN and LUCILE TUTTLE RUSSELL.

JOHNNY DESMOND, CBS announcer will be writing his own show “Johnny JOY will announce. Show is packaged by CBS News, Dubai Productions, Holly- wood, BDDO New York sales company dealing (Cookie)

Bob Greene, CBS Hollywood an- nouncer now in armed service and who had been inducted at WCAQ station on AFRS station in New Delhi, India, returns to his post in the U. S. Upon discharge he returns to CBS.

J. DONALD WILSON, ABC Western Di- rectorial (DC), has been reassigned and pro- duction, has returned to his network duties after a nervous breakdown which confined him to his home for more than a week.

Bert Winn, for more than four years with OWI and prior to that program director ERB, is now production manager of Hawaiian Broadcast- ing (KBG KETU KHBC), and headquartered in Honolulu. In addition he is now daily four hour day mor- on-the-street interview program, “Main Street, T. H.” on that regional network.

Larry Berns, producer of CBS “Jack Armstrong” for a short time, died of a heart attack which occurred just prior to his 30th birthday.

Rouen James Westcott, released from AAF as captain, has been ap- pointed public relations manager of a Hollywood continuity department. He supervised the news department of WOR New York.

Prior to service Mr. Westcott was on CBS Hollywood editing staff.

K. G. Shawlins, released from the Navy as lieutenant, returns to KFI Los Angeles for production work.

Edgar (Cookie) Fairchild, radio and film musical director, is recovering from surgery which occurred Feb 4.

Henry Gladstone, WOR New York announcer, has been commissioned by Clinton Anderson, Secretary of Agriculture, for sponsoring a prize competi- tion for the best food-saving menu submitted by students in the New York public schools.

Donald Chartier, formerly with WPCF Fayetteville, N. C., announcing staff of WSPA and WSPA in the Marine Corps and Army, respectively. Recent addition to the announcing staff include JOYCE and JUANITA HOLLAND.

Frances Langford, vocalist, with- draws from NBC “Bob Hope Show” at current contract has been re- signed. Following proficiency in the fall.

Elon Packard and Stan Davis have been added to the writing staff of NBC “Teddy’s Tavern.”

LARRY CRISMAN, WOR New York, announcer and m. c. for “Farm Round- up” show, is first veteran student at the University of Wisconsin to take advan- tage of Public Law 202 for giving veterans on-the-job training. At WIBA he is assisting with production of “East by East,” local variety show.

Murry Wagner, CBS Hollywood an- nouncer, has been added to staff of New York’s Tavern.”

Margaret Arlen, WABC New York women’s commentator, has been cited for “outstanding service” by New York’s Barson School of Fashion Merchandising.

Gene Autry and his “World Championshio Rodeo” on April 14 started a seven-week tour which is now scheduled for the NBC program. The Gene Autry Show has been syndicated by the American Publicity League. The show will have a week’s tour in each major city.

E. B. How, Sr., 260 Atlantic City as judges at the annual Easter Fashion Parade on the board- walk, April 21.

Edward A. Byron and Jay Jostyn, director of AAF to NBC, will appear on “The TeemUans Club” program spon- sored by WOR New York. Sat. 7:10-9:30 p.m. Mr. Sinden is continuing to his activities on the NBC show because of exclusive commitments with the Blau Co., New York, for Tuesday night. "Night" Morris Morris Show” on NBC,

Fred Witting, WJBG Philadelphia announcer, is the father of a girl.

Nancy Graig and Bert Buch- razik, WJZ New York fashion com- menators, are chosen by city officials of Atlantic City as judge at the annual Easter Fashion Parade on the board- walk, April 21.

Edward A. Byron and Jay Jostyn, producers and directors of "Mr. District Attorney," heard on NBC Wed. 9-10:30 p.m., were Presented last week with awards for merit. They are working on a night cancer by Eric A. Johnston, president of the U. S. Chamber of Commerce and national campaign chairman of the American Cancer Society, and Dr. Frank E. Adair, president of the society.

DX Pals

DISTANCE means nothing to Radio WOR New York Philip- delphia production manager, and Roy, usually not known for his knowledge of radio. The announcer, who now operates Radio Frankfurt in Germany for the Army. They hold regular conversa- tions via shortwave radio.

Roger Chase, formerly of the MBS announcing staff in New York, is now m. c. of “Shoe the Work” program on WOR New York.

Bob Warren has returned to the KJFK announcing staff after Army release.

William Ellis, who recently returned to the WABC announcer staff after four years in the Navy, has been appointed program manager.

Fritz Blocki, having sold Columbia Pictures Corp., a series of comedies and shows which he programmed, has switched his permanent residence from New York to Hollywood.

Lou Houston, released from AAF, has returned to KMPH Hollywood pro- duction staff. Prior to service he was station production man- ager.

Tommy Cook has replaced DIX HAVENS as lead in NBC “Date with Judy.” Mr. Davis portrayed role of camping guide.

Frances Langford, vocalist, with- draws from NBC “Bob Hope Show” at current contract has been re- signed. Following proficiency in the fall.

John P. Medbury has been added to announcing staff of weekly NBC “Anne ‘n Andy Show.”

Robert Hall, former associate editor of NBC news writing depart- ment, has been appointed to the NNK staff as editor of the NBC and "Movie-Go-Round" programs, has an- nounced his engagement to William Bilt Jr., son of the president of SKF Industries, Inc., and the daughter of Congressman for Congress from Montgomery County, adjoining-

Jesse Starns, formerly in the program depart- ment of WLS Chicago, and for three years in the WAC, has re- minded her to T/T/S.T stripes for a civil service employee, and the life and times of the soldier. His present capacity is publicity director of the Army AFBS station.

Jim Foster, former chief announcer at WMUR Manchester, N. H., has joined WFEA Manchester. He has re- turned from her to T/T/S.T stripes for a civil service employee, and the life and times of the soldier. His present capacity is publicity director of the Army AFBS station.

Jack L. Sellers, released from the Army, has been added to the announc- ing staff at WWVX Knoxville, Tenn. He was AAF instrument instru- ment while in service.

Warren Robinson, new to radio, joins CBC Montreal as announcer.

Bill, Howard, Royal Canadian Navy, and Jack Thorné, discharged from the Navy, have joined the production staff of CBC Vancouver.

Gordon Lee, announcer of CJOB Winnipeg. Two CBC studios at Winnipeg, are to be announced.

Paul Malles, former European COR- respondent of the Deutsche Presse, has been appointed as the new European correspondents for the German News, which is now announced.

Andrew G. Cowan, CBC Interna- tional radio director, and Helen Magill, assistant talk producer, for the CBC, have joined the announcing staff.

George Brown, released from the Royal Canadian Air Force, has rejoined CJOH Lethbridge, Alta., as production manager.
THE METROPOLIS CIRCUS
THE GREAT WONDER
FUN, LAUGH, ENTERTAINMENT

BUSTIN' OUT ALL OVER!

ALL OVER NORTH FLORIDA AND SOUTH GEORGIA
FULL OF GOOD NEWS, STUPENDOUS PLANS, PLUS GIGANTIC INVESTMENTS
AND MILES OF EXTRA COVERAGE, WHEN

WJHP GOES 5000 WATTS

The Federal Communications Commission has granted WJHP
an increase in power to 5,000 watts! This John H. Perry station in
Jacksonville, Florida, will soon present the biggest, best network and local
shows in production!...WJHP is Mutual—the world’s largest network!

Represented Nationally By:

JOHN H. PERRY ASSOCIATES


WJHP * WCOA * WDLP * WTMC
ARThUR J. DAlY, former Argentine director of radio for CIAA and formerly producer, writer and director of radio for NBC, working on a new project as "The Telephone Hour," "Rudy Vallee Show" and "Ole Blanca Vaca," has been appointed chairman of the Hollywood office of Peck Adv. Previous to his appointment Mr. Daly was with N. W. Ayer & Son and H. W. Ranlett & Sons.

CHARLES A. BOWES, released from Maritime Corp, has joined the staff of CBS and returned to New York. He has been assigned to the station's Washington, D.C. office as assistant director of the station.

HUNTER ScOtt, former advertising publicist of The New York Times and former head of the Radio Department of the National Association of Broadcasters, has returned to the New York Times as assistant advertising executive. Mr. Scott has been associated with the Times for 15 years, serving as advertising executive, assistant advertising executive, assistant news editor and city editor.

Mr. Scott will assume his new duties on February 1, 1946.

EDWARD R. BACON, formerly of the RKO Radio Network, has returned to New York to take up the duties of executive assistant to the president of the company. Mr. Bacon has been with RKO for 15 years, serving in various capacities.

Mr. Bacon will assume his new duties on January 1, 1946.

LIEUTENANT COLONEL HARRY R. BURTON, formerly of the Army Air Forces, has returned to his former position as assistant to the president of the company. Mr. Burton has been with RKO for 15 years, serving in various capacities.

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JOHN A. FINNERN, Inc., New York, which produces radio and research departments, has taken an additional office in the Times building, where offices are located.

JARVIS WOOGERTON aNd CENTON, formerly of Wilson, Haag, Stanford & Davis, New York, have established an advertising agency, Seraphim, Inc., with headquarters at 15, 16th Street, New York, and offices in Chicago and Philadelphia.

Mr. Wootton, who has been with Seraphim for 20 years, will serve as president of the new agency, while Mr. Centon will serve as executive vice president.

Mr. Wootton and Mr. Centon will assume their new duties on January 1, 1946.

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In Cincinnati, WSAI broadcasts more quarter-hours of department store advertising than all other stations combined.
MBS MAY RETURN AS NAB MEMBER

MUTUAL Broadcasting System is expected to return to the NAB fold in the near future. Last obstacles to association membership are understood to have been removed and NAB officials are ready to sign a membership application, following a series of talks with association officials that started last January.

Return to the NAB of a number of key MBS stations, such as WOR New York and others cleared the way for the network to rejoin. WGN Chicago and KWK St. Louis are among the only key Mutual stations not NAB members.

MBS left the NAB in a huff in 1941 when the association adopted a resolution taking issue with FCC on the network monopoly regulation. MBS also differed with NAB on its handling of the ASCAP problem, and negotiated its own copyright deal.

NBC and CBS are NAB members. Like these two, MBS will have a member on the board of directors.

Correspondents with Westinghouse Radio Stations Inc. have been held for some months by NAB in an effort to work out differences that led to Westinghouse resignation last autumn. It is understood progress has been made toward an agreement.

NAB membership now stands at an all-time high—753 active and 171 associate stations. Of the active stations 37 are standard broadcast stations, 37 FM, 2 networks, 2 television. Among the 171 associates are 97 station applicants.

WEAF Is Established As Separate Operation

NBC's key station, WEAF New York, has physically been established as a separate unit, in line with its separation from the network as an operating entity as announced last January. WEAF operates the only key NBC sales, promotion, program, sale and program service, production, news and special events, management, press, agriculture and WEAF office. These formerly operated as divisions of similar NBC departments.

Syphillis Discs

SCOURGE of syphilis is spotlighted in new 12-week series of WKY Oklahoma City. Produced in cooperation with city, county and state health authorities. Programs are highly dramatic and as a climax buildup, avoid use of word “syphilis” till last two minutes. Robert Anderson, U.S. Public Health Service, has persuaded WKY Manager P. A. Sugg to offer series on platforms without charge to all Oklahoma stations and at cost of $5 each to other stations in country.

W L A W

NEWSPAPER

NATIONAL REPRESENTATIVES: WEEDE & CO.

WEAF, N. Y., sportscaster, has been signed by WFEA Manchester, N. H., as news editor. Prior to service with WPRT Philadelphia, where he was with WSW Steubenville, OH, news editor, and with WBZA Chicago, where he was with WSSW Cleveland, OH, news editor, and with WELR Youngstown, OH, news editor.

ARTHUR FELDMAN, ABC correspondent in London, last week was en route to New York aboard the Queen Mary. He is to confer with network officials and take a vacation. J ACK HOOLEY of ABC's Paris bureau will replace Mr. Feldman in London during latter's absence.

FULTON ARNOLD, sportscaster at WEAF, New York, is busy as a speaker at spring meeting of New Jersey State Highway Dept., April 23. Also, has been added to the Disney news staff of the Milky Way.
CZECHOSLOVAKIA, with only seven broadcast stations in operation, is in the market for transmitting equipment to bring the populous nation back to radio normalcy. Josef Ehrlich, head of technical department, Czech Ministry of Information, is inspecting U. S. broadcast facilities and contacting equipment manufacturers.

Czechoslovakia broadcasting suffered heavily at the hands of Nazi invaders, who took over the country in the late 30s. Only seven stations are now operating on the medium wave band, though Praha 1 has an output of 130 kw. The country is eager for more programs and the ministry is going to provide them.

Mr. Ehrlich is interested in FM and proposes to make a thorough study of this new medium while in this country.

The Germans destroyed all the stations in the eastern part of Czechoslovakia, did a lot of damage in the central section but left considerable equipment in the western area in operating condition.

During the Nazi occupancy listening was strictly regulated. Every set was inspected and a device called a Curçilek (Little Churchill) was installed to confine tuning to Nazi frequencies. Shrewd Czechs got around the Nazi regulations by listening on illicit equipment.

What the Germans never could figure out was sharp upswing in needles on power station control boards all through Czechoslovakia at 6:30 every evening when the British Broadcasting Corp. beamed a special program at the country. The Nazi regime never associated this with an illegal program at the country.

Mr. Ehrlich said this is part of a propaganda campaign, with the return to self-government. Prior to the war the dehsolovakia Broadcasting Co. was 51% controlled by the government, with 49% of stock in private and semi-official hands. Now the company is 100% owned by the government.

Each of the four Czech parties is represented in the coalition government. At present each party has the same number of ministers, but this is changing as the result of approaching elections. All parties are represented on the Czechoslovakia Broadcasting Co. board to prevent control of a station by any one political group.

A plan was being worked out before he left the country whereby one hour of time on the stations would be given away to any one political group. Director General and Board of Directors of CBC are appointed by the Ministry of Information, which Mr. Ehrlich said does not interfere with CBC.

Listening fee for the 1,000,000 receiving sets is 180 crows a year. The government proposes to double the amount.

Czech listeners want lots of music—good music—and the CBC gives them plenty of it. A little jazz is added for the younger set, but the demand is not heavy. Some comedy is supplied, mainly by a native comedian, Werych, who was in this country during the war. The Prime Minister is heard for a quarter-hour each Saturday night.

The country is getting on its feet industrially, and can produce all the receiving sets it needs.

WILLIAMS EXPORT, Assoe., New York, has established new headquarters at 37 W. 44th St. Company will continue to concentrate on export marketing and distribution of Kohophone radio, division of Hallicrafters Co., Chicago.

BECOMES PUBLICITY REPRESENTATIVE

ALBERT R. GIBSON, promotion manager of WSM Nashville, Tenn., since his release from the Army in November and for 4½ years prior to entering service, is now radio and publicity representa-
tion by any job and he Smokey Mountain Boys. He will headquarter in New York.

YODITY, YODITY, YODITY! IT’S YAMACRAW

Cross our hearts, genties, Yamacraw is a realie, trooby Kentucky town — with people, dogs, and everything. Some advertisers pay extra money to reach such metropolitan municipalities as Yamacraw, via radio. But not over WAVE! We don’t try to reach “back yonder”. We concentrate on the Louisville Trading Area — the home of more buying power than can be found in the rest of the State combined.

Instead, you’d do better to yap, yodel and yell for Louisville!

RADIO SET PRICE INCREASE EXPECTED

Radio set prices will be increased by OPA, probably this week, according to officials of the agency.

The new prices will be based on the Snyder-Bowles formula under which OPA is to take into account wage increases granted.

No indication was given as to the amount of the increase, nor as to the formula to be followed in distributing the differential among industry elements. The increase could apply only to manufacturers, for example, with dealers and/or distributors required to absorb the load, or it could be apportioned through distributing channels and lead to higher set prices to the public. At any rate it is certain that manufacturers will get more for their product.

No change in price of receivers has been granted by OPA since it laid down original price lists last November but some relief has been granted in the case of certain components.

A committee of the Radio Manufacturers Assn., headed by James E. Nance, Zenith Radio Corp. vice president, will meet Tuesday and Wednesday with Earnest Heilmann and Earl Morse, pricing officials, and other OPA officials in an effort to break present bottlenecks in components.
Japanese American Voice Actor Wife of U.S. Senator Receives Congressional Award

Congressional Program Is Commended in House

COMMENDATION for the WMCA New York Halls of Congress was given on the House floor April 13 by Rep. Henry M. Jackson (D-Wash.) who said the program "demonstrates the use of radio in promoting greater understanding of the democratic processes in action."

Terming it an "interesting and unique Concept," Rep. Jackson said it re-enters Congressional debate from the Congressional Record "as an alternative to a direct pick-up." He pointed out that the Board of Visitors to the Halls of Congress as an "interesting lesson in the practical workings of government."

**Milestones**

APRIL 20 marked seventh anniversary of adoption by House of rule creating radio news gallery, those placing Gallery program on war with press in Congress. Robert M. Menaugh, House Radio Gallery superintendest, left office of former Rep. E. B. Crowell (D-Ind.) to become superintendest for radio gallery. Five weeks later, Senate established gallery and in February 1940, D. Harold McGrath, Senate Radio Gallery superintendest, was appointed.

With April 16 broadcast NBC Fibber McGee and Molly completed 11 years under sponsorship of S. C. Johnson & Son, Racine, Wis. Besides Jim and Marian Jordan (Fibber and Molly), Writer Don Quinn and Announcer Harlow Williams have been with series since April 16, 1935. Louis & Brobery, Chicago, is agency. Second anniversary is celebrated this month by KBIZ Ottumwa, Iowa.

Arthur Godfrey, April 27 begins his sixth year as WABC New York personality. By Rep. Henry M. Jackson (D-Wash.) said it re-enters Congressional debate from the Congressional Record "as an alternative to a direct pick-up." He pointed out that the Board of Visitors to the Halls of Congress as an "interesting lesson in the practical workings of government."

**WJR Profit Up**

A NET profit for 45 days on a large number of Canadian stations. Agency is Ruthrauff & Ryan, Toronto.

**Network Accounts**

New Business
MONOGRAM Manufacturing Co., Los Angeles (Plasti-Craft products), has started sponsoring Brian Johnson, film commentator, on 18 Don Lee Pacific stations, 5-5:15 p.m. (EST), for 13 weeks. Agency: Western American.&

Net Renewals
GENERAL FOODS Corp., New York, has renewed for 52 weeks "When a Girl Has a Date," on Sunday's, 6-6:30 p.m. (EST). Agency: Robison & Brown, New York.

AMERICAN TOBACCO Co., New York (Luck Strike cigarettes), April 27 renews for 52 weeks "Your Hit Parade" on full CBS network, Sat. 9-9:45 p.m. with rebroadcast at 12 midnight. Agency: Foote, Cone & Belding, New York.


**Networks**

ABC Network
BELL TELEPHONE SYSTEM, New York, renew for 52 weeks "The Telephone Hour" on NBC, Mon. 9-9:30 p.m. Agency: N. Y. Ayer & Son, N. Y.


**Spotters**

Walter W. Wily Adv., New York, to handle advertising. Radio may be used in the fall.

JOHN ADLEN, former advertising manager, has been appointed assistant advertising manager of Consolidated Vulture Aircraft Corp., San Diego.

ROBISON'S PET STORE, San Francisco, to handle its advertising. Agency handling account.

ARTRA COSMETICS Inc., Chicago, has appointed Badger and Barney, New York, to handle advertising of Beeman's Pepsin Chewing Gum effective July 1. Company is currently using spot announcements on approximately 30 stations throughout the country.

PARA TI Corp., New York (Tuya perfumes), as part of an expanded merchandising program is considering using radio in late summer or fall. Company will open a Hollywood office and make extensive additions to its line. Business is placed through Radco Inc., New York.

LEWIS F. POWELL Jr., partner in the Richmond, Va., law firm of Hunton, Williams, Anderson, Oby & Moore, has been elected a director of E. R. Squibb & Sons. He is former AAF colonel.

FRENSHOW HANDKERCHIEF Co., New York, has appointed Badger and Brown, New York, to handle advertising of the company.

ED SULLIVAN, star of new "The Ed Sullivan Show" (ABC Tuesdays 9-9:15 p.m.) talks over his first broadcast with Henry Legler (left), of Warwick & Legler Inc., agency for Larus & Bros. Co. sponsors the show, and with Fred Thrower (right), vice president in charge of sales for ABC.


American needlecraft program on CBC will extend into fall.

D. APPLEBY Co. of Canada, Toronto (recording and playback machines), has appointed Alfred R. Poynit Adv., Toronto, as agency.

ED LEWIS Adv., Toronto, N. S. (textiles), starts a spot announcement campaign on Toronto and Montreal stations in May. Account placed direct.

**RADIO**

**Radio**

DEBUT New York producer of Ozzie & Harriet" with "Silver Theatre," NBC Mon. - Fri. 5-5:15 p.m. (PST), with transcribed rebroadcast on Saturday, 5-5:15 p.m. (EST). Agency: Foote, Cone & Belding, New York.

LEWIS HOWE Co., St. Louis (Tyme), April 21 replaced "Victory in the West" on CBS Sun. 8-8:30 p.m. with "The Amazing Mary of the Blue Country," Agency: Roche, Williams & Cleary, Chicago.


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Spot Radio Is Holding Its Own Despite Wheat, Sugar Shortage

IN SPITE of sugar shortages, grain curtailments, seasonal cancellations and other reconversion problems, spot radio advertising is holding its own. For every advertiser who is curtailing its budget for these reasons there are new advertisers to buy up the available time. These include both advertisers new to radio and old ones who are returning with new campaigns for postwar products.

Among the newest spot sponsors are such advertisers as Ethyl Cleaner, New York, who through BBDO New York are running spot announcements and chain breaks on 50 stations for 52 week contracts. Stanco Inc., New York (Flit), starts on three different dates, April 8, May 13 and May 27 on 26 stations for 52 week contracts, except in the southern market where the contract extends for 26 weeks through McCann-Erickson, New York.

Seasonal Sponsors Active

Carter's Liver Pills, on April 1 started a spot announcement to supplement its John J. Anthony show on Mutual on 110 stations for 52 weeks through Ted Bates Inc., New York. Chrysler Corp., Detroit (De Soto), on April 5 started a 13-week spot campaign on 75 stations through BBDO. All announcers in the contract area, as Skol Co., New York, through J. M. Mathes Inc., New York; Gulf Spray Co., through Young & Rubicam, New York, are also using spot announcements.

As for those products that have been hit by the sugar shortage: Bowman Gum through Franklin Bruck, New York, has partially cancelled its spot announcement campaign. Another sugar casualty is Canada's Dry Ginger Ale, not using radio advertising at all; however the company's Sparkling Water is currently running a spot campaign on 18 stations.

The wheat curtailment has hit the advertising budget deeper than any other. Most beer accounts cancelled out completely. Atlas Prager Beer, Chicago, through Gilian Advertising, Chicago, curtailed its budget, P. Ballentine & Sons (Ballentine Ale), through J. Walter Thompson Co., dropped sponsorship of its network show His Honor the Barber on 128 NBC stations. Griesedieck Brewery, St. Louis (beer), cancelled much of its campaign through Routhraff & Ryan, Chicago.

Wheat order also placed limitations on the use of wheat as animal feed resulting in General Foods Corp. (Gaines Dog Foods), dropping hitch-hikes on Portia's Voice of the Heart show on Mutual at 103 stations but will retain only 49 stations throughout the summer. Another is Vick Chemical Co., New York, through Morse International, New York, who dropped Break the Bank on Mutual on April 13 for the summer season but will return in the fall.

COSGROVE BLAMES SHORTAGES ON OPA

R. C. COSGROVE, vice president and general manager of Crosley Corp. and president of the Radio Manufacturers Assn. last week charged, in a CBS broadcast, that the shortage of radio receiving sets was directly traceable to OPA pricing policies.

Receivers manufacturers are prevented from achieving full production, said Mr. Cosgrove, by the lack of component parts.

Shortage of components, he said, is “due to low price ceilings which will not permit recovery by these manufacturers of their actual cost. These costs are made up mostly of labor, which are almost doubled in the radio business.” Mr. Cosgrove was one of several manufacturers appearing on a special CBS program, Roll Call, on production broadcast April 16, 10:10:30 p.m.
JAMES DAY, formerly an instructor in the School of Personnel Services at the University of Minnesota, and a graduate of the University of Tokyo, has joined the Personnel Research and Survey Division of the Christmas Corporation, Inc., as assistant to HENRY SCHACH, supervisor of the Personnel Research and Survey Division.


ELIZABETH ANN TUCKER, formerly with the CBS International Division, New York, has been appointed to the New York staff before her resignation two years ago, has returned to the network as administrative assistant.

OSCAR KATZ, CBS associate director of research in New York, April 29 is to leave to conduct a workshop of the New Haven Council of Churches on "Showmanship in Radio."

DOROTHY MARTIN WIEBES, after serving with the armed forces has returned to CBS, New York, as research psychologist.

ARTHUR C. SHOPLING, advertising and promotion director of WFLP Philadelphia, April 18 addressed the Philadelphia optimist club on "Ward Shelton on television adaptation to radio and radio adaptation to television."

JERRY GREENE, formerly with CBS, has joined the sales promotion department of Mutual.

PEARL BENNETT BROXAM, public interest director at WVOO Cedar Rapids, April 18 addressed the Iowa Press Women's Assn. in Iowa City April 13: "Opportunities for Women in Radio."

THOMAS R. COX JR., former lieutenant governor of Iowa, has been appointed head of new merchandising department of WAB, Des Moines, and later with General Electric, is back at his post as promotion manager of WAB Philadelphia.

JOSEPH DRUIN, 17, a star of the WIP, Philadelphia general service department, was honored at his school as "Teen."

He is succeeded by GEORGE WOOD.

JOHN McENROE, released from the Navy and formerly managing editor of the New Haven, Conn., Times, has been appointed assistant to the director of the department.

GEO. E. HAASE, program director of WPM, Des Moines, April 16 addressed the Iowa Optimist Club at the Hotel Statehouse.
"I'm mortified! I'm flabbergasted! Here I am thinking my "schnozzle" covered a lot of territory ... and along comes WMT with something that really IS big. Boy, what coverage—1,131,782 people—the largest coverage of any Iowa station within its 2.5 MV line!"

You're right, Jimmy—"everyone in Eastern Iowa wants to get in the act" to listen to WMT's exclusive CBS programs like your own Durante and Moore show, Kate Smith, Joan Davis, Dick Haymes, Andrews Sisters, Phil Baker and all the others that make good listening ... and a good spendable, dependable audience for advertisers who want to cover the best market of a great state at the lowest rate per radio family.

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

IS A

MARKET

PORTER BLDG., KANSAS CITY, MO.

E. F. STAFFORD, former director of press and publicity for WBZ Boston and WBZA Springfield, Mass., has joined To-a-vix Studios, Boston, for transcription and program firm. He has been in radio since 1933 as writer and producer. His WBZ-WBZA successor is LYNN MORROW [BROADCASTING, April 15].

JUDSON S. SAYRE has been re-elected president of Bendix Home Appliance Inc., South Bend, Ind., and H. J. DOUG D. of New York has been renamed chairman of the board. Following directors and officers re-elected: E. R. FARNEY and OLIVER T. COWAN, New York, and E. W. ROSS, Detroit, directors; W. F. OLIVER, A. R. CONSTANTINE, H. L. SPENCER, vice-presidents; W. J. COWAN, assistant secretary.

COLUMBIA RECORDING CORP., with purchase of a three acre tract at Beverly and Robertson Bvds. in Los Angeles, has completed arrangements for design and erection of new West Coast headquarters. Besides manufacturing plant new structure will house recording studios and executive offices.

WALTER SHUMANN, former musical director of AFRS Los Angeles, has been named acting chairman of Command Radio Productions Inc., organization of 19 veterans formerly associated with AFRS. Offices are at 6000 Sunset Blvd., Hollywood.

WARREN JUSTICE, account executive of Don Lee Broadcasting System, Hollywood, has joined Jack Hoursek Productions, program packager, as sales manager.

DOUG GROU, discharged from the Canadian Army, has been appointed manager of the phonograph division of All-Canada Radio Facilities, Calgary.

K. SMITH VAN SANT, former writer-producer of C. F. MacGregor Co., Los Angeles transcription producer, has been appointed radio director of A. E. Smalley & Assoc., Hollywood program packager.

H. M. HITT, formerly district service manager of General Electric Supply Corp., San Francisco, has been appointed manager of the radio sales division.

WARREN JUSTICE, account executive of Don Lee Broadcasting System, Hollywood, has joined Jack Hoursek Productions, program packager, as sales manager.

ASSOCIATED RADIO DISTRIBUTORS, wholesale radio and electronic distributing firm, has taken over a new two-story building at 1251 Folsom St., San Francisco, as headquarters. CECIL ROORKE heads firm.

WAYNE VARNUM, released from the armed forces, has returned to Columbia Recording Corp., New York, as head of new publicity department. Before entering the service he was with the Columbia Recording advertising department in Bridgeport.

IRVING BRUDNER, formerly a captain in the Army and previous to that with the law firm of Greenwall & Brudner, New York, has been appointed director of industrial relations for Tele-Tone Radio Corp., New York.

ELECTRONIC CORP. OF AMERICA has moved all manufacturing and sales operations to firm’s new plant at 170 53d St., Brooklyn, N. Y. Old address is 45 W. 18th St., New York.

PAUL J. REED, assistant advertising and sales promotion manager of the radio division of Bendix Aviation Corp., Baltimore, has been promoted to assistant to the general sales manager, L. C. TRUESSELL. He is succeeded as sales promotion manager by JOSEPH L. O’CONNOR, formerly with Zenith Radio Corp., Chicago.

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In Montreal It's
CKAC La Presse

7 out of the first 8

The Elliott-Haynes evening programme ratings for March 1946 award 7 out of 8 firsts in commercial programme popularity to CKAC!

Three of these top shows are directed by our Production Department, for some of Canada's leading advertisers and their alert advertising agencies.

knows French talent
knows French listeners
has the largest staff of any private broadcasting station in Canada
welcomes inquiries arising from your broadcasting and production problems in Quebec Province

ALL UNDER ONE ROOF

21 departments, adequately staffed with experts, to provide complete broadcasting service to the sponsor and agency.

<table>
<thead>
<tr>
<th>Programme</th>
<th>Rating</th>
<th>Product</th>
</tr>
</thead>
<tbody>
<tr>
<td>NAZAIRE &amp; BARNABÉ</td>
<td>36.5</td>
<td>Lifebuoy Soap</td>
</tr>
<tr>
<td>RALLIEMENT DU BÈRE</td>
<td>35.4</td>
<td>Sweet Caporal</td>
</tr>
<tr>
<td>TOURBILLION DE LA GAÎTÉ</td>
<td>36.8</td>
<td>Buckley's Cough Remedies</td>
</tr>
<tr>
<td>CAFÉ-CONCERT KRAFT</td>
<td>31.2</td>
<td>Kraft Foods Limited</td>
</tr>
<tr>
<td>NOUVELLES DE CHEZ NOUS</td>
<td>22.9</td>
<td>Molson's Brewery</td>
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<tr>
<td>CHOSES DU TEMPS</td>
<td>23.1</td>
<td>Valiquette Furniture</td>
</tr>
<tr>
<td>FON CHANTANT DANS LE VIVEL</td>
<td>36.4</td>
<td>Living Room Furniture</td>
</tr>
<tr>
<td>Théâtre improvisé</td>
<td>31.8</td>
<td>Grad Cigarettes</td>
</tr>
<tr>
<td>COURSE AU TRÉSOR</td>
<td>32.2</td>
<td>Wrigley's Chewing Gum</td>
</tr>
<tr>
<td>Forum des Sports</td>
<td>19.6</td>
<td>Buckingham Cigarettes</td>
</tr>
</tbody>
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CKAC La Presse, Montreal
Affiliated with CBS

BROADCASTING • Telecasting
April 22, 1946 • Page 71
AUDIENCE MAIL UP 700%
Interest in Cornell Extension Bulletins Grows
— As Stations Add Farm Programs

AUDIENCE MAIL in the last six months from farmers and homemakers in New York requesting Cornell U. publications increased more than 100 per cent over the same period last year, according to Louis W. Kaiser, head of the Cornell Farm & Home Radio Services.

From Oct. 1, 1945 to March 31, 1946, requests from 50,000 listeners for Cornell U. extension bulletins were received by 40 New York stations, compared to only 7,000 requests during the October-March period last year, said Mr. Kaiser. He listed reasons for the increased mail as follows:

1. More stations carrying farm and home programs.
2. Expansion of Cornell's syndicated briefs and transcription service.
3. Establishment of new programs from the university, such as those on research, and a series dealing with farm economics.
4. Increased listener interest in programs carrying agricultural and homemaking information.

Complete News

Through distribution of Radio Briefs and semi-weekly transcribed programs, New York stations get complete agricultural and homemaking news from Cornell. Stations also are provided with live talks by Cornell specialists. WGY Schenectady schedules a weekly program Farm Paper of the Air, while WEAF New York carries the Modern Farmer bi-weekly. A regular series, What's Going On in Farm and Home Research is carried over leased wires from Cornell's experiment station to WGY.

Released bi-weekly, Radio Briefs are designed to keep the listener informed of important, timely news and to acquaint him with the free Cornell extension bulletins dealing with the many branches of agriculture and home economics, according to Mr. Kaiser. Transcriptions present timely information not adapted to the half-minute briefs and are limited to from 5-8 minutes each. They feature research and extension workers from the Colleges of Agriculture and Home Economics at Cornell.

Talks and transcriptions are kept short so that they may be used as portions of public service programs, instead of filling full quarter-hours. This enables stations to present other news and reports of local importance during a single program. Mr. Kaiser explained.

U.S. Dept. of Agriculture transcriptions are distributed through the radio offices of Cornell and are localized by using live copy for the opening and closing, said Mr. Kaiser. Often, endorsements and additions are put into the copy of specialists at the colleges.

"Our over-all objective is to improve the radio services with an eye toward providing maximum service for the farmer and his family," said Mr. Kaiser. In addition to placing program material with all New York stations, Cornell's own station, WHCU, carries a daily quarter-hour Farm and Home program.

WPTZ COMMERCIAL SHOWS START MAY 1

WPTZ, Philco television station, Philadelphia, will start commercial programs on May 1 with the opening of its new studios. Until now televising from the Philco plant, WPTZ, sole Philadelphia television station, will originate from twenty-fourth floor of the Architects Bldg.

Although contracts will not be signed until this week, starting sponsors include Gimbel Brothers Department Store, the Inquirer and the Bulletin. Last two are local newspapers each owning WFIL and WPEN, respectively.

Unusual angle is that the newspapers, it is understood, will plug their own television departments on the Philco station, giving the viewers an idea of the kind of programs they will produce when they get their own licenses.

While WPEN's plans are nebulous, the Bulletin has leased the top floor of the tallest building in town for their studio; WFIL has hired a director from New York, and keeping his name unknown; N. W. Ayer Co. is working out the Bulletin's setup on WPTZ.

Television on WPTZ will be only in half hour periods. For a starter, station will be on the air only two evening hours on Monday, Wednesday and Friday because of the lack of equipment. As new equipment on order arrives, schedule will be expanded.

WPTZ rate card is in the tentative stage at this writing. Contrcts will be for 13 week periods. Starting programs will be largely commercial and live, with a minimum of motion pictures. Also included will be time breaks and weather reports.

Gimbel Brothers department store has already decided to split its 30 minutes into quarter hour periods. One will include display of store merchandise and second will be kiddies show directed by Wayne Cody, who airs children's show for store on WIP as Uncle WIP. In view of the AFM ban, programs will use both student musicians and transcriptions.

Emerson Adds

EMERSON DRUG Co., Baltimore (Bromo Seltzer), is adding 10 more markets to its spot announcement campaign. Agency is BBD0, New York.

BLAW-KNOX DIVISION
OF BLAW-KNOX COMPANY
2038 Farmers Bank Building - Pittsburgh, Pa.

BLAW-KNOX VERTICAL RADIATORS
FM and TELEVISION

There's no DOUBT about it!
...That's the big advantage of any antenna designed and built by Blaw-Knox.

Page 72 • April 22, 1946
ATTENDING MEETING of the Radio Council of St. Louis April 4, Edward R. Murrow, newly appointed CBS vice president in charge of public affairs, meets other CBS executives (1 to r): Howard Meighan, CBS director of station administration; Mrs. George Gellhorn, president of the Radio Council; Mr. Murrow; H. Leslie Atlass, CBS vice president in charge of Central Division, and Wendell Campbell, general manager of KMOX St. Louis.

NAB Letter to CPA Asks for Exemptions In View of 1,100 New Stations Expected

WITH FCC estimating it will have granted about 1,100 new stations by the end of 1946, the NAB has asked Civilian Production Administration to ease its Order No. 1 which restricts new construction in favor of veterans housing.

In a letter to CPA Administrator John D. Small, NAB asks that radio stations be granted $15,000 exemption for structures under the order and that projects exceeding $15,000 be passed on by the CPA Washington office instead of the 71 district branches.

The letter, signed by Robert T. Bartley, director, NAB Dept. of Government Relations, points out that all station grants result from an FCC finding that they will serve the public interest. NAB contends that the broadcast policy of CPA should be determined upon a national basis to permit uniform decisions and interpretations.

Dollar measure of limitations on new construction is particularly hard on broadcasting projects, it is stated, because the cost of engineering and architectural services is much higher for radio facilities than for the usual run of small buildings. Need for acoustical efficiency is especially urgent in the case of FM studios, the letter says, pointing out that a false start by the FM industry would require years to overcome.

Predicts 20,000 Job Opportunities

NAB foresees 20,000 new job opportunities in the FM expansion program, with FM program service stimulating a tremendous demand for new FM receivers. Thus the jobs of veterans engaged in making, distributing, installing and servicing equipment and receivers are affected.

Study of 206 FM applications shows that 132 plan to spend less than $10,000 for construction or acquisition of buildings; 52 will spend $10,000-$15,000; 19 will spend $15,000-$20,000; 13 will spend $20,000-$30,000; 5 will spend $30,000-$50,000; 2 will spend $70,000; 1 will spend $131,875; 1 will spend $150,000.

Analysis of 390 FCC station applications shows that slightly more than one-fifth of overall expenditures will be devoted to building and construction. Most of that construction can go ahead if stations are given $15,000 exemption, the NAB letter says. The resulting nationwide market is necessary if manufacturers are to interest themselves in mass production of receivers.

NAB observes that the broadcasting industry is actively supporting campaigns for veterans rehabilitation, homes for veterans, and all related issues. Programs and announcements continually stress the need for cooperation and inform the public on ways of helping veterans. This campaign is broadcasting's No. 1 endeavor at present, the letter emphasizes.

Minor revision of CPA's order, involving a negligible amount of materials, stands between employment opportunities for thousands of veterans at new stations, and additional thousands in related activities, according to NAB. Several thousand veterans desire radio and television employment, according to military surveys, and broadcasters generally give job preferences to veterans. NAB reminds CPA that 25% of its personnel served in the armed forces.

Even complete exemption of radio station construction from the order would involve only a negligible amount of materials, the letter explains.

Truman Rates 16.8

PRESIDENT TRUMAN got a Hooper rating of 16.8 on his address at Hyde Park April 12 in commemoration of the death of President Roosevelt, according to a survey made for CBS by C. E. Hooper Inc. The President was heard by 7,840,000 adult listeners.

Can't teach you to swim this afternoon, lady. WFPG you know!

52%* more listeners . . .

It's a fact 52%* more people listen to WFPG during the daytime than listen to any other station inside or outside of Atlantic City! More evidence why you should plan now to share in the tremendous amount of business that is heading for what looms as Atlantic City's greatest year.

NEW JERSEY'S ONLY AMERICAN BROADCASTING COMPANY STATION

*Based on a Conlan Survey, Dec. 1945. 16,486 phone calls.
Color television has now been shown to groups of non-set owners and owners of black-and-white sets. These groups speak for the audience television must create for itself. Impartial observers well-known in the fields of research and psychology attended the survey session. One was C. E. Hooper, who said: "I feel that Columbia leaned over backwards in being fair." Here's what the public says:

... GREATLY PREFERENCES COLOR, AND HERE'S THE EVIDENCE:

Both groups were given a check-list of 22 words to be applied either to color or black-and-white television. The words picked give the predominant reactions to each:

<table>
<thead>
<tr>
<th>For color</th>
<th>Non-set Owners</th>
<th>Set Owners</th>
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<tbody>
<tr>
<td>&quot;Beautiful&quot;</td>
<td>&quot;Beautiful&quot;</td>
<td>&quot;Acceptable&quot;</td>
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<tr>
<td>&quot;Brilliant&quot;</td>
<td>&quot;Brilliant&quot;</td>
<td>&quot;Passable&quot;</td>
</tr>
<tr>
<td>&quot;Exciting&quot;</td>
<td>&quot;Exciting&quot;</td>
<td>&quot;Drab&quot;</td>
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<td>&quot;Clear&quot;</td>
<td>&quot;Magnificent&quot;</td>
<td>&quot;Tame&quot;</td>
</tr>
<tr>
<td>&quot;Magnificent&quot;</td>
<td>&quot;Easy to see&quot;</td>
<td>&quot;Dull&quot;</td>
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<table>
<thead>
<tr>
<th>For black-and-white</th>
<th>Non-set Owners</th>
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</tbody>
</table>

- Only 1 out of 12 non-set owners (and only 1 out of 8 set owners) agreed with the statement, "I am completely satisfied with the television now being broadcast. Black-and-white is good enough for me."
- Only 1 out of 4 non-set owners and the same percentage of set owners agreed with the statement, "I would rather have a 16x22 inch picture in black-and-white than an 8 x 10 inch picture in color."
overwhelmingly picks color television

- Only 1 out of 8 non-set owners (and 1 out of 7 set owners) agreed with the statement, “It would be better to spend money to improve the quality of programs in black-and-white than to spend it to develop color television.”

- Only 1 out of 4 non-set owners (and 1 out of 12 set owners) agreed with the statement, “I would be completely satisfied with the quality of black-and-white television if I could get a larger picture.”

...WOULD PAY MUCH MORE FOR COLOR, AND HERE'S THE EVIDENCE:

The question asked: “…if you were buying a new set, what is the most you would pay for one with a black-and-white picture 8x10 inches...or a color picture the same size...?”

The median answer of non-set owners was 49% more for color. The answer of set owners was 34% more for color.

The same question was asked in connection with a 16 x 22 inch picture.

The median answer of non-set owners was 40% more for color. The median for set owners was 28% more for color.

...WOULD WAIT FOR COLOR, AND HERE'S THE EVIDENCE:

Those who did not already own television sets were asked: “What is the longest time you would wait for color after black-and-white sets are on the market?” 7 out of 10 gave replies ranging from one year to “indefinitely.”

LET US SEND YOU A COPY OF THE STUDY.
Its findings are of vital interest to everyone in any way responsible for planning his organization’s investment in television. Address, Columbia Broadcasting System, Dept. T, 485 Madison Ave., N.Y. 22, N.Y.

COLUMBIA BROADCASTING SYSTEM
Association Must Deal With Program, AFM, Time Problems

NAB Board of Directors, meeting in Washington May 6-8 for the first time in four months, faces an agenda of critical industry problems topped by the FCC's programming ventures, music negotiations, daylight saving time headache and the entanglement of construction activities.

To meet the growing list of industry issues the trade association is equipped with a stronger staff and 80 new members, acquired since the last meeting in Los Angeles Jan. 3-4.

Free discussion of broadcasting's numerous crises during the NAB district meetings has brought into the open some of the more troublesome problems with the result that industry cohesion is at the highest point in many years.

Stewardship of President Justin Miller and Executive Vice President A. D. Willard Jr. since assumption of their duties Oct. 1 has been concentrated on industry unity. Even on such issues as music they have kept industry elements with widely varying views in a state of harmony. Their work will be reviewed by the board.

Preliminary plans for the NAB convention Oct. 21-24 will be considered. Legislative situation will be scanned and the board will discuss preliminary reports on the radio clinic conducted by Joskes, San Antonio department store.

President Miller will report to the board on the NAB's role in meeting FCC's "blue book" campaign. He has taken a belligerent stand against the document at district meetings and has insisted that the Commission excursion into programming must be fought right up to the Supreme Court.

Let's Talk This Over

Classic example of President Miller's let's-talk-this-over technique has been his handling of the music situation. Starting with preliminary discussions among industry groups last autumn, he has contacted broadcasters all over the nation at various district meetings and in several other conferences.

At first the idea of talking on a near-country level with James C. Petrillo, AFM president, was viewed skeptically in many quarters. Now that conversations with the music czar are being held in New York some of the skeptics have conceded that the tactics may work better than the rougher procedure of past years.

The board will have a chance to study progress of the music conversations, which are approaching a stage where appointment of a permanent joint committee impends. This committee would meet regularly and attempt to settle differences before they reach the pitched-battle stage.

Effect of the anti-Petrillo law enacted last week on the industry's position in these conversations will be considered by the board. While the talks can only decide broad policy matters, with actual negotiations taking place between stations and AFM locals, they can have an important effect on the contracts that come out of each locality.

Approval of Time Shift

Approach of the pre-war daylight time shift this month confronts the NAB board with a problem difficult to handle. The association has contacted governmental agencies from the White House down but has found little encouragement in its campaign to bring the nation to uniform time. President Truman has indicated he would sign a uniform time bill if passed by Congress but apparently is unwilling to use his remaining wartime authority to proclaim it. A long campaign on behalf of legislation is necessary. Many NAB districts called for an anti-daylight time campaign but results have been meagre.

NAB has taken an active interest in the FCC's proposed regulations covering station sales. Its position was presented to the FCC in a brief [BROADCASTING, March 18] and at the Commission's hearing last Wednesday (see separate story). The board will review this problem and effect of the rule.

Again before the board will be the proposal to set up a program department within the NAB. Project has been discussed at the last three board meetings, but no action has been taken. The department will be an important NAB agency, if present plans go through. It will be designed to raise the level of programming all through the industry, serve as a clearing house for ideas and problems, and improve public service activities.

Integrated With Research

The department would be integrated with the Research Dept., which plans to go into greatly expanded activities. Dr. Kenneth H. Baker, new department head, has outlined new techniques and surveys which will tap entirely new

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There is no limit in height to a Truscon tower other than the practical height limitation. The taller towers in the United States today are Truscon built; ie., WNAX at Yankton, South Dakota (912 feet above base insulator) and WKY at Oklahoma City, Oklahoma (900 feet above base insulator, and designed to support additionally a 50 foot 6-bay FM antenna).

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WAYS Civic Promotion

WITH Charlotte, N. C., in midst of public-selling campaign for such efforts as bond drive, funds for public civic improvements, facilities of WAYS are being used daily by the campaign publicity committee, of which J. B. Clark, WAYS promotion manager, is in charge of radio publicity.

KIL0 Finds the Answer

AS A RESULT of KILO Grand Forks, N. D., promotion, 300 veterans have found homes, and Grand Forks no longer has a housing problem. Sunday, April 7, in cooperation with the Junior Chamber of Commerce, KILO put on a two hour broadcast featuring pleas by returned veterans for homes. In addition, Mayor Boe declared a six months housing emergency. With a battery of five telephones on the stage of a local theater, KILO began receiving calls from homeowners. The response was stimulated by the station’s offer of one pair of nylon hose for every room, two pair for every apartment, plus additional gifts of electric irons, blankets, etc.

Aids Vaccination Drive

HEIGHT of recent drive by local authorities urging all residents who had not been vaccinated for small pox within three years to be re-immunized, found full utilization of KXOA Sacramento, Calif., facilities. Daily broadcasts over KXOA cautioned citizens of dangers of the disease which was taking form of an epidemic and was cause of county-wide campaign. As result of broadcasts and newspaper accounts, nearly four thousand persons responded at City General Clinic and many more to private physicians. Dr. Albert Zipf, Sacramento city and county health officer, publicly praised KXOA.

Fire at WOR

FIRE INTERRUPTED April 11 broadcast of “The Better Half,” participation show on WOR New York. At 4:30 p.m., when some rags became ignited in backstage room of Guild Theater, studio audience filed out at 4:15. Regular program schedule resumed after 4:30 p.m. Little damage was done.
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MORE DX cards...

J. C. M. BELL, NBC Hollywood writer, are to be married May 5.

JOHN HENNINGER, chief engineer of WDCA, is suffering an attack of measles.

BRYAN FURMAN of the KGO San Francisco engineering staff, and ETHEL BELL, NBC Hollywood writer, are to be married May 5.

Dr. GEORGE MAYORAL, formerly of the Development Engineering Dept., has resigned to join Supreme Broadcasting Systems, Inc., New Orleans, as vice president in charge of engineering and research.

WESTON ELECTRICAL INSTRUMENT CORP.

Newark, has begun publication monthly of Weston Engineering Notes, to provide engineering information for users of electrical-indicating instruments. Editor is JOHN PARKER.

VINCE VANDERHEIDEN, WIBA Madison, Wis., is the father of a girl.

LEW (Bunny) Fox is new addition to the technical staff of GEXW New Westminster, B. C., switching.

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CONTRIBUTORS GET BOOK

INITIAL copies of KMBC's documentary book First Quarter-Century of American Broadcasting, when available later in the year, will be presented to some 300 contributing broadcasters in the order in which they submitted historical data for the record. Authored by E. P. J. Shurick, KMBC director of advertising and promotion, the book will be distributed to the broadcasters who contributed their station's history "firsts" and examples of service in the public interest, convenience and necessity with the "compliments of KMBC Kansas City," which this month celebrates its own Silver Anniversary.

WPIL Philadelphia has appointed Ben Jamin Kahlerman Agency, Philadelphia, to handle advertising.
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Following the long-established Editorial Policy of "Outdoor Life" magazine, Outdoor Life Time is produced in the interests of GOOD SPORTSMANSHIP . . . and dedicated to the CONSERVATION of our country’s great natural and wildlife resources.

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Sure-fire "mail-pulling" contests—as well as potent point-of-sale promotion pieces—unique in transcribed radio—are available as optional services with Outdoor Life Time.

EXPERTLY PRODUCED

Ray Brown—editor of "Outdoor Life" magazine, popular author and sportsman, introduces his famous editorial staff in his role as host of Outdoor Life Time.

*Outdoor Life Magazine is read by 1,500,000 sportsmen every month and known to millions more!

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WRITE, WIRE OR PHONE FOR AUDITION RECORDING
AFRA Lobby
(Continued from page 36)

The vast majority of radio personnel in America, again oftentimes either as able or more able than the charmed circle characters, and the wages they are receiving are sinful by comparison. I was offered a job in North Carolina as program director and announcer at a fairly large station.

The proffered salary for this job, which would require from 50 to 60 hours work a week, including more air work than any 10 artists in the New York local of AFRA are doing, and in addition including planning of schedules, creation of shows, writing, and production—the salary for this job is $85 per week! Of course in most of these instances, they offer you “added income from commercials,” but there is never any set basis for such income, and only when some good-natured local advertiser can be prevailed upon to pay an extra five or ten bucks a week to the man who does a 15-minute or half-hour across the board for him, is such a fee paid.

Fair Break

So there’s my gripe. Make it more attractive for qualified people to work in out-of-town radio—see that they get a fair break, AFRA—get to work and expend some of that powerful energy in setting up a square deal for ALL the radio people in America. Then your precious big-money markets in New York, Chicago, and Hollywood will not be so overcrowded by the bourgeois that make life so uncomfortable for the employed and the employers. Then it will be easier to see that all the able persons remaining in these markets get their share.

I wish AFRA would wake up. They think they speak for the radio artists of America. I only wish it were possible for all these for whom they do not speak to make a concerted sound together. The mighty roar would drown out AFRA’s high-income squeal a thousand times over.

I hope President Truman doesn’t care that Bob Hope and Bing Crosby and Lawrence Tibbett and Dinah Shore and Frank Sinatra feel badly about the Lea-Vanden-berg bill. I wish he would ask Joe Blow, who announces for a thousand-watt station out in the sticks somewhere, what he thinks. Joe could probably get a five-dollar-a-week raise if his station manager didn’t have to hire union musicians at fancy prices, who are both incapable and unnecessary to the operation of his station.

I wish AFRA would wake up. They think they speak for the radio artists of America. I only wish it were possible for all these for whom they do not speak to make a concerted sound together. The mighty roar would drown out AFRA’s high-income squeal a thousand times over.

KGER Changes

With remodeling of building to include eight new executive offices, large client audition room and studio improvements, C. Merwin Dobyns, owner-manager of KGER, Long Beach, Calif., has announced staff re-alignments and additions. Jay Tapp, chief engineer, has been elevated to operations manager; Tom Hotchkiss, released from Maritime Service, has been made production manager; Richard Barr, formerly of WINX Washington, is news editor; Al Goodwin, formerly of WBBM Chicago, and Earl Rutledge, formerly of WIBC Indianapolis, have been made KGER account executives. Hal Shideler, formerly of WIBC is sports editor; Vincent Alexander, discharged from Army as lieutenant after more than two years service, has returned to KGER as announcer; Lee Wynn, headquartered in Los Angeles offices, continues as station commercial manager.

Radio Artists Dance

ASSOCIATION of Canadian Radio Artists May 7 is holding its annual formal dance at the King Edward Hotel, Toronto, when Miss Radio 1946 will be crowned. Among speakers at dance will be Harry Sedgwick, CFBB Toronto, and chairman of the board of Canadian Association of Broadcasters; Davidson Dunlop, chairman of board of governors, Canadian Broadcasting Corp.; Dr. J. J. McConn, chairman of Parliamentary Committee on Radio Broadcasting; Mayor Robert Saunders of Toronto, and Ontario Premier Col. George Drew.

Circus Wedding

PARLEY BAER, former Army Air Forces captain and program manager of KSL Salt Lake City, gained world prominence and a wife on April 9. He married Ernestine Clarke, bareback-riding ballerina of Ringling Brothers and Barnum & Bailey Circus at the Little Church Around the Corner in New York. The ceremony was performed in time for the bride to appear in the ring for the matinee performance in Madison Square Garden. It marked the first time in five generations that a member of the famed Clarke family had married outside the circus.

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

Radio Artists Dance

ASSOCIATION of Canadian Radio Artists May 7 is holding its annual formal dance at King Edward Hotel, Toronto, when Miss Radio 1946 will be crowned. Among speakers at dance will be Harry Sedgwick, CFBB Toronto, and chairman of the board of Canadian Association of Broadcasters; Davidson Dunlop, chairman of board of governors, Canadian Broadcasting Corp.; Dr. J. J. McConn, chairman of Parliamentary Committee on Radio Broadcasting; Mayor Robert Saunders of Toronto, and Ontario Premier Col. George Drew.

KANSAS' No. 1 Market

Represented by
HEADLEY-REED COMPANY
New York  Chicago  Detroit
Atlanta  San Francisco  Los Angeles

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

An All-Time Favorite

GREEN EYES

Published by PEER INTERNATIONAL CORP.
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Broadcasting  Telecasting
Fax
(Continued from page 12)
sembles a conventional control desk. At either side is a scanner on which copy is placed in similar letter-size sheats. Central to the desk are two monitors. Receivers demonstrated by RI were on the home type, one a combination sound and facsimile receiver. Both RI receiving units contain 400-foot rolls of paper, enough for 24 hours continuous operation. Such a roll, Mr. Hogan said, will be purchasable for about $1 or 20 pages of copy for a nickle, when it gets into quantity production.

Both Mr. Hogan and Capt. Finch emphasized the point that facsimile sets for the public will not be available for some time, possibly late in 1947. Mr. Hogan said. Before there is any general manufacture of facsimile equipment, they pointed out, standards must be set so that all makes of receivers will be able to receive the signals of all types of transmitters, an FCC requirement for all types of broadcasting.

Standards have already been approved by the Facsimile Standards Committee of the Radio Manufacturers Assn., of which Capt. Finch is chairman. When the full RMA approval, the proposed standards will be sent to the Radio Technical Planning Board panel on facsimile, of which Mr. Hogan is chairman. Once past this group, which includes representatives of other interested organizations as well as manufacturers, the proposed standards will go to the FCC-Industry Joint Committee on Facsimile, which in turn will present its findings to the commission for final adoption, which may come by late summer, Capt. Finch predicted.

BFA Organized

Development of the RI facsimile system so soon after the end of the war was due largely, Mr. Hogan reported, to the cooperation of a group of about 20 leading broadcasters and newspapers who organized the “Broadcasters Facsimile Analysis,” Headed by Theodore C. Streibert, president of WOR New York, which first experimented with facsimile transmission in 1926, BFA concerned itself not only with the final development of models suitable for manufacture, but also with copy size, speed, and the standards of fidelity essential for giving an acceptable service to the public. BFA was organized in the fall of 1944, but intensive work did not get under way until after V-J Day, Mr. Hogan said.


Some 60 representatives of this group met in New York April 10 to see a demonstration of the equipment, which they agreed performed up to their specifications. An executive committee comprising Mr. Streibert, chairman; Wayne Coy, WINX; C. William Lang, WGN; Roger W. Clipp, WFIL, was appointed to consider future policy. BFA members will get the first transmitters made by General Electric Co. from the RI models, Mr. Hogan said, with each also receiving a number of receiving units. Members will then begin program experimentation, much of which is already in the planning stage, he said, with the goal of being ready to present an attractive program service by the time sets are generally available.

Estimates Costs

Mr. Hogan said that receiver manufacturers had estimated a combination sound and facsimile receiver will cost no more than a combination radio-phonograph, or from a low of about $60 to a high of possibly $600. The transmission equipment will run about $2,500, a GE spokesman estimated. Capt. Finch said that he can produce his high speed transmitter for about $2,000. Capt. Finch declined to estimate the cost of receivers. Transmitter prices do not include, of course, the cost of the broadcast transmitter.

Experiments in multiplexing—simultaneous transmission of sound and facsimile on a single radio-carrier frequency—are under way in both the Finch and Hogan organizations, it was stated. Mr. Hogan explained, however, that standards would not be requested for multiplexing until the experiments have met the requirements that the facsimile signal does not impair the quality of the FM sound and that receivers designed for FM sound alone need not be equipped with filters to keep out interference from the facsimile signal.

Present FCC regulations, Mr. Hogan said, permit any FM broadcaster to experiment with facsimile broadcasting as long as he broadcasts the required six hours of daily sound programs. In Area 2, comprising all of the country except New England, the 106-108 mc channels can be used for facsimile broadcasting without any sound being required. In Area 1, this channel is presently reserved for community FM sound stations, he said, but it may subsequently be opened up for facsimile alone as in the rest of the country.

In addition to his other models, Capt. Finch also showed a small machine designed for vehicular use, which might be used on police or fire department cars, for example, or by broadcasters on out-of-studio locations, and a high definition machine, giving 200 lines to the inch instead of the 100 in the regular models. This latter, he said, might...
NEW HOME FAX receiver is inspected by Capt. W. H. Finch, USNR, president of Finch Telecommunications Inc. Receiver handles 500 words or 44 square inches of picture material per minute.

VA Talks Given Approval of AFRA
National Headquarters Fails To Uphold St. Louis Local

VETERANS Administration speakers will continue to conduct weekly public service broadcasts on St. Louis stations and they will not join the American Federation of Radio Artists, it was learned last week.

Following protest to national VA headquarters in Washington that the St. Louis AFRA local had demanded that VA personnel cease broadcasting or join the union, AFRA national headquarters assured the Government last week that the VA programs could continue. The White House became interested following the protest and took the St. Louis ruling up with AFRA headquarters [BROADCASTING, April 15].

National AFRA officers assured Government officials that the union had no such rule requiring Government officials speaking to the people to join. Investigation revealed that representatives of the St. Louis local had informed Percy Dash, chief of the VA St. Louis contact services, that he could not speak on the air more than once a month without joining the union. Mr. Dash was being interviewed weekly on KMOX KWK KOKK and WIL and was scheduled to start another series on KSDF when the AFRA local intervened.

Committee recommended that Mayor Edward J. Kelly be invited to preside at this proposed meeting.

When you buy CBS in California 
-be sure you get KERN

Bakersfield, California—
the heart of a naturally rich region

KERN IS THE NAME OF THE COUNTY—
KERN IS THE NAME OF THE STATION.
The two are synonymous in more ways than one for station KERN's primary coverage area is Kern County and Kern County depends upon station KERN as its most effective local radio station.

KERN—Established in 1931.
A McClatchy Broadcasting Company
BEELINE STATION.
1000 watts — 1410 kilocycles.
Columbia Broadcasting System.

MONITOR RECORDER, part of the scanning equipment in "Faximile System of Radio Printing," is presented by John V. L. Hogan, president of Radio Inventions.

Miss Booth's complaint, issued the following statement:
"Our St. Louis office advised us that Elmer Muschany, KXOK production manager, and Jerry Hockstra, KXOM special events director, both questioned Cy Caspar, our radio man in the St. Louis Branch, concerning VA's Percy Gash, chief of our contact service in the St. Louis region, appearing on all local VA radio programs.

"They asked that Caspar check with AFRA's local executive secretary, Nellie Booth. According to our information, she stated the same VA people should not appear so frequently on VA programs, more often than once a month. Our St. Louis office stated this would require them to supply at least 16 different speakers each month and the number of such qualified personnel out there was limited.

"It was then that they appealed to us to attempt to get a clarification from the national AFRA organization. We took the matter up with Commdr. Joseph Miller, assistant to John R. Steelman, the White House labor adviser, since the matter affected all Government programs.

"We were later advised that the matter was purely a local one and that it was being settled. Our St. Louis people tell us the matter has been settled satisfactorily and that our programs are continuing."

Noma Buys Tartak
NOMA ELECTRIC CORP., New York, has purchased Oxford Tartak Radio Corp., Chicago, manufacturer of radio speakers, and has formed Oxford Radio Corp. as a wholly-owned subsidiary of Noma to carry on the business formerly conducted by Oxford Tartak. John A. Proctor, who was assistant to the president of Noma before serving as a colonel in the Army Air Forces Air Technical Service Command, has been elected president of Oxford. Robert Adams, formerly general manager of Oxford Tartak and Cinaudagraph Speakers Inc., is vice president and general manager. Joseph P. Wharton Jr., treasurer and David E. Davis, is secretary and assistant treasurer.
FCC Hearing List Revision Released

Newest Calendar Includes Facilities Sought

APPROACHING its April-July calendar from a new angle, the FCC last week released a version showing not only the dates of hearings and docket numbers of cases involved, but also the frequencies requested and the places where the applicants operate or propose to operate.

The new version was corrected as of April 8, but Commission authorities said there were no changes of consequence from the hearings as scheduled in the original April-July calendar announced March 15 [Broadcasting, March 18]. The changes in most cases involve drop-outs of individual applications resulting from voluntary withdrawals, decisions to seek other frequencies, etc.

Principal Changes

Principal changes otherwise include postponement of hearing on the renewal application of WBAL Baltimore to July 1-3 in Washington (originally scheduled April 15-17); Keystone Broadcasting Corp.'s application for a television station at Harrisburg, Pa., to May 16-17 in Harrisburg (first scheduled April 15-16); and television applications of Lancaster Televis- ion Corp. and WGAL Inc. at Lancaster, Pa., to May 20-21 (originally scheduled April 18-19). Two days after the new version was released, FCC announced that the Commission on its own motion had continued the Lancaster video hearings "without date until further order of the Commission."

‘PRESSURE’ OF WLS PROTESTED BY WCFL

WLS Chicago was charged by WCFL, American Federation of Labor station in Chicago, with "exerting pressure" on American Broadcasting Co. to drop Breakfast Club on the latter station, effective April 29.

WCFL, which has carried Breakfast Club as a sustaining feature since it began on ABC, claimed the program obtained a higher rating in the Chicago area on its frequency (10 kw on 1000 kc) than WLS which has carried only the commercially sponsored second half hour, 8:30-9 a.m. CST.

Maurice (Maury) Lynch, general manager of WCFL and executive secretary of the Chicago AFL, said both WLS and ABC had "apparently" forgotten the union's efforts to combat radio legislation both in Springfield, the Illinois capital, and in Washington, D. C.

WLS declined to comment on the matter other than to state that in its opinion the sponsors' (Philo, Swift) interests would not be "sufficiently protected" if Breakfast Club were presented on WLS as a sponsored program and sustaining on WCFL.

KWOS ASSIGNMENT APPROVED BY FCC

ASSIGNMENT of license of KWOS Jefferson City, Mo. by the Tribune Printing Co. to a new subsidiary corporation was approved by the FCC last Wednesday.

The assignment, designed to separate radio from newspaper interests, is to Capital Broadcasting Co. and involves no money. R. C. Go- horn is president and principal stockholder of both firms.

The station, operating with 250 w on 1240 kc fulltime, is affiliated with Mutual, Keystone and Mississippi networks.

Sealy Promotion

UNITED BEDDING Co. (Sealy Mattresses), Memphis, on April 31 began contest for its Meet the Misses program on WGN Chicago, WTSP St. Petersburg, Fla., WWL New Orleans, KRNT Des Moines and CCLW Denver, featuring two-story five-room trailer, electric refrigerator, electric ironer and washing machine as prizes for best 25-word answer to "Big argument in our house is—"

Cottone

(Continued from page 20)

genral counsel in charge of the Common Carrier Division.

Mr. Hyde's appointment, to fill the unexpired term of the late Wil- liam H. Wills, who died early last month, runs until June 30, 1952. He had been general counsel of the Commission since March 30, 1945, when he moved up from assistant general counselship in charge of broadcasting, to succeed Mr. Denny.

Mr. Hyde entered Government service in 1924 on the staff of the Civil Service Commission. He trans- ferred to the Federal Radio Commis- sion in 1928 as assistant attor- ney, principal attorney, assistant general counsel and general counsel.

He has participated in many hearings, both individual and group and dozens of proceedings and studies relating to development of regulations. He took part in the first general allocation proceedings of the FRC in 1928, hearings under Section 307 of the Communica- tions Act in 1935, the network investigation of 1938 and in the general allocation hearings beginning in late 1944.

Commissioner Hyde, a life-long Republican and native of Bannock County, Idaho, married Mary Hen- derson of Aremo, Idaho. They have four children, Richard, George Richard, William Henderson and Mary Lynn. Their home is at 2709 McKinley St., N. W., Washington.

Mr. Hyde still maintains his legal residence in Bannock County, Idaho.

Cottington Named V-P

C. H. COTTINGTON, radio di- rector, Erwin, Wasey & Co., New York, has been appointed vice presi- dent. Three other executives who were also named vice presidents last week were: Charles Spencer Hart, public rela- tions director; T. Norman Tvetem, markets and me- dia director and Edward Rodgers, art director. Mr. Cottington began his agency career in the art depart- ment of N. W. Ayer & Son 20 years ago and has also been affiliated with McCann- Erickson and Campbell-Ewald. He has been radio director for Erwin, Wasey three years.

Educational Grant

GRANT of a construction permit to Board of Education, Sewanhaka High School, Floral Park, N. Y., for a noncommercial educational FM station was made last Thurs- day by the FCC. The authorization is for use of channel No. 213 (90.5 mc), 0.35 kw, site subject to CAA approval. The station was planned five years ago to augment classes in radio techniques [Broadcast- ing, April 8].

AT&T REPORT WARNS OF INCREASED COSTS

AMERICAN Telephone & Tele- graph Co. for the quarter ended March 31 showed a net income of $6,079,000 equal to $2.25 per share, compared to a net of $40,392,953, or $2.07 a share for the comparable period of last year, it was an- nounced April 17 at the AT&T stockholder meeting in New York.

For the year ended March 31, company earned a net of $177,323,- 000, or $8.86 a share, compared to $165,065,879, or $8.47 a share, for the year ended March 31, 1945.

In his report to stockholders, Walter S. Gifford, AT&T presi- dent, pointed out that the Bell sys- tem "made substantial further wage increases during the first quarter of 1946." He warned, "if costs continue their upward trend, we shall have to ask regulatory bodies, when and where necessary, to permit us to increase revenues by increases in telephone rates."

Point was not discussed further at the meeting and when amplifi- cation was requested, a company spokesman said that the matter had been considered only generally and that any speculation as to the possibility of increases in the cost of network lines or any individual service, national or local, would be "untimely."

24 YEARS OF SERVICE

24 Years of Public Health Programs Leading the Way to Better Health in the Great Northeast...

...Since March 24, 1922, WGY has broad- cast as a weekly feature, Public Health talks presented by the New York State Department of Public Health. In central and eastern New York and western New England, 1,045,717 radio families are kept informed of the newest programs leading the way to better health in the great Northeast. In

Represented Nationally by NBC Spot Sales

NBC—24 Years of Service

50,000 WATTS WGY SCHENECTADY, N.Y.

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Mr. Caldwell asserted that "if it so happens that these five areas brought up this question at a meeting, well." Dallas W. Smythe, FCC economist, said "Areas A and B even up pretty well with regionals and locals, and surveys showing that the interview response is too good. He said it was his impression that the use of higher power would help solve the problem. He added that farmers generally value the clear channel more highly than do city people and that these stations are the most appreciated by the farmers.

Declaring that breakdown of the clear channels was a "purely statistical" problem, Mr. Evans expressed the opinion that the issues in the proceedings would have to be determined separately for each clear channel upon analysis of the service rendered each station.

Under questioning by Mr. Haley, Mr. O'Neal opposed any reduction in the number of clear stations and urged that the Commission take steps to improve clear channel service in areas in which reception is not too good. He said it was his impression that the use of higher power would help solve the problem. He added that farmers generally value the clear channel more highly than do city people and that these stations are the most appreciated by the farmers.

Dr. Edward D. Deming, Bureau of the Budget, testified on basic principles in planning of surveys, particularly insofar as government statistical practice is concerned.

Thurman Monday

With Commissioner Hyde participating in the hearings resumed Thursday morning, Walter Evans, vice president and director of Westinghouse Radio Stations Inc., testified in behalf of KDKA Pittsburgh. Mr. Evans expressed the opinion that the issues in the proceedings would have to be determined separately for each clear channel upon analysis of the service rendered each station.

Under questioning by Mr. Haley, he said that in the event the clear channels are duplicated rural listeners should have the choice of the best signal.

Questioned by Commissioner Jett, he said he believed KDKA could do a better job with more power. "How high?" the Commissioner asked.

Mr. Evans replied that Westinghouse had designed a station in Mexico to operate on 1,000 kc and that there seems to have been no problem.

The possible application of strato-vision to standard broadcasting was then suggested by George Turner, of Cravath, Swané & Turner, New York. Mr. Evans expressed the opinion that the issues in the proceedings would have to be determined separately for each clear channel upon analysis of the service rendered each station.

Joseph E. Baudino, KDKA general manager, testified that the station's program schedule conforms with the findings of the Dept. of Agriculture survey with respect to rural attitudes toward radio, which was introduced at the January sessions, he said its conclusions were not always borne out by the tabulations. He questioned the propriety of "taking the response of some of its questions, the wording of others, and the usefulness of those calling for computations by interviewees.

Tuesday Morning

In the Tuesday morning session Mr. O'Neal, in objecting to surveys made for WGN and WLS Chicago and WJR Detroit, said 20 to 28% of listeners reported some type of program they could not get when they wanted it. But, he added, the number agreeing on loss of interest period preferred "was not large." Mr. Plotkin pointed out that many persons did not reply to the question, so that those reporting inability to receive a program during the desired time consisted of about 50% of those who answered. Earlier, when Dr. Whan reported on an Iowa survey, Commissioner Jett asked whether the inability to get programs was due primarily to insufficient signal strength or to absence of programs. Dr. Whan pointed out that absence of programs, saying "the signal in Iowa is very good."

The WGN-WLS-WJR surveys were made in preparation for the Clear Channel hearings, and covered the area between the two millivolt and one-half millivolt contours, which was not covered in the Agriculture Dept. survey, it was pointed out.

Under questioning by Mr. Spearman, Dr. Whan said affidavits were obtained from interviewers affirming that representative households selected for the surveys were covered. Dr. Whan also was questioned regarding survey technique by Andrew J. Haley, counsel for ABC (licensee of WENR Chicago, which shares the same frequency with WLS), and by Mr. Plotkin.

Campbell Testimony

Further findings from the Dept. of Agriculture survey were given at the Tuesday afternoon session by Dr. Angus Campbell, chief, Division of Program Surveys, Bureau of Agricultural Economics.

Dr. Campbell testified that rural women younger than the radio far more than rural men, that younger women listen more than older women, that rural people with high school or college education listen more than those with only grade school training, that rural women with higher incomes listen more than those with lower incomes, that the number of stations people can hear well has no effect on listening time, that possession of a telephone or subscribing to a daily newspaper has no influence on listening time in rural households.

Testimony in support of the clear channels by the American Farm Bureau Federation, whose membership approximates a million farm families, provoked a sharp colloquy between Edward A. O'Neal, president of the Federation, and Mr. Spearman when the latter challenged the authenticity of Mr. O'Neal's prepared statement.

Mr. O'Neal opposed any reduction in the number of clear stations and asked that the Commission take steps to improve clear channel service in areas in which reception is not too good. He said it was his impression that the use of higher power would help solve the problem. He added that farmers generally value the clear channel more highly than do city people and that these stations are the most appreciated by the farmers.
as do urban listeners, KDKA, he said, does not believe in “playing down” to farm people.

Robert E. White, educational and public relations director of KDKA, said the station has been broadcasting special series programs for its rural listeners, which represent 40% of its audience.

Arthur E. Isham, director of public relations for Mutual Orange Distributors of Beachland, Ohio, grower-owned citrus cooperative, testified that California and Arizona citrus farmers need clear channel broadcasting for adequate market. He said that because of better reception from KFI Los Angeles, growers rely on the station for frost warnings.

Field intensity measurements of KFI's signal strength at various points in California and Arizona were authorized, "if feasible," by Chairman Denny after representatives of citrus, vegetable and rabbit growers testified. Later in the afternoon they found difficulty in hearing the 50-kw clear channel station.

Bad Reception
Four farm group officials, testifying for KFI, told of unsatisfactory reception by KFI programs sometimes at points approximately 200 miles from Los Angeles, and urged higher power for the outlet.

They praised KFI's farm service as superior to that of other stations in the area and stressed particularly the importance of the frost warnings broadcast nightly by Floyd D. Young, director of the Sixth Region, U.S. Weather Bureau. Mr. Young himself testified, joining the others in urging "continuance of KFI on a clear channel and allocation of high power" to enable growers in the Southwest to hear the warnings consistently.

Mr. Young said experience had shown that carrying the warnings on a single high-powered clear channel station was "infinitely superior" to the use of a chain of low-powered stations.

Under questioning by Mr. Spearman, some of the witnesses said they would not object to assignment of another station to KFI's frequency if it "would cause no interference to KFI."

"Testifying Thursday afternoon in behalf of KFI were: Roy R. McLain, of Central California Citrus Exchange, Tulare County Fruit Exchange, Subtropical Fruit Dept., of California Farm Bureau Federation, and California Fruit Growers Exchange; C. O. Hooper, vice president, California Farm Bureau Federation; C. E. McClure, president-managing agent of Meat Rabbit Producers Assn., and state chairman of Rabbit Division of California Farm Bureau Federation; Irwin L. Hearsh, of Yuma County Farm Bureau, and the Grapefruit Advisory Board of California-Arizona.

Friday Witnesses
As first witness at the Friday session, George Sehlmeyer, Master of the California State Grange, Sacramento, Calif., opposed placing any other stations on the 640 kc frequency of KFI on the ground such duplication might result in heavy losses to Southern California producers who depend on KFI frosts warnings.

Under questioning by Mr. Spearman, Mr. Sehlmeyer said that the grant to Cuba of the use of 640 kc was the subject of a luncheon meeting of Los Angeles at which KFI and Grange officials attended. L. N. Spencer, president of the Poultrymen's Cooperative Assn., Los Angeles, testified that the members of his organization depended on weather and market reports from KFI. He said, however, that a daytime reception from Angeles to San Luis Obispo county, 230 miles north, was "pathetic" and that higher power for KFI is "more essential."

Eugene C. Jarvis, secretary-manager, United Date Growers Assn. of California, testified that farmers in Coachella Valley can hear only four stations—all 50 kw stations. When he said reception in the Valley is bad, Mr. Denny assured the witness an FCC engineer would soon be down there to see that good reception was available. Dr. W. C. Davey, assistant general manager of KFI, testified that KFI "still wants and needs" 500 kw power, which it applied for before the Commission's hearings in 1936 and 1938. He said the audience which would benefit is not very important from an advertising standpoint, but that these listeners need and use radio more than most others.

Ryan Questioned
Mr. Ryan was asked by Mr. Denny whether he or his engineers discussed engineering problems with California farmers relative to the grant of 640 kc to Cuba. He said Nelson McIninch, KFI farm director, discussed the Cuban agreement with the farmers at a luncheon given by KFI.

Under questioning by Mr. Haley, he said the secondary area of KFI extends from 720 to 750 miles from Los Angeles.

Asked by Mr. Denny and Mr. Haley how many NBC signals a listener on the West Coast should be able to receive, he agreed that one good signal would be sufficient.

Mr. Haley pointed out that NBC has 2 California clear channel outlets and CBS has one.

When Mr.Ryan concluded his testimony, Mr. Denny said the Commission was aware of the public service rendered by KFI but suggested that it "has an engineering man present at the next lunch."

He promised that the Commission would do everything possible to protect the service rendered by KFI to its secondary area and take steps to see that Cuba lives up to its agreement.

Nelson McIninch, KFI farm director, testified on services provided by the station in recruiting volunteers to save citrus and other crops, broadcasting market and weather reports and other information to rural listeners.
Time
(Continued from page 17)

public has an even greater stake in standard time for radio."

A. H. Caperton, advertising manager, Dr. Pepper Co., Dallas, said he favored uniform time for radio.

Lowery H. Crites, media, General Mills, Minneapolis:

"General Mills has felt for two decades that it was as logical to retain national, and that means network schedules on a standardized time basis as it is to retain transportation schedules on such a basis—wherever there are overlapping zones in daylight saving and non-daylight saving areas.

"We think this is the year to do it, because stations, networks, advertisers and agencies have accustomed themselves to a standardized time system during the war. There will be some dislocation under such a system, but it is likely to be preferred over the disadvantages of the semi-anual time change."

R. G. Dexter, advertising department, Kellogg Co., Battle Creek, Mich.: "Kellogg Co. is in favor of a standard time of broadcasting. As we understand it, if this goes through it will mean that a show emanating from the East Coast will be broadcast at the same time in all time zones across the country."

William Stedman, director of advertising for American Home Products Co., New York, made his viewpoint implicitly clear in answering Broadcasting's written question: "To be equally frank in answering your letter, I might point out that two of our evening shows are now at 7:30 EST on Wednesday and Thursday nights over CBS. From this I believe you can deduce our reaction to the question of Standard Time."

Not Unanimous

The positive reactions of these major radio advertisers did not prove the unanimity of such thinking, however. For on the other hand Broadcasting learned from other sponsors, equally prominent, that they other view the subject with disinterest or positively oppose it.

Among those who did not care to comment, either because they felt the issue was controversial or because their advertising schedules were such that time-change problems did not affect them, were: American Tobacco Co., Associated Oil Co., Bristol-Myers Co., General Electric Co., General Foods, Grove Labs., Wm. Wrigley Jr. Co., Wander Co., Swift & Co., and Sun Oil Co.

Standard Oil Co.'s advertising manager, John Wieland, said he believed it would be difficult to find disagreement on the general idea of adopting uniform time for radio. He added: "However, the only sure way to achieve such a standard time would be by Federal

CLOCKS IS THE kwaiist pipple, moans Lew Lehr, m. c. on ABC's Detect & Collect as he contemplates approach of daylight saving time. "I'm aware that the term 'standard time' is misused, is inaccurate, is meaningless, and is even misleading. It is the time that year-round the clocks are set by purely arbitrary decrees and not by the sun's movement in its orbit."

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Farmers Critical

But now, as then, there were certain sections of the nation—principally the farm communities—which elected to remain on Standard Time, feeling that it was advantageous for their individual problems. In fact, the subject of time change even now can evoke bitter arguments in rural America, such questions as, "Why do I have to adjust my life to that of some city slicker who wants to get off early for a round of golf?" are frequently asked.

President Truman likes Daylight Savings Time, and would approve any measure that Congress might pass promoting it. He indicated as much at a recent news conference [Broadcasting, March 18]. It is understood he does not care to invoke his wartime powers to bring it about, however. And in the past, Congress has stood adamantly against moving the clock forward except in time of war.

Meanwhile sporadic activity, such as that typified by the action of the West Virginia Broadcasters Association, recognizing this problem, will elect to set its radio clock on DST come April 28, despite the fact that the state will remain on Standard Time. Of course, there will result from this considerable confusion to the listener—unless the West Virginia Legislature elects to move the state's clocks forward to conform with the broadcasters. If the latter does not occur, married West Virginia housewives will have 9 a. m. announced on their radios when their kitchen clocks clearly show the hour as 10 a. m.

The current agitation for a uniform policy grows out of the war. From Feb. 9, 1942 to Sept. 30, 1945, the nation was on Daylight Savings Time—or War Time—by act of Congress. As a matter of fact, the idea of savings time first was adopted during World War I and it was an aftermath of the conflict that New York and other municipalities throughout the nation adopted DST by local option during the summer months.

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Meanwhile sporadic activity, such as that typified by the action of the West Virginia Broadcasters Association, recognizing this problem, will elect to set its radio clock on DST come April 28, despite the fact that the state will remain on Standard Time. Of course, there will result from this considerable confusion to the listener—unless the West Virginia Legislature elects to move the state's clocks forward to conform with the broadcasters. If the latter does not occur, married West Virginia housewives will have 9 a. m. announced on their radios when their kitchen clocks clearly show the hour as 10 a. m.

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Confusion Over Daylight Saving Time
To Cut May Audience, Hooper Predicts

PREDICTION that May radio audiences will fall appreciably below April listening levels because of confusion of daylight time changes was made last week in a supplementary report accompanying April 15 program ratings by C. E. Hooper Inc.

The report pointed out that in war years, when war time prevailed throughout the year, May audiences held up to 95.5% of those in April, but predicted that this year with the hodge-podge switch of many communities to daylight time, listening levels in May would fall far below those of April. The report recommended an industry survey to determine whether the listening public would prefer a year-round program time schedule to the confusion arising from daylight time changes.

Above Last Year
Hooper ratings for April 15 showed the average evening audience as 9.5, down .5 from the last report, up .4 from the same period a year ago. Average evening sets-in-use were 28.9, or 1.5 less than the previous report and .2 less than a year ago.

Average available audience was 79.5, down .7 from the last report; up 1.9 from same period a year ago. Bob Hope was in the lead of evening programs. Fibber McGee & Molly 27.4, Charlie McCarthy 25, Bing Crosby 23.2, Red Skelton 22.7, Fred Allen 22.2, Radio Theatre 22.1, Benny 21.1, Walter Winchell 19.7, Mr. District Attorney 19.5, Jack Haley with Eve Arden 19.5, Screen Guild Players 19, Kay Kyser (10 p.m.), 18.1, Abbott & Costello 17.7, Amos 'n' Andy 15.9, Life Can Be Beautiful 15.8.

Among top 10 weekday programs in the April 15 report Breakfast in Hollywood was first. Average daytime audience was 4.4, down .2 from the last report, no change from a year ago. Average daytime sets in use were 16.3, down .7 from the last report, up 1.2 from a year ago. Average daytime available audience was 72.3, down .5 from last report, up 2.9 from a year ago.

Top 10 weekday programs:

- Breakfast in Hollywood (Kellogg) 8.7
- Ma Perkins (CBS) 7.6
- Big Sister 7.6, Romance of Helen Trent 7.5
- What's the Girl (NBC) 7.4
- Breakfast in Hollywood (P & G) 7.4
- Right to Happiness 7.1
- Our Gal, Sunday 6.8
- Portia Faces Life 6.7
- Life Can Be Beautiful 6.7

Time Sale Violation Denied by KOB

INTERPRETATION of Section 317 of the Communications Act requiring that sponsored programs be identified as such promised to become the major issue last week in determination of the outcome of revocation proceedings against KOB by the FCC by Gov. Dempsey of New Mexico against KOB Albuquerque [BROADCASTING, March 25, April 1].

In further comments filed by April 15, Theodore Pierson, counsel for KOB, the station contends that it is not required to announce the source of compensation received by persons other than the licensee who were directly or indirectly connected with the program broadcast.

Previously, William J. Dempsey, counsel for Gov. Dempsey, alleged in reply to previous comments of KOB that in failing to identify the various persons contributing funds to support of a series of programs sponsored on the station a violation of Section 317 had occurred.

Section 317, the station points out, provides that:

“All matter broadcast by any radio station for which service, money, or any other consideration is directly or indirectly paid or promised to or charged or accepted by, the station so broadcasting, from any person, shall, if the same is so broadcast, be announced as paid for or furnished, as the case may be, by such person.”

The reading of the provision, KOB contends, “demonstrates that the burden it places upon the station is limited to the consideration received or charged by the station.” The impracticability, if not the impossibility of determining or announcing all persons contributing to a program, it holds, “is so patent that it requires no further discussion.” Furthermore, it adds, such a requirement would seriously endanger freedom of speech on controversial matters.

The program in question concerns a weekly series of political broadcasts sponsored on KOB by Larry Bynum, editor of the New Mexico State Record, which Mr. Bynum stated on the program were paid for by a group of anonymous businessmen.
**ACTIONS OF THE FCC**

**APRIL 12 to APRIL 18**

**DECISIONS**

**APRIL 12**

**BY COMMISSION EN BANC**

Great Northern Radio Inc., Glen Falls, N.Y.—Granted, nunc pro tunc, the amendment to the application for a new station 1,500 kw unlimited, pending since May 2, 1946, as to specify a community station in southwestern Minnesota, with an unmodulated emission, in addition to the news and an unmodulated emission, in addition to the news.

**AM-1400 kHz**

Observer Radio Co., Orangeburg, S.C.—Granted, nunc pro tunc, the amendment to the application for a new station 1,500 kw unlimited, pending since May 2, 1946, as to specify a community station in southwestern Minnesota, with an unmodulated emission, in addition to the news.

**AM-1400 kHz**

Metro-Goldwyn-Mayer Studios Inc., Los Angeles—Denied, nunc pro tunc, the amendment to the application for a new station 1,500 kw unlimited, pending since May 2, 1946, as to specify a community station in southwestern Minnesota, with an unmodulated emission, in addition to the news.

**ACTION ON MOTIONS**

Marion Radio Corp., Marion, Ind.—Denied, nunc pro tunc, the amendment to the application for a new station 1,500 kw unlimited, pending since May 2, 1946, as to specify a community station in southwestern Minnesota, with an unmodulated emission, in addition to the news.

**Midwest Bestg. Co., Mount Vernon, Ill.—** Denied insofar as it requests leave to amend its application so as to specify a transmitter site, etc., and the amendment filed was withdrawn.

**Midwest Bestg. Co., White Plains, N.Y.—** Denied insofar as it requests leave to amend its application so as to specify a transmitter site, etc., and the amendment filed was withdrawn.

**United Garage and Service Corp., Cleveland—** Granted insofar as it requests leave to amend its application so as to specify a transmitter site, etc., and the amendment filed was withdrawn.

**REORIENTATION PRODUCTIONS, Div. of Hughes Tool Co., San Francisco—** Denied insofar as it requests leave to take deposits and additional deposits, pending since May 2, 1946, as to supply detailed data in re city areas to be served, etc., and the amendment filed was withdrawn.

**HUGHES PRODUCTIONS, Div. of Hughes Tool Co., Los Angeles—** Granted insofar as it requests leave to take deposits and additional deposits, pending since May 2, 1946, as to supply detailed data in re city areas to be served, etc., and the amendment filed was withdrawn.

**Frank Parker, Danbury, Conn.—** Granted insofar as it requests leave to take deposits and additional deposits, pending since May 2, 1946, as to supply detailed data in re city areas to be served, etc., and the amendment filed was withdrawn.

**Allen B. DuMont Labs, Inc., Cleveland—** The application for a new television station in Cleveland, Ohio was withdrawn.


**King Trendle Bestg. Co., Detroit—** Denied authority to take deposits for a new television station in the Detroit metropolitan area.

**Philco Radio & Television Co., New York—** Granted insofar as it requests leave to amend its application for a new television station in Philadelphia, Pa., pending since May 2, 1946, as to specify a community station in southwestern Minnesota, with an unmodulated emission, in addition to the news and said application dismissed without prejudice.

**APRIL 17**

**ACTION BY COMMISSION WAKEFIELD**

Walton Valley Bestg. Co., Terre Haute, Ind.—Denied insofar as it requests leave to amend its application so as to specify a transmitter site, etc., and the amendment filed was withdrawn.

**KASA Elk City, Okla.—** Denied insofar as it requests leave to amend its application so as to specify a transmitter site, etc., and the amendment filed was withdrawn.

**GWG Bestg. Co., Cleveland—** Granted insofar as it requests leave to amend its application so as to specify a transmitter site, etc., and the amendment filed was withdrawn.

**KENS San Antonio, Tex.—** Denied insofar as it requests leave to amend its application so as to specify a community station in southwestern Minnesota, with an unmodulated emission, in addition to the news and said application dismissed without prejudice.

**APRIL 18**

**BY COMMISSION EN BANC**

WGAR Bestg. Co., Cleveland: Summit Radio Corp., Akron, Ohio—Denied joint application of WPAB and WOAK for a new station on the frequency 1450 kc 150 w unlimited, pending since May 2, 1946, as to supply detailed data in re city areas to be served, etc., and the amendment filed was withdrawn.

**Allen B. DuMont Labs, Inc., Cleveland—** The Commission, on its own motion, ordered the hearing on application so as to specify a community station in southwestern Minnesota, with an unmodulated emission, in addition to the news and said application dismissed without prejudice.

**WCLM Hollywood—** Ordered that the hearing on application for a new television station so as to change location of proposed station from Miami Beach, Fla. to Hollywood, Fla. be reopened.

**KWMR Riverside, Calif.—** Denied insofar as it requests leave to amend its application so as to specify a community station in southwestern Minnesota, with an unmodulated emission, in addition to the news and said application dismissed without prejudice.

**KEW San Francisco, Calif.—** Denied insofar as it requests leave to amend its application so as to specify a community station in southwestern Minnesota, with an unmodulated emission, in addition to the news and said application dismissed without prejudice.

**KWXV Denver, Colo.—** Denied insofar as it requests leave to amend its application so as to specify a community station in southwestern Minnesota, with an unmodulated emission, in addition to the news and said application dismissed without prejudice.

**BROADCASTING & TELECASTING**
Hearings This Week

APRIL 22

**MONTAUK**, N. Y.—CF 910 kc 5 kw, directional antenna night and day.

**WASHINGTON, D. C.**—KFAB Omaha, Neb.—CF 615 kc 5 kw, daytime.

**NEW YORK, N. Y.**—KQAM Fort Worth, Tex.—CF 1320 kc 50 kw; antenna height above average sea level, 450 ft; site approved for use, with operation limited to unlimited time.

**Cleveland, Ohio**—Designated for consolidating hearing with application of Metropolitan Broadcasting Co., Cleveland, Ohio; application of latter has been withdrawn.

**NEW YORK, N. Y.**—WJGD Cincinnati, Ohio—CF 1160 kc, 2 kw; site approved for use, with operation limited to unlimited time.


**NEW YORK, N. Y.**—WDRC New York City—CF 560 kc 3 kw, directional antenna.

**MONTAUK, N. Y.**—KQCS New York City—CF 710 kc, 1 kw, directional antenna.

**BOSTON, Mass.**—KAJ New York City—CF 1250 kc, 5 kw, directional antenna.

**NEW YORK, N. Y.**—WNOM New York City—CF 590 kc, 5 kw, directional antenna.

**SPRINGFIELD, Ill.**—KGMC Springfield, Ill.—CF 960 kc, 5 kw, directional antenna.

**WASHINGTON, D. C.**—WHQL Alexandria, Va.—CF 1490 kc, 1 kw, directional antenna.

**Cleveland**—Designated for consolidating hearing with application of Richard E. O'Dea, Paterson, N. J., for leave to intervene in the consolidated hearing on KFFA, Muncie, Ind., for voluntary assignment of license to a new non-commercial station.

**CINCINNATI, Ohio**—Designated for consolidating hearing with application of T. H. H. Raffo, Anthony, Tex., for voluntary assignment of license to a new non-commercial station.

**Cleveland**—Desig- nated for consolidating hearing with application of Carter Broadcasting Co. and Television Co., for voluntary assignment of license to a new non-commercial station.

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THE DIFFERENCE TRY IT AND DISPO OR CARRYING ALL CBS MAJOR PROGRAMS

"or," four and more. Use to spot cam-
tant and ground system.

Applications Tendered for Filing:

AM—1450 kc

AM—1990 kc
Greater Muskegon Broadcasters, Inc., Muskegon, Mich.—CP new station 980 kc 1 kw and daylight hours—AMEND-ED: to change frequency from 980 to 1090 kc.

FM—Unassigned
Jay R. David, Tiffin, Ohio—CP for a new community PA broadcast station to be operated on frequency to be determined by FCC.

AM—1990 kc
WBUX Lexington, N. C.—Modification CP which authorized a new standard commercial station to be operated on frequency to be determined by FCC.

AM—1990 kc
WBAY West Bend, Wis.—CP new station 1340 kc 1 kw and unlimited hours—AMEND-ED: to change frequency from 1340 to 1430 kc.

AM—440 kc
Mike Benson, d/b as General Bestg., Atlantic City, N. J.—CP for a new television station to be operated on frequency to be determined by FCC.

AM—1990 kc
Paul Brake, Miami, Fla.—CP new community television station to be operated on frequency to be determined by FCC.

AM—1990 kc
Ann E. Searing, d/b as Southern Illinois Television, Carbondale, Ill.—CP new station 1020 kc 1 kw and unlimited hours—AMEND-ED: to change frequency from 1020 to 1190 kc.

FM—Unassigned
Paul F. McKnight, John H. Searing, and Ann E. Searing, d/b as Southern Illinois Television, Carbondale, Ill.—CP new television station 1020 kc and unlimited hours.

AM—1990 kc
BKNK Alexandria, Va.—CP increase power from 250 w to 500 w.

AM—700 kc
WLW Cincinnati, O.—Voluntary assignment of license to Cincinnati Broadcasting Corp.

AM—730 kc
WFKJ Alexandria, Va.—CP increase power from 250 w to 500 w.

AM—700 kc
WRLW Louisville, Ky.—CP increase power from 250 w to 500 w.

AM—1490 kc
WKBX Big Spring, Tex.—CP for a new FM station to be operated on frequency to be determined by FCC.

AM—1490 kc
KPRD Alexandria, La.—Modification CP which authorized a new standard commercial station to be operated on frequency to be determined by FCC. (Facilities to be re-
served.)

AM—1490 kc
WBCS Cambridge, Md.—Modification CP which authorized a new standard commercial station to be operated on frequency to be determined by FCC.

AM—1490 kc
Cal-Lex Broadcasting Co., Inc., Kalamazoo, Mich.—CP for a new television station to be operated on frequency in the City of Kalamazoo, 2080 to 2300, specify type of visual and radio transmitters, make changes in studio locations.

AM—1490 kc
Thomas Henry Golding Jr., Emmett Holmes and Frank Wilson Bolduc, d/b as Kennebec Valley Bestg., Augusta, Maine—CP new station 930 kc 1 kw and unlimited hours.

AM—1490 kc
Jay R. David, Tiffin, Ohio—CP for a new community PA broadcast station to be operated on frequency to be determined by FCC.

AM—1490 kc
WIRA Fort Worth, Tex.—Modification CP which authorizes a new standard broadcast station to be operated on frequency to be determined by FCC.

AM—1490 kc
Stone S. Whitehead, Bremham, Tex.—CP for new station 990 kc 250 w and unlimited hours.

AM—1490 kc
WHAW Fort Wayne, Ind.—CP new station 1490 kc 250 w and unlimited hours.

AM—1490 kc
Commonwealth Bestg. Corp., Ports-
mouth, Va.—CP new station 1490 kc 250 w and unlimited hours.

AM—1490 kc
WAPF Chicago—CP change hours of operation to be determined by chief engineer of FCC.

AM—1490 kc
Edwin Mead, Rockford, Ill.—CP new station 1490 kc 500 w and unlimited hours.

AM—1490 kc
Big Horn Basin Bestg. Co., Cody, Wyo.—CP new station 1310 kc 500 w and unlimited hours.

AM—1490 kc
Associated Bestg. Inc., Indianapolis, Ind.—Voluntary assignment of license to WSBF and FM station WABV to Evanston on the Air, Inc.

AM—1190 kc
James E. Murray, Hutchinson, Kan.—CP new station 990 kc 1 kw and unlimited hours.

AM—1490 kc
Northern Allegheny Bestg. Co., V'lyn, Pa.—CP new station 1310 kc 1 kw and unlimited hours.

AM—1490 kc
WBSS Beloit, Wis.—CP increase power from 100 to 250 w and unlimited hours.

AM—440 kc
Greenville Shubert, Inc., Greenville, S. C.—CP new station, 250 w and unlimited hours.

AM—990 kc
Public Radio Corp., Tulsa, Okla.—CP new station 990 kc 250 w and daytime hours.

AM—1560 kc
Del Norte Bestg. Co., El Paso, Texas—CP new station 1450 kc 750 w and unlimited hours.

AM—1560 kc
The Traveling Publishing Co. Inc., Arkansas City, Kans.—CP new station 1860 kc 1 kw and daytime hours.

AM—838 kc
Orange County Bestg. Co., a partner-
ship, Atlanta, Georgia—CP new station 1310 kc 1 kw and unlimited hours.

AM—838 kc
EWA Hotels Inc., New York—CP new television station 650 kc 1 kw and unlimited hours.

AM—838 kc
APRIL 17
Tube City Broadcasting Co., McKeesport, Pa.—CP new station, 870 kc 1 kw and unlimited hours; AMENDED: to change frequency from 870 to 990 kc.

AM—910 kc
Hollywood Bestg. Corp., Los Angeles, Calif.—CP new station, 940 kc 1 kw and unlimited hours.

AM—1400 kc
WIRA Fort Worth, Tex.—Modification CP which authorizes a new standard broadcast station to be operated on frequency to be determined by FCC.

AM—1400 kc
Tom S. Whitehead, Bremham, Tex.—CP for new station 890 kc 250 w and daytime hours.

AM—1540 kc
Thomas Hansen, Robert S. and Thomas Henry Golding Jr., Emmett Holmes and Frank Wilson Bolduc, d/b as Kennebec Valley Bestg., Augusta, Maine—CP new station 930 kc 1 kw and unlimited hours.

AM—1490 kc
KOA Denver, Col.—CP to mount FM antenna on premises of Colorado Gold Bulletin, Inc.

AM—1400 kc
Big Horn Basin Bestg. Co., Cody, Wyo.—CP new station 1310 kc 500 w and unlimited hours. (Facilities to be re-
served.)

AM—1190 kc
Applications tendered for filing:
Annapolis Bestg. Corp., Annapolis, Md.—CP new station 1310 kc 1 kw and daytime hours.

AM—1590 kc
Commonwealth Bestg. Corp., Ports-
mouth, Va.—CP new station 1340 kc 1 kw and daytime hours.

AM—1590 kc
WAAP Chicago—CP change hours of operation to be determined by chief engineer of FCC.

AM—1190 kc
Jim A. Ward, Dayton, Ohio—CP new station 900 kc 250 w and unlimited hours.

AM—1490 kc
Penn-Allen Bestg. Co., Allentown, Pa.—CP new station 1490 kc 250 w and unlimited hours.

AM—1490 kc
Curtis P. Ritchie, Pueblo, Colo.—CP new frequency CP which authorized a new television station to be operated on frequency to be determined by chief engineer of FCC.

AM—1490 kc
**WJJD Is Authorized To Use 50 kw on Clear Channel**

WJJD, the Marshall Field station in Chicago, was authorized by the FCC last week to increase power from 20 to 50 kw on the Class I-A clear channel 1150 kc, continuing limited-time operations protecting KSL Salt Lake City, the dominant station on the channel. Mr. Field also owns WSAI Cincinnati and KOIN Portland, Ore.

Two changes from local to regional frequencies are authorized.

KGKY Scottstubb, Neb., was authorized to move from 1490 to 1320 kc and increase power from 250 w to 1,000 w fulltime, using directional antenna at night.

KWOY Sheridan, Wyo., was authorized to change from 1440 to 1410 kc and boost power from 250 w unlimited time to 1 kw day and 500 w night.

WOCJ Meridian, Miss., a regional, was granted construction permit to increase daytime power to 5 kw on 910 kc, continuing nighttime operation with 1 kw.

**INS (Continued from page 15)**

Weighs local news in importance to such an extent that more than 50% local news on a program may be a disservice to the listener.

Definition of local live news involves complications, INS observes, posing these questions: "Is an announcement made from a local Government bureau office more 'local' than the same announcement made from Washington and carried on the teletype? Is the 'local area' determined by the FCC as that news service such as that producing a news program based on local needs and requirements is not producing a 'local live' program. It further suggests that the FCC "did not mean and did not intend to mean that news programs produced by petitioner and others are in the same category. It argues, as differentiated from the pre-written and pre-edited services. Advantages of this type of service are discussed and quotations are made from INS (Continued from page 15)."

What About Singers?

Then INS asks this: "If a news-service is in a 'wire program' category, because 51% of his news has been produced by petitioner so that the licensee who (a) maintains a news program of 'non-syndicated' nature in which their interests are cared for."

In any case, INS continues, the FCC should further explain or clarify its definition of "local" news and set a more flexible standard than the 50% basis for determining the news program category.

**ABC West Coast Meet**

APPROXIMATELY 75 representatives from 15 West Coast affiliated and operated stations of ABC will attend a meeting at Del Monte Lodge, Del Monte, Calif., April 22-23. John Norton, ABC New York vice president in charge of station relations, is to be principal speaker.

Presiding over sessions will be Don Smith, ABC Western Division vice president; Fran Conrad, West Coast stations relations manager; Frank Samuels, Western Division sales manager; Jack O'Mara, Western Division sales promotion manager.
Open Bidding
(Continued from page 20)
policy on this subject, we thought best to draw the matter to the attention of your committee.
In his argument Mr. Petty claimed that the Commission already has means of protecting the public interest without invoking the A voc rule, which he maintained is beyond the FCC’s statutory authority.
When he contended that “the transferee should be the one to choose the transferee,” Chairman Denny inquired: “Why is the transferor better qualified to do that than an agency set up by Congress?” Mr. Petty said he did not think the question was applicable to the problem at hand.
Mr. Denny posed a hypothetical question: If six purchasers apply for a station and the one chosen by the transferor is found to be barely qualified while another is eminently qualified, is it the Commission’s function to select the one best qualified?
Mr. Petty did not reply directly.
Durr Question
During the discussion on FCC authority, Comr. Durr asked what the NAB’s position would be toward a Congressional bill delegating the authority to the Commission. Mr. Petty said he was not in a position to say, but that he was sure NAB would take a fair position and seek to gather facts from the field.
Asking for his opinion on a specific phase of the Communications Act, he replied that the Act was highly complicated, that he had been NAB general counsel for only two and a half months, and that until then he had never read the Act.
He said that from sampling the radio industry, and from complaints and expressions of concern from the industry, NAB believed the rule would be “actually harmful.” It would, he said, bring “speculative capital” into the industry with a resulting lessening of research, and that deterioration of service would result.
If Congress had intended to give FCC such powers, he said, it would have done so specifically. Comr. Jett responded that the Communications Act does give the Commission the right to make rules to serve the public interest. Earlier, Mr. Petty questioned the meaning of the term “in the public interest,” saying he had never heard it clearly explained.
Chairman Denny noted that the proposed rule does not require a transferor to sell to the transferee chosen by the Commission, pointing out that when FCC approves transfer to a competing rather than the original applicant, final consent will depend upon the seller and the approved applicant signing and submitting a contract within 30 days. Mr. Petty replied that the rule nevertheless “gives the Commission the power to select the transferee.”
Under a strict deadline set by

CASSIDY, SHEFFER
REASSIGNED AT WLW

Mr. Cassidy Mr. Sheffer
JAMES CASSIDY last Wednesday was named public relations director of WLW Cincinnati. At the same time, A. E. (Tony) Sheffer was appointed public relations and food merchandising consultant to the station. Both appointments are effective May 1.
Mr. Cassidy, former war correspondent, and recently news commentator for WLW, is taking over Mr. Sheffer’s former duties as public relations director. Mr. Sheffer was named to that post last summer after serving as administrative assistant to James D. Shouse, vice president of Crosley Corp., in charge of broadcasting. According to Mr. Shouse, the realignment for WLW publicity department will continue under the direction of William L. Barrow. William McCluskey will continue as head of the WLW talent exploitation department. Both are under public relations.

AMA Conference
AMERICAN MARKETING Assn. will hold its national conference May 16-17 at Statler Hotel, Boston. “Television - Its Impact on Postwar Marketing” is one of topics to be discussed.

Puerto Rico Case
Argument Heard
Proposed FCC Approval of WPRP Sale Aired
ORAL ARGUMENT on FCC’s proposed decision to approve the sale of WPRP Ponce, Puerto Rico, to the Voice of Porto Rico Inc. and deny the frequency to another applicant, Consolidated Broadcasting Corp., was conducted before the Commission en banc last Wednesday.
The proposed decision [Broadcasting, Feb. 11] looked to approval of the assignment of the 520-kw outlet from Julio M. Conesa for $30,000. Mr. Conesa owns 52% of stock in the Voice of Porto Rico, which Frank Stollenwerk, counsel for Consolidated, contended is otherwise owned by a “powerful group” of men inexperienced in radio.

Has Good Record
Mr. Stollenwerk pointed out that Ralph Perez Perry, president and controlling stockholder of Consolidated, “has a long record of qualifications” as a broadcaster. He questioned whether the Commission should “sidetrack” an applicant with Mr. Perry’s qualifications in favor of inexperienced applicants associated with one who has violated FCC standards “over a period of years,” as he claimed Mr. Conesa has done.
William C. Koplovitz, representing Voice of Porto Rico, replied that FCC had concluded both applicants are qualified and said Voice of Porto Rico would employ technical consultants in Puerto Rico and in Washington in an effort to avoid any repetition of “past difficulties.” If Mr. Conesa’s license for WPRP is not renewed, he said, Voice of Porto Rico has a contract to buy WPRP’s equipment for $30,000.
The Commission’s proposed decision based approval of the assignment to Voice of Porto Rico and denial of Consolidated’s application for WPRP’s 1420 kw frequency in Ponce on the fact that the former firm is locally owned and Consolidated is not, and on a disposition against “latent possibilities” of concentration of control, inasmuch as Mr. Perry, head of Consolidated, was also 49% owner of WKVW Arecibo and associated with WPRA Mayaguez. Mr. Stollenwerk said as defined, Voice of Porto Rico would leave him associated with only one of the two. There are seven stations in Puerto Rico.

Pearson Award
DREW PEARSON, ABC network commentator, on April 30 will receive the first B’nai B’rith journalistic award of merit at a dinner at the Broadwood Hotel in New York, as the journalist-commentator who made the greatest contribution toward “democracy in action” throughout the year.

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the result of the initial meeting, which was held at his office.

NAB is preparing an analysis of the anti-Petullo law and its effect on industry operations. Ivar H. Petersen, assistant counsel of the Employee-Employer Relations Dept., is handling the project, which is slated to be completed this week.

Under Public Law No. 344, use of coercion “or other means” to force broadcasters to employ more persons than needed, to pay for services not performed, pay for the privilege of broadcasting recordings (other than regular fees), or pay more than once for services performed, becomes unlawful. The law also makes it illegal to interfere with the conduct of noncommercial educational or cultural programs.

Under the law, students at the Interlochen, Mich. National Music Camp may broadcast without legal interference from the AFM. Whether broadcasts of the future will be affected because the music camp president, Dr. Joseph E. Maddy, is no longer a union member, had not been determined last week.

Dr. Maddy was expelled from the AFM last year. [BROADCASTING, Jan. 28]. He charged that he was “fired” from the union because of Mr. Petullo. NBC, which carries the National Music Camp broadcasts upon which the AFM objected, had made no plans last week to resume the broadcasts. Network officials said future policy would depend upon an interpretation of the law by the NBC legal department.

Although the Lea bill became Section 506 of the Communications Act, the FCC is not charged with its enforcement. According to Rep. Clarence F. Lea, its author, the Committee, he explained, has no punitive powers.

Dept. of Justice Will Enforce Violations will be prosecuted by the Dept. of Justice in the district in which they occur. For instance, if a broadcaster feels that the AFM or any other organization is attempting to coerce or force him into employing more persons than he needs, or if he is threatened with strike failure to comply with any demands contrary to the law, he would report the alleged violations to the U. S. District Attorney assigned to his district.

Upon investigation, the District Attorney, if he feels the case warrants prosecution under the act, takes necessary steps in the Federal District Court.

Last week the question arose: “Is the language of the law broad enough to cover secondary boycotts against networks for failure to renew a license or to comply with demands deemed unlawful in the Act?”

To that question Rep. Lea pointed to Section (b) of the law, which

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**Pro and Con OPA**

**AT THE HEIGHT** of the controversy last week over passage of the House bill crippling the OPA, Chester Bowles, Economic Stabilization Director, presented the OPA’s side of the issue over the full NBC net. Network cancelled Mr. District Attorney at 9:30 p.m., Wednesday for talk. Friday night, 9:30, NBC, Rep. Jesse P. Wolcott (R-Mich.) presented reasons for passage of the bill. Talks originated at WRC Washington.

**Peabody Presentation Will Be Made April 24**

PRESENTATION of the George Foster Peabody radio awards will be made at a dinner at the Hotel Roosevelt, New York, April 24 at 7 p.m. Tickets for the dinner are available through the Peabody dinner committee, Room 902, 555 5th Ave., New York.

Mayor Earl Glade, of Salt Lake City, former chairman of the code committee of the NAB, will be principal speaker at the dinner. Another talk will be made by Justin Miller, NAB president. Awards will be presented by Edward Weeks, editor of the Atlantic Monthly and chairman of the Peabody board.

**Small Market Station Committee in Session**

FIRST reports covering the NAB’s station management study, conducted under direction of Arthur C. Stringer, director of promotion, will be given at the April 22-24 meeting of the Small Market Stations Executive Committee at the Hotel Statler, Washington. Mr. Stringer has made five extensive studies of station operations and will report on his findings. In no case will identity of stations be revealed.

Problems on the committee agenda include engineering requirements, BMB, local news programs, personnel training, publicity, promotion, employer relations, group selling and syndicated programs. Marshall H. Pengra, KBNX Roeburg, Ore., will preside. J. Allen Brown is in charge of NAB activities for small market stations.

states: “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 a strike, to coerce, compel or constrait or attempt to coerce, compel or constrain a licensee or any other person . . .”

“Any other person” would cover, for instance, a broadcaster, threat-ened strike against a network should an affiliate fail to employ union musicians, as demanded last year by Mr. Petullo, according to Rep. Lea.

**Loan Is Negotiated By Westinghouse**

$80,000,000 Needed to Meet Obligations and Expansion

STRIKE-BOUND for three months, Westinghouse Electric Corp. last week announced it was negotiating an $80,000,000 bank loan to meet financial obligations and to enable the company to proceed with a $58,000,000 expansion and improvement program in 1946.

Announcement of the loan was made by President Gwilym A. Price in a statement to stockholders at an annual meeting in Pittsburgh. Mr. Price said it was impossible to render a complete report on the company’s business during the first quarter of this year, while most of its plants have been on strike, but he estimated that “net sales, billed during January, February and March averaged about $10,000,000 a month.” That figure was compared with average monthly billings of more than $87,000,000 in 1945.

Pay roll and other financial obligations necessitate the $80,000,000 bank loan, he said. The loan will be for a two-year period with an option to renew for three additional years.

**Porter Says House Bill Would Raise Set Prices**

PRICES of radio receivers would temporarily be blown “sky high” if the House version of the OPA bill became law, OPA Administrator Paul A. Porter said Thursday in commenting on the bill. Along with other household appliances, which must undergo a period of temporarily high cost before their output hits a high level, set prices would soar for a while with lifting of some of OPA’s ceilings, he added.

Mr. Porter said elimination of cost absorption in retailing would cost consumers large sums on such products as autos and household appliances.

Radio Manufacturer’s Assn. had no comment on Mr. Porter’s statement but pointed out that it will meet Tuesday and Wednesday with OPA officials to discuss prices of sets and components. OPA is understood to be planning an increase in set prices based on wage increases (see story, page 68).

**White House Food Plea**

WORLDWIDE coverage was given a special White House broadcast Friday, 7:7:30 p.m. President Truman and others made an appeal for tightening of belts. The four American networks, State Dept. facilities and foreign stations carried the broadcast. Among speakers scheduled were former President Herbert Hoover from Cairo; Fiorello LaGuardia, UNRAA director; and Secretary of Agriculture Clinton Anderson.
Help Wanted

Competent disc jockey with successful program record for a Rocky Mountain top 25 station. Needs West Coast exposure. Box 93, BROADCASTING.

Qualifications for Art Director of mountain states 3 kw station. Must have College degree or equivalent, practical experience in the field. Must have experience with AM, FM, television, antennas and studio equipment. Box 94, BROADCASTING.

Needed—Commercial Manager for Progressive Texas station. Give complete history. Box 78, BROADCASTING.

Box 108—Georgia Local west coast, NBC affiliate serving Baton Rouge, La. Proven results and good sales record. Box 1587, Baton Rouge, La.

Need experienced commercial man to handle local business. Want man with references, photo, and salary expected, in first letter to WSPB, Sarasota, Florida.

Broadcasting Magazine, 870 National Press Bldg., Washington 4, D.C.

April 22, 1946

Payable in Advance—Checks and money orders only—Minimum $1.00.

Situation Wanted 10c per word. All others, 15c per word. Count 3 words for first 10 and each additional 10 words or fraction thereof.

Here's what I do. Platter shows mixed with live talent. One man show with expanded opportunity. Salary $120.00 per month. Is interested? Box 154, BROADCASTING.

Transmitter, 1st class, present 1 kw ABC midwest. Married, 28, references. Leaving for position at west coast June 1st. Box 125, BROADCASTING.

Veteran, 27, 1st phone license, desires start as engineer in midwest. 35 years experience. Box 132, BROADCASTING.

Program director now connected metropolitan key network station. Experience, all phases operations and administration. Box 134, BROADCASTING.

First class radiotelephone since 1941. Two years commercial broadcast experience in Philadelphia. Honors, $400,000.00 year volume on a 50,000 watter. His program ideas are limited, but he is on. Has studied, read from overseas and would like to start in work in about 30 days personal. Texas Box 137, BROADCASTING.

Program manager now connected major network station midwest. Excellent voice, energetic, good advertising experience. Box 161, BROADCASTING.

Writer—Announcer, Veteran. Excellent experience in radio, theatre, news, public relations. Established name. Box 164, BROADCASTING.

Wanted—Writer, 4 years experience in network and local traffic, bookkeeping, secretarial work, etc. Please refer to BROADCASTING reference. Box 165, BROADCASTING.

Traffic secretary. Four years experience in network and local traffic, bookkeeping, secretarial work. References. Box 166, BROADCASTING.

Traffic secretary. Four years experience, 22 years old. Also time salesman. Available immediately. Southeast only. Box 136, BROADCASTING.

Radio Engineers Wanted

for Immediate Employment

College degree essential, supplemented by active engineering experience. Salary commensurate with training and experience. Company displays 5-sta "E" flag. Must be able to assure recognition and promotion to qualified men.

Write J. E. Richardson, including résumé of training, experience and personal history.

Situations Wanted (Cont'd)

Radio engineer with eleven years experience wants position as chief engineer for small station. Has experience at the large. Must be in southwest or deep southeast. Box 168, BROADCASTING.

Announcer—Experienced, news, record and sales, know all types music. Perfect network voice. Box 169, BROADCASTING.

Manager—Experienced. Single. Showing anywhere in U. S. Box 169, BROADCASTING.

Manager—Seventeen years successful experience all phases radio seeks permanent connection with AM or FM station. Box 170, BROADCASTING.

Announcer—Ambitious, conscientious, steady. The applicant, "plenty on the ball" wants opportunity with station. Box 172, BROADCASTING.

Experienced, multi-director station seeks advancement. Offer complete music programming service to forward-looking owners. Box 173, BROADCASTING.

The applicant, Pythagoras to Prokofieff, Bach to Woody Herman and Frank Sinatra, Letter in musical subjects, Classically-trained organist, accompanist. Qualified announcer, jockey, writer. Plenty of ideas. Box 174, BROADCASTING.

Announcer wants job, any location. Married, age 28, ex-service, 3 years experience at all-around staff work, news, commercials, morning shows, sports, features, etc. Has ability to travel and sell transcribed radio戏剧, news and full particulars to Al College, Opus, New York or Brooklyn vicinity. Seeking permanent position with eastern station, preferably on west coast desires executive position with exceptionally progressive station. Must have two year contract with yearly suitable raises in salary. Details on request. Box 180, BROADCASTING.

Veteran. Excellent experience in radio, theatre, news, public relations. Established name. Box 183, BROADCASTING.

Experienced engineer with eleven years experience in operation, maintenance, all types ranging up to 500 kw power, skilled from overseas and would like to start in work in about 30 days personal. Texas Box 137, BROADCASTING.

Announcer-producer-veteran, 24, single, experience: announcing, directing, acting. Excellent voice, energetic, good advertising experience. Box 184, BROADCASTING.

Announcer-producer, veteran. Excellent experience in radio, theatre, news, public relations. Established name. Box 186, BROADCASTING.

Wanted—Emergency — Announcer with sound technical training, well-rated Mutual station. New audition. Box 187, BROADCASTING.

Wanted—Announcers, commercial men to travel and sell transcribed radio戏剧, news and full particulars to Al College, Opus, New York or Brooklyn vicinity. Seeking permanent position with eastern station, preferably on west coast desires executive position with exceptionally progressive station. Must have two year contract with yearly suitable raises in salary. Details on request. Box 180, BROADCASTING.

Veteran—Experienced, married man desires permanent all around announcing position. Box 189, BROADCASTING.

Chief engineer desires change. Veteran with college education and 8 years experience as emcee, announcer, writer. Plenty of ideas. Box 190, BROADCASTING.

Announcer—Writer. Four years experience in ad agency. Now seeking position as writer and program script and ideas. Twenty-four years experience. Desires definite location and construction of both AM and FM. Single, 20. Will go anywhere and producing. Award winner for outstanding voice. Previous to network was employed by three 50,000 watt stations. Excellent references from any of my former employers. I am looking for a position which will be permanent with a profitable station. Formerly with CBS, to that I must have two year contract with yearly suitable raises in salary. Details on request. Box 191, BROADCASTING.

Traffic manager. Four years experience. Desires definite location and construction of both AM and FM. Single, 24. Travel. Box 192, BROADCASTING.

Wanted—Veteran. Experienced in musical subjects. Classically-trained accompanist. Box 194, BROADCASTING.

Veteran. Experienced, desires position script-writing for small radio station. About to be discharged after 5 years Army. Definitely talented. Box 197, BROADCASTING.

Situations Wanted (Cont'd)

Radio engineer with eleven years experience wants position as chief engineer for small station. Has experience at the large. Must be in southwest or deep southeast. Box 168, BROADCASTING.

Announcer—Experienced, news, record and sales, know all types music. Perfect network voice. Box 169, BROADCASTING.

Manager—Experienced. Single. Showing anywhere in U. S. Box 169, BROADCASTING.

Announcer—Ambitious, conscientious, steady. The applicant, "plenty on the ball" wants opportunity with station. Box 172, BROADCASTING.

Experienced, multi-director station seeks advancement. Offer complete music programming service to forward-looking owners. Box 173, BROADCASTING.

The applicant, Pythagoras to Prokofieff, Bach to Woody Herman and Frank Sinatra, Letter in musical subjects, Classically-trained organist, accompanist. Qualified announcer, jockey, writer. Plenty of ideas. Box 174, BROADCASTING.

Announcer wants job, any location. Married, age 28, ex-service, 3 years experience at all-around staff work, news, commercials, morning shows, sports, features, etc. Has ability to travel and sell transcribed radio drama, news and full particulars to Al College, Opus, New York or Brooklyn vicinity. Seeking permanent position with eastern station, preferably on west coast desires executive position with exceptionally progressive station. Must have two year contract with yearly suitable raises in salary. Details on request. Box 180, BROADCASTING.

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Announcer-producer-veteran, 24, single, experience: announcing, directing, acting. Excellent voice, energetic, good advertising experience. Box 184, BROADCASTING.

Announcer-producer, veteran. Excellent experience in radio, theatre, news, public relations. Established name. Box 186, BROADCASTING.

Wanted—Emergency — Announcer with sound technical training, well-rated Mutual station. New audition. Box 187, BROADCASTING.

Wanted—Announcers, commercial men to travel and sell transcribed radio drama, news and full particulars to Al College, Opus, New York or Brooklyn vicinity. Seeking permanent position with eastern station, preferably on west coast desires executive position with exceptionally progressive station. Must have two year contract with yearly suitable raises in salary. Details on request. Box 180, BROADCASTING.
FULL COVERAGE ON MARITIME MEET
MARITIME Conference of the International Labor Organization, to be held in Seattle June 6-21, will be fully covered by radio and the press. A total of newspapers and radio stations from 46 countries in attendance, meeting will seek worldwide stabilization of seamen’s wages. All networks, including BBC, are scheduled to cover proceedings.

Washington State Broadcasters Assn. has selected a committee of radio people who will act as a channeling body for all news and special programs originating at the conference. Tom Olson, association president, will represent radio on IMC Host Committee. Working radio committee under his direction includes: Paul E. Moore, KJR, chairman; Richard E. Green, KOMO, secretary; Carol Foster, KIRO; Kirby Torrence, KEVR, and Jerry Morris, KOL, all Seattle stations.

The effort to be made as clearing house for networks, BBC and independents, will plan transcribed pre-convention program releases to be made available to networks starting May 1. Broadbooths are being arranged at Civic Auditorium, scene of conference.

Four NBC Replacements Announced for Summer
FOUR summer replacements for NBC programs were announced in Chicago Thursday by Paul McCaughey, manager of NBC west.

One NBC replacement as clearing house for networks, BBC and independents, will plan transcribed pre-convention program releases to be made available to networks starting May 1. Broadbooths are being arranged at Civic Auditorium, scene of conference.

Curtis Firm Seeks to Buy WBB-WABW
CURTIS Radiotcasting Corp., owner of WBBW-WEOA Evansville and WMLL, Evansville FM station, will acquire WABW Indianapolis (FM) and WBBW Indianapolis, new daytime station, Lyle M. Beery, Jr., president, said today. The proposal was submitted with an FCC in January, if the Commission approves an assignment application filed last week.

The proposed assignment is from Associated and Broadcasters Inc., whose grant for the Indianapolis AM outlet was the first authorization for U. S. use of the Class I-B clear channel 1550 kc to BROADCASTING. The proposed assignment is from Associated and Broadcasters Inc., whose grant for the Indianapolis AM outlet was the first authorization for U. S. use of the Class I-B clear channel 1550 kc to BROADCASTING. The proposed assignment is from Associated and Broadcasters Inc., whose grant for the Indianapolis AM outlet was the first authorization for U. S. use of the Class I-B clear channel 1550 kc to BROADCASTING. The proposed assignment is from Associated and Broadcasters Inc., whose grant for the Indianapolis AM outlet was the first authorization for U. S. use of the Class I-B clear channel 1550 kc to BROADCASTING. The proposed assignment is from Associated and Broadcasters Inc., whose grant for the Indianapolis AM outlet was the first authorization for U. S. use of the Class I-B clear channel 1550 kc to BROADCASTING. The proposed assignment is from Associated and Broadcasters Inc., whose grant for the Indianapolis AM outlet was the first authorization for U. S. use of the Class I-B clear channel 1550 kc to BROADCASTING. The proposed assignment is from Associated and Broadcasters Inc., whose grant for the Indianapolis AM outlet was the first authorization for U. S. use of the Class I-B clear channel 1550 kc to BROADCASTING. The proposed assignment is from Associated and Broadcasters Inc., whose grant for the Indianapolis AM outlet was the first authorization for U. S. use of the Class I-B clear channel 1550 kc to BROADCASTING.

New Company Files for Albany Outlet
CHAMPLAIN Valley Broadcast- ing Corp., a new organization headed by Stephen R. Rintoul, has filed the application for a 10,000 kw station at Albany, N. Y., to operate fulltime on 850 kc.

The company, which has temporary offices at 598 Madison Ave., New York, will operate from a site south of Albany, Company is incorporated for $200,000. Construction cost is estimated at $125,850.

Mr. Rintoul, president and treasurer of the corporation, with 57 1/2% of the stock, resigned Feb. 15 from the Katz Agency, station representative organization, after more than eight years, to prosecute this new station. Before joining Katz he had been station relations manager of World Broadcasting System. From 1944 to 1945 he was owner of WSRR, Stamford, Conn., now WSTC.

Vice president of the new company, 7 1/2% of the stock, is Trew W. Yocum, chairman of the board of Ridgway, Ferry & Yocum, New York advertising agency. Until the end of last year he was executive major, supervised the programs and promotion section in New York. Previously he was with Western Printing & Lithographing Company, New York. Mr. Carley, a veteran of the war, left the army at a frequency for New York offices of the New York office of the New York papers.

Three Join Agency
CARL R. GIEGERICH, Russell V. Stone and Bob Carley, formerly in the Army where they served in the broadcasting division of the Signal Corps before the war, have opened an agency in New York.

They will also handle new business activities. Mr. Giegerich, who served as a major and communications officer, was stationed at Eustis, Va., during the war. Mr. Stone, also a former communications officer, was stationed at Eustis, Va., during the war. Mr. Carley, a former communications officer, was stationed at Eustis, Va., during the war.

Raymond D. Hutchens, editor of Relay, a publication of RCA Communications Inc., died April 16 at Polychnic Hospital, New York, after a short illness. He was 41 years old. Born in Chicago, Mr. Hutchens joined RCA in 1928 as a technician in the radiophoto department after serving for several years as a radio operator in the Veterans Hospital in Chicago. He was transferred to the New York offices of RCA in 1940 to establish and edit Relay. He is survived by his wife, Gertrude D. Hutchens.
Board Suggests Realignment Of CAB Functions in Report

SPECIFICATIONS for an ideal program rating service were drafted by the committee appointed by the board of governors of the Cooperative Analysis of Broadcast to study the subject and to report in "factual, technical and administrative policies of the CAB." They are:

(a) A measurement in absolute terms, i.e., a rating which can properly be projected against the total number of radio homes in the area reached by the stations carrying the program. This requires a properly stratified national sample, giving proper weight to urban centers, small towns, and rural areas; to all income brackets, specifically including non-telephone as well as telephone homes; to areas receiving excellent multi-station coverage ranging down in proper proportion to areas remote from transmitters.

Cover All Broadcasts

(b) A measurement which covers all broadcasts of a program, not only week of two or two of four. While this is ideal, it can be compromised if economic factors make the cost of weekly measurement prohibitive.

(c) Measurement which is speedy, with ratings available with in a few days after each broadcast. In considering renewals for time talent, writers, musical features, etc., agencies and advertisers need the basic current data available if occasional costly mistakes are to be avoided.

(d) A measurement which holds consistent and unmistakable trends, so that non-statistically-minded advertisers and sponsors can be reassured that variations in ratings which do not necessarily represent actual changes in a program's popularity, but may represent merely the variations between successive random samples completed.

Committee, comprising Edgar Kobak, president of Mutual; Thomas D'A. Brophy, president of

Seven More Standard Outlets Granted

Regional Station Given Wailuku, Hawaii Applicant

GRANTS for a new regional station in Hawaii at Wailuku, Hawaii, and regional and five full-time local outlets in the U. S. were approved by the FCC last Wednesday. Construction costs covered by the applications exceed $200,000.

Mai Publishing Co., Ltd., publisher of daily Mai News, was authorized to use $50 kc with 1 kw full-time for a new station at Wailuku, Hawaii. The firm is owned by 21 stockholders, headed by J. Walter Cameron who holds a 27.3% interest. Cost of the outlet was estimated at $45,250. Call letters KMKV were requested.

Santa Clara Broadcasting Co. was authorized to build a station at San Jose, Calif., to operate on 1950 kc full-time. The grantee is principally owned (66%) by Redwood Broadcasting Co., licensee of KIEM-AM, Eureka, Calif., and a wholly owned subsidiary of KULN Grants Pass Ore. R. E. Walker of San Jose is president. Cost was estimated at $39,300.

New Mexico Publishing Co., Santa Fe, was granted use of 1400 kc for a 250-w full-time station at Santa Fe. Frank C. Rand, also associated with other applicants for outlets in New Mexico and Texas, owns 96% of the stock. J. C. Floyd of Santa Fe is proposed manager of the station, which is expected to cost $63,000.

Joseph F. Biddle Publishing Co., publisher of the Huntington (Pa.) Daily News, received a construction permit for a Huntington station to operate on 1590 kc full-time. John H. Biddle, president of J. H. Biddle Publishing Co., half owner of Inquirer Publishing Co. at Clearfield, Pa., is president and owns 17½% of stock in the Huntington firm. Similar interests are held by Anne B. Pullinger, Josephine B. McMeen, Sarah B. Ten Eyck, and Elizabeth B. McKeel. The station is expected to cost $16,407.

R. Pidcock Sr. and James M. Wilder, an equal partnership doing business as Georgia Broadcasting Co., were authorized to construct a 250-w full-time station at Savannah, Ga., operating on 1290 kc. Mr. Pidcock formerly owned WMGA station, now owned by his son, John F., and holds 40% of stock in the FM station there. Mr. Wilder has been associated with WMGA as chief engineer, announcer and program manager. They estimated the new station would cost $14,200.

Union City (Tenn.) Broadcasting Co. received a grant for a new Union City outlet to operate full-time on 1290 kc with 250-w B. Cary Brummel, chief engineer of WTJS Jackson, Tenn., since 1931, is president and owns 40% interest, while A. B. Robinson, WJRT, Nashville, Tenn., is vice president. Mr. Barlett owns a radio production agency, Radio South, in which name the construction permit was issued. The authorized cost of the station is $11,000.

Question Moved

In an accompanying letter to the CAB membership, Mr. Duffy states that "the critical point to weigh" is that "the CAB rating service and those of all other program research organizations are not ideal at present . . .

"Should CAB discontinue its rating service?"

"Or should CAB, now in its 17th year of providing ratings, continue its service and at the same time develop the desired ideals and then put them into effect in an expanding service?"

A legal opinion, drafted by I. W. Digges, CAB counsel, also sent to members, pointed out that if the CAB drops its own rating service and becomes a "validating" agency of the rest of them, it would "have no right to enforce your views, nor to coerce, intimidate or threaten others engaged in determining and recording radio listen-

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Lemke Would Make 50-mc FM a Law

A BILL directing the FCC to assign FM to the 50-mc band was introduced last week in the House by Rep. William Lemke (R-N.D.), chairman of the House Appropriations subcommittee on state & Foreign Commerce Committee to hold immediate hearings.

Rep. Lemke said his bill was prompted by complaints from FM broadcasters that the FCC allocated FM in the 88-108 mc band, ignoring propagation tests. He said he took it up with the Commission some time ago, following the first commission meeting, and was assured that if they "would give it consideration."

"The next I heard the Commission had moved FM out of the 50-mc band, said Rep. Lemke. He said he had read the FCC's report on the FM allocations and had reached the conclusion that the "Commission followed its own engineers and ignored outstanding engineers who protested the move."

Rep. Clarence F. Lea (D-Cal.), chairman of the Standing Committee, said he would refer the Lemke bill to the FCC for comment and to have it considered after hearing from the Commission whether to hold hearings. Mr. Lea expressed doubts that much could be done about new legislation this session, in view of the pressing problems facing the Congress plans to adjourn sine die on July 10.

Text of the Lemke bill (HR 6174) follows:

Section 1. Congress finds that by the Senate and House of Representatives of the United States of America, Congress assembled, that the FCC is hereby authorized and directed to assign to frequency modulation (FM) radio broadcasting stations in the section of the 50-mc band of radio frequencies.
Hooper-CAB Changes Recommended

McCann-Erickson Cites Fallacies, Remedies

REPORT of a year’s study of comparative research methods used by the Cooperative Analysis of Broad- casting and by C. E. Hooper Inc. was released last week by J. A. Harper Jr., vice president in charge of research of McCann-Erickson Inc.

The report, compiled by Dr. J. A. Harper and Dr. Hans Zeisel, of the research department, included 10 recommendations which, if adopted, “will re-establish the coincidental rating, within its limitations, as a more reliable research tool,” Mr. Harper said.

In a special summary of the 51-page report, these points were made:

(1) Both Hooper and CAB underestimate the true size of telephone-home audiences; Hooper by about 10 percent, CAB by something under 50 percent.

(2) On the average, Hooper ratings and CAB ratings are about 20 percent lower than ratings for the same program and time period. We found this to be caused by three factors: The Hooper interviewer waits 6 telephone rings before he counts a party as not home, and, therefore, not listening, and the CAB interviewer stops after the 4th ring and thus misses some listeners; (3) Mr. Hooper’s definition of a telephone home was made to determine for several programs the variations in results between cities by interviewing in each of several cities on a conclusive basis.

(3) Experiments should be made to determine the adequacy of a sample taken in any one city by comparing the results with those of an ideal population. Such comparisons should determine whether their statistical methods are satisfactory or not.

(4) Experiments should be made to determine for several programs the variations in results between cities by interviewing in each of several cities on a conclusive basis.

(5) Experiments should be made to determine the adequacy of a sample taken in any one city by comparing the results with those of an ideal population. Such comparisons should determine whether their statistical methods are satisfactory or not.

(6) The coverage area upon which computation of a program rating is based must not be derived from a self-selected defini- tion of a city but be determined in cooperation with CAB.

Sufficient Samples

(7) Experiments should be made to determine the adequacy of a sample taken in any one city by comparing the results with those of an ideal population. Such comparisons should determine whether their statistical methods are satisfactory or not.

(8) Experiments should be made to determine for several programs the variations in results between cities by interviewing in each of several cities on a conclusive basis.

(9) Experiments should be made to determine the adequacy of a sample taken in any one city by comparing the results with those of an ideal population. Such comparisons should determine whether their statistical methods are satisfactory or not.

(10) Experiments should be made to determine the adequacy of a sample taken in any one city by comparing the results with those of an ideal population. Such comparisons should determine whether their statistical methods are satisfactory or not.

Continuance of CAB Ratings Is Urged at ANA Convention

DISCUSSION of radio program audience measurements and continuing a cooperative analysis of Broadcasting in the program rating business highlighted the convention of the Assn. of National Advertisers, held April 15-18 at Westchester Country Club, Rye, N. Y. Allotted 45 minutes of the Tuesday afternoon radio session, discussion of this topic lasted nearly an hour.

Justin Miller, NAB president, addressed ANA’s Tuesday luncheon on “The Public Service Responsibilities of Broadcasting.” He reviewed the current status of in-city, in-programming and pointed to FCC’s usurpation of power in the programming field.

Robert P. Elder, assistant to the president of Lever Bros. Co., pre- sided at the radio session as chairman of the recently created ANA Radio Council. Council was formed, Paul T. H. Allen, ANA executive, to represent the advertiser’s viewpoint to networks and individual stations in matters of mutual interest.

CAB BBM Advantages

Following Mr. West’s opening remarks, Mr. Elder, with a long line ofstellar names present, delivered the CAB presentation, followed by Mr. Elder, with a long line ofstellar names present, delivered the CAB presentation, followed by the opening of the session, which was conducted by Mr. Elder, who introduced the speakers. Mr. Elder then introduced the speakers.

Mr. Elder, in his opening remarks, said that CAB is the only organization that can provide accurate information on the size of the audience for radio advertising.

Mr. Elder also stressed the importance of CAB in providing a reliable measurement system for radio advertising.

WHK, WHKK Actions Reflect FCC's Policy

WHK, WHKK Actions Reflect FCC's Policy

Following the policy outlined Feb. 5 [Broadcasting, Feb. 11], the FCC last week denied without prejudice two applications and a petition.

1. Application for reinstatement of application to increase hours on the 750 kc clear channel to 24 hours per day.

2. Application for reinstatement of application to use 100 kw power on the 750 kc clear channel.

3. Application for reinstatement of application to increase hours on the 750 kc clear channel to 24 hours per day.

4. Application for reinstatement of application to use 100 kw power on the 750 kc clear channel.

5. Application for reinstatement of application to increase hours on the 750 kc clear channel to 24 hours per day.

6. Application for reinstatement of application to use 100 kw power on the 750 kc clear channel.

7. Application for reinstatement of application to increase hours on the 750 kc clear channel to 24 hours per day.

8. Application for reinstatement of application to use 100 kw power on the 750 kc clear channel.

9. Application for reinstatement of application to increase hours on the 750 kc clear channel to 24 hours per day.

10. Application for reinstatement of application to use 100 kw power on the 750 kc clear channel.
LOS ANGELES STATIONS GRANT WAGE INCREASES

AVERTING threatened strike after two months of negotiations [Broadcasting, April 15]. American Federation of Radio Artists and 12 Los Angeles area independent stations have agreed on announcer wage increase of from $22.41, with new contracts retroactive to April 30. As months' stations divided into three salary classifications, with junior announcers eliminated.

KFDB KMPC KXLA are class 1, with $67.50 weekly rate; KFOX KGER KPAC KLAC KRKD KPVD get $67.50 rate; KVEF KGFI KWKE are class 3, with $65.50 wage. New high of $67.50 for major independents equivalent to top announcer salary on Los Angeles network stations. Agreement, concluded by Claude McCue, executive secretary, Hollywood AFRA, and Dean Johnson, attorney for Southern Cal. Broadcasters Assn., provides settlement of money disputes between stations and announcers in arbitration. Former salary range was from $86.50 to $55 weekly.

ABC RESIGNS FROM CAB; MAJORITY FAVORS RATING

ABC resigned from CAB and Mark Woods, ABC president, resigned from CAB board effective April 30 at board meeting Friday. ABC had submitted resignation in January but was persuaded to continue on temporary basis.

Edgar Kobak, Mutual president, took no action. NBC and CBS were not represented at meeting, which was devoted chiefly to discussion of membership vote on report of committee recommendations for withdrawal of CAB from rating service field. Board decided to withhold action until voting is completed and will meet again next week. It is understood that majority of votes to date favor continuance of CAB rating service.

RMA LETTER ASKS CPA TO EASE BUILDING BAN

POLICY instructions giving special consideration to broadcast station projects because of their public service functions asked Friday of Civilian Production Administration. Radio Manufacturers Association's letter following up telegram sent week ago [Broadcasting, April 15].

RMA telegram had asked CPA to ease building ban by moving station structures from $1,000 exemption class to $15,000. Letter requests policy instructions. Negligible quantities of scarce materials are involved in broadcast projects, RMA reminded CPA.

JAEGGER LEAVES ABC

C. P. JAEGGER resigns as ABC vice president in charge of creative sales to form new organization allied to radio. Mr. Jaeger said he could not disclose details, but denied reports firm will be talent agency. He has offices at 1 E. 54th St., New York; also will open Hollywood offices.

FIRST FINCH FAX ORDERS

FINCH Telecommunications announced Friday that first postwar FM broadcasters to receive equipment will include: WHNF New York, KMGM Los Angeles, KJBS San Francisco, WJJD Chicago, San Co., Western Reserve Broadcasting Co., Cleveland.

CBS COLOR VIDEO RELAYED OVER 450 MILE COAXIAL CABLE

TRANSMISSION of ultra high frequency color television over a 450-mile coaxial cable link from New York to West Coast successfully accomplished last Friday, prior to AT&T's removal of cable from service for technical revision. Although definition of the color was said to be decreased to some degree, there was no loss in color quality as the colors are added at each receiver. Pointing out that this is the answer to prospective video broadcasters who have been worried about possible color network service being unavailable for a long time to come, Frank Stanton, CBS president, said: "The startling fact that programs in full and vivid color can satisfactorily be carried without modification of present television coaxial cable systems, means that color networks can be formed as rapidly as black-and-white networks."

TWO NEWS CLINICS SLATED

TWO NAB news clinics are scheduled in May. John C. Stewart, KBONY North Platte, Neb., will preside at May 11 Nebraska clinic at Kearney, Neb. Nebraska Broadcasters Assn. will meet May 10 at Kearney, Wisconsin. clinic will be held May 14 at Hotel Lorraine, Madison, with K. P. Schmitt, WIBA Madison, presiding. Arthur C. Stringer, secretary of NAB news committee, will attend clinics.

GUILD JURISDICTION

RADIO DIRECTORS Guild assumes jurisdiction of 16 CBS Hollywood program directors following agreement between that union and American Federation of Radio Artists. Donald W. Thornburgh, CBS Western Division vice president, approved switch for network. Change will be effected on formal acceptance by two unions.

PHILCO SHUTS DOWN

EFFECTIVE today (April 22) Philo Corp. home radio assembly plants in Philadelphia will close for two weeks because of parts shortage. Jobs of 600 men will be affected, said John Ballantyne, president. Strikes in steel and copper industries, plus lack of sufficient OPA ceilings on many components contributed to shutdown, he explained.

PER INQUIRY OFFER

NAB Dept. of Broadcast Advertising states Harry J. Wendland Adv. Agency, Los Angeles, is circulating per inquiry offer by which stations would run seven advertisements weekly on behalf of three western song books selling for $1. Station gets 40c of the $1.

CANN TALK BACK NOW

ACTING CHAIRMAN Denny of FCC invited WGN Chicago Friday afternoon to New York to prevent damage to Petrillo from interfering with its programs. When Frank P. Schreiber, WGN manager, testified at clear channel hearings that station had to discontinue U. of Illinois weekly band concert because of Petrillo demand for a "man for man standby," Mr. Denny interrupted: "You can put the University band back now. The President signed the bill, didn't he?"

Hugh Boice Jr., manager, New York office, J. P. McKinney & Co., station representatives, and former commercial manager WMRD Peoria, last Friday was appointed general manager of WEMP Milwaukee, succeeding C. J. Lanchpher. Mr. Lanchpher is president and general manager of new WFOX Milwaukee, authorized last month. Mr. Boice's appointment was announced by William B. Dolph, part owner, on behalf of WEMP ownership.

TED STEELE, released from AAF as major after four years' service, rejoined Benton & Bowles as vice president in charge of West Coast operations, with headquarters in Hollywood.

H. V. KALTNBORN, NBC commentator, April 24 will be guest-speaker at celebrity luncheon of Advertising Club of New York, when he will be presented with bronze plaque achievement award of club, in recognition of many years of service in journalism to the American public.

LEE WHITING, general manager of WDGY prior to station's sale to Stuart Brothers, [Broadcasting, April 15], resigned, effective April 21, succeeded by Marvin Drake, general manager KFOR, Lincoln, Neb. Stuart Brothers owned-and-operated station.

LEVY TO YOUNG & RUBICAM

LT. DAVID LEVY USNR, loaned to Treasury's War Finance Division as director of the Radio Section, now on terminal leave and returns May 1 to Young & Rubicam. He will be assigned to Hollywood under Tom Lewis, Y&R radio vice president, as supervisor of West Coast radio productions.

Closed Circuit

(Continued from page 4)

building. Unusual zoning laws sharply limit available sites.

ANNING M. PRALL, son of late FCC chairman, who holds executive position with Raytheon Mfg. Co., also assumes post of Director of Broadcasting. Raytheon has several FM applications pending and participated in Boston hearings earlier this month.

THAT Oscar idea for radio, batted around for months, came up swinging again Friday at quiet conference in NAB's headquarters. Flossy version suggested by promoters of movie industry's Oscar project has been cold-shouldered but less extravagant plan may be proposed at board meeting next month. Board pigeonholed idea in January.

GEORGE C. W. BROWNE, assistant controller of radio for Canada in Department of Transport, Ottawa, expected to be appointed controller of radio April 25, following retirement April 26, of Walter M. Wainwright. Both men are well known among top government radio executives throughout Americas.

NAB BOARD of Directors at next meeting probably will get proposal from President Justin Miller to amend a by-law adopted by mail ballot last year, opening membership to all applicants. Mr. Miller and other NAB officials understood to be unhappy with the by-law as it stands, feeling that NAB doors are thrown wide open to any and all comers, regardless of their legitimate interests in prosecuting applications.
MARKETS are people, not percentages. Ratings have meaning only in terms of homes reached. And they are projec-tible only to the segment of population represented by the sample.

In adopting the Nielsen Radio Index, WLW has now made it possible to obtain a program rating for the entire WLW Merchandise-able Area, based on an accurately representative cross-section, sampling every element of the total population, in exact proportion to the 1940 census.

Thus, an area rating of 10 means that 270,804 families were reached by the program, in 325 counties in seven mid-western states. A rat-}

ing of 30 on the same program, from an urban-telephone sample in the city of Cincinnati, would represent only 43,500 homes (30% of the total phones listed in the Cincinnati telephone directory).

THE NIELSEN RADIO INDEX . . . is of vital importance to you. It gives a minute by minute picture of all radio listening in the WLW merchandise-able area . . . shows total audience for each station and program . . . holding power . . . total minutes of listening . . . difference between urban and rural listening.

All this, and more, is available now through the Nielsen Radio Index to help you plan your adver-tising more effectively in the great Midwest.
FM radio receivers are more static-free and less costly—thanks to research at RCA Laboratories.

**NEW FM - noiseless as the inside of a vacuum tube!**

Now, FM, or Frequency Modulation reception, provides still greater freedom from static and interference caused by storms, ignition systems, oil burners, and domestic appliances.

It’s radio at its finest—making your living room a part of the concert hall itself. You’ve no idea of how marvelous music can sound over the radio until you hear the golden perfection of FM reception developed by RCA.

Moreover, through this new RCA development, FM receivers can be made at a cost comparable to that of standard-band broadcast receivers. FM is no longer expensive! “Better things at lower cost” is one of the purposes of RCA Laboratories—where similar research is constantly going into all RCA products.

And when you buy anything bearing the RCA Victor name—from a television receiver to a radio tube replacement—you know you are getting one of the finest instruments of its kind that science has yet achieved.

*Radio Corporation of America, RCA Building, Radio City, New York 20... Listen to The RCA Victor Show, Sundays, 4:30 p.m., Eastern Standard Time, over NBC Network.*

Stuart William Seeley, Manager of the Industry Service Laboratory, RCA Laboratories Division, perfected this new FM circuit. It not only operates equally effectively with strong or weak stations, but lowers the cost of receivers by eliminating additional tubes and parts that were formerly considered necessary in Frequency Modulation receivers.